

CHEERIOS® Cereal

Client Brief – Ad Campaign



WHAT ARE WE TRYING TO ACHIEVE?

Marketing Situation

- CHEERIOS® Cereal is a popular cold breakfast cereal brand that seeks to maintain and grow relevance in US Households as revenues are once again challenged in the broader breakfast cereal category after experiencing growth during the pandemic/lockdown era in 2020-21.

Business and Strategic Objectives

- Increase CHEERIOS® Brand sales by +6% year-over-year by:
 - Growing total USA household penetration for CHEERIOS® parent brand by winning new category entrants and retaining existing consumers
 - Grow sales for the mainline base CHEERIOS® Cereal SKUs
- Improve CHEERIOS® brand equity scores in the areas of awareness, perceived value, health value, and bonding with new and existing consumers

Potential target markets:

- Primary Target: Existing Cheerios purchasers and users
- Secondary Target: Strong prospects for new category entrants or lapsed consumers

Campaign goals to convey to target audience(s):

- CHEERIOS® Cereal is the brand I trust in to provide me with delicious, satisfying fuel at any meal
- CHEERIOS® Cereal is a healthy everyday go-to option
- CHEERIOS® Cereal fits my diet plans

WHAT CAN THE BRAND OFFER?

Explain the benefits to be highlighted in the campaign:

- Made with 100% Whole Grain Oats
- Can Help Lower Cholesterol* As Part of a Heart Healthy Diet
- Gluten Free, No Artificial Flavors, No Artificial Colors

WHAT BELIEFS, CONVENTIONS OR TRENDS NEED TO BE ADDRESSED?

Explain the barriers the campaign needs to overcome to achieve objectives:

- Consumers view cold breakfast cereals as high in carbohydrates and added sugar, which goes against popular diet programs such as keto and paleo.
- Consumers are fatigued by inflated prices caused by global grain shortages and manufacturer/retailer price increases
- Customers are avoiding breakfast due to trends like intermittent fasting

WHAT ARE THE DO'S AND DON'TS FOR THE CAMPAIGN?

Explain any executional mandates the campaign should adhere to:

- A box of CHEERIOS® Cereal should be visible in every visual execution
- Actors/models featured should look and act savvy, confident and healthy

WHAT IS THE BUDGET AND TIMELINE FOR THE CAMPAIGN?

Provide key details about the budget & timeline:

- **\$50 million working media budget**
 - There is no limit to non-working budget items include production costs, experiential/events, and public relations expenses, but these must be touched on in the account pitch and major planned events and PR executions should be confirmed with the client
- **12-month campaign starting January 2025**