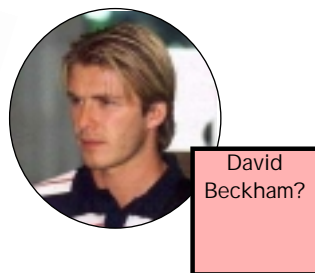
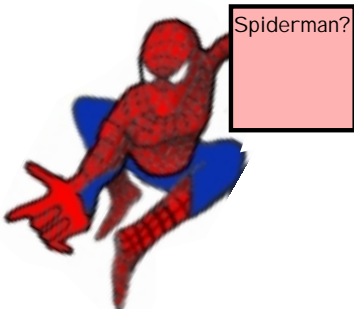


Characters sell products

Imagine you are a packaging designer. A food company comes to you with a new pudding and tells you that it should be targeted at young children, aged between two and five years old. The company asks you to decide what to call the product, and what pictures to put on the label.



Which of the characters above would you suggest they put on the label?

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Why?

Why might putting a character on the label help sell the pudding?

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The product is a sticky chocolatey pudding with sweets sprinkled on top. What name do you give it?

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Young children don't usually have their own money. A mum or dad will buy the product. What might a company write on the packet to persuade the mum or dad to buy the pudding for their child?

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