

The Kashi logo is a green banner with the word "Kashi" in white serif font, with a small leaf icon above the 'i'.

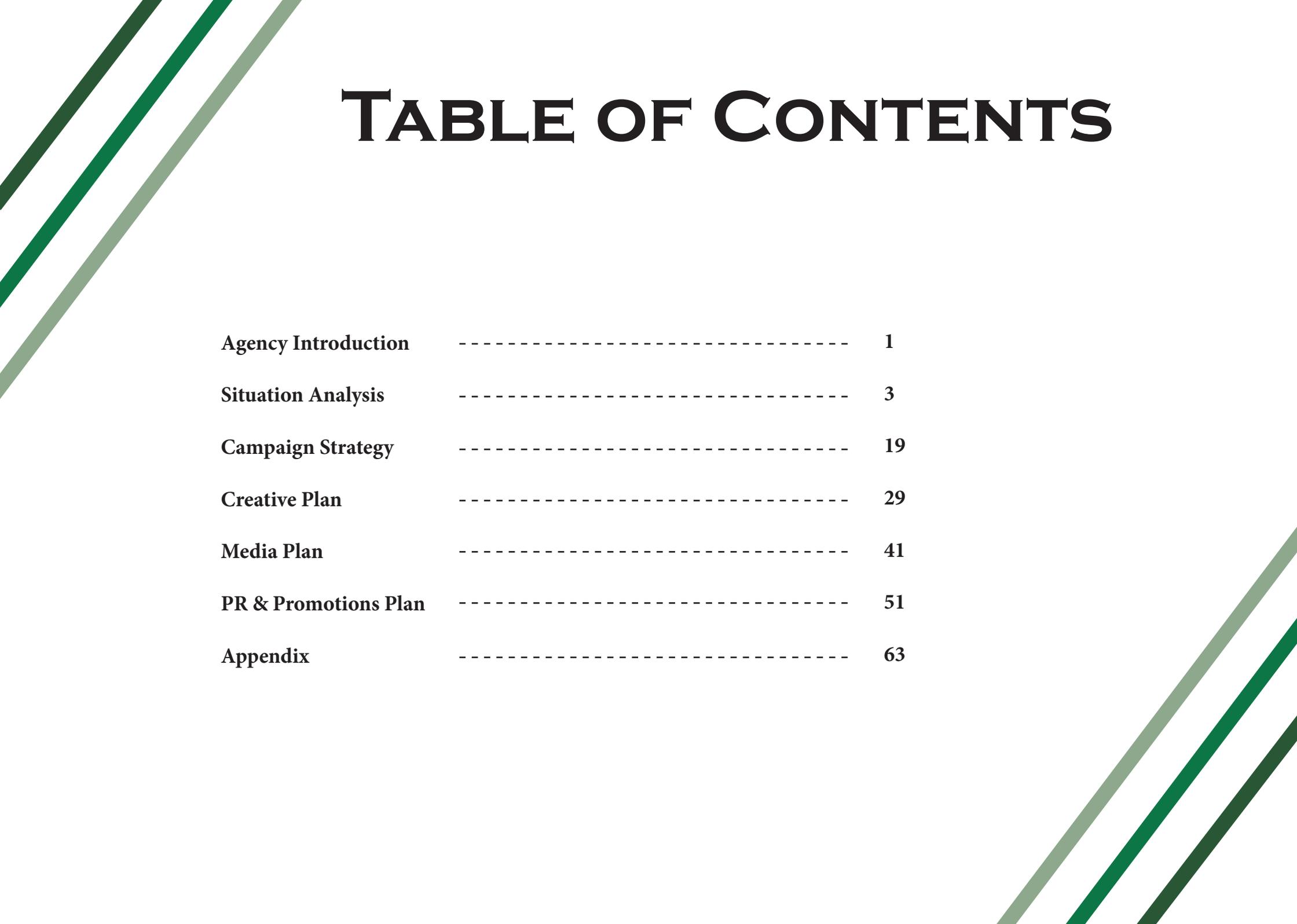
Kashi

# SHARE THE CARE

## KASHI INTEGRATED MARKETING CAMPAIGN

Presented by Sustainable Media





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# SUSTAINABLE MEDIA

## AGENCY INTRODUCTION



# AGENCY INTRODUCTION



Sustainable  
Media

Sustainable Media is a highly integrated full-service advertising agency located in Madison, Wisconsin. Our talented team of strategic communicators guarantee to provide you the best services possible from start to finish. Our creative and fully-developed campaigns will ensure success in the highly competitive and complex media landscape. Sustainable Media cares about the well-being of all of our clients and we look forward to providing innovative services to you in the future.



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# SITUATION ANALYSIS

The logo for Kashi is centered on a light green, wavy banner. The word "Kashi" is written in a white, serif font. The letter 'i' is stylized with a leafy branch extending from its top. The banner has a subtle pattern and is set against a background of dark green diagonal lines.

Kashi

®



# SITUATION ANALYSIS

## History:

Kashi is an American food manufacturing company dedicated to providing natural foods made with simple ingredients. After its founding by Philip and Gayle Tauber in 1984, Kashi entered the natural foods market and began providing pilafs, frozen pizza and cereals that incorporated grains, high-fiber and/or organic ingredients. This dedication to healthy ingredients inspired Kashi's current slogan: "7 Whole Grains on a Mission."

