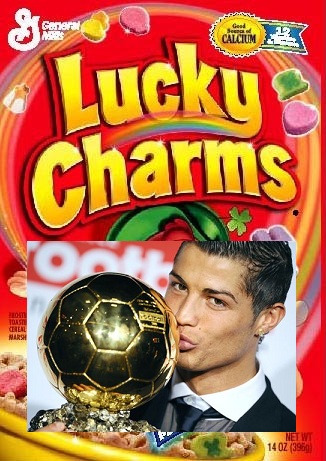


This is targeted towards kids. The bright colors and leprechaun attract the little kids’ attention. It can also attract the parent’s attention because of the “good source of calcium.”



With Cristiano Ronaldo as the cover of the Lucky Charms box it would attract more females. Also, it might attract aspiring athletes.

It would attract females because Cristiano Ronaldo is attractive. It would attract athletes because it says you can become a world champ like him.

Eat Lucky Charms and be a world champion soccer player like me!