

Marketing Analysis, Cereal box, and Analysis DUE: _____

1. Complete the marketing analysis survey on the other side of this page.
 2. Turn in your completed/folded cereal box.
 3. Write up an analysis 3-5 sentences about modifications you would make based on the survey. Write this analysis on this sheet.
-

Written Analysis:

Brighton Graphic Communications

Name of Designer _____

Name of Cereal _____

Purpose: To survey people on the acceptance of the Graphics and Design of this package.

Rating Scale:				
Disagree		Neutral		Agree
1	2	3	4	5
No, dislike		Average		Yes, I like

1. The name of this Cereal would influence my purchase of this cereal.
2. I would be willing to pay a little extra for this cereal because of the Graphics & Design.
3. The quality of the Graphics design gives me confidence in buying this cereal.
4. On a store shelf, with other brands of cereal, this name and design would attract my attention in a positive way.

Totals:

[illegible]

How do you feel the following three words (adjectives, feeling words) describe this product:

1. _____
2. _____
3. _____

Totals:

[illegible]

Survey Instructions: Survey/interview ten people (6 groups plus 4 at-large). Let the potential customers hold the cereal box while you ask and record the answers, then get their signatures as proof. You select 3 descriptive adjectives, for the customer to rate as to how that word describes your package graphic design (example: fresh, clean, ...). Be very professional, try for accurate results, ask the people to be very honest, as if they would be purchasing this. Don't try to influence their opinion, tell them it's very important.

Summary: After you have surveyed ten different people and recorded the results, you are ready to tabulate the statistics. Total up the twenty vertical columns (totals in grey area). Then total up the seven horizontal rows (to right). For your Survey results/recommendations: does one (age or sex) group prefer your package over another group, does your package show any outstanding characteristics over another area, how can you improve and make this cereal box even more saleable/desirable, be very specific. 75 to 100 words?