

Skippy Cornflakes

This task is about understanding how written and visual language can be used to create an effective advertisement.



Source: NEMP Report 10, Pg. 25.

Introduction

These pictures show an old Skippy cornflakes packet. The packet was designed to look attractive, interesting, and to catch people's attention.

Task

Look at both pictures (the front and the back side of the packet) then answer the following questions.

- Why might people want to look at this packet?
- The packet was also designed to promote certain messages about eating Skippy Cornflakes. What do you think these messages are?