

Lucky Charms Campaign Strategy

Target Market

Primary Consumer:

Parents- Ages 30-34:

Lucky Charms is a product that parents are already purchasing. They buy it for their kids, but also enjoy the cereal too. Therefore, our primary target will be white, middle class mothers between the ages 30-34 years old¹. Our primary target is located in both central Midwest and Western United States².

Although our primary target is already purchasing Lucky Charms, they feel guilty about providing it to their children and consuming it themselves. However, we want to address that improvements have been made and are continuing to be made to the cereal.

Karen Simmons and the Simmons Family:



Meet Karen Simmons and the Simmons family. Karen leads a busy life, running her kids to and from school while balancing her job as a middle school teacher. She is fully scheduled, hard-working and always puts her family first³.

Her husband, Josh Simmons, is a lawyer whose average income \$125,000. He's a defense attorney, but also has a soft side when it comes to his kids. The Simmons family live in the suburbs of Milwaukee. Josh and Karen live in an average size home and are very conservative with their money.

¹ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

² <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

³ <http://www.strategicbusinessinsights.com/vals/ustypes/experiencers.shtml>

Karen values her children's opinions and wants to make them happy. Her children, Ben and Jess, always go to the grocery store with Karen and often influence her purchasing decisions⁴. She cares about living a healthy lifestyle for herself and for her family. She is a strong proponent of breakfast and believes it is the most important meal of the day⁵. After a long day at school, Karen thinks it's important to have after school snacks. Lucky Charms is a great cereal for the Simmons family as it satisfies all of Karen and her families needs by providing them with a guilt-free indulgence.

Secondary Consumer:

Millennia's- Ages 18-24:

We plan to target the age group 18-24 as they currently are not consuming Lucky Charms, but it would satisfy their snack craving and substitute other guilty pleasure products such as Oreos, chips and ice cream. We want to target major cities and college towns across the United States as it will broaden the current market of Lucky Charms and widen our demographic. According to Simmons data, college students who consume cold cereal are located in the West and Northeast and therefore we plan to target this region.

Harper Vals:



Harper is a 21-year-old full time student with a part time job. Harper attends UCLA. We picked LA, as we believe this is a large college town and city that will allow us to approach and target college student who are already consuming cold cereal⁶. She is very busy but also likes to have a good time. She lives a fast paced life, is very social

⁴ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

⁵ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

⁶ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

and spontaneous⁷. Harper cares a lot about her health; however, she is also on a low budget. Harper likes to relieve her stress by going to the bars with her friends. Although she considers herself to be health conscious, when she gets home from a late night out, she is not immune to ordering a Dominos pizza.

Harper tries to take care of herself by making time to go to the gym and therefore rewards herself in her food choices. She doesn't have the time or budget to sit down for a full time meal so she resorts to snacks. Because of her hectic lifestyle, she snacks a lot, and often feels guilty about her choices. When she decides to snack, she often picks food based off taste. Harper should eat Lucky Charms as it is a better option than her current diet and will still fulfill her sweet tooth craving.

The Strategy

Ultimate Business Objective:

The ultimate business objective of our campaign is to increase the sales of Lucky Charms by targeting our primary and secondary consumers. We plan to use "it's not as bad as you think it is" as our big idea, which will be discussed in more detail below. This concept, although still thinking of a better (less negative) slogan to go with it, will appeal to both of our consumers. However, for the purpose of this draft, we will use the saying "it's not as bad as you think it is."

"It's not as bad as you think it is" targets adults as they will feel more inclined to eat Lucky Charms and serve it to their children knowing that Lucky Charms is a significantly better option than other common snack items such as Oreos and Doritos. According to Simmons, we already know that parents buy Lucky charms⁸. This approach also tells parents that Lucky Charms is a better breakfast cereal option than its competitors and it is "okay" to give it to your kids to kick off their day. Therefore, we are targeting an audience who already consumes our product. By this campaign objective, we hope to ease parent's hesitations and increase sales to this target audience by 10%.