Continuing its dedication to providing nutritious foods after its acquisition by Kellogg's in 2000, Kashi launched its high-fiber and protein-packed GOLEAN line in 2001. Kashi now offers ten product types that vary from crackers to waffles.

Recently, Kashi has faced criticism by consumers over how natural and healthy its products really are. When it was publicized that Kashi used genetically modified soybeans in some of its cereals, some consumers felt as though they had been lied to. This led to negative press and likely contributed, along with increasing competition, to overall Kashi cereal sales decreasing 8.8 percent between 2013 and 2014. Kashi has responded to these declining sales and consumer wariness by committing itself to producing only non-GMO products by summer 2016.



## Industry Trends:

Kellogg's, which owns the Kashi brand, has the largest market share of the 33 businesses that comprise the cereal production industry with 27.3 percent. The industry is currently facing stagnant growth. From 2010 to 2015, the growth was decreasing 1 percent annually. The projected annual growth from 2015 to 2020 is expected to grow at .9 percent. The actual growth will be dependent on the performances of and/or changes to key external drivers of revenue for the cereal production industry.

A description of these key external drivers, why they are important to the cereal industry and whether they are expected to grow or decline in the future is illustrated on the following page.

The cereal production industry is expected to see the number of companies decrease annually as ingredient price increases and consequent falling profits lead smaller players (especially ones that produce healthy cereals) to be acquired by larger players, leading to increased consolidation. However, companies that sell specialty granola may enter the industry, which would counteract that decrease in players. Labor will be reduced by .1 percent annually as technology becomes more advanced, which will improve production..

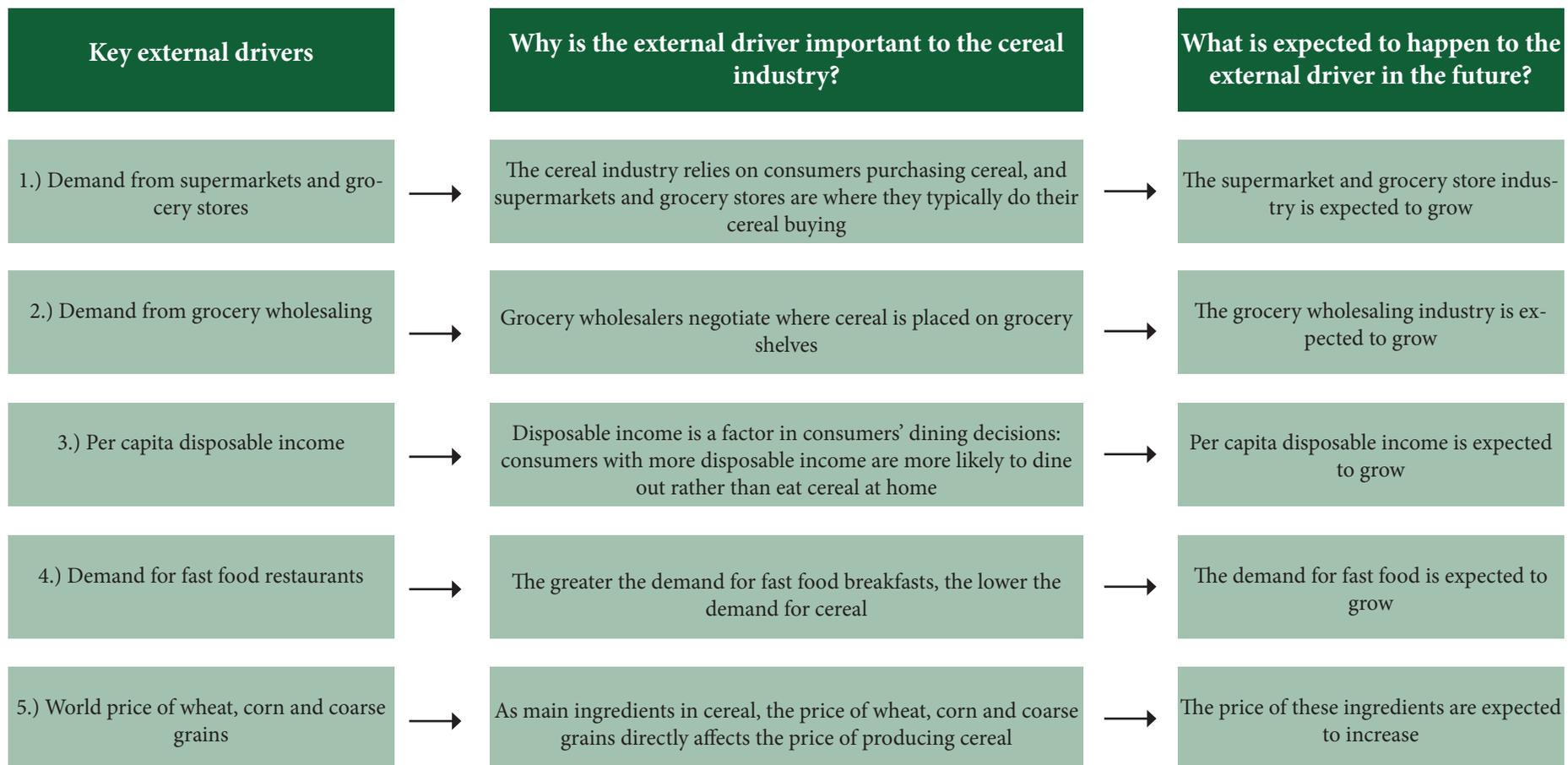
The Kellogg's logo is written in its signature red, cursive script.

