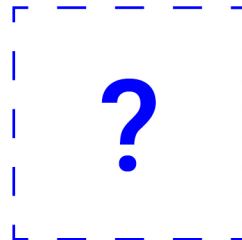


# The Great Cereal Challenge: Characters

Invent a cereal. Then create a commercial for it. Team up with parents, brothers, sisters, dogs or cats. Pour your ideas in and see what floats to the top.



## 1 Here's what to do.

- Name your cereal.
- Decide what's inside.
- Create a cartoon character for your cereal.  
Name it, draw it, build it.
- Snap a pic of your art and ask your mom or dad to send to [info@natedigital.com](mailto:info@natedigital.com) or tag us on Instagram at [@natedigital\\_](https://www.instagram.com/natedigital_)

## 2 Who are you making this for?

Kids, like you!

## 3 Answer these questions to get started.

- Is your character an animal? If so, what kind?

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- Does your character have a first name? What about a last name?

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- Is your character's name also the name of the cereal or is it different?

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- What could you build your character with? Legos? Boxes? Play doh?

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#### 4 Draw your cereal's character.

Draw it standing, sitting or eating the cereal you just created.

#### Bonus

What's the toy inside your cereal?  
Create it, then glue it to your box.

