Approach: One to one

Resources: Skippy Cornflakes packet.

Skippy

Level: Year 4 and year 8

Questions/instructions	% res	bonses
Show student both sides of the Skippy packet, but without c	comment on the features. y4	y8
A lot of thought has been given to the way the informatio		
designed to look good so that it will catch people's attent	-	
certain messages to people about eating Skippy cornflake	es.	
First of all, see if	you can tell me the ways used to make	
Fresh to the last bow! ZIPFRESH the packet look g	good and interesting — so that people	
	k at it. Look carefully at both sides of the	
	ou with your answer.	
	ople want to look at this packet?	
Cornflakes Tell me all of y	Ideas mentioned: colourful 29	60
Allow time for an	swers. large bowl 11	16
	fruit looks fresh 6	6
		L.
freshness you can crunch	food looks good 38	
	"crunch" 15 "freek" 17	17
	"fresh" 17	
	large "SKIPPY" 19	
A Contraction of the second	brandname "Sanitarium" 9	13
N/N	nutritional information 22	
Breakfast Anywhere In	117 7 7	22
The World*	competition to enter 22	36
	exciting prize 68	78
	cute kangaroo 26	33
	made in NZ 23	29
500g this pack http://www.international.com/i	Number of ideas: 9-14 1	2
Fresh to the last bowl!	6-8 14	26
	3-5 46	57
A A A A A A A A A A A A A A A A A A A	0-2 39	15
When it comes Skippy 2. The packet ha	s been designed to give certain	
messages about	it eating Skippy cornflakes.	
wouldn't it be great to be What do you t	think these messages are? energy 10	22
Look at both s	sides of the packet fill you up 1	36
	ith your answer. healthy 33	78
or here	<i>do you say that?</i> nice to eat 22	33
	might win a prize 36	29
or here	Number of messages: 3-4 6	8
	2 20	25
or here	1 45	44
Tear off four Skippy boarding passes and you could go ANYWHERE *	0 29	
for a family breakfast	· · · · · · · · · · · · · · · · · · ·	
- Mar (2) 54 61 30 P	designed to examine students' understanding.	
Second State of the second	ve most emphasis to the possibility of winni he attractive appearance of the food next f	
There exal 132704 3.6 11 pattern do not fly to Africa. All other ancillary represes, height and trend inscenses, parpores and visas are the winney's	he annactive appearance of the food nevt f	most
Ward with the state of the state o		
With manual strength 1	ar 8 students also emphasised the prize, but at to the intention of the advertiser to make	gave