*FACILITATOR CHEAT SHEET*

**Kelloggs Advert Cheat Sheet**

1. Before you start, please make sure you have the Kelloggs advert ready either on a USB or laptop. There should be two clips – one from 1950s and one from 2015. Open both clips up before you start the session and give it a try to make sure sound and picture is working fine.
2. Ask the children and their parents/carers to watch both clips carefully (give them a pen and paper to jot things down if it helps).
3. Get them to compare both adverts, looking at the similarities and differences between the two.
4. Show the 1950s advert first and then the 2015 advert. (you might want to show it the adverts twice)
5. Once you’ve finished showing both adverts, gets families to shout out the similarities and the differences between the two.

**Similarities:**

* Both have Tony the tiger – an animated character that is fun and friendly, and kids like
* The use of children in the adverts to show it’s a product for children
* Children playing sports – suggesting that this product gives you extra energy to succeed in your sport
* The “They’re great” motto so whenever you hear this you will associate it with Kelloggs Frosties
* Background narrator – explains things clearly as you watch the clip
* Showing kids eating and enjoying the cereal – suggesting you will enjoy it too

**Differences:**

* The obvious one is that one’s in colour and the other one is in black and white – adverts are advancing with time
* The use of music – an upbeat background music to get you in a happy mood
* The first one is a minute long and the other is 30 seconds. The length could be to do with the cost of advertising or the fact that if it’s short and snappy then it’s more likely to stick to your head
* Tony’s teeth was sharp in the first clip and softened in the second to make it more child friendly. Similarly his size is significantly larger in the second clip