BUZZY BUMBLE’s Corporation

Advertising Brief

The Chief Executive at BBC is looking to expand his sales portfolio. After consultation with his Market Research Department he has decided that he would like his company to invest in designing and marketing a brand new breakfast cereal. Sir Buzzy Bumble has some very specific criteria requirements for his new cereal. Design teams should try their best to meet the criteria and all teams will pitch their designs during a 3 minute presentation to Sir Buzzy Bumble on Wednesday 29th February at 2.40pm. Sir Buzzy Bumble will choose a winner based on how well they have met the criteria requirements. The winning team will receive a £1,000,000 bonus in each of their pay-packets at the end of the month.

Marketing Criteria Requirements;

* The cereal must be marketed at children.
* It must be a healthy breakfast option.
* The packaging should contain nutritional information about fibre and sugar content per 100g.
* There should be a basic ingredients list on the packaging.
* The design team have worked successfully as a trio.