

Consumer Targets

Primary Target: Joe and Mary Smith

Joe and Mary Smith are 27-year-old professionals from Chicago, who are still young and fun, but have begun to settle down and start thinking about their future. Their crazy college partying days are behind them, as they graduated four years ago, but they still like to go out on the weekends with his old college pals and new friends from work. They are responsible grown-ups who still like a little adventure and fun. You can find them working hard at their corporate jobs Monday through Friday, but on the weekends, you can find them trying new restaurants and bars or taking trips to go hiking or skiing or explore new cities. The Smiths live downtown in a small, but nice condo, but are starting to consider upgrading to their first house in the suburbs as they see their friends slowly begin to settle down and start families. Joe has recently received a promotion, and Mary has just switched companies, so the Smiths have more disposable income. While they continue to spend their extra money on travel and fun, they are beginning to think about saving money for their future family. And while they are excited for the adventure of settling down and starting a family, the Smiths are afraid of becoming bored with their jobs and their lives and losing the magic that comes with their youthful adventures. They want to keep things exciting and new.

To keep up with their friends who are at various stages of life, the Smiths actively use social media. While they each have Twitter, Instagram and LinkedIn, the Smiths spend most of their time on Facebook posting pictures of their travel, the restaurants they eat at, and the events they attend in the city. They use all these apps on their smartphones anytime and anywhere, and they are frequently checking their emails at home and at work. When they get home, they spend their down time watching Netflix and listening to music on stations like Pandora and Spotify. They also keep up with some late-night live TV programs and keep TV on in the background while doing chores around the house, but their smartphones are always in hand, so the best way to keep up with them is through the internet.

Why care about the Smiths?

Demographics¹

The 25-34 year-old age group is more likely to eat Lucky Charms than other age groups. Ninety-two percent of household in this age group eat cold breakfast cereals, so we want to expand this customer base even further, and encourage this group to make Lucky Charms a household cereal staple and a part of their everyday diet. Over 50% of 25-34 year olds are married and employed full-time, many working in professional fields. This age group is likely to have some disposable income, so will be open to buying a new cereal that is not necessarily essential to their budget. They are more likely to live in a condominium, coop or apartment than other age groups, but many also live in houses. They are more likely than other age groups to undergo major change-of-life circumstances such as changing jobs, buying their first home, making a first-time financial investment, or having a child. As these people begin to settle down, we want to keep their lives exciting and fun with Lucky Charms.

¹ All research from Simmons.

Values/Attitudes²

Like Joe and Mary, 25-34 year-olds are going through these major life changes, but still have many youthful qualities that they do not want to lose. They are more likely than other age groups to say that “Conformity makes me uncomfortable,” and they like to stand out in a crowd. This makes them more prone to accept Lucky Charms, a cereal loaded with marshmallows and magic that doesn’t conform to breakfast standards. They are adventurous and like to take risks. This age group likes to try new things and believe they are good at convincing others to do the same. If we convince this group to try Lucky Charms as a staple in their lives, they might convince their friends to try it too. This age group’s food habits also make them a susceptible target audience to Lucky Charms’s message. They are more likely than the rest of the population to treat themselves to foods not good for them, and their busy lifestyles often prevent them from preparing and eating healthy meals. Fifty-eight percent say there is nothing wrong with indulging in fattening foods from time to time, and they like their food as an art form, which aligns with our colorful, artful marshmallows and cereal boxes.

Behaviors³

Sixty-three percent of 25-34 year-olds have travelled domestically in the past 12 months. This age group likes to go out and spend money for leisure activities such as nightclubs and bars, visiting museums, concerts, theater, and comedy clubs. They also enjoy playing sports when they can. Overall, this age group is very active and up for adventures.

Media Behaviors⁴

This age group are much more likely to use internet for their main media consumption. 25-34 year-olds are more likely to have low consumption of both TV and print media, and are especially unlikely to read a high volume of newspapers. The best way to reach this age group is through the internet, especially through social media. Eighty-seven percent of 25-34 year olds consider themselves social media users, and they are highly likely to use it three or more times a day (only 5.3 percent use social media less than once a week). Sixty-one percent use Facebook. They also are highly likely to use sites like Netflix and Pandora. They are more likely to be affected by sponsored websites from search results and webpage links than other age groups. This age group uses the internet at work more than other groups, but still 79 percent use the internet most often at home.

