

Which product would you choose?

Cartoon and film characters appear on thousands of different products, from t-shirts and keyrings to mobile-phone covers and breakfast cereal packets. What's your favourite cartoon or film character? Tick one of the following, or write down a different one:

- | | | |
|-----------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Simpsons | <input type="checkbox"/> Snoopy | <input type="checkbox"/> Harry Potter |
| <input type="checkbox"/> Bratz | <input type="checkbox"/> Star Wars | <input type="checkbox"/> Spiderman |
| <input type="checkbox"/> Barbie | <input type="checkbox"/> Wallace and Gromit | Other |

Do you have any products with pictures of your favourite character on them?

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What are they?

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Below are three cereal packets.

Which one do you think a kid is most likely to ask their mum or dad to buy for them? Why?

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What else do you notice about the cereal a kid might choose?

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