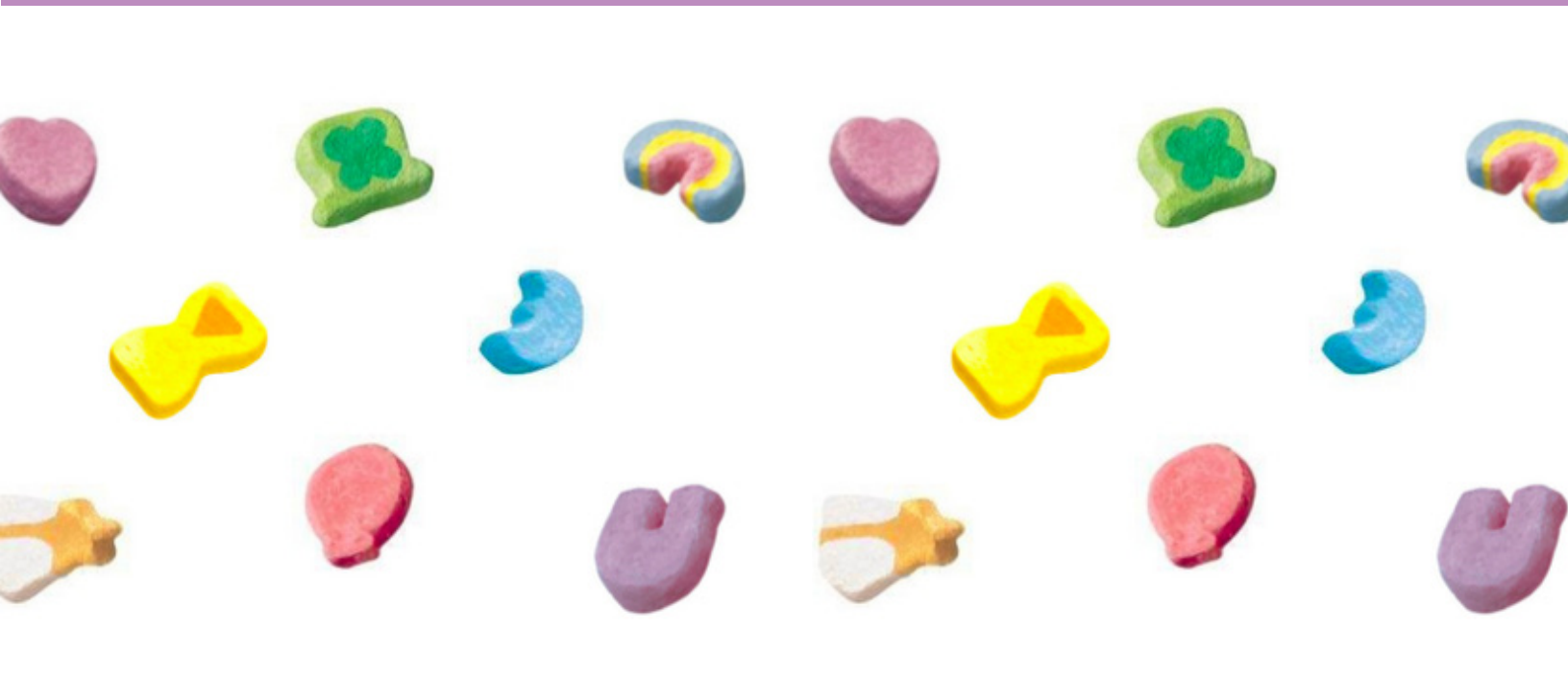




Lucky Charms

#Luckyforall Campaign



**This is a fictional
campaign plan
created for a class**

Table of Contents

★ Situational Analysis-----	4
★ Campaign Strategy -----	16
★ Creative Brief -----	22
★ Media Plan -----	30
★ PR Plan -----	41

Situational Analysis

★ **Brand History:**

Lucky Charms brand of breakfast cereal first appeared on the shelves of stores in 1964.^[1] The product was established by its Minnesota-based parent company, General Mills.^[1] The cold cereal is known for its two unique parts: toasted oat pieces and 25 percent colorful, ever-changing marshmallow bits.^[1] When it first debuted in 1963, its oat pieces were in the shapes of bells, fish, arrowheads, clovers and crosse and its marshmallow pieces were green clovers, pink hearts, orange stars and yellow moons.^[2] The marshmallow pieces are called “marbits” and of the original marbits, only the pink heart remains.^[2]

The cereal’s mascot is an animated leprechaun named Lucky who appears on all of the labels, boxes and commercials for Lucky Charms.^[1] Lucky the Leprechaun was born in 1963 and debuted in 1964.^[2] His commercial voice was supplied by Arthur Anderson until 1992. In 1964, Lucky Charms had the most expensive advertising methods to date featuring full color ads in Sunday comics and comic books, plus animated ads featuring the charm loving leprechaun.^[2]

Lucky Charms was created when General Mills challenged its team of new product developers to create a unique cereal from the manufacturing capabilities of their two other main products, Wheaties or Cheerios.^[1] John Holahan coined the idea for Lucky Charms by mixing Cheerios with accents of Brach’s Circus Peanuts after a trip to the grocery store.^[1] The iconic, charm-shaped pieces of Lucky Charms came into play when an advertising company hired by General Mills suggested marketing the new cereal around the trendy idea of charm bracelets.^[1]

★ **Brand Analysis:**

A brand is essentially a promise to its consumers. Lucky Charms has maintained a consistent branding image since its inception in the 1960s. When consumers purchase a box of Lucky Charms cereal they know exactly what they are indulging in, a box of toasted oat pieces and brightly colored marshmallow bites. This brand has developed a fun and playful image with high product expectations for a sugary and bright cereal.

The Lucky Charms brand has historically used its fun-loving mascot, Lucky the Leprechaun as a key piece in brand identification.^[1] The box is brightly colored and showcases the shapes of the marbits alongside Lucky the Leprechaun. The brand promotes a fun-loving image whether it be through their marketing of Lucky chasing after his Lucky Charms or its bright colors and nostalgia. When



consumers indulge in a spoonful of Lucky Charms, they are choosing to indulge in a guilty pleasure of sugary bliss.

Lucky Charms has consistently tailored itself to target children, whether it be through the adventurous television commercials of the leprechaun mascot keeping children from stealing his Lucky Charms or even alterations in taste and appearance. Initially, sales of Lucky Charms failed to meet expectations because the oat cereal was not sugar coated. When the company decided to sugar-coat the oats in 1967, Lucky Charms cereal became a favorite among young consumers.^[2] After its launch, the General Mills marketing department found that sales performed dramatically better if the shape of the marshmallow pieces periodically changed. In focus groups and other market research efforts, brightly colored charms also resulted in better sales than did dull or pastel colors.^[1] The marshmallow pieces were altered over the years to limited edition shapes and colors, such as Winter Edition Lucky Charms with red candy canes and the Olympic Edition Lucky Charms with a golden star medal shape.^[1]

Promotions became another successful marketing tactic for Lucky Charms. The brand centers its marketing on product changes and current events. For example in 1964, kids could order Lucky the Leprechaun's 25-piece coffee set featuring everything from cups to silverware.^[2] Another Lucky Charms offer in 1991 featured a mail-in offer for a real free tree. They also incorporate the cereal into new products such as Lucky Charms pancakes, a sweet and salty Pot o' Gold snack mix and Lucky Charms cupcake mixes.^[2] These creative marketing changes maximizes their appeal to young consumers and drove consumer demand.^[1]

In 2012, Lucky Charms decided to shift their focus from children to adults. They used the same tagline, "They're magically delicious," but played on the aspects of nostalgia and "guilty pleasure" indulgences.^[2] The brand has also evolved to include various social media campaigns to cater toward adult buyers. For example, the brand recently unveiled a Twitter campaign where followers can enter to win a box of marshmallow-only Lucky Charms featuring a promotional video with the 51 year-old rapper, Biz Markie.^[2] Clearly children are not the target market of this campaign and the brand has taken a more inclusive shift to the other side of the age spectrum. In 2013, Lucky Charms partnered with GLAAD to create a #Luckytobe campaign for LGBT Pride month with two new rainbow marshmallows in the cereal for a limited time. General Mills has publically supported LGBT rights in the past. General Mills Vice President Ken Charles said that the company is proud of diversity and values inclusion.^[3]



★ **Industry Trends:**

General Mills increased its away-from-home sales in recent years, distributing more cereal in places like schools and hospitals.

In the five years leading to the most recent fiscal year, fiscal 2016, the U.S. cereal industry revenue was estimated to grow to \$2.5 billion, a 1.9 percent increase.^[4] As shown in the chart below, percent changes have decreased in recent years.

General Mills Inc. (US industry-specific) - financial performance

[4]

Year**	Revenue (\$ million)	(% change)	Operating Income (\$ million)	(% change)
2010-11	2,311.6	NIC	457.6	NIC
2012-12	2,587.7	11.9	467.8	2.2
2012-13	2,836.0	9.6	514.2	9.9
2013-14	2,772.4	-2.2	488.2	-5.1
2014-15	2,674.3	-3.5	460.4	-5.7
2015-16*	2,534.6	-5.2	632.8	37.4

*Estimates, Year-end September

SOURCE: IBISWORLD


In the next five-year fiscal period, the cereal producing industry is projected to improve in comparison to 2010-2016. Households now have more disposable income per capita in relation to economic recovery.^[4] This is beneficial to the industry as a whole, but there will be a surge towards healthy, premium cereals. In addition, consumers with more disposable income may dine out more, capping potential revenue growth. The forecasted average rate of revenue decrease is at 0.6 percent per year, reaching a 1.0 percent expected decline within the period.^[4]

There is a possibility of foreign demand keeping the industry afloat. This growth is expected at 0.6 percent per year.^[4] This rate, despite being positive, is slower than in the past. Export income could reach \$685.9 million.^[4]

Cereal market consumers vary in price sensitivity. There are many options for lower-priced generic brands, specifically in the past five years. Depending on the perceived quality of a brand, consumers become more or less price sensitive. For example, cereals like Froot Loops and Cheerios are well-known, allowing them to charge more because of the associations made in a brand-loyal customer's mind.

There has been a surge in innovative packaging and advertising recently as products fight to differentiate themselves. There is limited space for industry





growth. This can be seen in the recent Lucky Charms advertisements, aimed at adults.^[4] Targeting nostalgic adults is a new technique for sugary cereal brands.



Competitive Analysis:

The strongest competitor to General Mills is Kellogg. For Kellogg, their strongest product is Frosted Flakes, which is purchased by over 11.7 percent of breakfast cereal consumers. Frosted Flakes is the only Kellogg breakfast cereal which is more widely consumed than General Mills' Lucky Charms. Within General Mills, Lucky Charms is the second-most consumed breakfast cereal behind Honey Nut Cheerios.

General Mills' and Kellogg's top cereal products have a consistent target consumer, with women being slightly more likely to purchase the brands.^[5] Women are more likely to do grocery shopping for their household, which can explain why they buy these products more than men do.^[5]

Kellogg incorporates its name into their healthiest breakfast cereal, Special K. This breakfast cereal is seen as a healthier alternative for an older audience than cereals like Frosted Flakes, Froot Loops, and their other products like Pringles, Keebler cookies and Pop Tarts. The target consumer for Special K and Kellogg's healthier options are vastly different from their sugary breakfast cereals.

Another competitor to General Mills is Post. The North American company has a handful of well known products such as Honeycomb and Raisin Bran. These cereals are more popular than Lucky Charms among people ages 50+, but for households with children, Lucky Charms is still the more common choice. In fact, the more children that are in a household makes that household more likely to purchase Lucky Charms. Families with more than five children are more likely to buy Lucky Charms than families with one to three.

Post's top cereal which provides competition to Lucky Charms is Fruity Pebbles. As another sugary breakfast cereal for kids, the popularity contest between Lucky Charms and Fruity Pebbles varies throughout different age groups. If there are more children in the house, families are more likely to purchase Lucky Charms. Regardless of the ages of children in households, Lucky Charms is still the more popular choice.



Consumer Analysis:

**Our consumer targets are based off data found on Simmons OneView*



Primary Target Consumer:

Our primary target is millennials. We want to get people involved in our campaign who are interested in equality, and we feel that young people are our best target. Our Simmons data shows that young people are spontaneous and adventurous. Millennials are the least likely age group to feel guilty about eating sweets. We feel that millennials are also a good target because many are in college and buying their own food for the first time. By promoting Lucky Charms as a treat, millennials who want to feel independent from their families will rebelliously buy our product.

Other millennial traits that will influence our advertising strategies include: taking public transportation, because young adults are the most likely to utilize public transportation services (view ads on public transportation index 140); also, college-age people have more smartphones than any other age group (over 96 percent of 18-24-year-olds have smartphones). Millennials use social media more than any other age group. Our data also shows that consumers in the Midwest, on the East Coast, and in the Southwest regions of the United States are the biggest consumers of Lucky Charms.

Secondary Target Consumer:

Our secondary target is mothers. Children are the driving force for many of their parents' purchasing decisions, so we feel targeting mothers is just as important as tailoring our advertisements toward kids. Aside from their parental status, we found that many of the characteristics shared by mothers and millennials are very similar. Both likely have smartphones and can be targeted through mobile advertisements. Additionally, mothers take an interest in caring for others.



