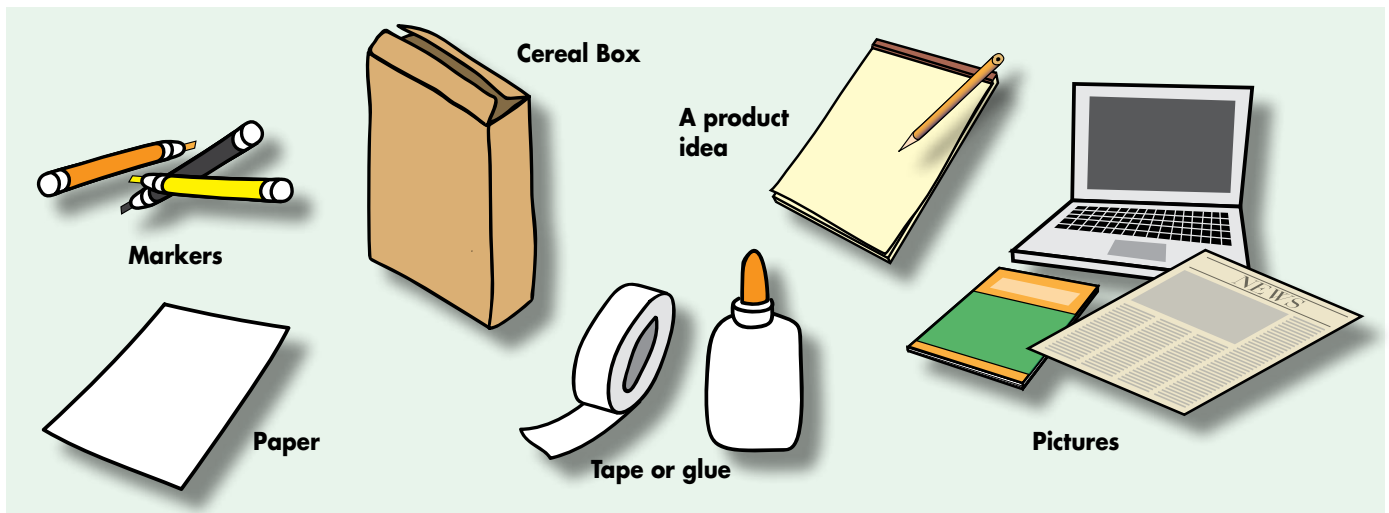




Label It

Find What You Need...

- Used box of cereal
- Paper
- Tape or glue
- Markers
- A product idea
- Pictures from magazines, newspapers or the internet.



What's the best way to promote your product?

Have you ever gone to the grocery store with your parents? Have you looked down the aisle of cereal boxes and seen all the colors and designs? The cereal would be just as delicious if it was in plain brown boxes. But the cereal makers want to grab your attention. They want to make sure their cereal stands out and that you know just how good it is.

The labels on packages also provide nutritional information if it's a food product. That includes the food ingredients and how healthy (or not healthy) they are for you. Package labels even tell you about the package itself. A package label will usually give you information about what to do with the package once you're done with

it. Can it be recycled? Does it get recycled with the paper products or the plastics? Everything you need to know about the product and even the package itself, is on the label.

Brain Buster:

Most cereals are packaged in both a bag and a box. Why do you think the cereal makers do that?

Activity Instructions

1. You're going to make your own packaging label to get across the message that your product is the best. First, think about a product you want to sell. It could be something totally new that you just made up. It could be a pretend product, maybe something that might be useful on another world. Or it could be an improvement on a product that already exists. Whatever it is, it has to fit into a cereal box.
2. Once you come up with your product, make a list of product features and benefits. Features are things that describe your product. What does your product have in it? What is it supposed to do? Benefits are what make your product good. What's useful about your product? How can it help someone? Why would someone want to buy it? Write down all the product's features and benefits.
3. Next, think about the mood you want your product to communicate. Is this product serious or funny? Is it for kids or adults? Is it healthy or sugary sweet? Think about why someone would want to buy your product and draw the label to get people to want it.
4. Think about your product's name. What will you call it? How will you make the name stand out?
5. Now it's time to design your product label. Find a used cereal box. Cover it with construction paper and tape or glue the paper to the box. That's your clean surface.
6. Use pictures from magazines, newspapers or the Internet or draw your own pictures to decorate the box.
7. Use a pen or thin marker to write the name and the product and package information.
8. Show your product to your friends and family. Did you packaging job work? Is this something that they'd want to buy?

Conclusions

There are many things that go into making a package. Making a package that protects the product is just the beginning. A product's package is also the way that a company sells the product. That's one reason that it's hard to get companies to stop making so much packaging. Small, Earth-friendly packages can sell products just as well as products with too much packaging. In fact, certain inks and dyes are better for the Earth than others and companies that care about the environment try to use inks that are not harmful. There is so much that one little box can do.

Wrap Rap:

When the makers of Sun Chips wanted to be more Earth-friendly, they created a new bag that was better for the environment. But the bag made a funny noise. Every time someone tried to get a chip from the bag, the bag would make a loud crinkling sound. Customers complained and then stopped buying the product. Sales dropped. Even though customers said they wanted a more Earth-friendly package, they didn't want it if it was going to be so noisy. Sun Chips had to take the bag off the market and put the chips back into the old, quiet bag.