

What is this cereal box saying?

Colour in all the ad tricks on this box that make kids notice it.



CANADA'S CENTRE FOR DIGITAL AND MEDIA LITERACY

Five common ad tricks: House Hippo mascot, activity ("Hidden hippo fun!"), slogan ("Whole grain great taste!"), contest/club ("House Hippo spotters"), free toy/prize ("badge inside")

What could the cereal box say?

Now draw and colour as many things on the box as you can think of to get kids to notice it and ask for it.