Media Usage Analysis:

According to Kantar Media's Multi-Media Service, cereal industry had used primarily television to advertise messages to consumers in 2013 calendar year. Most cereal products had focused on advertising through television instead of print and radio. Aligned with the industry trend, Lucky Charms in 2013 spent a total of \$20.619 million advertising exclusively on the network, spot, syndicated, and cable television. Lucky Charms spent most of its advertising budget on cable television, approximately two thirds of its total advertising budget, while least on spot television with \$838,800.^[8]

Lucky Charms' advertising spending in 2013 was relatively less than advertising spending of its well-known competitors, General Mills' Cheerios (\$50.365 million) and Kellogg's Frosted Flakes (\$30.158 million). Similar to Lucky



Charms, both Cheerios and Frosted Flakes had focused their advertising on the network, spot, syndicated, and cable television. Whereas Cheerios had devoted a little part of its budget on national spot radio, and Frosted Flakes had devoted a little part of its budget on the magazine and network radio.^[8] According to consumers' media usage data collected from Simmons OneView, among all the media platforms, network and cable television are the main media that cereal products consumers consume weekly. Of those who have eaten Lucky Charms in the past seven days, 86 percent reported watching network television, followed by 85.8 percent of Frosted Flakes consumers and 82.7 percent of Cheerios consumers who reported to watch network television. Consumers of all of these three cereal brands watch major television networks as much as the national average, except for CW. CW is the most popular network among Lucky Charms' and Frosted Flakes' consumers. Lucky Charms' consumers are 53 percent more likely to watch CW than the national average, and Frosted Flakes' consumers are 37 percent more likely to watch CW than the national average.^[7]

On the other hand, print media is not favored by Lucky Charm's and Frosted Flakes' consumers. Only 6.3 percent of Lucky Charms' consumers and 7.1 percent of Frosted Flakes' consumers read national newspaper daily that is far less than the national average, while Cheerios' consumers read a national newspaper daily same as the national average.^[8]

Simmons OneView data also shows that all three cereal brands consumers use the Internet, either at home or work. Lucky Charms consumers lead in Internet use with an 83.3 percent, followed by 81.7 percent of Frosted Flakes consumers and 79.5 percent of Cheerios consumers. Media usage of cereal consumers has shifted from print to television, and to the Internet.^[8]



Creative Analysis:

Starting with ads in newspaper comics and comic books, Lucky the Leprechaun has been a well-known character since 1964. Throughout the years, the brand has released promotional add-ons to partner with their cereals and enhance the engagement, interactivity and overall connection with their consumers. On the back of the boxes they have had games, cut-out Lucky the Leprechaun puppets. They would also have free items inside the boxes.^[9] In 2005, General Mills launched a campaign aimed to promote a better health and fitness lifestyle to minors. TV commercials encourage children to "think fast," "get going" and "have power" by eating a nutritious breakfast. This comes around the same time General Mills tried to enhance the health factor



of their cereals, including Lucky Charms, by incorporating whole grains and reducing the sugar content.^[10]

In 2009, General Mills partnered with Target to give them month-long vintage packaging of their cereals Cheerios, Honey Nut Cheerios, Lucky Charms, Cocoa Puffs and Trix. This also includes entering a raffle to win vintage T-shirts after collecting 5 proof-of-purchase labels. The promotion ran from Feb. 15 to March 21. These ads are meant to be liked by adults for nostalgic purposes.

^[11] In 2012, Lucky Charms created a campaign aimed more at adult consumers. The strategy was to allude to nostalgic memories with consumers who grew up with Lucky the Leprechaun, the cereal's mascot that was created in 1964. This goal was inspired by the fact that Lucky Charms' consumers are 45 percent adults.^[12] This change of target led to the brand's best volume year to date in 2012. An example was a commercial that kicked off the campaign with an adult woman in her office eating Lucky Charms and being transported to the magical forest.^[13] This campaign also launched their facebook page aimed at adults, featuring the vintage Lucky Charms label and recalling past iconic moments of the brand.^[14]

In 2013, Lucky Charms turned over their previous advertising content to a new platform. Partnering with the ad agency and YouTube page Machinima, the team gave full rights to MelodySheep, a remix artist, to create a new tune for their online content. By blending old Lucky Charms commercials, MelodySheep created an entertaining and blatantly promotional video featured solely on YouTube. It emphasizes that the cereal is "part of a nutritious breakfast."^[15] On St. Patrick's Day of 2013, Chase for the Charms, a SmartPhone app, was released, allowing users to chase down the eight charms that are in the cereal to win prizes.^[16]

In a TV ad, Cheerios went gluten-free at the end of 2015, with General Mills deciding to include Lucky Charms in this change. This is to keep up with the increasing demand for gluten-free food alternatives. Lucky Charms was easy to piggyback on this trend because other than the flour, the cereal was completely gluten-free to begin with. This helped them publicize this change and since being gluten-free is associated with health benefits, it increases their health appeal. This is a major benefit because they have been struggling to rebrand themselves as healthy.^[17]

Competitors:

In 2014, Kellogg Company reported a drop in sales in correlation with the



overall public trend of preferring healthier breakfast options over cereal. Kellogg believes a sharper marketing campaign can increase consumption of certain brands. He brought attention to the fact that breakfast sales in general are growing and cereal is still the number one category. The campaign strategy centers around the idea of demonstrating the benefits of eating cereal (in general) versus other breakfast options. They reported that Kashi became too mainstream and lost health credibility. Kellogg is also trying to market alternatives, coming up with a breakfast shake that is marketed as drinkable cereal, and General Mills has marketed a similar product.^[18]

General Mills took a similar approach between Lucky Charms and Cinnamon Toast Crunch. In 2014, they issued a campaign targeting adults. The major goal of this campaign is to, again, gain consumers based on nostalgia from their childhood. Although many cereals are trying to appeal to health-minded individuals, Cinnamon Toast Crunch added more Cinnamon. This creates a brand image of a sweet treat, rather than a filling breakfast option.^[19] Kellogg's Frosted Flakes has tried a similar nostalgic approach in regards to selling sugary cereal to adults. In 2011, they created ad campaigns geared towards fathers. In the TV ads, they would show a dad playing ball with his son and Tony the Tiger in the backyard, then running inside to eat Frosted Flakes with the end motto being "share what you love with who you love." This campaign is designed to target the increasing number of fathers who are now doing the household grocery shopping.^[20]

Lucky Charms is still attempting to bring back their chocolate Lucky Charms flavor and make it more popular to consumers, echoing behind General Mill's popular Cocoa Puffs brand. This product does not come across as a healthy breakfast option, yet there clearly is a demographic that craves chocolatey cereal.

Similarly to the #Luckytobe LGBT campaign Lucky Charms featured, Honey Nut Cheerios had a campaign with the hashtag #BringBackTheBees. This was meant to call attention to the decreasing bee population. This included an emotional TV ad and, on the cereal boxes, instead of displaying the Honey Bee mascot, it showed an empty outline of a bee.^[21]



Public Opinion and Stakeholder Analysis:

Due to recent shifts in public opinion emphasizing healthier and more nutritional breakfast foods, cereal brands have seen a decrease in sales because of negative public health perception. In response to this trend, General Mills has



agreed to remove all artificial colors and flavors from Lucky Charms by 2017. According to a 2015 General Mills press release, a Nielsen survey concluded, "49 percent of households are making an effort to avoid artificial flavors and colors from artificial sources."^[22] The challenge that Lucky Charms faces is how to strengthen their image as a healthier cereal, despite prior health concerns that surround their brand, while maintaining satisfaction amongst dedicated consumers. Lucky Charms must, therefore, target adults who are health-conscious cereal buyers in order to improve brand reputation and association.

Recently, the public has become more conscious of the health differences between artificial and natural food coloring, and have put pressure on food manufacturers to make the switch. According to a 2015 Nielsen Global Health and Wellness Report, "About four-in-10 global respondents say the absence of artificial colors (42%) and flavors (41%) and foods made from vegetables/fruits (40%) are very important."^[23] Consumers are opting for cereals that contain more natural ingredients, and, as a result, General Mills, as well as other food producers, are losing consumers to companies that "play up natural and organic ingredients."^[24]

An article from the New York Times emphasizes that rising health trends have resulted in a decline of children's cereal sales (-10.7 percent) from 2003-2013. "Flaked cereal" has decreased by 5.5 percent and "other" puffed wheat and Cheerios brands have decreased by 3.4 percent. However, rolled oats and granola-type cereals have seen a 1.8 percent uptake^[25] in consumption. These recent trends strongly suggest greater demand for healthier cereal. The Lucky Charms brand must participate in this trend.

Social media directly highlights consumer concerns over the healthfulness of Trisodium Phosphate, a chemical found in paint thinner and an ingredient in Lucky Charms. In response, General Mills' social media managers have made consistent responses to public, health-related inquiries made on official Lucky Charms Twitter, Facebook and Instagram accounts. Most responses are immediate and friendly in tone, centering around the idea that the chemical is safe and FDA-approved in small doses. However, responses are directed solely toward initial comments on Lucky Charms' posts. When social media managers do not reply to further dialogue within the same thread, they miss out on an opportunity to engage in a more authentic conversation with stakeholders. Company's best efforts, questions and accusations about TSP and the supposed unhealthiness of the cereal continue to propagate in the public sphere. Often times, commenters accuse Lucky Charms of malicious intentions be-



cause they have a cereal marketed toward children that contains a “poison.”^[26]

Criticism aside, Lucky Charms has improved their reputation amongst those who have celiac disease by becoming Gluten-Free. They have been able to expand their consumer market by appealing to customers who were not able to eat Lucky Charms previously.^[27] This rebranding effort has emphasized that Lucky Charms is moving in a health-centric direction. Therefore, it is imperative that General Mills makes steps toward eliminating artificial coloring and emphasize that current TSP levels are safe in order to improve the nutritional image of Lucky Charms.

The Cereal Production Industry depends upon inputs, such as grains, wheat, oats and corn. The price of these grains is expected to decline in the next fiscal period. In turn, cereal producers’ profit margins would increase as they spend less on the needed materials.

According to a Gallup Poll conducted on October 23, 2016, 57 percent of Americans believe the economy is “getting worse,” while only 37 percent said the economy is “getting better.”^[28] Due to the relatively negative outlook on the economy, the majority of Americans may still search for cheaper breakfast options. Therefore, the Lucky Charms brand has an opportunity to increase consumption by focusing on the cereal’s cost-effectiveness when compared to more nutritional brands.

★ Stakeholder Analysis:

1. General Mills Company and Shareholders

General Mills produces several brands of cereal, including Lucky Charms. As a cornerstone General Mills brand, it is vital that Lucky Charms maintains its success and profitability. The current stock price for General Mills is \$63.83.^[29] Stockholders who have purchased stock from the company rely on the success of Lucky Charms cereal, and General Mills overall.

2. Lucky Charms Employees

General Mills employs approximately 39,000 people worldwide, and their current sales for 2016 stand at \$16.6 billion.^[30] As employees, they have a stake in corporate success as it ties into their salary level and job security.

3. Lucky Charms Consumers (Former)

Perceptions about artificial coloring and TSP found in Lucky Charms has prompted health-conscious customers to purchase other brands of cereal.^[26] Therefore, it is important that Lucky Charms focuses on removing artificial col-



ors and potentially TSP, even though it is a safe level to consume, in order to convince their former customers that Lucky Charms has become a healthier brand.

4. Lucky Charms Customers (Present and Future)

In order to keep their current clientele and expand it even further, Lucky Charms must relay to their customers that ingredient changes will not alter the taste of the cereal. They must also use these positive changes to attract new customers who are looking for a healthier and tastier cereal.

5. Trade Associations

General Mills belongs to many different trade associations, such as the Food and Drink Federation, who share the common goals of furthering professional development, best-practice sharing, and business support services. ^[31] These trade associations are also worldwide. General Mills must continue to produce cereals that get a positive health perception in order to improve their corporate reputation within the industry as a whole.

6. Retailers

Retailers stock and invest in Lucky Charms cereal and are a primary outlet for customers. As retailers, they have a stake in the success of Lucky Charms. They depend on Lucky Charms' consumer demand so their product will sell before the expiration dates and they don't lose money. Retailers include grocery stores, and other general merchandise stores such as Walmart and Target.

7. Farmers

Farmers produce agricultural products, such as grains and oats, that comprise the basic ingredients of Lucky Charms. This demographic has a vested interest in the continued production of the Lucky Charms brand in order to maintain a certain level of demand for their product. The term "farmers" encompasses independent, family-owned farms as well as large agricultural companies.



SWOT Analysis:

Strengths

- Familiar brand (nostalgic appeal)
- Unique taste and appearance
- Actively engages in social media more than other cereal brands
- Gluten-Free, Whole Grain



Weaknesses

- Unhealthy, contains the paint thinner sodium triphosphate
- Unable to go all-natural, artificial flavor-free
- Seen as strictly a children's brand

Higher price point

Opportunity

- Still capable of trying to find a way to go all-natural
- Proving they can be a cereal eaten by all ages, including adults
- Promoting brand image on social media to existing and potential consumers

Threats

- Consumers wanting healthier breakfast options
- Consumers wanting quicker breakfast options
- Consumers buying off-brand cereal like Marshmallow Mateys

★ **Key issues and implications:**

Lucky Charms is a well-established brand with a distinctly sweet taste, a "nostalgic" adult following and a significant children consumer base. However, as breakfast trends have been shifting, Lucky Charms faces concerns regarding health, convenience and price that may jeopardize their earnings in the future.

-Unhealthy cereal in the midst of the healthy breakfast fad.

--Unable to convert to all-natural without losing signature taste.

-Cereal in the midst of fast breakfast alternatives on the rise. The cereal faces the need to adapt to current breakfast trends in order to stay on consumers' shelves in the years to come.

-The use of interacting with mature issues, such as the LGBT campaign, to prove they are a morally complex brand that is capable of engaging with "adult" issues.

-Nostalgic campaigns seem to work in regards to drawing in adult consumers who enjoyed the cereal in the past and/or grew up with the brand.

-Using emotional appeals is an effective way to diverge from the fact that the cereal is unhealthy and to entice the consumers to get the cereal, instead, as a treat.