Our secondary target, adults ages 18-24, unlike parents, are not a main consumer of Lucky Charms. However, based off the above research we noted that young adults are inclined to snack at nighttime, eating unhealthy options such as pizza and ice cream. We also noted that this age group is fast moving and constantly on the go. In our health-crazed society, we hope to increase the consumption of Lucky Charms in this age group

⁷ <http://www.strategicbusinessinsights.com/vals/ustypes/experiencers.shtml>

⁸ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

by 15%. People are very concerned with being healthy and fit. Therefore, the “It’s not as bad as you think it is” campaign will help show college kids a better option than the late night snacks they are currently consuming while still indulging in a treat.

Although, in our commercials and advertisements we plan to target parents, we believe that this message will be well perceived by many age groups, especially our secondary target.

Competitive Advantage

Our campaign will differentiate Lucky Charms from our competing cereal brands, such as Kashi⁹, Frosted Mini Wheats¹⁰, and Captain Crunch¹¹. Lucky Charms is not the healthiest cereal, and we are not trying to promote it, as the “healthiest option” because we know it is not. We want people to understand that it is a “healthy option” comparatively. Lucky Charms has less sugar than all of these cereals below.



11 Grams of sugar per cup



13 Grams of sugar per Cup



12 Grams of sugar per Cup



10 Grams of sugar per cup

Lucky Charms is an indulgence and guilty pleasure, however it is a significantly better option than other guilty pleasures such as Toppers Pizza, a bag of Cool Ranch Doritos, Oreos or Ben and Jerry’s Half-Baked Ice Cream. Although Lucky Charms has marshmallows in it, this cereal is still a better substitute than these common snacking options. It contains fewer calories per serving and less fat. Milk is also often incorporated in consumption of Lucky Charms and therefore adds some protein to this treat.

⁹ <https://www.kashi.com/>

¹⁰ https://www.frostedminiwheats.com/en_US/nutrition.html

¹¹ <http://www.capncrunch.com/>



6 sticks= 1 serving
420 Calories

21 chips= 1 serving
260 Calories

3 Oreos= 1 serving
160 Calories

½ Cup= 1 serving
280 Calories

1 Cup= 1 Serving
120 Calories

We want to show consumers that this product is a “guilt free” indulgence and explain to consumers that it is only getting better. In comparison to competitor cereals Lucky Charms is gluten free¹². We also plan to introduce natural coloring and the removal of artificial flavors into our campaign as it continues to support our point and objective that Lucky Charms is “not as bad as you think it is,” and continuously getting better!

Unique Selling Point

The marshmallows are the unique selling point of Lucky Charms. Lucky Charms is the only cereal that contains marshmallows and we want to utilize this to our advantage. The magical charms each come with their own special meaning or power such as the power to speed things up, invisibility and luck¹³. Lucky Charms built an empire around the magic and created characters for the marshmallows outside of just their mascot, Lucky. Therefore, we believe that it is important to use this to our advantage.

Even with the marshmallows in Lucky Charms, this cereal is still better for you than its major competitors... so, why not eat it? If one is contemplating between a bowl of Lucky Charms and a bowl of Captain Crunch, go for the Lucky Charms. One might think it is worse for them because of the added marshmallows, but in reality, Captain Crunch has 12 grams of sugar per Cup in comparison to Lucky Charms 10 grams of sugar per Cup. Through our campaign we plan to use the marshmallows to our advantage in order to explain to our audiences that even with the added magical charms, “it’s not as bad as you think it is.”

Current and Desired Position

Currently and in the past, Lucky Charms mainly plays off of its luck and magic to persuade consumers to buy the product. They have positioned themselves as

¹² http://www.blog.generalmills.com/2014/03/lucky-charms/?_ga=1.230068692.955285616.1475513768

¹³ <http://www.generalmills.com/en/Brands/Cereals/lucky-charms>

“magically delicious,” “Lucky to Be,” and as of late, are appealing to the nostalgic side of adults. We plan to position Lucky Charms very differently than it has been positioned in the past.

We want to position Lucky Charms, as “It’s not as bad as you think it is.” We want our target audience to understand that Lucky Charms has many benefits in comparison to other breakfast cereals and late night options. We do not plan to say that Lucky Charms is the “healthiest” as we know it is not, however, we plan to position ourselves as a gratification, guilty pleasure and “not so bad” indulgence.