# SITUATION ANALYSIS



## Industry Trends (continued):

The key external drivers, their importance to the cereal industry and predictions regarding their futures are detailed below.





# SITUATION ANALYSIS

## Consumer Analysis:

Primary target: Female Kashi users aged 55-64

### Beth



#### Quick facts:

She...

- Has a median household income of \$65,253.
- Is white (78 percent).
- Is employed (57 percent).
- Does not have children in the household (89.6 percent).
- Is a homeowner (77.7 percent).
- Has had some college education and/or graduated college (67 percent).

#### Attitudes and behaviors regarding food:

She...

- Thinks that breakfast is more important than lunch or dinner (74.8 percent).
- Prefers to eat foods without artificial additives (59 percent).
- Is working at eating a well-balanced diet (82.9 percent).
- Tries to include plenty of fiber in her diet (90.6 percent).

#### Attitudes and behaviors regarding health/shopping:

She...

- Is 42 percent more likely than the average population to have her friends ask her for advice on health and nutrition.
- Is the most influential in household purchasing decisions (79.2 percent).
- Would prefer to buy from an environmentally-friendly company (76.2 percent).

#### General attitudes and behaviors:

She...

- Prefers a quiet evening at home over going out (64.1 percent).
- Believes that family life is the most important thing (82 percent).
- Is perfectly happy with her life as it is (65.8 percent).

### Why we chose Beth:

Beth is our primary target because females aged 55-64 are currently the highest users of Kashi products. It is our goal to make them purchase more Kashi. We also chose Beth as our primary target because she is an opinion leader: her friends and family turn towards her for advice on health/nutrition. This means that if she enjoys Kashi and begins eating it more often, she is likely to tell her friends of her experience. This could lead to an increase in sales in other demographic groups.

### Key insights:

Essentially, it is necessary for Kashi to emphasize how its GOLEAN line can help Beth have the healthy diet that she is striving to have. To accomplish that, it is important to emphasize the high protein and fiber content in Kashi GOLEAN to Beth. Kashi should also emphasize how the company cares for the environment, as Beth would prefer to purchase goods from an environmentally friendly company. Finally, it is essential to stress the importance of family in commercials targeted towards both this group and Sam, as they both value their families.

# SITUATION ANALYSIS



## Consumer Analysis continued:

Secondary target: Females and males aged 18-24

### Sam:



#### Quick facts:

He/she...

- Has a median household income of \$66,630.
- Is employed full or part-time (54.8 percent).
- Is unmarried (92.99 percent).
- Is a high school graduate and/or has some college education (74 percent).
- Is white (66.6 percent).
- Is a homeowner (64.3 percent).

#### Attitudes and behaviors regarding food:

He/she...

- Eats breakfast (37.11 percent).
- Tries to eat healthier foods these days (48.7 percent).
- Often snacks between meals (66.4 percent).
- Does not consider his/her current diet to be very healthy (66 percent).
- Believes breakfast is more important than lunch or dinner (49.8 percent).

#### Attitudes and behaviors regarding health/shopping:

He/she...

- Does not exercise regularly (62 percent).
- Is in control of his/her weight (49.5%).
- Goes shopping often (63.3 percent).
- Prefers to go shopping with someone else (72.6 percent).

#### General attitudes and behaviors:

He/she...

- Is very happy with his/her life as it is (61.7 percent).
- Enjoys spending time with his/her family (74.3 percent).
- Wants his/her family to think that he/she is doing well (56.6 percent).

### Why we chose Sam:

Of the current Kashi users, males and females aged 18-24 were above-average consumers. However, only a small portion of male and female 18-24 year olds consumer Kashi. As our secondary target, our goal is to persuade more people in this demographic to start eating Kashi. We are looking to expand Kashi's market to include this demographic.

### Key insights:

Although Sam does not always eat breakfast, she/he still thinks that it is the most important meal of the day. Sam is also looking for a quick snack or breakfast that will keep him/her fuller longer. Therefore, Kashi should emphasize how Kashi GOLEAN is high in fiber and protein, making it a good breakfast/snack choice because it will help sustain Sam throughout the day. Because Sam snacks often, it is advisable to illustrate how Kashi GOLEAN can be taken on-the-go and eaten as a quick snack. Again, the importance of family should be stressed in commercials targeted towards both this group and Beth, as they both value family.



# SITUATION ANALYSIS

## Consumer Analysis:

### Primary research:

We distributed two separate surveys via Facebook. Both surveys had around 100 respondents, so results should be used with caution.

#### Survey one:

##### Demographic information:

- 71 percent of respondents were aged 18-24.
- 69 percent were female.
- 85 percent were white.

##### Health/food information:

- Respondents exercised for an average of 3.53 hours per week.

##### Food information:

- 31 percent ate cold cereal.
- 75 percent usually eat breakfast at home.
- 8 percent eat cereal everyday.
- 34 percent prefer healthy over sugary cereal.

