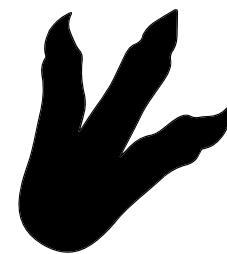
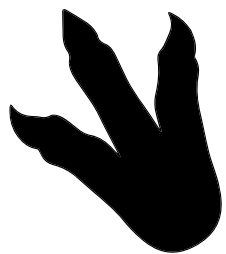
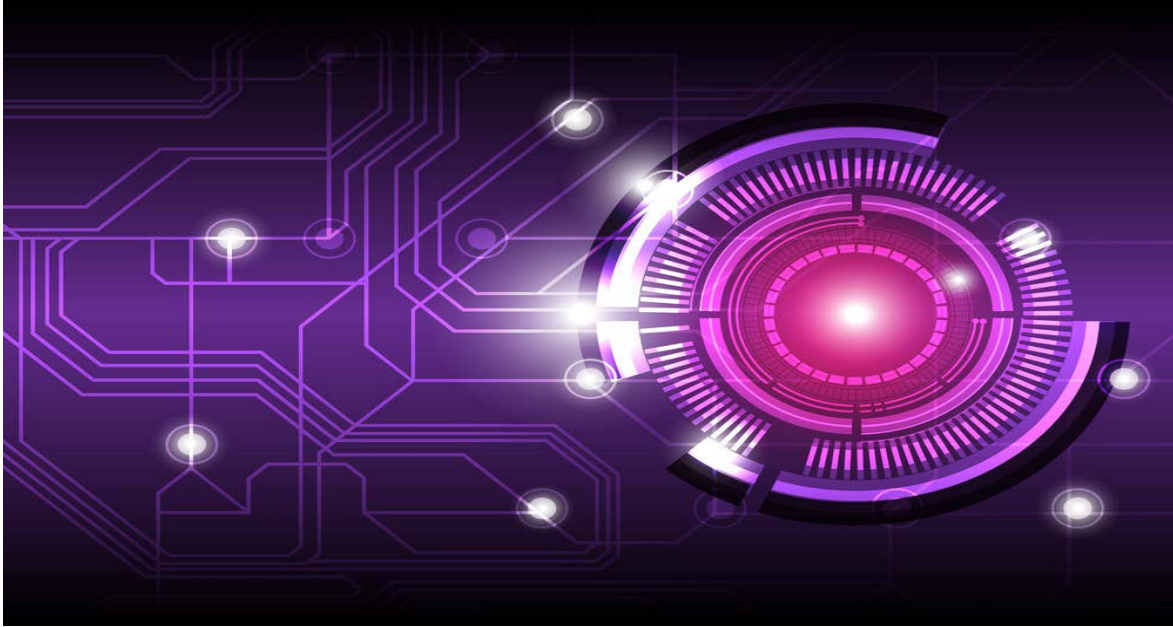

Cretaceous

RUNNING



CRETSTIPIAN CRUNCH



MASON SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

New Aster

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



MYTHICAL IS THE MAIN THEME.



TARGET AUDIENCE:
CHILDREN, TEENS, COLLEGE STUDENTS SINCE IT'S
FAIRLY CHEAP. FANS OF SUGARY CEREAL



FLAVOR: BLUEBERRY

COLOR POSSIBILITIES



OVERALL THEME IS ANIMATED AND
COLORFUL TO CATCH YOUR EYE.

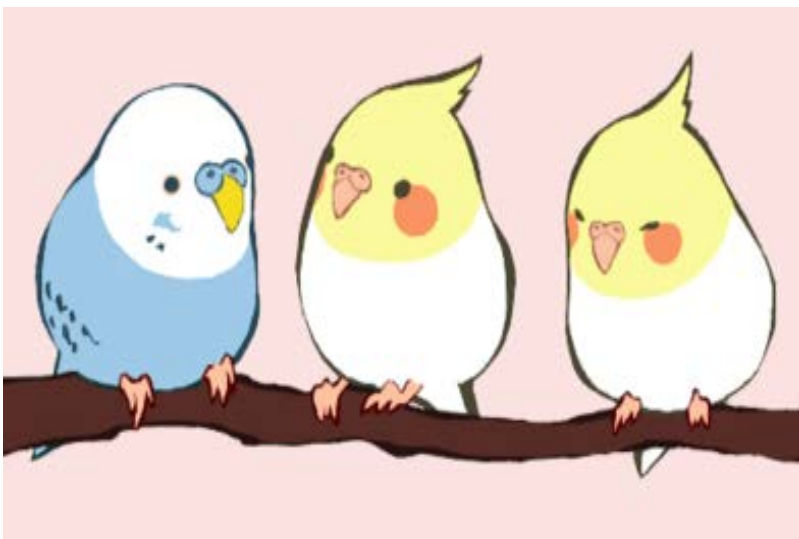
COMPETITION:
OTHER CHILDREN'S CEREALS



BOX DESIGN POSSIBILITIES



COCKATOO CRUNCH



ACMcPacked Plain

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

New Aster

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**



Cockatoos/Cockateils are the main theme.