Current and Desired Brand

We want to keep the fun and playful Lucky Charms. We believe that the colors and happiness associated with Lucky Charms is very important to the brand personality. Since we plan to change our targeting concept, we believe it is important to keep the personality consistent with what it has been in the past. Therefore, the voice, Lucky himself and the box, will all remain the same and will sound the same in our campaign advertisements and across social media.

Through a series of commercials and advertisements we plan to brand Lucky Charms as a treat and indulgence that you do not have to feel bad about. We hope that our branding strategy will expand people’s feelings and the general perception of Lucky Charms. Currently, adults think of Lucky Charms as the fun cereal with the yummy marshmallows they used to consume as a child. Through our branding we hope that audiences “follow the rainbow” from start to finish, as they grow from children to adults. Children do not pay attention to health benefits, however as we get older, health and wellness play a big role in one’s food intake. We want adults to eat Lucky Charms and to not feel poorly about themselves when consuming it. We want parents to buy Lucky Charms not just for their kids, but for themselves also. Through our branding we will, again, explain, “it’s not as bad as you think it is.” We hope to bring about many emotions in this campaign, including happiness, yearning for the past, self-gratification, love and indulgence.

Timing

Our campaign will begin in June 2017 and end in June 2018. We chose this range because General Mills is planning on having Lucky Charms be free of artificial flavoring by the end of 2017. This time frame allows our target market to be aware of our

campaign before it happens and have a strong emphasis when the change has officially been made¹⁴.

A majority of our budget will be allocated to Internet and Magazine advertisement with a minor section allocated to cable television and radio advertisement. According to Simmons Data, our target market spends the most time on Amazon, Google, and YouTube. Our secondary target market, college students between the ages of 18-24, are frequent Internet users and spend a significant amount of time on the Internet specifically Pandora and Twitter. Our print advertisements will be equally placed in child rearing/parenthood because an overwhelming majority of our target market reads these types of publications¹⁵.

All of our advertisements on cable TV will run during prime time television which can be defined as Monday-Saturday 8-11 P.M. and Sunday 7-11 P.M. specifically on Fox and The CW. We chose to run our commercials then because that is when our target segment of the market is watching television¹⁶. Our broadcast advertisements will be placed on digital radio services such as iTunes Radio and XM radio on weekdays from 6-10 A.M. or 3-7 P.M. According to Simmons Data, women between the ages of 30-34 who have children listen to the radio most often.

Our primary target of parents ages 30-34 are generally located in the central Midwest and Western United States. Our campaigns will run strongly in Wisconsin, Iowa, and Indiana. On the western region of the country, we will focus on major cities in Texas such as Dallas, Houston, and cities in the Pacific such as Seattle. We chose these cities as the frontrunners of our campaign because they are the primary regions where our target market is located¹⁷. Our secondary target market is located in similar regions: the Northeast and West specifically in the New York Metro area and the Greater Los Angeles area according to Simmons Data.

The Big Idea

It's not as bad as you think it is / The Treat that Can Compete / treat yourself / a treat without the cheat / it's better than you think it is

The Message

¹⁴ http://www.blog.generalmills.com/2014/03/lucky-charms/?_ga=1.230068692.955285616.1475513768

¹⁵ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

¹⁶ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

¹⁷ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>

The main message of our campaign is that Lucky Charms is not as bad as many people think it is. Though it is often grouped together with many other sugar filled cereals that are thought of as unhealthy, Lucky Charms is one of the better options due to having less sugar per serving. We want our consumers to feel like they are indulging in a sweet treat without feeling any guilt while doing it.

The Key Word

The key word of our campaign is **Guilt-Free Indulgence**. We are not trying to promote being a healthy option by any means; rather we want to be among the options of treats that aren't "as bad." This meaning that Lucky Charms is able to fix a sweet tooth while being better for you than a serving of Ben and Jerry's ice cream or a serving of Oreos. It is also a guilt-free breakfast cereal that is a great way to kick off your day. Therefore, one can enjoy a bowl of our cereal without feeling the guilt that many times goes along with indulging.

Who Are We Talking With?

Primarily we are talking with parent (moms), ages 30-34. However, through our campaign, we will also reach our secondary target college student, ages 18-24.

Why Should You Care?

Sweet-tooth cravings are something one cannot simply run away from and unfortunately a lot of treats capable of fulfilling this role are packed with sugar and empty calories. Though this is true, there are a lot of other healthier choices that often get overlooked, such as cereal. Lucky Charms is capable of filling a sweet tooth, but can sometimes be overlooked due to many people only considering it for a breakfast option.