##### Kashi-specific information:

- 54 percent had heard of Kashi GOLEAN cereal.

### Insights:

This primary research provides insight into the respondents. It is apparent that a majority of these people prefer eating cereal at home, so it may not be as important to emphasize to this population how Kashi GOLEAN can be enjoyed on-the-go.

Additionally, only 54 percent of people had heard of Kashi GOLEAN cereal, so it is essential to focus on increasing brand awareness in future campaigns. There is also an issue with only 49 percent of respondents perceiving Kashi GOLEAN cereals as being healthy/nutritious, as Kashi's Unique Selling Proposition (USP) is its high-fiber content. It is important to remedy this problem in future campaigns by showing the health benefits of consuming a high-fiber diet. That way, people will be more likely to be aware of Kashi's USP and how it is a healthy choice.

#### Survey two:

##### Demographic information:

- 54 percent of respondents were aged 18-24.
- 28 percent were aged 45-64.
- 88 percent were female.
- 85 percent were white.
- 37 percent had a household income of greater than \$150,000.

##### Health information:

- 52 percent use fitness/health apps.

##### Food information:

- 81 percent eat breakfast. The most popular breakfast foods for these respondents were cereal, eggs, protein/cereal bars, yogurt, and toast.
- 66 percent do not eat organic cereal.
- Of the respondents who eat organic cereal, 70.6 percent eat organic cereal for breakfast.

### Insights:

The second survey provided several insights. It showed that over half of respondents use some form of fitness/health apps. This data shows that advertisements on fitness/health apps have the potential to reach Kashi's primary

# SITUATION ANALYSIS



## Consumer Analysis continued:

and secondary market (as they comprised most of the respondents), so it may be desirable to create app advertisements in the campaign. Additionally, this survey echoed the first survey's findings in that respondents usually eat cereal for breakfast, not as a snack. Therefore, the campaign should mainly focus on Kashi GOLEAN being a cereal that can keep consumers full all day, so they won't need to snack more. The rest of the insights gained from this second survey can be found in the following section: the brand analysis.

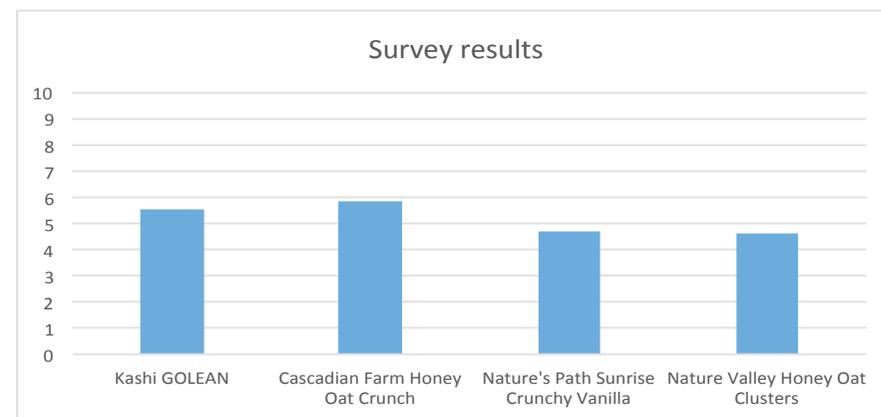
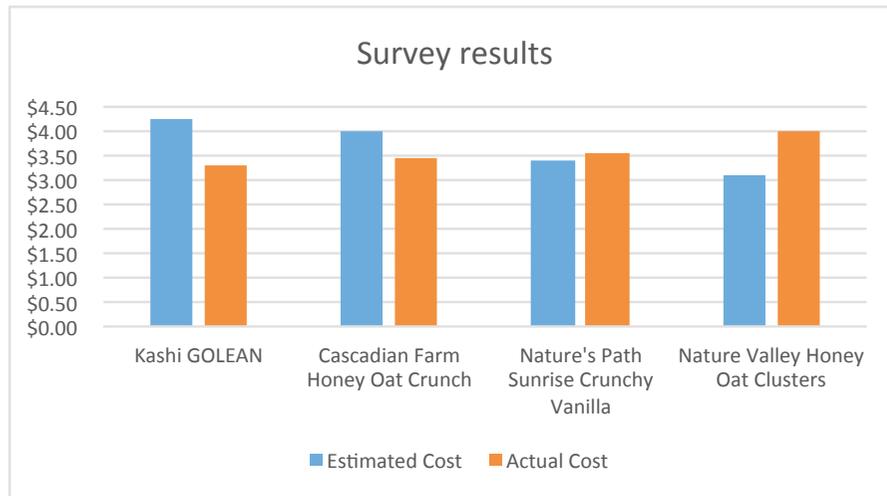
## Brand Analysis:

Kashi has several strengths, including having loyal customers, being regarded as nutritious and delicious, as well as having powerful online community tools. However, it is not very differentiated from other products, has a perceived high cost and could have a stronger social media presence.

Because brand perception is incredibly important to increasing and maintaining sales, we conducted a second survey in hopes that our primary research would uncover insights regarding how consumers think of Kashi.