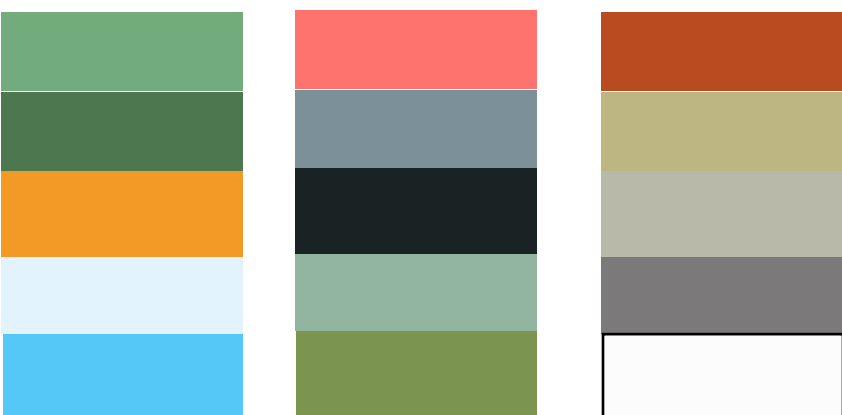


**Target Audience:
children, teens, college students
since it's fairly cheap. fans of
sugary cereal**



Flavor: Strawberry

Color possibilities



**Competition:
Other children's cereals**



**Overall theme is animated
and colorful to catch your
eye.**

Box Design Possibilities

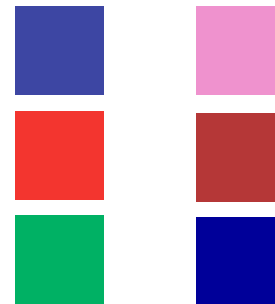


Tyrannosaurus Rexberry



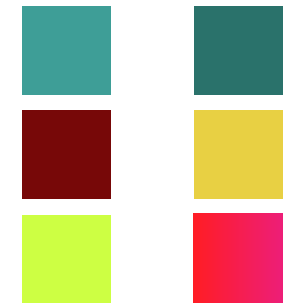
Color Palette

Triceratops Mixed Twist



Color Palette

Pteranodon Putti Fruitti



Color Palette

Cretaceous Crunch is the brand name of all three flavors of dinosaur themed cereal. All three flavors feature a different dinosaur, maze and flavor of cereal. They are sold in small travel sized boxes and the hexagonal shaped box makes it easy to grip.

Typefaces

Blockhead Unplugged

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alwyn New Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Personality Terms

Animated, Colorful, Cartoony, Prehistoric,
Friendly, Childish, Eye-Catching, Loud

Target Audience

children of all kinds, college students since it's
fairly cheap, fans of sugary cereal, families
with children that travel a lot.

Competition:



General Mills/Kelloggs
/Post cereals

These cereals and brands have been popular for many years with many generations buying them for years.



Licensed Character cereals

These cereals have recognizable characters on them making them attractive to children and people that recognize them.

Maria Mell



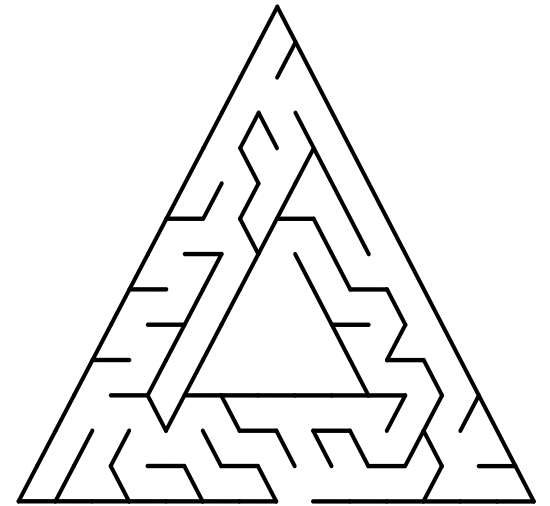
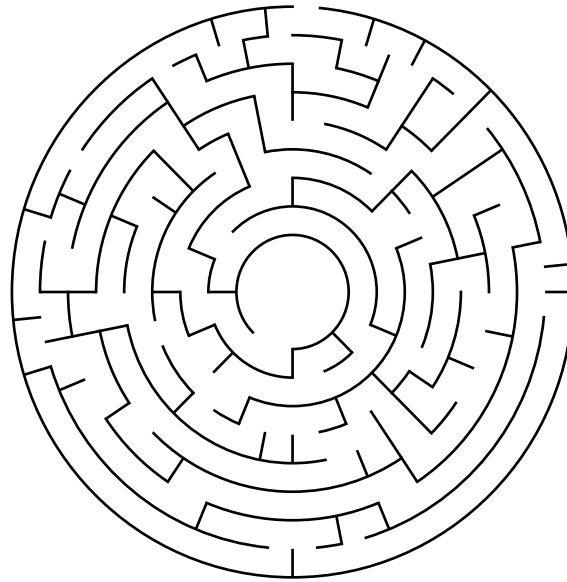
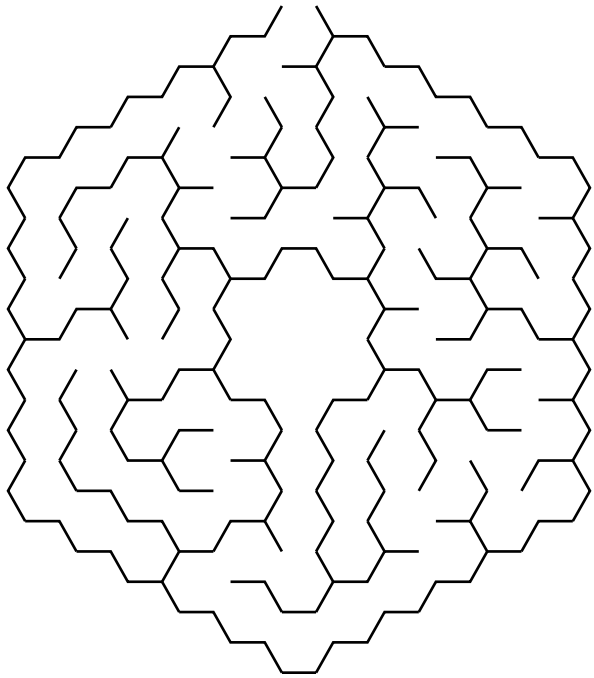
Maria is an 8-year old girl who loves everything dinosaurs. She desires to be a palentologist when she grows up. Her family often travels alot, so she loves travel sized foods.