Campaign Strategy



Goals:

- Break the consumer stereotype that Lucky Charms is a children's cereal.
- Build the Lucky Charms brand as positive and inclusive.
- Make consumers perceive Lucky Charms cereal as a "feel good" treat that tastes delicious and also donates to charitable causes.



Business Objectives:

The ultimate business objective of our campaign is to expand our target market to millennials who are beginning to buy food on their own. Additionally, we plan to maintain our current target of mothers buying Lucky Charms for their children. We want to highlight our social responsibility, emphasizing that despite the cereal being unhealthy, you can feel responsible buying it. We find our competitive advantage to be our efforts to raise awareness to multiple organizations including the Human Rights campaign, STOMP out bullying and Feeding America.



Targets:

Our two target markets are millennials and mothers, two demographics that hold the greatest percentage of purchasing power, which we discovered through our Simmons research.

Primary:

Meet Adley, a 19-year-old college student who is daring to be adventurous.^[32] Adley made the brave decision to cross the Mississippi River and attend the University of Wisconsin-Madison, because the Minnesota-native^[33] wanted to move far away from home and experience the world.^[34] Now truly independent, Adley needs nothing more than Mom and Dad's tuition checks and Wiscard money. BUT, it's completely up to Adley where the cash made from three summers bagging groceries at Piggly Wiggly goes. Adley uses iPhone^[35] maps app to locate the nearest grocery store, and takes the 80 bus^[36] a whole block from Witte Hall to Fresh Market. With a smirk, Adley buys a family-size box of Lucky Charms which were never allowed back home.

Adley was initially leaning toward Froot Loops^[37] because they have more harmful carbohydrates and are therefore more rebellious than Lucky Charms.^[38] The difference-maker ended up being the nostalgic and social appeal of Lucky Charms' new campaign which targets college-aged students who identify as "90s kids," and also creates inclusivity for LGBTQ+ community members. By choosing the magically delicious option, Adley gets to live out a fantasy of being in the pre-texting and Twitter era, which Adley has expressed a passion for multiple times on Twitter @GladlyAdley1997.^[39] After binge-eating Lucky Charms for two



months, Adley realizes how quickly three summers worth of minimum wage savings can go, and calls Mom to “like, put more meals on this Wiscard thing.” Adley continues to use that Wiscard money on Lucky Charms in the dining halls. Not only because they’re so magically delicious, but as a statement of support for the LGBTQ+ community. Adley has always identified as an independent individual, and someone who doesn’t just go with the societal flow. By consuming Lucky Charms, Adley is eating for a cause.

Secondary:

Meet Jill, a hard-working woman who has two full-time jobs: 1. Climbing her way up the latter at a Chase Bank in her small Pennsylvania town; and 2. Being a mother to her five children. Jill and Adley share some characteristics. They are both independent risk-takers, they both have smartphones and they are both high school graduates.

39-year-old Jill has been a career-driven woman, and both she and her husband Thomas work long hours.

Jill was born and raised on the East Coast, and has decided to raise her family here because the opportunities are endless.^[40] Jill buys Lucky Charms for her children because she wants them to live an inclusive and progressive lifestyle. Being a caring American, Jill understands that equality for all is an important goal in the United States, and she wants her kids to look out for people in minority groups, such as LGBTQ+ community members.



The Big Idea:

The “Big Idea” behind this campaign is that Lucky Charms is a positive and inclusive brand. By exemplifying inclusive actions in all our target markets, we will create a positive image that others feel good about indulging in. We will promote non-profit organizations that fight against hunger, bullying and homophobia. For example, with anti-bullying promotions, we will target mothers who want a wholesome, genuine and welcoming childhood for their kids. Additionally, with LGBTQ+ partnerships, those who support this cause will feel like they are doing their part by purchasing our product, including millennials. Just like our consumers, we are a malleable brand that does not fit under one category. We encourage our consumers to eat our cereal because they deserve it.

Inclusivity resonates feelings of acceptance and a feel-good attitude. The cereal may be unhealthy but it is socially healthy. Our charitable values will help other people by partnering with organizations that promote LGBTQ+



human rights, as well as those that fight against bullying and hunger. This way, if consumers feel guilt buying a cereal that is unhealthy for them, this incentive appeases the guilt with the promise to help others in need with the purchase.

In fact, consumers have become increasingly concerned with Corporate Social Responsibility (CSR). In 2015, 84 percent of global consumers claimed they seek out products with a social or environmental responsibility and 90 percent said they want more companies to make these efforts. Additionally, 93 percent of these consumers said they have a more positive brand image of those companies.^[42] When looking specifically at millennials, research shows that 70 percent of this group said they would spend more on a product that is socially responsible.^[43]

By focusing on our social responsibility, we shift attention away from the worry of consumers that we are not a healthful product. Our rich history as a cereal brand that many families love in addition to previous sponsorships of LGBTQ+ campaigns ensures the consumer that we are committed to delivering our delicious product as a socially responsible brand. After exposure to our campaign, we hope that consumers will yearn to buy Lucky Charms in order to live in the moment, enjoy being themselves and help others be themselves too. Our campaign will create a happy and accepting atmosphere surrounding our brand. It will remind consumers that by buying the cereal, they are making a difference. Our charitable mission will ensure consumers that Lucky Charms aligns with their own personal values, further enriching their trust and loyalty to our brand. Summarizing our new message, we hope that eating Lucky Charms is pleasurable because everyone deserves to be happy.



The Unique Selling Position (USP):

A unique selling position that separates Lucky Charms from other “traditional” sweet cereals, is that we are a socially conscious brand. We are a small treat that makes a big difference to human rights campaigns in regards to bullying, fighting hunger and LGBTQ+ equality.

Lucky Charms is a more appealing product for a millennial audience because it creates the perception that the brand is different from other cereals by being charitable and inclusive. While this particular generation is extremely health-conscious and tends to abstain from cereals in their everyday breakfast habits, they are strong supporters of helping to solve pervasive issues in society.^[44]



With our campaign, consumers can enjoy this unique treat because it's commitment to social health. We know that our millennial targets are more inclined to buy from a brand with a dedication to corporate social responsibility. Ninety-one percent of millennials are very/somewhat likely to switch to a brand that is associated with a good cause, given similar price and quality.^[45] By having Lucky Charms be socially conscious, our target consumers have a snack option that fits with their values.

Lucky Charms is able to differentiate itself in a target market through its unique position as a sugary snack that contributes to greater larger societal inclusion.

 **Positioning:**

Our plan is to position Lucky Charms as versatile in its utilization and potential target market. We want everyone who purchases Lucky Charms to feel included. For example, consumers should not view their age as a constraint for purchasing the product. We want to emphasize that Lucky Charms is not just a popular sweet cereal among children, but it can be a snack for anyone to enjoy and be a part of.

Although our competitors also offer cereals that customers choose to snack on, rather than eat for breakfast, we will differentiate ourselves through our customer expansion. We will be able to broaden our market and emphasize that Lucky Charms is a snack for everyone that fights for everyone. Our social responsibility will be able to draw in more consumers who are passionate for a certain social cause and cement a loyal following from those who have been our consumers in the past and needed a certain "healthy" justification for eating our sugary cereal.

 **Branding:**

Our goal is to brand Lucky Charms as a food that makes you "feel good." It should be a snack that consumers feel pride in indulging in, as they know our brand cares about human rights.

By partnering with Feeding America, anti-bullying and human rights organizations, customers should also "feel good" when purchasing Lucky Charms because the proceeds will be donated to these causes. Not only will customers benefit themselves by eating Lucky Charms, but they will feel like they are helping society as whole by supporting a socially responsible brand that promotes inclusiveness.

We want Lucky Charms to gain recognition as a brand that not only benefits the consumer, but the general public as well. Whether it be "feeling good" from personally eating the snack, or "feeling good" for supporting different organizations, Lucky Charms aims to increase feelings of inclusivity among their consumers.





★ **Emotional Appeal and Values:**

The campaign seeks to create a positive, emotional link of the Lucky Charms-brand amongst its consumers. The main target emotions include being empathetic to a cause and feeling good about making a difference for various social organizations.

Furthermore, the campaign will use external community partnerships and campaigns that emphasize the moral values of Lucky Charms in order to develop a framework of values with which the consumer attributes to the product. The values that we hope to establish during the campaign include: inclusivity, social responsibility, diversity and respect. This will create the perception that we are a multi-dimensional brand that morally aligns to support real-world issues and upholds ethical values.

★ **Campaign Scope:**

Duration:

Based on our campaign strategy of partnering with different organizations in different month, the campaign will start in June 2017 and end in May 2018. Our campaign will launch in June along with the announcement of our partnership with the LGBTQ+ community during gay pride month in June and then is followed by our campaign's efforts to support human rights and gender equality. Our campaign will resume in September and last until early October to emphasize Lucky Charms' partnerships with Stomp Out Bullying during the "back to school" season. In the last stage of our campaign, we will partner with Action Against Hunger starting in late November and last throughout December and January.

Time of Week/Day:

Outdoor and print advertisements will run throughout the week and weekends depending on publications, locations and media. Television commercials will run on Weekend and on early weekdays and radio commercials will run during the weekdays. Television commercials will run during primetime and late night programming in order to reach millennials. Radio Commercials will run from 6 a.m. to 12 p.m. and 5 p.m. to 9 p.m.

Regional Focus:

Our campaign will focus on urban areas in the Midwest, South West and the East Coast based on research on our primary audiences. Media will be allocated in major cities: Twin Cities, Chicago, Madison, Milwaukee, New York City, Boston,





Philadelphia, Baltimore, Washington, D.C. and San Francisco (based on our partnership with LGBTQ+ during Pride Month).

Media Allocation:

We plan to allocate the majority of our media budget on interactive and mobile media in order to target millennials. Our campaign will be digitally focused by advertising on websites and social media platforms. We will also buy television and radio space to fill the media gap for our primary audiences. For outdoor advertisements, we will place advertisements in public spaces where they will have the maximum exposure to millennials, such as subway stations, billboards and movie theaters.



Creative Brief

★ Overview:

Lucky Charms is a delicious cereal for people of all ages to enjoy. Our campaign appeals to more mature audiences, millennials and mothers, through simplistic designs with easily identifiable imagery, such as our marbits. Our advertisements plays with the critique that Lucky Charms is unhealthy, highlighting the new social consciousness our brand is undertaking.

Our campaign's big idea is "equality for all." What sets Lucky Charms apart from other cereal options is that we care. By raising awareness for causes close to the hearts of our target consumers, we plan to rationalize treating yourself to a bowl of Lucky Charms. This resulted in our campaign slogan: "small treat, big difference." The "small treat" highlights that our cereal is a more sugary option. We are choosing to acknowledge this perception of our brand, as in the past it was seen as an issue. This says that sometimes it is okay to take a moment out of the day for a sweet treat. The "big difference" reflects our year-long campaign of bringing awareness to causes in favor of human rights (which is important to millennials) and anti-bullying (which is important to mothers). This also highlights the efforts we will make in the winter months to donate to Feeding America.

Our brand personality through these advertisements remains playful and bright, but places more emphasis on the social goodness we believe in. As Lucky Charms has done an LGBTQ campaign in the past, this stance does not change our personality entirely. With the addition of the other campaigns we stand for, STOMP Out Bullying and Feeding America, we add a more charitable association with our brand name.

★ Campaign Themes:

All of our advertisements are unified through similar imagery. The use of marbits, the colorful marshmallow pieces in our cereal, is a key aspect of this campaign. We chose to use these as they are easily recognizable to consumers. We use the marbits to visually relate to the different causes we stand for. For example, the rainbow is associated with LGBTQ+.

With simple copy of our slogan, we highlight our desired brand image. We emphasize treating yourself and benefiting others. It illustrates making a difference as effortless which is important to our socially conscious, but busy, target audience. This campaign may not be clear to our consumers immediately - How can a cereal be making a difference? This is why we are including smaller copy to give an explanation of the actions Lucky Charms is taking.





Broadcast advertising examples:

LUCKY CHARMS RADIO COPY

PARTNER: Lucky Charms		MC/PC: MadCreative	PROD ROOM: 1-2
START DATE: Nov	END DATE: Jan	STATION:	
LENGTH: 30 sec	ANNOUNCER:	KMAD	

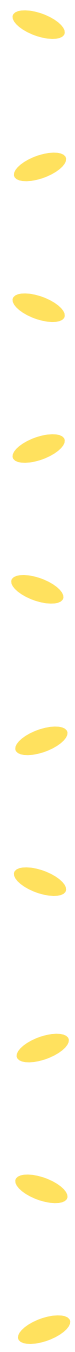
*** ALWAYS USE TIMES NEW ROMAN FONT, SIZE 12 PT. ***

15 SECONDS	<p>Santa: "HO HO HO, what's your name little guy?"</p> <p>Lucky: "I'm Lucky, the Lucky Charms mascot!"</p> <p>Santa: "Have you been a good boy this year, Lucky?"</p> <p>Lucky: "You bet, Santa! This year, Lucky Charms is partnering with Feeding America to promote the fight against world hunger!"</p> <p>Santa: "That is pretty nice! ... But how does that work?"</p> <p>Lucky: "For every box of Lucky Charms purchased through the holiday season, General Mills will donate one dollar to Feeding America!"</p> <p>Santa: "HO HO HO, Lucky Charms is on the nice list this year... So, what would you like for Christmas?"</p> <p>Lucky: "Umm... Lucky Charms?"</p> <p>Santa: "HO HO HO Ha Ha Ha!!!!"</p>
30 SECONDS	<p>VU: Lucky Charms will partner with Feeding America throughout the holiday season. Stop by your local market to support the fight against world hunger today.</p>



LUCKY CHARMS RADIO COPY

PARTNER: Lucky Charms, Human Rights		PROD ROOM 1 2	
START DATE: June	END DATE: August	STATION: WMAD	
LENGTH: 30 sec	ANNOUNCER:		
*** ALWAYS USE TIMES NEW ROMAN FONT, SIZE 12 PT. ***			
15 SECONDS	<p>Hi! I'm Lucky the Leprechaun from Lucky Charms, and I'm here to tell you that Lucky Charms might be just a small treat, but it can make a big difference!</p> <p>Lucky Charms is not only the most delicious cereal, with its unique marshmallows of all different shapes and colors, it is a symbol of equality for all, because people too are all unique and colorful!</p>		
30 SECONDS	<p>This summer, Lucky Charms is partnering with the Human Rights campaign to promote equality and love for all! No matter who you are or who you love, Lucky Charms wants you to be help make a difference and help others feel accepted! For more information on how eating a small treat can make a big difference, go to Lucky Charms dot com.</p>		



Lucky Charms Stomps Out Bullying



Bully picks on boy at school



Boy cries



Girl brings over Lucky Charms to help him feel better.