We first asked respondents to guess how much Kashi GOLEAN original would cost at a typical grocery store. Then we questioned how much they believe several competing brands would cost. The results are illustrated in the bottom-left graph. We discovered that respondents perceived Kashi GOLEAN original as being the most expensive cereal compared to three of its competitors. In reality, Kashi GOLEAN is the cheapest. It is important to emphasize that Kashi is actually a better deal than its competitors because the respondents currently perceive Kashi GOLEAN original as almost \$1 more expensive than it actually is.

Additionally, respondents ranked on a scale of 1-10 how healthy they believed each of those cereals to be. The results can be found in the bottom-right graph. They believed that Kashi GOLEAN was less healthy than Cascadian Farm Honey Oat Crunch. In reality, Kashi GOLEAN has 12 grams of protein and 13 grams of fiber compared to only four grams of protein and two grams of fiber in Cascadian Farm's cereal. This mistaken belief must be corrected in Kashi's future campaigns.





# SITUATION ANALYSIS

## Brand Analysis continued:

Finally, the respondents were asked to list words that they associate with Kashi GOLEAN cereals. The words are compiled in the image below, with the most-used words appearing largest.



### Insights from primary research:

It is clear from this particular question that a majority of respondents associate Kashi GOLEAN cereals with the word "healthy." They also thought of words like "natural" and "organic" to describe those cereals. This insight is helpful because it shows that Kashi does not need to convince consumers that it is a healthy cereal; It just needs to show them that it is healthier than competing cereal brands.

# SITUATION ANALYSIS



## Competitor Analysis:

As the natural cereal segment becomes increasingly crowded, it is important to note the strengths and weaknesses of Kashi's competitors.

Name of competitor:	Nutrition information of cereal that is comparable to Kashi GO-LEAN	Brand strengths	Brand weaknesses
Nature Valley	Per serving of Nature Valley Honey Oat Clusters (1 cup), there are 230 calories, 4 grams of fat, 44 grams of carbs, 8 grams of protein, 13 grams of sugar, and 4 grams of dietary fiber	<ul style="list-style-type: none"> <li>• Well-established social media presence</li> <li>• Health and body conscious</li> <li>• Variety of products</li> <li>• Protein rich</li> <li>• (As a company) strong domestic market</li> </ul>	<ul style="list-style-type: none"> <li>• Low brand loyalty</li> <li>• New recipe not desirable</li> <li>• Future debt rating</li> <li>• Brand portfolio</li> <li>• (As a company) competitive market</li> </ul>
Nature's Path	Per serving of Nature's Path Sunrise Crunchy Vanilla (2/3 cup), there are 110 calories, 1 gram of fat, 25 grams of carbs, 2 grams of protein, 6 grams of sugar, and 3 grams of dietary fiber	<ul style="list-style-type: none"> <li>• All organic</li> <li>• Market on sustainability</li> <li>• Delicious and nutritious</li> <li>• Low in sodium</li> </ul>	<ul style="list-style-type: none"> <li>• New recipe being criticized</li> <li>• Currently do not have a large market share</li> </ul>
Cascadian Farm	Per serving of Cascadian Farm Honey Oat Crunch (1 cup), there are 190 calories, 1.5 grams of fat, 41 grams of carbs, 4 grams of protein, 9 grams of sugar, and 2 grams of dietary fiber	<ul style="list-style-type: none"> <li>• Owned by General Mills</li> <li>• All organic</li> <li>• Wide variety of flavors</li> <li>• (As a market) high barriers to market entry</li> </ul>	<ul style="list-style-type: none"> <li>• Tripled sugar content when changed formula</li> <li>• Low brand awareness</li> <li>• Lacks strong brand identity</li> </ul>