It's also important to emphasize that we want parents to realize that Lucky Charms is a healthier breakfast cereal option for their kids. It is also the perfect after school snack that kids and parents can consume together.

Why Should You Believe Me?

You should have trust in Lucky Charms because we have been around since 1963, making us one of the oldest cereals on the market¹⁸. We are also in the top ten most successful cereal brands in the US today. Both of these contribute to the credibility of

¹⁸ <http://www.luckycharms.com/>

Lucky Charms and show that we have maintained popularity over the years due to our fun and delicious cereal.

What We Want You To Do After Seeing the Campaign

We want you as the consumer to do a couple things after seeing our campaign. First, we want you to feel inclined to pick Lucky Charms over other breakfast cereals with the understanding that while it is a sweeter cereal, it is better for you than most. Second, we want you to think of Lucky Charms as more than a breakfast cereal as it can be consumed as an afternoon snack or a late-night treat. Third, we want the experience of buying and eating Lucky Charms to be guilt-free.

How Should You feel About Our Brand?

Trust the brand. Lucky Charms has been dedicated to its consumers for years and is known to be the fun and magically delicious brand that has yet to let you down. Yes, we are using a new targeting approach, but you should trust us because we are consistent and work to benefit our consumers. We do it for you!

Creative Brief

Three key issues that this campaign must address

- 1) Lucky Charms is better than you think it is and it is only getting better.
 - 2) Lucky Charms is a great breakfast option as well as the perfect snack/ treat.
 - 3) The marshmallows do not make Lucky Charms any less healthy than several other options.
- Or
- 3.5) Lucky Charms provides a cost-effective way to not impinge on a healthy diet.

What do we expect our target to do, feel or understand as a result of this advertising?

Our target should understand that though it is not the healthiest cereal on the market, it is a lot better for you than most options, while also containing delicious magical marshmallows. In understanding these things about Lucky Charms, we expect our target to be more confident in the cereal's potential role as a healthier treat. Currently, buyers may view the cereal as having an inherent negative impact on healthy eating, but we aim to create a new association between brand and buyer, one that places Lucky Charms not in a struggle of indulgence and good nutrition, but much closer to a

middle ground. Targeted consumers will understand that Lucky Charms isn't always unhealthy; there are ways to reasonably and practically fit it into a healthy diet.

What is the key insight that we have into our consumers?

Our consumers are health conscious but like to indulge in sweets. They are parents, who often have many mouths to feed, and are constantly looking for a good balance between proper nutrition for their children and making a budget-friendly choice. Lucky Charms's nutritional value is comparable to competing cereal brands, even ones that have always been billed as a healthier option. What's more, with the added punch of being gluten-free and all-natural by the end of 2017, Lucky Charms has the opportunity to play into this key insight of striking a balance with our target consumers.

What is the strategic "one thing" we need to communicate?

"It's better than you think it is!" For many years, Lucky Charms has been lumped into the "sugary cereals" group in the aisle, causing many consumers to instinctively keep it out of consideration when buying for their children. With the reformulation of the recipe, being gluten-free and all natural, will help place Lucky Charms into a new group when it comes to parents examining their many options, perhaps in league with Special K or Honey Nut Cheerios.

What tone will the campaign strike?

Considering the target audiences are mothers and college students, the campaign will steer away from the animated version of Lucky the Leprechaun, instead drawing attention to how the cereal can affect a buyer's diet. While healthy eating habits are intrinsically more serious than cartoon adventures, the campaign will still strive for humor as its main vehicle for making the message stick.

How will the campaign be executed? What media will you use?

The primary media route will be Internet, with ads on Internet, radio services and popular websites, such as Amazon and Google. Print ads appearing in magazines often subscribed to by mothers will also play a large role, such as Allure, Parents, Shape, People, and Food Network¹⁹. To a lesser extent, we will run cable TV ads during primetime hours on channels including Fox and The CW. There will also be interactive ads from which consumers can learn more about Lucky Charms's nutritional value and the cereal's switch to being all-natural.

¹⁹ <https://oneview-simmonsresearch-com.ezproxy.library.wisc.edu/main/#>