

# **Student Essay on Targeting Audience**

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## Essay

Come on and have a bowl of fun with Bubblegrams, Kellogg's brand new cereal creation! Treat yourself to Bubblegrams unique, indescribable taste; with deliciously crunchy, sweet bubbles filled with multi-colored sprinkles kids will love. Also, Bubblegrams is fully loaded with the vitamins and minerals your children need to get through the day. Adults can join in on the fun too! A free Bubblegram cookbook is in every box where you can choose from over sixty of the most creative and delicious recipes around! So jump off the couch and buy a box of Bubblegram cereal at the store nearest you!

1. What to sell- Cereal
2. Who is the audience- Everyone
3. Goal of advertisement- To get people to buy this new product.
4. Name of business- Kellogg's Cereal
5. Name of product- Bubblegrams
6. At least four features of product-
  - a. Has unique, sweet, crunchy taste.
  - b. Loaded with vitamins and minerals.
  - c. Free cookbook
  - d. Colorful bubbles which children will love.
6. Any other information that helps sell product- This product is sold at all stores and everyone can enjoy this product.