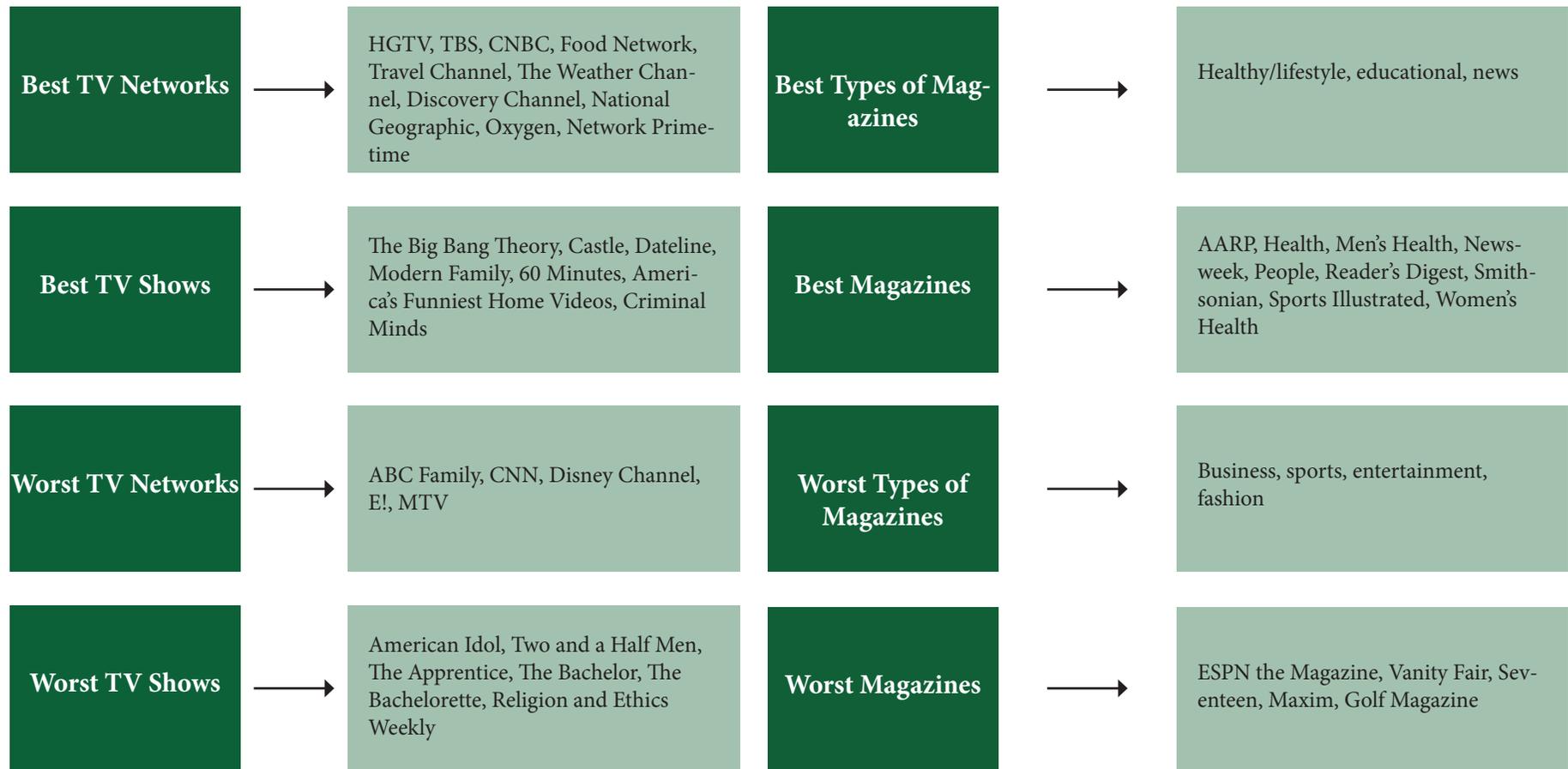
Kashi is facing a tumultuous future. With more cereals claiming to be high in fiber and made with whole grains, Kashi may find it difficult to differentiate itself. AdAge wrote that: "The RFP notes that while Kashi has 'historically been a leader in the natural foods industry, the brand has lost traction in recent years with its core consumers.' The decline was the result of a 'stale innovation model, a lack of purposeful brand positioning and a communications model that hasn't evolved to keep up with the changing use and consumption of media,' according to the document."



# SITUATION ANALYSIS

## Media Usage Analysis:

Simmons was used to gauge the media usage of Kashi users. The findings are summarized below. Best choices are the media that have the most Kashi users engaged with it, while the worst choices are media with the least Kashi users engaged with it.



# SITUATION ANALYSIS



## Media Usage Analysis continued:

### Digital:

According to Simmons, 98.7 percent of Kashi consumers are smartphone users and 77.8 percent use social media. To reach these customers, Kashi has Twitter, Facebook, Pinterest and YouTube accounts. Kashi also sends an email newsletter called “Cultivate” to subscribers.

Of the websites that Kashi users visit, Google, Yahoo and Facebook were three of the most visited websites with 16 or more visits within 30 days. YouTube was also very popular. Amazon and Allrecipes were visited 1-5 times within 30 days, but they had very high index numbers. Kashi GOLEAN consumers were 69 percent more likely to visit Allrecipes and 41 percent more likely to visit Amazon. The websites visited and used within a week by Kashi GOLEAN purchasers were YouTube, Yahoo, Wikipedia, Weather.com, Facebook and Amazon.

As of 2014, Kantar Media Intelligence reported that most of the Kashi GOLEAN Cereal advertising budget (\$9 million) had gone to network TV, spot TV, syndication and cable TV. The digital and social media budgets were not listed.

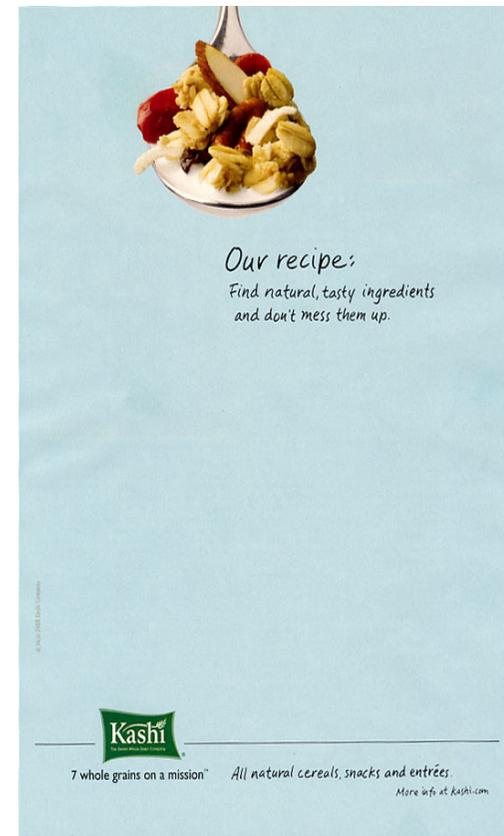
### Competitors :

Kashi’s competitors compete with Kashi on several mediums. For example, Cascadian Farms dedicated 93 percent of its \$16.9 million media budget on magazine ads. It uses the other seven percent on Internet ads. This clearly means that Kashi has a strong advantage over Cascadian Farms in terms of TV advertisements. Nature’s Path chose to allocate its \$17.7 million advertising budget in a similar manner as Cascadian Farms, with 95 percent going toward magazine ads, one percent towards TV ads and four percent towards Internet ads.