Secondary Target: Jack Jones

Jack Jones is a 21-year-old college student at a University of Wisconsin-Madison. He loves to go out and have a good time, but, as a student, still has a serious side focused on his future. During the week, Jack lives a focused and structured lifestyle and is busy studying, playing intramural sports with his friends and working a part-time job. His busy lifestyle and low college budget leaves him little time to prepare fancy meals and make treats for himself. He tends to grab a bag of chips or a granola bar in between classes, but he doesn’t really enjoy them--he’s always looking for a tasty, cheap treat to brighten his busy day. Jack lives with three other

² All research from Simmons.

³ All research from Simmons.

⁴ All research from Simmons.

roommates in an apartment off campus, and when they are all home you can find them watching Netflix reruns or blasting music throughout their apartment. On the weekends, they splurge and go out to the bars for drinks and fun. They love to try new places and get a little reckless when they go out and often peer pressure each other into making questionable decisions. However, as soon as the weekend is over, their responsible sides return and they focus on their studies and preparing for their future careers.

Jack always has his smartphone in hand. He checks Twitter and Facebook regularly for updates about news, sports and events around campus, and also uses social media to keep up with his friends from other colleges. He posts funny tweets about his college adventures, and his friends often tag him in photos from the weekend. His smartphone and laptop are often a distraction when he gets tired of his schoolwork, and social media has a constant presence in his life.

Why care about Jack Jones?

Demographics⁵

The age group 18-24 is also highly likely to eat Lucky Charms compared with other groups. However, only 19 percent of those who eat Lucky Charms are currently in this age group, so there is much opportunity for growth. This group is not going through as many major life changes as the Smiths. Few are married and employed full time. They are highly likely to be unemployed or working part-time in sales or other field, but are also highly likely to be graduating from school and/or starting their first real job. They have less disposable income, and many are on a low college budget. They tend to live with one or more people, so putting Lucky Charms in the pantry of one group member will spread the magic to many others. As these young adults are starting to grow up, we want to help them remember to keep a dose of magic and fun in their lives.

Values/Attitudes⁶

The 18-24 year-old group shares many values with 25-34 year-olds. Like the Smiths' group, they enjoy taking risks, trying new things, and encouraging others to do the same. They are even more likely to want to "stand out in a crowd," and consider themselves more expressive. Their attitudes towards food differ further from the 25-34 group. This group is much less likely to treat themselves, perhaps because of their lack of disposable income. They also care much less about healthy eating--only 40 percent say they are "working at eating a well-balanced diet," and they are less likely to snack only on healthy food. They don't regard food as an art form, and they are less likely to say that "simple, easy to prepare foods are my favorite." Lucky Charms wants to change this attitude by making our simple, artful snack a favorite in their lives.

Behaviors⁷

While 18-24 year olds share the same spirit for adventure and risk as the 25-34 year olds, their lack of disposable income prevents them from partaking in too many expensive activities. This

⁵ All research from Simmons.

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⁷ All research from Simmons.

group is less likely to have travelled in the past year, and they dine out less frequently. They enjoy cheap, active activities like listening to music or photography over intellectual activities like reading and museums. When they do spend money, they are likely to attend bars, nightclubs and concerts.

Media Behaviors⁸

Like the 25-34 year-olds, this age group is best reached through the internet. They are highly likely to consider themselves as high-volume internet users at home, although they are much less likely to use the internet at work. Their social media use is even greater than the 25-34 year-olds. 89 percent consider themselves social media users. They are three times more likely to use Twitter than other age groups and are highly susceptible to video ads. They frequent many of the same websites as their older counterparts, but tend to use serious sites like Amazon and LinkedIn less than fun sites like Facebook and Twitter. This age group watches an average amount of TV and uses very little radio and print media. They are most likely to consider themselves as low-volume users of both magazines and newspapers. Like the 25-34 year-olds, they keep up with the world on their smartphones.

Target audience key insights:

Primary target

- The Smiths's lives are starting to settle down and are on the verge of becoming mundane. They need Lucky Charms to keep the magic of their youth alive as they make the final transitions from youth to adulthood.
- The Smiths are part of an age demographic that doesn't want to conform, so they will want to be a part of a cereal that doesn't conform to the traditional standards of breakfast.
- The Smiths and their peers want to see food as an artform. Our colors can bring them this art.
- The Smiths's growing disposable income allows them to treat themselves to unnecessary snacks like Lucky Charms.
- The Smiths are thinking of starting a family, so we want to infuse Lucky Charms into their household diet from the start.
- The Smiths stay connected to the world and to their friends through the internet, so this is the most direct pathway into their lives.

Secondary target

- Jack Jones is still living the wild, youthful life, but the thought of future responsibility is beginning to rise in the back of his mind. He needs Lucky Charms to keep him from losing the magic of his youth as adulthood dawns closer.
- Jack and his peers have less disposable income, so we need to convince them that Lucky Charms is a worthwhile staple in their diets and budgets.
- Jack and his peers don't put much thought into eating healthy, so they will be open to eating our sugary cereal.

