

Advertising Teaching Prompts

Teacher prompts to compare and contrast historical advertising to what they see everyday.

A. DESIGN AND VISUAL ELEMENTS

- a. How does the design of historical cereal boxes differ from modern ones?
- b. What colors, images, and fonts are used in each? Are there any similarities or differences?

B. BRAND IDENTITY AND LOGOS

- a. How has the brand identity of cereal companies changed over time?
- b. Do historical cereal boxes prominently feature logos?
- c. How do these logos compare to those on modern boxes?

C. PRODUCT INFORMATION

- a. What kind of product information is displayed on historical cereal boxes compared to modern ones?
- b. How do the nutritional facts, ingredients, and serving sizes differ, if at all?

D. MARKETING AND ADVERTISING

- a. What marketing techniques are used on historical cereal boxes to attract consumers?
- b. How do these techniques compare to those used on modern boxes?

E. CULTURAL AND SOCIETY

- a. How do the images and themes portrayed on historical cereal boxes reflect the time period in which they were produced?
- b. What cultural or societal values can be inferred from the design and messaging of historical boxes?

F. TECHNOLOGICAL ADVANCEMENTS

- a. Have there been any shifts in consumer preferences or trends evident in the design of cereal boxes over time?
- b. Do historical cereal boxes cater to different demographics or target audiences compared to modern ones?