

Name _____

Date _____



FOOD PACKAGING SCAVENGER HUNT



Look through grocery store sales papers and find a food package that uses the following advertising gimmicks:

1. Bright colors to cause excitement _____
2. Celebrity spokesperson _____
3. Objects on box are larger than the real product _____
4. Attractive phrases like, "New and Improved!" or "Great Value!"

5. Cartoon character to attract kids _____
6. Prize in the package _____
7. An offer to "join the club" _____
8. Uses the theme of a Fantasy Land _____
9. Uses tricky wording or pictures to make you think the product contains
certain ingredients _____
10. Pictures of happy, smiling people _____
11. A catchy slogan _____
12. Feeling of being outdoors _____
13. A link to a website where you can play a game _____
14. Characters or words that look or sound POWERFUL _____
15. A big box or container for a small amount of product _____

I WANT THAT!