Girl and boy eat Lucky Charms together in the lunchroom as new friends



Bully comes over to say sorry. Boy and girl ask if she wants to eat Lucky Charms with them.



Bully, boy and girl all eat together and are all friends.

Join Lucky Charms to STOMP Out Bullying. For more information visit luckycharms.com. Because every kid deserves to feel lucky. Small treat. Big difference. Lucky Charms.



Small treat, big difference.
#Luckyforall



Print advertising examples:





Treats don't have
to come once in a
blue moon.



Small Treat, Big Difference.

We are now using our Pot o' Gold to contribute to Feed America so
you can feel good about your favorite late night snack.



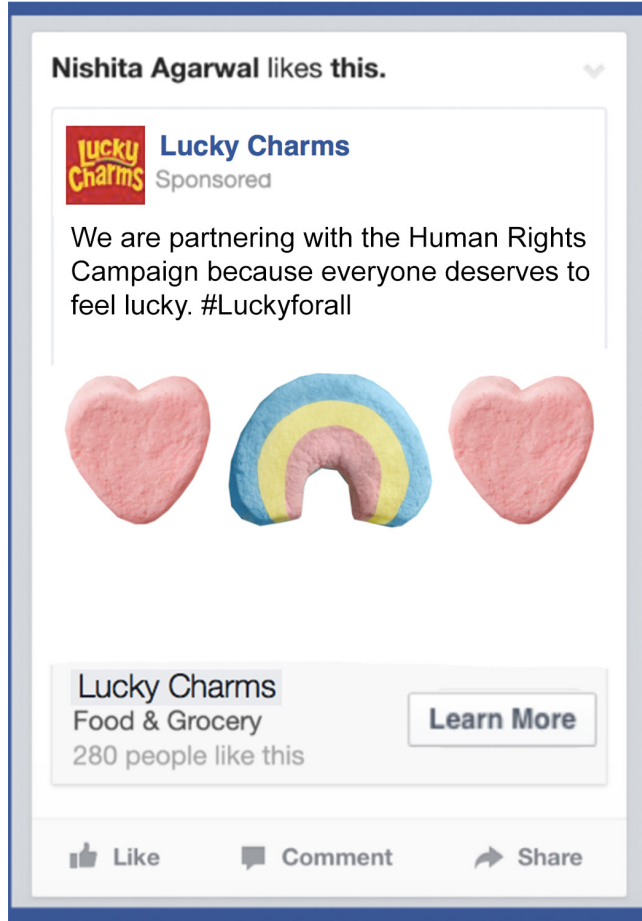
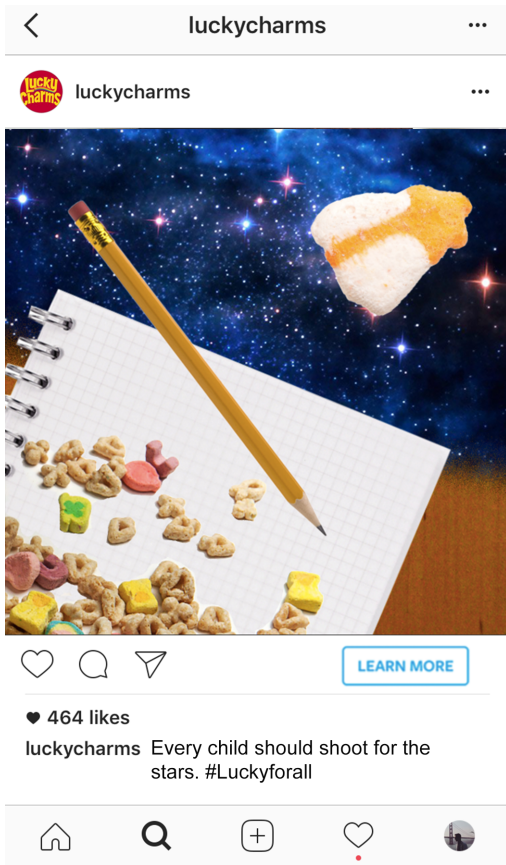


Billboard advertising example:





Interactive advertising examples:



*To the left is an example of what the Facebook profile picture filter would look like. It is blue because of STOMP Out Bullying blue shirt day on October 3 to raise awareness against bullies in schools.



Media Plan

★ **Media Objective:**

MadCreative's media plan targets our primary and secondary audience: millennials and mothers. The main goal is to expand the market of these two groups and build a socially conscious brand image. We tailored our media time, types, locations, allocations and purchases to each group's media usage and lifestyle.

To facilitate our campaign objective toward expanding the target market and shifting the image of a well-known brand, our media plan will use a high-reach strategy to optimize the exposure among our audiences. Our media plan is focused on digital media and non-impact media in order to break through the clutter of traditional media and reach our primary and secondary audiences. Based on market research, both our primary and secondary audiences use digital media more than traditional media. Market research shows that our primary and secondary audiences still use traditional media, so we will continue to buy traditional media space to maximize audiences for brand awareness.

★ **Media Aperture:**

Our campaign will start in June 2017 and end in May 2018. Throughout our campaign, we will utilize the flighting method for impact media and the pulsing method for non-impact media. Our media plan follows a three-stage effort based on our partnerships with various non-profit organizations in order to build Lucky Charms as a socially conscious brand image in our one-year campaign.

Our campaign will launch in June along with the announcement of our partnership with the LGBTQ+ community during gay pride month in June. In July and August, we will refrain from advertisement placement. Instead we will focus on collecting and analyzing feedback about the campaign's launch in June in order to effectively adjust future campaign actions to reach millennials and mothers.

Our campaign will resume in September and last until early October to emphasize Lucky Charms' partnerships with Stomp Out Bullying during the "back to school" season. Our campaign will reach different ages of millennials, from high schoolers to college students; and also reach our secondary audiences, mothers who care about their kids' well-being in school.

In the last stage of our campaign, we will partner with Action Against Hunger starting in late November and last throughout December and January. Lucky Charms will stand



out in the holiday season by emphasizing its warm humanitarian efforts. Ideally, the last stage of our campaign will build up a long lasting socially conscious brand image for Lucky Charms that will reach beyond millennials and mothers to a more ambitious market.

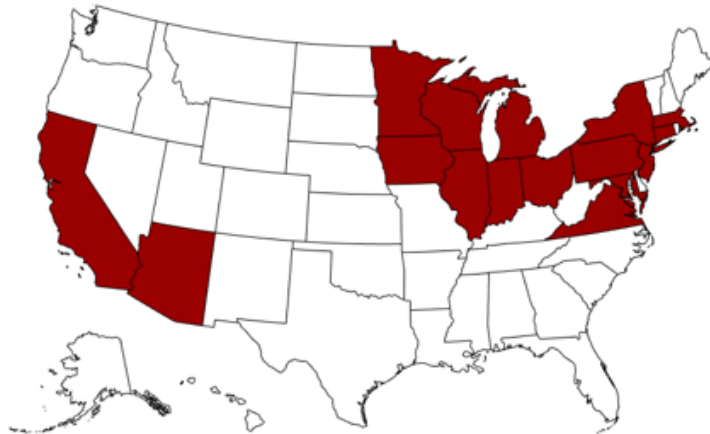
★ Geographic Allocation:

Our campaign will focus on urban areas in the Midwest, the East Coast and the southwest regions to reach our primary and secondary audiences. Our regional focus will remain consistent throughout the campaign since Lucky Charms has already established its national brand image.

Based on Nielsen’s marketing data from the Simmons OneView on region, Lucky Charms consumers are concentrated in the Southwest region with an index number of 127 and east central region with an index number of 155.^[46] In the northeast, the mid-Atlantic, the south, the southeast and the Pacific regions, Lucky Charms consumers are located equally to the national average. Lucky Charms consumers are less concentrated in the west central region with an index number of 77.^[46] Based on Simmons OneView data, the Spanish/Hispanic/Latino population is specifically concentrated in New York, Chicago and Los Angeles.^[46]

In particular, our media will target in major cities:

- Midwest
- Twin Cities, Minnesota
- Milwaukee, Wisconsin
- Chicago, Illinois
- Detroit, Michigan
- The East Coast
- New York City, New York
- Boston, Massachusetts
- Philadelphia, Pennsylvania
- Southwest
- Los Angeles, California
- San Francisco, California



★ **Media Expenditure and Budget Allocation:**

Our total media budget is \$12 million. We set 5 percent of our total media budget that has \$600,000 as contingency budget. The contingency budget will be reserved for possible risk management or any media adjustments. We will spend about 37 percent of the rest of budget on impact media purchases, and 63 percent on non-impact media.

Media Expenditure:

Total Budget	Total on Impact	Contingency	Remainder
\$12,000,000.00	\$4,171,656.00	\$600,000.00	\$7,228,344.00

Impact Media Expenditure:

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
MTV Movie Awards	12	\$28,888	\$346,656	Must be purchased by 12 GRP
Outdoor	25	\$35,000	\$875,000	5 months in 5 markets
Subway Train	4	\$100,000	\$400,000	1 month in 4 markets
Keywords	5	\$50,000	\$250,000	1 SEM (Google) for 5 months
Streaming TV	10	\$35,000	\$350,000	2 site for 5 months
Streaming Audio	5	\$15,000	\$75,000	1 site for 5 months
Mobile	25	\$75,000	\$1,875,000	5 months in 5 markets
SUM TOTAL			\$4,171,656	



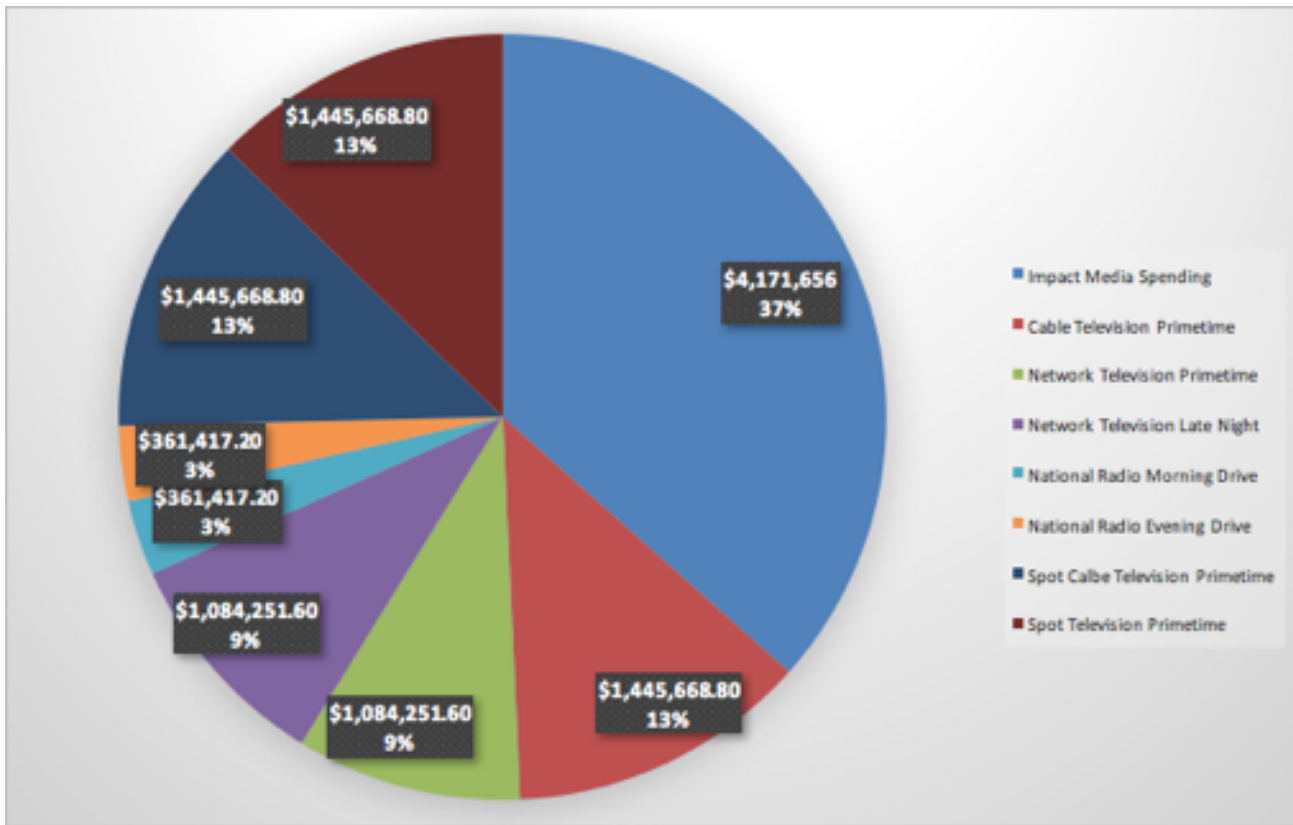
Non-Impact Media Expenditure:

MEDIA CATEGORIES	% ALLOCATION	CPP TOTAL	\$ ALLOCATION	GRPS
Cable Television Primetime	20%	\$19,227	\$1,445,668.80	75
Network Television Primetime	15%	\$33,103	\$1,084,251.60	33
Network Television Late Night	15%	\$38,337	\$1,084,251.60	28
National Radio Morning Drive	5%	\$2,913	\$361,417.20	124
National Radio Evening Drive	5%	\$2,913	\$361,417.20	124
Spot Cable Television Primetime	20%	\$12,324	\$1,445,668.80	117
Spot Television Primetime	20%	\$32,066	\$1,445,668.80	45
	Must = 100%			547
SUM TOTAL			\$7,228,344.00	

Non-Impact Media Expenditure:

TOTAL MEDIA SPENDING	\$ ALLOCATION	% ALLOCATION
Impact Media Spending	\$4,171,656	36.59%
Cable Television Primetime	\$1,445,668.80	12.68%
Network Television Primetime	\$1,084,251.60	9.51%
Network Television Late Night	\$1,084,251.60	9.51%
National Radio Morning Drive	\$361,417.20	3.17%
National Radio Evening Drive	\$361,417.20	3.17%
Spot Cable Television Primetime	\$1,445,668.80	12.68%
Spot Television Primetime	\$1,445,668.80	12.68%
Total Spending	\$11,400,000	

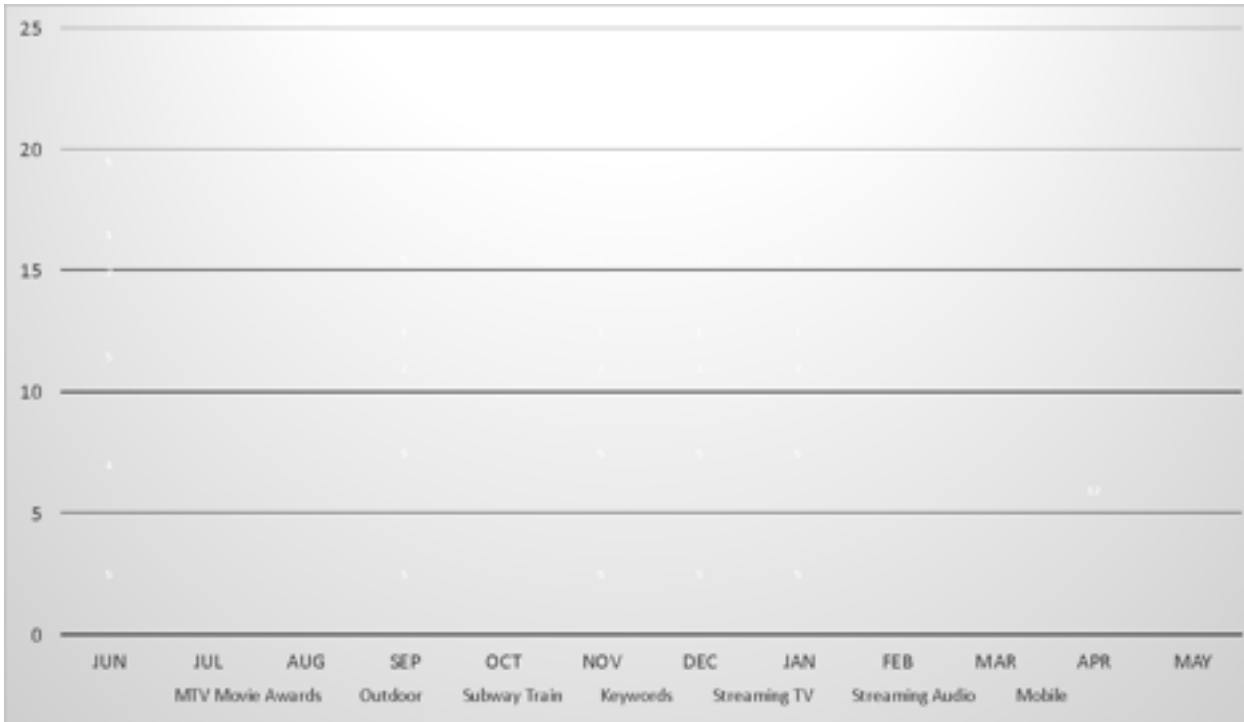




Impact Media Allocation:

MEDIA CATEGORIES	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	TOTAL
MTV Movie Awards											12		12
Outdoor	5			5		5	5	5					25
Subway Train	4												4
Keywords	5			5		5	5	5					25
Streaming TV	2			2		2	2	2					10
Streaming Audio	1			1		1	1	1					5
Mobile	5			5		5	5	5					25
SUM TOTAL	22	0	0	18	0	18	18	18	0	0	12	0	

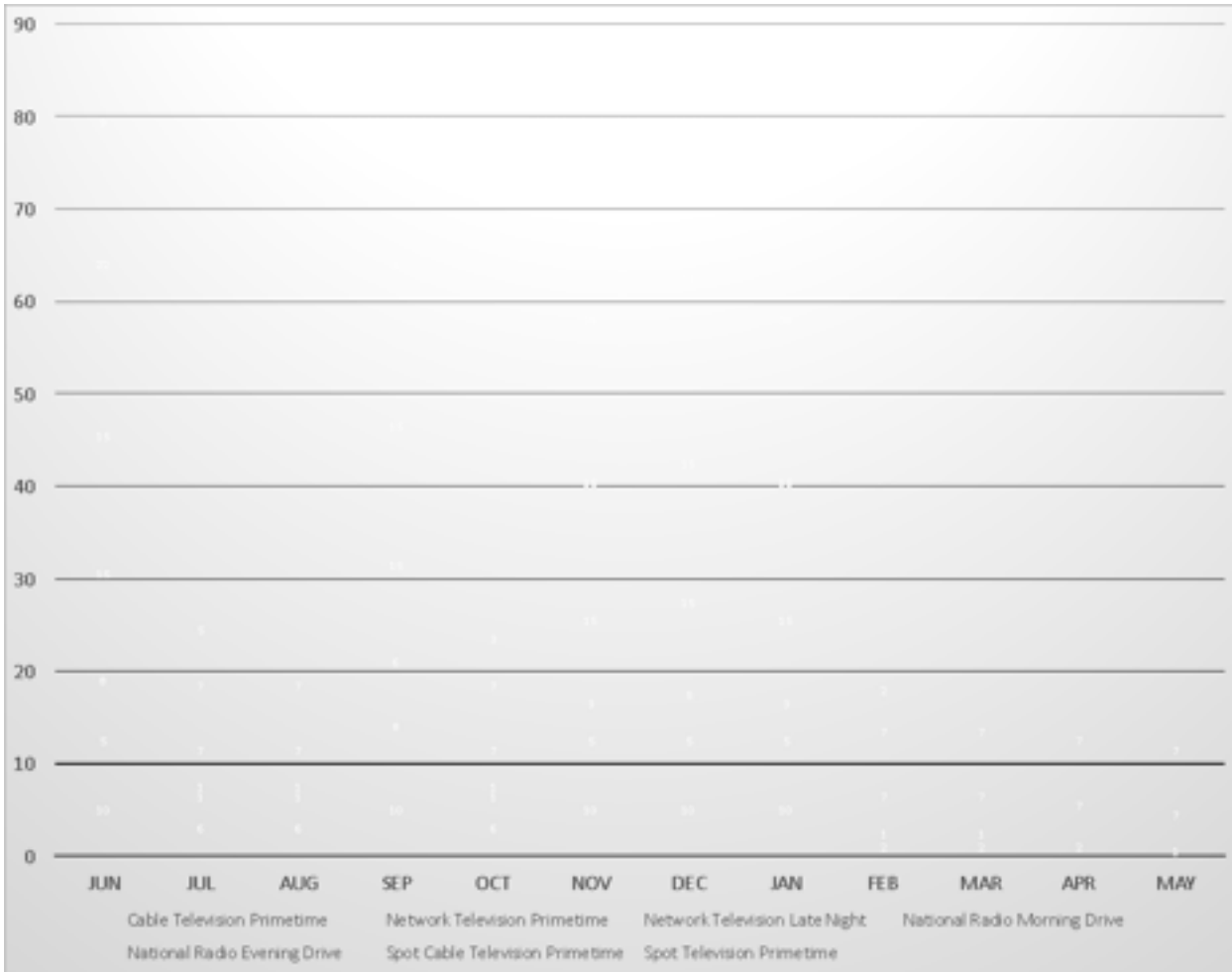




Non-Impact Media Allocation:

MEDIA CATEGORIES	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	TOTAL
Cable Television Primetime	10	6	6	10	6	10	10	10	2	2	2	1	74
Network Television Primetime	5	1	1	8	1	5	5	5	1	1			33
Network Television Late Night	8	1	1	6	1	3	5	3					28
National Radio Morning Drive	15	7	7	15	7	15	15	15	7	7	7	7	117
National Radio Evening Drive	15	7	7	15	7	15	15	15	7	7	7	7	117
Spot Cable Television Primetime	22	5		20	3	20	25	20	2				117
Spot Television Primetime	9			9		9	9	9					45
SUM TOTAL	84	27	22	83	25	77	84	77	19	17	16	15	





★ **Digital and Impact media:**

MTV Movie Awards:

We will place an advertisement at the MTV Movie Awards in April 2018 as part of our campaign’s final efforts. We chose the MTV Movie Awards because of its high popularity among Lucky Charms’ existing consumers as well as our campaign’s primary and secondary audiences. Based on the Simmons OneView data, Lucky Charms’ consumers reported watching the MTV Movie Awards twice as much as the national average with an index number of 217. Of those who reported watching the show, about 28 percent are in the age group from 18 to 24 and about 33 percent are in age group 25-34.^[46] Our primary target audience millennials belong to these two groups. Moreover, about 20 percent of MTV Movie Awards viewers are Spanish/Hispanic/Latino that is our secondary audience.^[46] Parents/guardians of any children watch the show as much as the national average.



Outdoor:

Outdoor advertisements will be placed in June, September, November, December and January to align with our partnerships with LGBTQ+/Human Rights, Stomp out Bullying and Action Against Hunger. Our outdoor advertisements will focus on our primary and secondary audiences who live in urban areas. Our major target markets are in New York, Boston, Chicago, San Francisco and Los Angeles. We will strategically place billboards throughout the city in high trafficked areas such as near busses, bus stops, subway stations and popular buildings to achieve optimal reach. Outdoor advertisements will be both static and digital to deliver different levels of information in different places. Static billboard advertisements will contain low-level information that targets people who are commuting. Digital billboards allow more information to be shared and will be located in places where people stop and have more time to read or watch.

Subway Train:

To emphasize our partnership with the LGBTQ+ community during pride month in June, we will place advertisements directly across the exterior of subway trains in four major markets: New York, Chicago, San Francisco and Boston. Exterior subway train advertisements will be a large rainbow image that creates a rainbow flash while trains are moving and in stations. This advertisement will deliver both Lucky Charms' brand logo and its support for gay rights to millennials who use public transportations in metropolitans. The rainbow subway train advertisement will also create buzz on social media and gain free press in the beginning of our campaign.

Streaming TV and Audio:

Within the past few years, online streaming services have been the new and dominant format for media consumption. We will place advertisements on YouTube and Hulu to reach millennials who watch videos and television shows online. According to a Business Insider Intelligence survey in 2015, 81 percent of millennials use YouTube to stream video and 37 percent millennials use Hulu. Only 3 percent of millennials reported that they did not use streaming services so this will be effective.^[47]

We will also place advertisements on Pandora to reach our primary and secondary audiences. Based on the Simmons OneView data, about 20 percent of millennials use Pandora, and they are much more likely to use Pandora than the national average. Moreover, about 20 percent of Pandora users are Spanish/Hispanic/Latino which is our secondary audience.^[46] Parents/guardians of children use the site as much as the national average.



Search Engine and Keywords :

We will use the Search Engine Marketing (SEM) in June, September, November, December and January to make Lucky Charms' socially conscious brand image available online and directly correspond to our partnerships. We will purchase SEM on Google to reach our primary and secondary audiences. About 80 percent of millennials use Google most often and about half of Spanish/Hispanic/Latino use Google, which is equal to the national average. In order to keep SEM relatable to our campaign, we choose to buy keywords that based on our partnerships with organizations in different months.

Following are keywords for each month:

June	September	November	December	January
Pride Month LGBT Gay Feminism Human rights Cereal	Back to school Anti-bullying Cereal	Thanksgiving Black Friday Hunger Poor Charity Cereal Feeding America	Christmas Hunger Poor Charity Cereal Feeding America	New Year Hunger Poor Charity Cereal Feeding America

Mobile:

We will purchase mobile online advertisements for June, September, November, December and January in five markets: New York, Boston, Chicago, San Francisco and Los Angeles to maximize campaign exposure and create digital buzz. According to the Simmons OneView data, more than 95 percent of millennials and Spanish/Hispanic/Latino own cell phones or smartphones. About 80 percent of millennials and 60 percent Spanish/Hispanic/Latino are smartphone users.^[46] We will place banners, sponsors or full-screen advertisements in mobile popular mobile apps. We will also place advertisements on social media mobile apps, such as Facebook, Twitter, Instagram and Snapchat; in addition to other apps like Yelp, Fandango, PayPal and the Weather Channel that are popular sites among millennials based on research.

Non-Impact media:

Television:

We will focus our majority of non-impact media on television advertisements to ensure the optimal reach of our campaign. Our television advertisements will also be heavily concentrated in June, September, November, December and January to align with our partnerships, and will continue to cover them for the rest of the year to ensure audiences' brand recognition and Lucky Charms' broadcast presence.