⁸ All research from Simmons.

- Jack and his peers use the internet less for work and more for fun, so we must keep our messages fun and youthful on social media to best reach them.

Campaign Strategy

Business objective:

The ultimate business objective of our campaign is to increase the sales of Lucky Charms to consumers ages 18-34 by 5 percent and to change the attitude that Lucky Charms is an unhealthy breakfast cereal to the attitude that Lucky Charms is an anytime snack for when you need some magic in your life.

Competitive advantage:

Our advantage is that we are not like other breakfast cereals. We defy the norms of a healthy breakfast by placing marshmallows and bright colors into our cereal.

Unique Selling Position (USP):

Since Lucky Charms has this competitive advantage of being the “un-cereal” that defies breakfast norms, we will sell it not just as a magical way to start your day, but also as an anytime snack to add a little magic to your routine. Our competitors--who are just as sugary--try to disguise their unhealthiness and make themselves seem like the most tasty and nutritious breakfast. Instead, we want to embrace our unique take on sweet by selling ourselves as a fun treat for any time of the day.

Positioning:

Our goal is to position Lucky Charms as a fun, magical, anytime snack in addition to being part of a balanced breakfast. The current campaign is focusing on nostalgia and making Lucky Charms a late-night treat. Instead, we want to position ourselves as a tasty staple in the household anytime and any place you need a little brightness in your day.

Branding:

We plan to brand Lucky Charms as a fun, risky, energizing, cheeky escape from normal cereal and normal life. Instead of trying to be a wholesome breakfast like our competitors, we want to embrace our sweetness and highlight the air of magic around the cereal. Our consumers won't be sitting at the table pouring a glass of orange juice like any mundane breakfast, they'll be having fun and taking risky escapes from the boring-ness of everyday life whenever they eat Lucky Charms.

We want to emit the values of adventure, risk and fun. We want to arouse the emotions of irreverence, magic, silliness, energy and whimsy to create this brand that is an escape from the mundane, especially for young adults who are beginning to lose this spirit as they grow up.

Timing

Our media campaign will use the pulse advertising strategy with the campaign running more during January through March 2017 to kick off the new campaign and then picking back up in August through December 2017 when our target audience is back in their normal work routine

and when they're most likely to want a snack to give them happiness and energy during the fall and winter months. Our advertisements in April through July will be lighter with increased promotional efforts to balance out the lack of advertisements. It will focus heavily Thursday through Saturday to influence the majority of people grocery shopping during those days. The campaign will generally run nationwide, however with a heavier focus on metropolitan areas where there will be a denser population of our target audience.

We will be utilizing a variety of media for our ad placement. Since our cereal is a low involvement product, our campaign is able to have a high reach strategy focusing more on emotional rather than rational appeal. Because of this, television ads will be a large part of our campaign. Although our target audiences do not use television as a majority of their media, television provides a strong emotional appeal for those who do view it, and many young adults do still view during primetime and late night periods. For television, the ads will be placed during primetime and late night television to effectively prepare the viewers for their breakfast the next morning or to trigger their hunger for a nighttime snack. Our campaign will focus mainly on portable and mobile devices and social media because both the 25-34 and 18-24 age groups use these media most widely. Our mobile, online and social media promoted advertisements will be shown throughout the day to reach our target audience as they frequently check their devices and social media. We will also utilize search engine marketing and video ads on the internet because both of our target audiences are likely to make purchases based on these types of advertising.

The Message

Big Idea: Bringing Fantasy Into Reality

With whom are we talking?

We're talking mainly to young adult head of households who are transitioning into the mundane everyday life of adulthood and need to maintain youthful energy. However, beyond that, the message won't be exclusive to anyone: we're aiming to brighten everyone's day whether they're at the work water cooler trudging through the 2 o'clock blues or by the playground taking a breather from a game of tag.

What is your main message?

Lucky Charms can brighten all of our days with even just a small dose of magic. It's just a matter of welcoming a little whimsy and fun into the fray of our mundane routines.

Keyword: Fantasy

Lucky Charms brings *fantasy* into the boring world of reality. At face value, our marshmallowy cereal shouldn't exist in the scheme of breakfast foods. In a Lucky Charms brightened world, there is this choice to bring *fantasy* into our lives anytime and anywhere, especially when we most need a pick-me-up in the middle of a mundane day.

Why do I care?

We often take ourselves too seriously and allow our daily grinds to deaden life's small pleasures and the fantastical in the everyday. We need Lucky Charms to show us the little magic in life.