Jasper Kleinman



Jasper is a 10 year old boy who loves playing video games and spending time with friends. He is really interested in dragons and dinosaurs. He really loves crunchy cereal as he eats it while playing videogames.

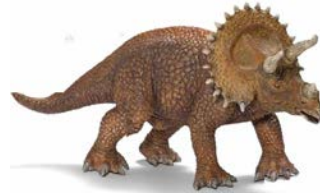
Mazes



Dinosaurs



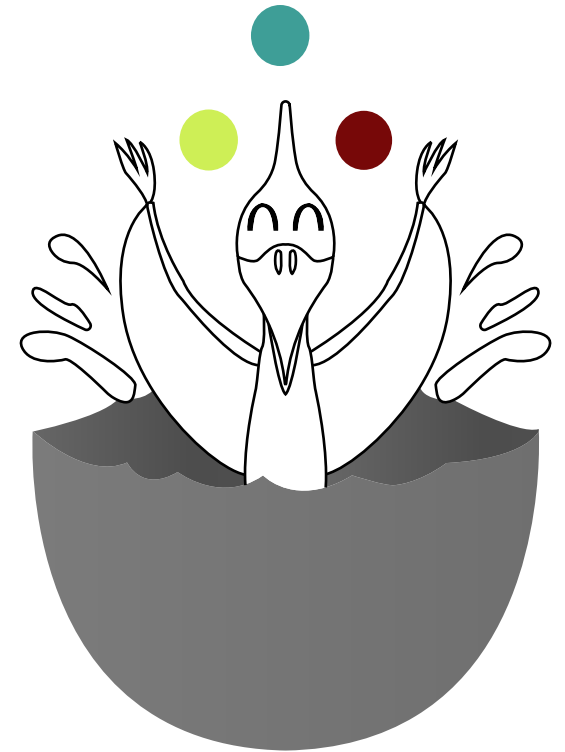
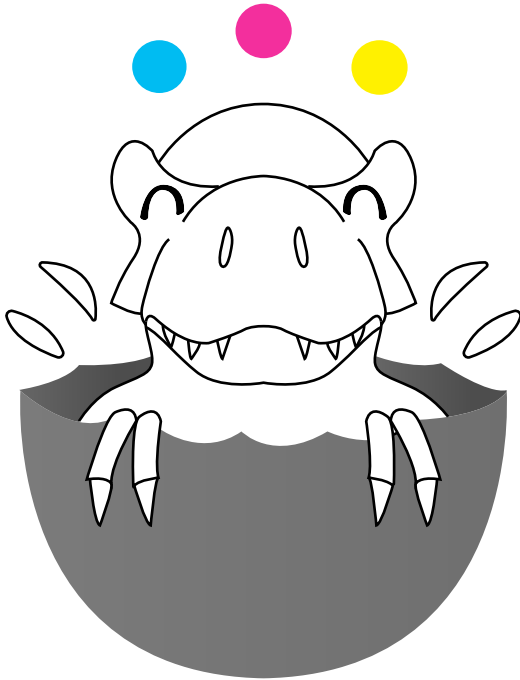
Terrance the T-Rex



Tara the Triceratops



Petey the Pteranodon



Package Research



Oddly shaped box



Dinosaur shaped pieces



Curves toward the top

Final Packaging Project