Cable and Spot Television Primetime:

We plan to reach our secondary audiences, mothers, by placing advertisements on



primetime cable television. Based on the Simmons OneView, more than half of our primary and secondary audiences report to have cable television subscription, and about half of them watch television during prime time^[46] We will place advertisements on cable television Monday to Saturday 8 p.m. to 11 p.m. and Sunday 7 p.m. to 11p.m. Based on research, we will focus on MTV, Comedy Central and Adult Swim to reach millennials, and focus on Cartoon Network, ABC Family, Disney Channel and Nickelodeon for mothers and older millennials who watch television with their children during prime time.

In June, September, November, December and January, we will place extra advertisements in cable television prime time for our major markets to ensure that campaign messages are delivered to both primary and secondary audiences in their local stations with optimal exposure.

Network and Spot Television Primetime:

We will place advertisements on the national television network during prime time (Monday to Saturday 8-11 p.m./ Sunday 7-11 p.m., and will not place advertisements during the daytime. Based on the Simmons OneView Data, both of our primary and secondary audiences watch TV during primetime and late fringe time equally with the national average, but watch less TV from 10 a.m. to 4 p.m. than the national average.^[46] We will focus on major commercial networks that our primary and secondary audiences watch, ABC, CBS, The CW, FOX and NBC. We intend to place more advertisements on CW based on the Simmons OneView data that younger millennials from 18 to 24 watch more The CW compared to other networks.

In June, September, November, December and January, we will place extra advertisements in network television prime time for our major markets to ensure that campaign messages are delivered to both primary and secondary audiences from their local stations with optimal exposure.

Network Television Late Night:

We will primarily target millennials with late night network television advertisements. About one-third of millennials report watching television from 11 p.m. to 1 p.m. We will focus on NBC and CBS late night talk shows, news, and other programs to reach millennials and possible stay-up late mothers.

Here is a table that indicates which programs of each network we choose to insert advertisement throughout the week. We choose programs that have been commercially success in order to keep an optimal expose. The table is based on networks' programs schedule of 2016, and open for adjustments according to networks' change during 2017 and 2018.



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
ABC ^{(a)(1)}	Jimmy Kimmel Live!; Dancing with the Stars	Marvel's Agents of S.H.I.E.L.D.; Jimmy Kimmel Live!; American Housewife	Jimmy Kimmel Live!; Modern Family	The Great American Baking Show; Jimmy Kimmel Live!; Grey's Anatomy	Jimmy Kimmel Live!		Quantico;
CBS ^{(a)(1)}	The Big Bang Theory;		Survivor: Millennials vs. Gen-X;	The Big Bang Theory; Thursday Night Football; Mom			Elementary; The Good Wife
The CW ^{(a)(2)}	The Flash; DC's Legends of Tomorrow	Arrow; The Flash		DC's Legends of Tomorrow; Supernatural; Arrow	The Vampire Diaries; Arrow		
Fox ^{(a)(1)}	Gotham; Lucifer	New Girl		Pitch;	Hell's Kitchen	Fox's Major League Soccer	NFL on Fox; The Simpsons
NBC ^{(a)(1)}	The Voice; The Tonight Show Starring Jimmy Fallon; Late Night With Seth Meyers	The Tonight Show Starring Jimmy Fallon; Late Night With Seth Meyers	The Tonight Show Starring Jimmy Fallon; Late Night With Seth Meyers	NFL Football; The Tonight Show Starring Jimmy Fallon	The Tonight Show Starring Jimmy Fallon; Late Night With Seth Meyers; Caught on Camera With Nick Cannon	The Voice; Saturday Night Live;	Football Night in America; NFL Football
MTV ^{(a)(1)}	Ridiculousness	MTV Music Premiere; Teen Wolf		Greatest Party Story Ever; Ridiculousness		Ridiculousness; Project X	Napoleon Dynamite
Comedy Central ^{(a)(1)}	South Park; The Daily Show with Trevor	South Park; The Daily Show with Trevor	South Park; The Daily Show with Trevor Noah;	South Park; Amy Schumer: Mostly Sex Stuff; The	South Park; Meet the Parents; Office		South Park



	Noah; @Midnight with Chris Hardwick	Noah; @Midnight with Chris Hardwick	@Midnight with Chris Hardwick	Daily Show with Trevor Noah; @Midnight with Chris Hardwick	Space; Amy Schumer; Mostly Sex Stuff		
Adult Swim ⁽²⁾⁽⁴⁾	Bob's Burgers; Robot Chicken; Rick and Morty	Bob's Burgers; Robot Chicken;	Bob's Burgers; Robot Chicken;	Bob's Burgers; Robot Chicken;			Rick and Morty; Robot Chicken
Cartoon Network ⁽²⁾⁽⁴⁾	Teen Titans Go!; Seven Universe; Regular Show	Teen Titans Go!; Mighty Magiswords	Teen Titans Go!; Mighty Magiswords	The Powerpuff Girls; Dexter's Laboratory; Teen Titans Go!	The Powerpuff Girls; Dexter's Laboratory		
ABC Family ⁽²⁾⁽⁴⁾	The Forsters; Switched at Birth	Switched at Birth		Gilmore Girls	Gilmore Girls		
Disney Channel ⁽²⁾⁽⁴⁾	Alvin and the Chipmunks: The Squeakquel; Stuck in the Middle	K.C. Undercover	Happy Feet; Liv and Maddie; Call Style	Liv and Maddie; Call Style	Stuck in the Middle; Good Luck Charlie	Walk the Prank; K.C. Undercover	
Nickelodeon ⁽²⁾⁽⁴⁾	The Loud House; SpongeBob SquarePants	The Loud House; SpongeBob SquarePants	Henry Danger; The Loud House; SpongeBob SquarePants	The Loud House; SpongeBob SquarePants	The Loud House; SpongeBob SquarePants		

National Radio Morning and Evening Drive:

We will place advertisements for national radio in the morning and evening drive time to target older millennials ages 25 to 34, and mothers who drive between home and work. Based on the Simmons OneView data, older millennials, Spanish/Hispanic/Latino and the parents/guardians of children listen to the radio most often from 6 a.m. to 10 a.m. and from 3 p.m. to 7 p.m. We will place advertisements in national FM stations⁽⁴⁶⁾





Objectives:

While many people find Lucky Charms to be a popular, sugary cereal that children primarily consume, the public fails to recognize the gluten-free health benefits associated with it, along with our partnership with multiple human rights organizations that include the LGBTQ+ community, Stomp Out Bullying and Feeding America. Through promotions and partnerships, Lucky Charms aims to expand their target audience to the millennial generation, while emphasizing the benefits that come from purchasing Lucky Charms.



Statement of Public Opinion:

In recent years, the American public has grown more health-conscious, and consequently, demands food products with greater health benefits. This trend has had a negative effect on the public's perception of the Lucky Charms brand. According to The Washington Post, from 2005 to 2014 Lucky Charms sales have increased by 30 percent. However, this growth significantly lags behind that of Kashi, a healthier cereal product, which has grown by 137 percent during the same period.^[60]

In response to this trend, Lucky Charms has sought to reinvent itself as a product. A gluten-free option is now offered, and a program is underway to alter the cereal's formula by the end of 2017, in the hopes of removing artificial ingredients while retaining its appealing flavor and aesthetics.

In order to maintain a loyal consumer base, Lucky Charms must use a coordinated campaign featuring events, promotions, press conferences and other public activities to change perceptions of the brand, while continuing to experiment with the formula in a transparent manner.



Our Stakeholders:

1. General Mills Company and Shareholders

General Mills produces several brands of cereal, including Lucky Charms. As a cornerstone General Mills brand, it is vital that Lucky Charms maintains its success and profitability. The current stock price for General Mills is \$63.83. Stockholders who have purchased stock from the company rely on the success of Lucky Charms cereal, and General Mills overall.

2. Lucky Charms Employees

General Mills employs approximately 39,000 people worldwide, and their current sales for 2016 stand at \$16.6 billion. As employees, they have a stake in corporate success as it ties into their salary level and job security.

3. Lucky Charms Consumers (Former)

Perceptions about artificial coloring and TSP found in Lucky Charms has prompted



health-conscious customers to purchase other brands of cereal. Therefore, it is important that Lucky Charms focuses on removing artificial colors and potentially TSP, even though it is a safe level to consume, in order to convince their former customers that Lucky Charms has become a healthier brand.

4. Lucky Charms Customers (Present and Future)

In order to keep their current clientele and expand it even further, Lucky Charms must relay to their customers that ingredient changes will not alter the taste of the cereal. They must also use these positive changes to attract new customers who are looking for a healthier and tastier cereal.

5. Media

The media has a significant role in promoting Lucky Charms' various events and partnerships that are taking place throughout the year. Lucky Charms therefore relies on the media to broadcast and help promote and cover any of these events.

6. Trade Associations

General Mills belongs to many different trade associations, such as the Food and Drink Federation, who share the common goals of furthering professional development, best-practice sharing, and business support services. These trade associations are also worldwide. General Mills must continue to produce cereals that get a positive health perception in order to improve their corporate reputation within the industry as a whole.

7. Retailers

Retailers stock and invest in Lucky Charms cereal and are a primary outlet for customers. As retailers, they have a stake in the success of Lucky Charms. They depend on Lucky Charms' consumer demand so their product will sell before the expiration dates and they don't lose money. Retailers include grocery stores, and other general merchandise stores such as Walmart and Target.

8. Farmers

Farmers produce agricultural products, such as grains and oats, that comprise the basic ingredients of Lucky Charms. This demographic has a vested interest in the continued production of the Lucky Charms brand in order to maintain a certain level of demand for their product. The term "farmers" encompasses independent, family-owned farms as well as large agricultural companies.



Media Relations Strategy:

The media and our consumers are significant stakeholders for Lucky Charms, therefore it is vital that we utilize our media outlets in order to maintain a strong relationship with our consumers and promote our partnerships and events. The public needs to be notified of any significant happenings regarding Lucky Charms. By working closely with several media outlets, we can ensure that the press receives information about Lucky Charms right away, and that, in turn, the public is notified through various mediums in a timely manner.



In order to effectively provide our target market with news on Lucky Charms, we will direct our broadcasts to the areas where our primary and secondary audiences tend to reside, which include urban areas in the Midwest, East Coast, and Southwest. More specifically, we will focus on larger populated cities in these areas, including: Twin Cities, Milwaukee, Chicago, and Detroit in the Midwest; New York City, Boston, and Philadelphia in the East Coast; and Los Angeles and San Francisco in the Southwest region. In addition to working with regional news outlets, we will also work with national news sources that include ABC, CBS, and NBC. We will also work with some local newspaper outlets including San Francisco Chronicle and Chicago Tribune. Lucky Charms will invest a total of \$50,000 to be divided evenly among our partnerships to further our campaign strategy. We will also respond to questions our media contacts may have regarding our product. Our spokespeople will attend interviews to meet with the media contacts once the media kits and press releases have been reviewed, as well. In order to maintain good relationships with our media contacts, we will personally contact with them throughout the year and provide them with additional updates on our product. We will continue to strengthen our relationship with our media contacts throughout the entire campaign, in order to guarantee that these different mediums provide Lucky Charms with the most effective and necessary amount of coverage on a day to day basis. We will also work with each of the media outlets individually so we can build our individual relationships even further.



★ **Media Contacts:**

National News Stations:
cont.)

ABC News
Jaime Factor
Social Media/Digital Public Relations
Entertainment, ABC
Jaime.F.Factor@abc.com

CBS News
Dana McClintock
Executive Vice President,
Manager
Communications, CBS
212-975-1077
dlmclintock@cbs.com

NBC News

(Regional News Stations

WMAQ-NBC, Chicago
Emma Asante
Director of Special Projects,
Community Relations
312-836-5551

WTMJ TV Milwaukee
Joe Poss
Vice President/General

joe.poss@tmj4.com

WXYZ-ABC, Detroit



Dupe Bosu
Director, Corporate Communications (Diversity & Inclusion)
NBC Entertainment Publicity
818-777-9356
Dupe.Bosu@nbcuni.com

Mike Murri
Vice President,
General Manager
248-827-7777

★ **Regional News Stations:**

WPVI-ABC, Philadelphia
Dirk Ohley
Vice President, Local Sales Manager
Dirk.Ohley@abc.com

WCCO-CBS, Twin Cities
Angela Davis
Anchor/Reporter
612-339-4444

WABC-ABC, New York City
Saundra Thomas
Community Events
917-260-7126

WCVB-ABC, Boston
Karen Holmes Ward
Community Affairs
781-433-4062.

KTLA, Los Angeles
Cher Calvin, Anchor
323-460-5500

ABC7, San Francisco
Reggie AQUI, Anchor
415-954-7321

★ **Regional Print Outlets:**

San Francisco Chronicle
Justin Phillips, Food/Home
Business Reporter
jphillips@sfchronicle.com
bune.com

Chicago Tribune
Lauren Zumbach, Business
Reporter
lzumbach@chicagotri-
bune.com

★ **PR Events/Campaigns:**

Lucky Charms will issue press releases two months before important campaign events and initiatives to media outlets, and hold three press conferences in order to promote different partnerships occurring throughout the year. The campaign will begin in the West Coast, continue to the Midwest, and then end in the East Coast. To accompany these various regions where their target consumers reside, they will hold a press conference in each of the three regions in the cities of San Francisco, Chicago, and New York City. Press releases will also be made available online for the general public to review.



Summer: "Pride Parade"

The first stage of the campaign will take place during the summer months (June-August) of 2017. Lucky Charms hopes to invest \$810,000 to facilitate a partnership with the LGBTQ+ organizations Human Rights Campaign and San Francisco Pride. Lucky Charms seeks to promote inclusivity and advocate for the rights and concerns of the LGBTQ+ community. Lucky Charms hopes this will facilitate dialogue towards gay rights issues and play a part in creating a more tolerant society.