Why should I believe you?

Lucky Charms is the only cereal to fully embrace whimsy and fun with for what those values are. We are unashamed of our innovative infusion of fun into an ordinary category, and we feel that this sentiment and identity emanates right out of the bowl.

What do you want me to do after seeing the campaign?

Take a step back and find something to laugh about when you're drudging through a mundane and unpleasant day. Think of Lucky Charms when you need a pick-me-up.

How should I feel?

The audience should feel perceptive and open-minded towards the small sprinkles of magic in the everyday. Don't allow these moments to pass you by.

How should I feel about the brand?

The audience should feel that Lucky Charms will hop and skip in our pointy buckled Leprechaun shoes right past the bland, mundane, and downbeat parts of everyday life.

Creative Brief

Key Issues

1. Recontextualize how people think about Lucky Charms as an anytime snack versus just a breakfast cereal in order to eliminate the possibility that our audience considers these two uses mutually exclusive.
2. Bringing the magic of Lucky Charms into *everyone's* lives under one unifying feeling, translated into a universally resonant message.
3. (Embracing our crazy unique, irreverent, and time tested approach to breakfast cereal. Not leaving any room for a conversation about sugar. Instead, attitudes should be that it's just sweet and fantastic enough to brighten your day.

What do we expect our consumer to do/feel/understand as a result of our advertising?

Consumers should feel lighter, happier and more upbeat after seeing our advertising. They should begin to perceive the little magical moments in everyday life and will associate Lucky Charms with these small moments of happiness among the mundane.

Key insight into our consumers

Our target audience is going through major change of life events, so they need Lucky Charms to keep their lives vibrant and youthful as they grow up and become adults who work at mundane 9-5 jobs and go home to potentially average lives.

Strategic "one thing" we need to communicate

Bringing fantasy into reality. We want to communicate to our targets that they should leave room for magic in their everyday lives and that Lucky Charms can bring them this magic anytime and anywhere.

Tone

The tone for our campaign will be cheeky and fun. We'll use Lucky the Leprechaun as a lighthearted trickster who creates mischief in mundane situations to bring that small dose of fantasy into our consumers' reality. The cheeky fun and humor will deliver our message to our targets and remind them to see the magic in their everyday lives.

How will the campaign be executed? What media will be used?

Lucky Charms has long had a prominent presence on T.V., and informed by our research, we aim to present our target audience and other viewers in their familial orbit with uniform messages that don't exclude either group. We feel that a campaign towards the target demographic of 25-34 year old professionals presents a great opportunity to synergize Lucky Charm's diverse television messages. In short, we aim to bring the visual elements and spirit (animations, visual motifs), from commercials that Lucky Charms has traditionally aimed at children into the cross-sections of daily life angle, which encompasses Lucky Charms' recent efforts at speaking directly to their adult consumers. The goal is to colorfully and irreverently illustrate ways in which a timely dose of Lucky Charms can brighten any of our days, whether we're young or old.

Digital will be a domain which will serve as a more segmented, delineated vehicle for distributing our flagship T.V. spot (so as to capitalize and expand on recognition of the campaign). We also aim to use social media to circulate and gather customer feedback on a new collection of Charm-themed packages, which will empower and revitalize our strategy to reshape on-the-go/anywhere consumption habits around the cereal.

Our goal is to synergize TV commercial that will extend to digital, such as five second videos before youtube videos. By optimizing our online presence, customers will be exposed to messages on an online platform in a reduced time period allowing for our advertisements to be short and engaging.

Knowing that Lucky Charms has become a mid-day pick up or a burst of energy for the average consumer, changing the size and accessibility from a larger cereal box typically seen in previous breakfast focused campaigns to a smaller on-the-go size, we can partner the new serving size with the ease of anytime snacking. Offering this size Lucky Charms allows for customers to easily associate Lucky Charms as a anytime, mid-day choice rather than associating it with a full meal.

The primary audience 25-34 carries a heavy presence on social media. Therefore it would be beneficial to incorporate social media into the creative campaign reach. Consumers of Lucky Charms are found on multiple social media platforms and use it as a tool of brand building and communication. Creating a heavy presence of Lucky Charms on social media provides the ability to connect with customers on a media that is heavily used by the demographic. It also allows for involvement between the user and Lucky Charms which better connects consumers to the brand.

This leads into an audience engaging campaign. In order to maintain a high level of interest, engaging campaigns will be used to constantly keep users a part of the development and growth of the product. The messages conveyed in these creative campaigns will keep customers thinking and curious about the product while exposing them to messages that are new and lighthearted on their newsfeeds.