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|  | CEREAL BOX PLAN |
| Cereal Name | Green Star Cereal |
| Company Name | Kerosene |
| Slogan | Start your day right with Green Star |
| Logo | A big green star inside a black circle.  |
| Promotion Gimmick | A hard maze on the back, and be the first to send it to Kerosene, Inc, and win an all expenses paid trip to Hawaii for a week.  |
| Celebrity or Fictional Character | Peyton Hillis, Tim Lincecum, Phillip Rivers |

1. How will I get the customer’s **ATTENTION**?
* By using good advertising and interesting promotional gimmicks. And using celebrity endorsements
1. How will I get the customers **INTERESTED** in my cereal?
* By using eye catching advertising, celebrity endorsements,
1. How will I get the customers to **DESIRE** my cereal?
* By telling them what it can do for them. By selling it at a reasonable price.
1. How will I get the customers to **ACT** on their desire for my cereal?
* By putting it at a reasonable price, and using good advertising.