Throughout the summer, Lucky Charms will work with Human Rights Campaign to support gay rights advocacy and provide resources for questioning youth. The major event of this campaign period is Lucky Charms' sponsorship of the San Francisco Pride Parade. Lucky Charms will sponsor a dedicated float in the parade. They will also organize and fund the grand marshal for the parade, Ellen DeGeneres, a nationally renowned comedian and gay rights activist. Promotional brochures, flyers and signs affirming Lucky Charms' commitment to inclusivity and gay rights will be present throughout the event. Lucky Charms brand ambassadors will also distribute free sample boxes of the cereal to parade-goers.

Back to School: "An End to Bullying"

During the months of September and October (back-to-school period), Lucky Charms will invest \$818, 638 to partner with the anti-bullying organization Stomp Out Bullying. Lucky Charms believes that all children deserve to be treated with dignity and respect. To achieve this objective, Lucky Charms will visit schools with Stomp Out Bullying representatives in our target cities including: the Twin Cities, Milwaukee, Chicago, and Detroit, New York City, Boston, Philadelphia, Los Angeles and San Francisco, and hold various anti-bullying workshops and lectures. Celebrity singer and TV show star Miley Cyrus will make a guest appearance at an anti-bullying workshop at a school in the local Twin Cities area (close to General Mills headquarters). High-ranking General Mills employees based elsewhere in the country will participate in the workshops as well to maximize the campaign's range and impact. Lucky Charms brochures promoting community partnerships will be passed out at these events. Finally, brand ambassadors will hand out Lucky Charms sample boxes to reward children for attending the workshops.

The main event of this campaign period is a scheduled Katy Perry concert held in Chicago's Millennium Park. Much of Perry's songs center around concern for individual self-esteem and dignity. Therefore, an anti-bullying themed concert with selected Perry songs would effectively tie into the campaign. Outside of the main concert area, the park would feature several family fun activities such as finger painting and magicians. These activities are meant to create a safe and fun environment for children will creating an area conducive to Lucky Charms brand promotion. Balloons with the Lucky Charms logo and various promotional brochures, signs and flyers will also be present. Brand ambassadors will distribute Lucky Charms sample boxes to concert and festival participants. The concert is scheduled for the very end of October as a way of capping



off the anti-bullying aspect of the campaign.

Holiday Season: "Pantry Partnership-Feeding America"

For the holiday months of November, December and January, Lucky Charms plans to invest a total of \$1,600,000 in order to promote their partnership with the Feeding America Organization. Lucky Charms recognizes that the holiday season is a prominent time for food and family gatherings. In order to help end hunger in America, Lucky Charms plans to donate \$1 to the organization for every box of Lucky Charms that is sold in the months of November, December and January.

For the months of November and December, Lucky Charms will promote their campaign through local, broadcast media outlets on the East Coast. During this time, we will organize one day in both November and December for all Lucky Charms' employees and executives, including General Mills CEO Ken Powell, to donate their time volunteering with other lower-level Lucky Charms employees at Food Bank For New York City, a food bank in the Feeding America network. Lucky Charms brochures promoting our various organizational partnerships and our emphasis in giving back to the community will also be present at the event. Lucky Charms cereal will also be served on the days that the representatives are volunteering. Additionally, for the month of December, CEO Ken Powell will also dress as Santa Claus while he is working to spread holiday cheer.

For the month of January, Lucky Charms will be one of the co-sponsors of Time Square New Years Eve Party. They will donate one million hats with the Lucky Charms logo, campaign slogan, and Feeding America logo for the New Year's crowd to wear. Because the event will be broadcast on national TV, Lucky Charms will get recognition from the crowd wearing the hats at the various entertainment venues that are filmed. Brochures will also be handed out as well, informing the public on the Lucky Charms campaign and their various partnerships.

★ **PR Budget Plan:**

Summer: "Pride Parade"

Ellen DeGeneres: \$750,000

Sponsored Float: \$10,000

Brochures: \$50,000

= \$810,000

Back to School: "An End to Bullying"

Katy Perry: \$750,000

Miley Cyrus: \$750,000

Stage Venue: \$13,000

Family Fun Games: \$5,000

Balloons with Logos: \$368

Brochures: \$50,000



= \$1,568,368

Holiday Season: "Pantry Partnership-Feeding America"

New Years Hats with Logos: \$500,000

Brochures: 2 events x \$50,000 ea.= \$100,000

Event Marketing: 2 events x \$500,000 ea.= \$1,000,000

= \$1,600,000

Media Partnership

\$50,000

Press Kits

2 x \$30,000=\$60,000

TOTAL: \$4,088,638

★ **Crisis Communications:**

Lucky Charms is currently undergoing significant change to its formula to remove all artificial flavoring, while retaining its iconic look and flavor. General Mills set a strict deadline of end of year 2017 for this ambitious project. The company must have a strong crisis communications plan in place in the event that researchers are unable to create a viable product by the deadline.

In this scenario, General Mills should be open with stakeholders on all platforms and acknowledge that the deadline was not met. Furthermore, the company should publicly reaffirm their commitment to ensuring a healthier Lucky Charms product and state that they will continue to research a new formula. For example, company representatives should post on all social media accounts to inform and reassure the public. Example Tweet: "The Lucky Charms formula will not change at this time. However, we remain committed to removing all artificial flavoring in the near future"

General Mills should also prepare for this scenario ahead of time by clearly communicating the progress of the formula switch.

★ **Stakeholder Communication:**

Lucky Charms recognizes the value of their stakeholders and the influence that they have on the overall well-being of the company. It is therefore vital that Lucky Charms maintains a good relationship with each of them in order to continuously improve and better their brand. In order to further strengthen the communication with their stakeholders, Lucky Charms will host quarterly meetings throughout the year to hear from their stakeholders and listen to any suggestions or concerns that they have regarding Lucky Charms and their initiatives. In turn, Lucky Charms will also brief them on any updates that they have regarding the internal plans for the company and their part-



nerships with San Francisco Pride, Human Rights Campaign, Stomp Out Bullying and Feeding America. We will contact our stakeholders through various media outlets that include social media via Facebook, Twitter and Instagram for our consumers and more specialized forms of communication for our company shareholders, retailers, investors and partners.

 **Press Releases:**

September 1, 2017
Issued by: General Mills

General Mills Announces Feeding America Partnership

Madison, Wis. -- General Mills announced a partnership today between its Lucky Charms cereal brand and Feeding America as part of the "Small Treat, Big Difference" Campaign.

The initiative, running from November 2017 to January 2018, will cap off Lucky Charms' ambitious, year-long campaign to promote diversity and inclusivity in American society.

As part of the partnership, Lucky Charms employees will volunteer at Food Bank for New York City during the holiday season. General Mills plans to donate \$1 to Feeding America for every box of Lucky Charms sold from November to January.

"We are excited to work with Lucky Charms and are grateful for their generous support," said Diana Aviv, Feeding America CEO. "With this partnership, we hope to spread awareness of poverty issues and end hunger in America once and for all."

General Mills Ceo Ken Powell will dress up as Santa Claus to celebrate the Christmas season during his December visit to the Food Bank for New York City.

On January 1, Lucky Charms will be one of the co-sponsors of Time Square New Year's Eve Party. The cereal brand will donate one million hats with the Feeding America logo for the New Year's crowd to wear.

"General Mills is thrilled to include this partnership in our new campaign," said Powell. "We believe that working closely with Feeding America will help us achieve our goal to create a more unified and tolerant society."

General Mills will invest approximately \$1.6 million throughout its Feeding America



partnership.

For more information on Lucky Charms' recently announced partnership and upcoming events schedule, visit <https://www.generalmills.com/en/Responsibility/Overview>

###

About General Mills: General Mills is a leading company that provides award-winning food products for the everyday consumer since 1856. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Fiber One, Haagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2016 worldwide sales of US \$17.6 billion.



April 24, 2017
Issued by: General Mills

Lucky Charms to Sponsor 2017 San Francisco Pride Parade

Madison, Wis. -- General Mills today finalized a sponsorship deal between its Lucky Charms cereal brand and San Francisco Pride, the group responsible for organizing the local Pride Parade. The parade will take place from June 24-25 in San Francisco's downtown district.

As part of the deal, Lucky Charms will fund the appearance of renowned comedian and TV personality Ellen DeGeneres as Grand Marshal of the parade.

"I am so excited to be the Grand Marshall of the Pride Parade. This is truly a dream come true," said DeGeneres. "I want to Lucky Charms and San Francisco Pride for making this possible."

The cereal brand will also have a dedicated float in the parade, while brand ambassadors distribute promotional materials and samples of Lucky Charms to attendees.

General Mills, as a company, really values diversity and inclusion. We believe our partnership with San Francisco Pride will help spread our message to the rest of the country," said Kimberly Nelson, General Mills Senior Vice President of External Relations.

General Mills plans to invest upwards of \$800,000 as part of their San Francisco Pride Parade sponsorship.

Lucky Charms' sponsorship of the San Francisco Pride Parade is the main event in their summer-long initiative to promote gay rights issues. From June to August 2017, Lucky Charms will also hold workshops, in partnership with Human Rights Campaign, to help struggling LGBTQ+ youth.

For more information on Lucky Charms' recently announced campaign and upcoming events schedule, please visit <https://www.generalmills.com/en/Responsibility/Overview>

###

About General Mills: General Mills is a leading company that provides award-winning food products for the everyday consumer since 1856. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Fiber One, Haagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA,





General Mills had fiscal 2016 worldwide sales of US \$17.6 billion.



Bibliography

- [1] Zoom Company Information. (July 2016): LexisNexis Academic. Web. Date Accessed: 2016/10/02. <http://www.lexisnexis.com.ezproxy.library.wisc.edu/lnacui2api/api/version1/getDocCui?Ini=571R-91P0-DJ0X-R4YW&csi=270944,270077,11059,8411&hl=t&h-v=t&hnsd=f&hns=t&hgn=t&oc=00240&perma=true>
- [2] Morioka, Lynn. "The Ultimate Guide to Lucky Charms." A Taste of General Mills. General Mills, 27 Mar. 2014. <http://www.blog.generalmills.com/2014/03/lucky-charms/>
- [3] "New Lucky Charms marshmallows celebrate gay rights." Deseret Morning News (Salt Lake City). (July 2, 2013 Tuesday): 160 words. LexisNexis Academic. Web. Date Accessed: 2016/09/29.
- [4] Masterson, R. (2016, July). Industry Report 31123 Cereal Production in the US. Retrieved from <http://clients1.ibisworld.com.ezproxy.library.wisc.edu/reports/us/industry/industryoutlook.aspx?entid=226#IO>
- [5] Women Dominate Grocery Shopping: Study 84% are the sole preparers of their family's meals. (2013, April 29). Retrieved October 3, 2016, from <http://www.progressivegrocer.com/industry-news-trends/national-supermarket-chains/women-dominate-grocery-shopping-study>
- [6] Bidwell, A. (2014, January 10). A College Degree Equals Longer Single Life With No Kids, Study Says: Degree-holders were less likely to have kids and get married than those who didn't finish high school. Retrieved October 3, 2016, from <http://www.usnews.com/news/blogs/data-mine/2014/01/10/a-college-degree-equals-longer-single-life-with-no-kids-study-says>
- [7] Simmons OneView data, Media Usage of Lucky Charms and its competitors crosstab, Spring 2014 NHCS Adult Study 06-month.
- [8] AD\$ Summary Multi-Media Service January- December 2013, Kantar Media Intelligence
- [9] Shamy, C. (2013). Find out how Lucky Charms and other companies are celebrating Pride across the country. GLAAD. Retrieved from: <http://www.glaad.org/blog/find-out-how-lucky-charms-and-other-companies-are-celebrating-pride-across-country>
- [9] Morioka, Lynn. "The Ultimate Guide to Lucky Charms." A Taste of General Mills. General Mills, 27 Mar. 2014. <http://www.blog.generalmills.com/2014/03/lucky-charms/>
- [10] "Breakfast Sweetener." The Washington Post. (July 5, 2005 Tuesday): 360 words. LexisNexis Academic. Web. Date Accessed: 2016/09/29.
- [11] York., E. B. (2009). General Mills, Target Play on Consumers' Nostalgia. Retrieved October 03, 2016, from <http://adage.com/article/news/general-mills-target-play-consumers-nostalgia/135015/>
- [12] Hoidas, A. (2016). Brands All Grown Up: Shifting Target Markets From Children to Adults. Retrieved October 03, 2016, from <https://www.qualitylogoproducts.com/blog/brands-shifting-target-markets/>
- [13] WRITER, JANET MOORE;. (December 4, 2012 Tuesday). New Lucky Charms ads aimed at nostalgic adults. Star Tribune (Minneapolis, MN), Retrieved from www.lexisnexis.com/hottopics/lnacademic
- [14] Schultz., E. (2012). See the Spot: Lucky Charms Finds Gold With Adult Fans. Retrieved



October 03, 2016, from <http://adage.com/article/news/lucky-charms-finds-gold-adult-fans/238551/>

[15] Jacobs, H. (2015, June 04). This 'Lucky Charms' video could be the future of advertising. Retrieved October 03, 2016, from <http://www.businessinsider.com/this-lucky-charms-video-could-be-the-future-of-advertising-2015-6>

[16] Jepsen, M. (2014, March 04). A chase for the 'Charms'. Retrieved October 03, 2016, from <http://www.blog.generalmills.com/2013/03/a-chase-for-the-charms/>

[17] @. (2015). Lucky Charms going gluten free. Retrieved October 03, 2016, from <http://www.blog.generalmills.com/2015/07/lucky-charms-going-gluten-free/>

[18] (February 8, 2014 Saturday). Kellogg cereals struggle to keep spot at the table. The New Zealand Herald, Retrieved from www.lexisnexis.com/hottopic/lacademic

[19] Dougherty, T. (2014, October 22). Cinnamon Toast Crunch to try a different audience. Retrieved October 03, 2016, from <http://www.stealingshare.com/2014/10/22/cinnamon-toast-crunch-try-different-audience/>

[20] Schultz, E. (2011). A Tiger at 60: How Kellogg's Tony Is Changing for a New Age. Retrieved October 03, 2016, from <http://adage.com/article/news/kellogg-s-tony-tiger-60-changing-a-age/229493/>

[21] D'Estries, M. (n.d.). Honey Nut Cheerios 'Save the bees' campaign brings all the feels. Retrieved October 03, 2016, from <http://www.mnn.com/earth-matters/animals/blogs/honey-nut-cheerios-save-bees-campaign-brings-all-feels>

[22] General Mills. (2015, June 22). General Mills cereals removing artificial flavors and colors from artificial sources [Press release]. General Mills. Retrieved September 30, 2016, from <http://www.generalmills.com/en/News/NewsReleases/Library/2015/June/artificial-cereals/4044EE9E-DC51-482D-BCA7-58165FC18042>.