## Category Creative Analysis:

Kashi has grown in their strategic approach to advertisements.

Kashi’s print ads are simplistic and aesthetically pleasing. They are simple, mostly one-colored full-page ads that have straightforward taglines that emphasize the nutritional value of the cereal.





# SITUATION ANALYSIS

## Category Creative Analysis continued

This focus on its cereal being healthy also ties in to Kashi's video and digital ads. After revamping their goals, it seems that Kashi took a more consumer-specific approach to their ads.

### Notable advertisements tools in digital and video advertisements:

#### Use of brand ambassadors:

- Brand ambassadors were used in Kashi's "As much protein as an egg" campaign for eight years. Focusing on the commercial specifically, Kashi's campaign mirrored



Kashi - "As Much Protein As An Egg"

Amazon Advertising - San Francisco, United States

some of its competitions'. This brand ambassador and field-testing model was more personable, unpredictable and friendly. It has a simple message: you don't have to ditch cereal because Kashi GOLEAN has as much protein as an egg. They use actual Kashi representatives to speak on their brand, set up an eye-catching field test, and highlight people enjoying the cereal.

#### Protein Game App:

- Kashi used a simple game format to entice people to download their app. This approach was timely, since apps were growing in widespread utility, as well as an interactive way to inform users of the benefits of Kashi.



Kashi - "Kashi iPad Game"

Amazon Advertising - San Francisco, United States

- Kashi claims that there were 7+ minutes of in-app engagement. This is higher than most app usage, but the caveat to this, I assume, is that this app had a high churn rate, where after a few uses in a 30 day period, the users stop using the app. This may not be bad for Kashi, who just wanted a foot-in-the-door with a new audience. Another positive component to this concept is that it built off of their emphasis on protein. This crossover in platforms could have resulted in a wider reach and larger target audience.

#### Tying ads to current events:

- Kashi also had an ad campaign during the 2014 Sochi Winter Olympics. This was likely influenced by Kellogg's being a sponsor of the Olympic games. The ad followed an American cross-country skier and highlighted the benefits of eating Kashi. The commercial highlighted her growth due to more focus on her nutrition, and her performance improved. Kashi should consider making new ads for the 2016 Olympic games.

# SITUATION ANALYSIS



## Category Creative Analysis continued

Kashi's competitors also use advertisements in order to make their Unique Selling Positions (USP) well known. It is important to note what the competition is doing creatively because it will inform Kashi of what ideas have already been used by the competition and what are fresh. We want Kashi's advertisements to be Relevant, Original, and Impactful (ROI), so it is essential to recognize what the competition has already done creatively.



### Nature's Path:

- USP: Being a family-owned and operated brand.

Nature's Path's \$5 million marketing budget in 2009 was used towards differentiating itself from its corporate-owned rivals. Its "Get on the Path" campaign utilized a variety of mediums (magazine, TV, etc.) and focused on showing the "path to a more sustainable lifestyle."

### Cascadian Farm:

- USP: It's commitment to saving the environment.

Cascadian Farm's recent video and digital advertisements have focused on its commitment to preserving bee populations in its "Bee Friendlier" campaign. The campaign consists of videos showing crop-dusters "dropping wildflower seeds on a field to create a bee habitat."





# SITUATION ANALYSIS

## Public Opinion Analysis:

Kashi must recreate its brand as being trustworthy. Kashi received criticism from consumers regarding Kashi's "all natural" and "nothing artificial" labels being deemed false and misleading. It was discovered that Kashi products contained ingredients like pyridoxine and hydrochloride, calcium pantothenate and soy oil processed using hexane, a component of gasoline.

### Negative consumer opinions:

- Some bloggers/reviewers believe Kashi is NOT as healthy as it claims. They claim that consumers get easily excited about a label with just one or two ingredients and no chemicals and preservatives, but rarely seem to consider how those ingredients are sourced or processed.
- Kashi's image is often corrupted with its association with Kellogg's, since Kellogg's is a giant food manufacturer that consumers tend not to trust. For Kashi's particular customer base, Kashi needs to separate itself and identify separately from the image of being a part of a non-trustworthy large corporation.
- USA Today reported that consumers felt that they had been deceived into believing that Kashi was all-natural when, in reality, it was using genetically modified ingredients. Their complaints were initially brushed off by Kashi General Manager David DeSouza who claimed the FDA doesn't regulate the term "natural," and that Kashi did nothing wrong by defining "natural" as minimally-processed with no artificial flavors, colors, preservatives. However, people tend to believe "natural" refers to foods grown in a natural way (organic). In reality, labeling food as "natural" is unregulated. Kashi's ultimate response by General Manager David DeSouza: "By 2015, all new Kashi products will "contain at least 70 percent USDA organic certified ingredients."

