

Cereal Box Book Report

The idea of this book report is to “sell” your book. You want to make others want to “buy” (read) your book using the same marketing techniques that cereal companies use to sell their cereal. You will need to use the two templates that you will cut out and paste on your box. Before you begin, you need to:

- a) finish your book
- b) get an empty cereal box
- c) cover the cereal box with some kind of paper (wrapping paper, brown paper bags, etc.)
- d) print out the templates that you will fill in and glue on your box (or get them from class)
- e) get scissors and a glue stick or tape

FRONT OF BOX: Use a piece of white or light colored paper to cover the front of your cereal box. (You will probably want to create the cover before gluing it on your box.) Include the name of the “cereal” and a picture. Invent a name for the cereal that is related to the title of the book and sounds like a cereal. *Do not use the exact title* of the book. Choose a shape for the cereal as well as colors and ingredients that all relate to the book. For example, for Harry Potter and the Sorcerer’s Stone, you might invent a cereal called Wizard Wands, a toasted oat cereal in the shape of miniature lightning bolts.

RIGHT SIDE: (Use template) Make a list of ingredients that includes the two story elements “Characters” and “Setting.” Under the heading “Ingredients,” list the main characters and write a sentence about each one. Then describe the setting. You can use the template on the attached sheet or cover the side with white or light colored paper and do it in your own way. Just make sure you include the main characters and the setting.

LEFT SIDE: (Use template) Write a summary that describes the main problem and the solution of the book. Try to use words that will “grab” readers’ attention and make them *want to buy your cereal*. You can use the attached template or do this in your own way.

BACK OF BOX: Design a game that is based on the story. It can be a puzzle, a word search, a word scramble, a maze, a crossword puzzle, a hidden pictures illustration, or any other fun activity that might be found on the back of a cereal box. Make sure it includes information from the book.

TOP OF BOX: (Use template) Include the title, author, number of pages, and number of stars you would give this book if you were a book critic. The maximum number of stars would be 5. You can use the template or create the top of the box yourself as long as you include all of the things listed above.

PRIZE: Cereal boxes often include a prize. Your prize must be something the main character could have used in the book or something that reminds you of the main character. You can even include a picture of the prize on the front of your box to let the reader know what is inside the box.

Suggested Timeline:

- Week 1 – select and begin reading book
- Week 2 – finish reading, begin drafting ideas (brainstorm, sketch)
- Week 3 – choose materials, begin cereal box templates or create your own
- Week 4 – finishing touches, practice presentation
- Week 5 – bring in cereal boxes and sign up to present, presentations begin