[23] Global Health and Wellness Report (Publication). (n.d.). Retrieved September 30, 2016, from Nielsen website: [https://www.nielsen.com/content/dam/niensenglobal/eu/nielseninsights/pdfs/Nielsen Global Health and Wellness Report - January 2015.pdf](https://www.nielsen.com/content/dam/niensenglobal/eu/nielseninsights/pdfs/Nielsen%20Global%20Health%20and%20Wellness%20Report%20-%20January%202015.pdf)

[24] MIKE HUGHLETT;. (June 23, 2015 Tuesday). General Mills says bye to dye in cereals. Star Tribune (Minneapolis, MN), Retrieved September 30, 2016 from www.lexisnexis.com/hottopic/lacademic

[25] Strom, S. (2014, September 10). Cereals Begin to Lose Their Snap, Crackle and Pop. The New York Times. Retrieved September 30, 2016, from <http://www.nytimes.com/2014/09/11/business/cereals-struggle-in-us-as-tastes-and-rituals-change.html>lacademic

[26] Creech Daniel. (September 15, 2016) In Facebook Lucky Charms post. Retrieved September 29, 2016, from <https://www.facebook.com/LuckyCharms/?fref=ts>

[27] Hunt, K. (2015, July 01). Lucky Charms going gluten free. Retrieved September 30, 2016, from <http://www.blog.generalmills.com/2015/07/lucky-charms-going-gluten-free/>

[28] Gallup Polling. (2016, October 23). U.S. Economic Outlook Weekly. Retrieved October 30, 2016, from <http://www.gallup.com/poll/151136/economic-outlook-weekly.aspx>

[29] #81 General Mills Market Cap. (2016, May). Retrieved September 30, 2016, from <http://www.forbes.com/companies/general-mills/>



- [30]General Mills: A U.S.-based food company. Our brands - such as Cheerios, Betty Crocker, Pillsbury, Haagen-Dazs and Cascadian Farm, to name a few - are enjoyed in more than 100 countries on six continents. (n.d.). Retrieved September 30, 2016, from <https://www.generalmills.com/en/Company/Overview>
- [31]General Mills: Civic involvement. (n.d.). Retrieved September 30, 2016, from <https://www.generalmills.com/Responsibility/Communities/civic-involvement>
- [32]Simmons- Of the age groups studied (18-24, 25-34, 35-49), 18-24-year-olds claim that they like to take risks at the highest rate
- [33]Simmons- Consumers in the Midwest consume Lucky Charms at the highest rate of the 4 major regions in the country which Simmons recognizes (MW, W, S, NE) [Index 111]
- [34] Simmons- College-aged people are the least likely to enjoy spending time with their families (48.2%, index 76) [35]Simmons- Over 93% of US adults have smartphones. College-age people are no exception (95.6%)
- [36]Simmons- Young adults are the most likely to take public transportation. (View ads on public transportation index 140)
- [37]Young people are unprepared when they go shopping. Just 17.3% decide what they want before they go (index 68)
- [38]College-aged people are the least likely to feel guilty for eating sweets (index 90)
- [39] Simmons- Young people are on social media more than any other age group (91.5%, 129 index)
- [40]The Hispanic community is more likely to consume Lucky Charms compared to other racial groups researched
- [41]Simmons- The Northeast region of the U.S. is the second-most popular region for Lucky Charms consumption (Index 108)
- [42] "2015 Cone Communications/Ebiquity Global CSR Study PDF." Cone Communications. N.p., n.d. Web. 05 Nov. 2016. <http://www.conecomm.com/2015-cone-communications-ebiquity-global-csr-study-pdf>
- [43]"Ames, E. (n.d.). Millennial Demand for Corporate Social Responsibility Drives Change in Brand Strategies." Web. 05 Nov. 2016. [44]<https://www.ama.org/publications/MarketingNews/Pages/millennial-demand-for-social-responsibility-changes-brand-strategies.aspx>
- [44]"The Real Reason Millennials Aren't Eating Cereal for Breakfast." GQ. Web. 05 Nov. 2016. <http://www.gq.com/story/the-real-reason-millennials-arent-eating-cereal-for-breakfast>
- [45]2015 Cone Communications Millennial CSR Study PDF. (n.d.). Retrieved December 08, 2016, from <http://www.conecomm.com/2015-cone-communications-millennial-csr-study-pdf>
- [46]Simmons OneView data, Media Usage of Lucky Charms consumers and other demographics, Spring 2014 NHCS Adult Study 12-month.
- [47]Beaver, L. (2015). Massive share of US millennials stream video on Netflix and YouTube. Business Insider. Retrieved November 28th, 2016 from: <http://www.businessinsider.com/massive-share-of-us-millennials-stream-video-on-netflix-and-youtube-2015->



11?utm_source=feedly&utm_medium=webfeeds

[48]Network Schedule,(2016). ABC. Retrieved December 1st, 2016 from: <http://abc.go.com/schedule>

[49]CBS Primetime TV Schedule, (2016). CBS. Retrieved December 1st, 2016 from: <http://www.cbs.com/schedule/>

[50]Primetime Schedule, (2016). The CW. Retrieved December 8th, 2016 from: <http://www.cwtv.com/schedule/>

[51]Schedule. (2016). FOX. Retrieved December 8th, 2016 from: <http://www.fox.com/schedule>

[52]Schedule. (2016). NBC. Retrieved December 8th, 2016 from: <http://www.nbc.com/schedule>

[53]TV Schedule. (2016). MTV. Retrieved December 8th, 2016 from: <http://www.mtv.com/tv-schedule>

[54]TV Schedule. (2016). Comedy Central. Retrieved December 8th, 2016 from: <http://www.cc.com/tv-schedule>

[55]Schedule. (2016). Adult Swim. Retrieved December 8th, 2016 from: <http://www.adultswim.com/videos/schedule/>

[56]Video. (2016). Cartoon Network. Retrieved December 8th, 2016 from:http://www.cartoonnetwork.com/video/index.html?atclk_gn=un_video_see-all-video

[57]Freeform Shows Schedule. (2016). Freeform. Retrieved December 8th, 2016 from: <http://freeform.go.com/schedule>

[58]Disney Channel TV Schedule. (2016). TWC Central Spectrum. Retrieved December, 8th 2016 from: <http://tv.twcc.com/listings/disney-channel>

[59]Nick Schedule. (2016). Nick. Retrieved December, 8th 2016 from: <http://www.nick.com/shows/tvschedule/>

[60] Ferdman, Roberto. (2015, March 18). The most popular breakfast cereals in America today. The Washington Post. Retrieved November 29, 2016, from: https://www.washingtonpost.com/news/wonk/wp/2015/03/18/the-most-popular-breakfast-cereals-in-america-today/?utm_term=.1657a1fbcbb4





Lucky Charms Press Kit
#Luckyforall Campaign





Press Release:

September 1, 2017

Issued by: General Mills

General Mills Announces Feeding America Partnership

Madison, Wis. -- General Mills announced a partnership today between its Lucky Charms cereal brand and Feeding America as part of the "Small Treat, Big Difference" Campaign.

The initiative, running from November 2017 to January 2018, will cap off Lucky Charms' ambitious, year-long campaign to promote diversity and inclusivity in American society.

As part of the partnership, Lucky Charms employees will volunteer at Food Bank for New York City during the holiday season. General Mills plans to donate \$1 to Feeding America for every box of Lucky Charms sold from November to January.

"We are excited to work with Lucky Charms and are grateful for their generous support," said Diana Aviv, Feeding America CEO. "With this partnership, we hope to spread awareness of poverty issues and end hunger in America once and for all."

General Mills Ceo Ken Powell will dress up as Santa Claus to celebrate the Christmas season during his December visit to the Food Bank for New York City.

On January 1, Lucky Charms will be one of the co-sponsors of Time Square New Year's Eve Party. The cereal brand will donate one million hats with the Feeding America logo for the New Year's crowd to wear.

"General Mills is thrilled to include this partnership in our new campaign," said Powell. "We believe that working closely with Feeding America will help us achieve our goal to create a more unified and tolerant society."

General Mills will invest approximately \$1.6 million throughout its Feeding America partnership.

For more information on Lucky Charms' recently announced partnership and up-



coming events schedule, visit <https://www.generalmills.com/en/Responsibility/Overview>

###

About General Mills: General Mills is a leading company that provides award-winning food products for the everyday consumer since 1856. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Fiber One, Haagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2016 worldwide sales of US \$17.6 billion.





Fact Sheet:

General Mills:

Recently celebrated 150 year anniversary
Headquartered in Minneapolis, Minn.
Current CEO Ken Powell since 2007

Lucky Charms:

Invented and added to General Mills in 1963
Created by John Holahan, former General Mill's vice president
Lucky the Leprechaun campaign started in 1967
#LuckyToBe campaign started in 2012

San Francisco Pride:

Goal is to educate the world, commemorate LGBT heritage, celebrate culture and liberate people
Largest LGBT community gathering in the nation that includes a parade and festival
Is a nonprofit organization
Event began in 1970

Human Rights Campaign:

Largest national LGBTQ+ civil rights organization
Goal is to achieve equality among members of the LGBTQ+ community
Was founded by Steve Endean in 1980 as the Human Rights Campaign Fund
"Fund" was 17th largest independent political action committee in U.S.
"Fund" was dropped in the name and Workplace Project and Family Project became part of the campaign
Strong advocate for marriage equality within the U.S.

Stomp Out Bullying:

Leading national anti bullying and cyberbullying organization
Goal is to reduce and prevent bullying, cyberbullying, sexting, racism and hatred along with educating students and parents about the effects of bullying and how to keep children safe
Was initially a program of Love Our Children USA in 1999, but became a separate organization in 2005 due to the increased demand for bullying prevention

Feeding America:

Largest domestic-hunger relief organization in the U.S.
Provides more than 3.6 million meals to communities within the U.S. through food pantries and meal programs



Network contains 200 food banks and 60,000 food pantries
Serves more than 46 million people, which includes 12 million children and 7 million seniors
98 percent of all donations go toward services for people in need
Was founded in 1979



Media Contacts:

National News Stations:

Jaime Factor, ABC News, Social Media/Digital Public Relations Entertainment, ABC, Jaime.F.Factor@abc.com

Dana McClintock, CBS News, Executive Vice President Communications, CBS, 212-975-1077 dlmclintock@cbs.com

Dupe Bosu, Director, Corporate Communications (Diversity & Inclusion) NBC Entertainment Publicity, 818-777-9356, Dupe.Bosu@nbcuni.com

Regional News Stations:

Dirk Ohley, WPVI-ABC, Philadelphia, Vice President, Local Sales Manager
Dirk.Ohley@abc.com

Sandra Thomas, WABC-ABC, New York City, Community Events, 917-260-7126

Cher Calvin, KTLA, Los Angeles, Anchor, 323-460-5500

Emma Asante, WMAQ-NBC, Chicago, Director of Special Projects, Community Relations, 312-836-5551

Joe Poss, WTMJ TV Milwaukee, Vice President/General Manager, joe.poss@tmj4.com

Mike Murri, WXYZ-ABC, Detroit, Vice President, General Manager, 248-827-7777

Angela Davis, WCCO-CBS, Twin Cities, Anchor/Reporter, 612-339-4444

Karen Holmes Ward, WCVB-ABC, Boston, Community Affairs, 781-433-4062.

Reggie Aqui, Anchor, ABC7, San Francisco, 415-954-7321

Regional Print Outlets:

Justin Phillips, San Francisco Chronicle, Food/Home Writer, jphillips@sfgchronicle.com

Lauren Zumbach, Chicago Tribune, Business Reporter, lzumbach@chicagotribune.com





Overview:

Lucky Charms is a delicious cereal for people of all ages to enjoy. Our campaign appeals to more mature audiences, millennials and mothers, through simplistic designs with easily identifiable imagery, such as our marbits. Our advertisements plays with the critique that Lucky Charms is unhealthy, highlighting the new social consciousness our brand is undertaking.

Our campaign's big idea is "equality for all." What sets Lucky Charms apart from other cereal options is that we care. By raising awareness for causes close to the hearts of our target consumers, we plan to rationalize treating yourself to a bowl of Lucky Charms. This resulted in our campaign slogan: "small treat, big difference." The "small treat" highlights that our cereal is a more sugary option. We are choosing to acknowledge this perception of our brand, as in the past it was seen as an issue. This says that sometimes it is okay to take a moment out of the day for a sweet treat. The "big difference" reflects our year-long campaign of bringing awareness to causes in favor of human rights (which is important to millennials) and anti-bullying (which is important to mothers). This also highlights the efforts we will make in the winter months to donate to Feeding America.

Our brand personality through these advertisements remains playful and bright, but places more emphasis on the social goodness we believe in. As Lucky Charms has done an LGBTQ campaign in the past, this stance does not change our personality entirely. With the addition of the other campaigns we stand for, STOMP Out Bullying and Feeding America, we add a more charitable association with our brand name.