### Public Opinion: Positive

- Positive public opinion regarding Kashi tends to revolve around the qualities of its products. Positive comments include:
  - Kashi does not use artificial additives and works with whole grains.
  - Kashi keeps you full for long periods of time.
  - Kashi is becoming more innovative: Kashi will be investing in reduced sugar options, plant-based product offerings, gluten-free products with an enhanced nutritional profile and an extension of the business's GOLEAN line of products.
  - It is convenient. Instead of making healthy/nutritious food from scratch, consumers can have a quick, healthy meal of Kashi cereal.
  - HIGH protein: Kashi GOLEAN is suggested to be a protein enhanced cereal with around 10 grams of protein per cup.

### Insights:

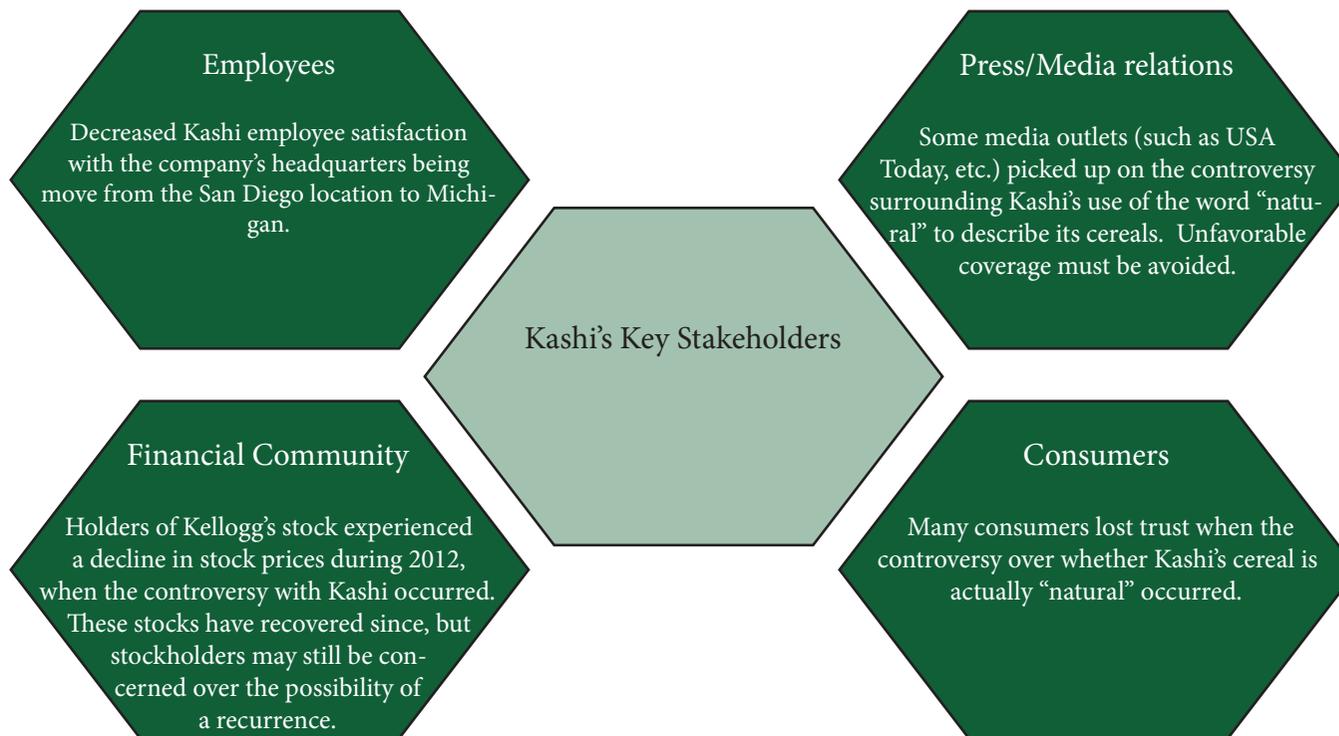
- Kashi must emphasize in upcoming campaigns how it has committed itself to using only non-GMO ingredients in the near future. This will help to regain the trust that was lost.
- Kashi must also show that although it is owned by Kellogg's, it still has a strong commitment towards producing natural foods.
- Overall, Kashi must show that the positive sentiments regarding the brand are correct by continuing to provide high-protein and fiber products. Kashi must simultaneously change the minds of those who hold negative opinions of the brand.

# SITUATION ANALYSIS



## Stakeholder Analysis:

Kashi's stakeholders need to be acknowledged before a campaign strategy can be composed. Kellogg's, Kashi's parent company, published a list of stakeholders in order to show that "as a global, publicly owned company, [Kellogg's understands] the importance of listening to and communicating with the broad array of stakeholders interested in how [they] conduct business."





# SITUATION ANALYSIS

## SWOT Analysis

### Strengths:

- GOLEAN contains high amounts of protein and fiber in a cereal market that is increasingly being characterized by health-conscious consumers
- Customers are shown to be loyal to the brand
- Simmons OneView shows strong brand recognition amongst its target market

### Weaknesses:

- Consumers are increasingly turning to on-the-go breakfast options
- Increasing competition for healthy breakfast cereals
- Price of ingredients is expected to increase

### Market Opportunities:

- Can expand international presence
- Higher demand as people are increasingly looking for healthy food options
- Can compete with other companies' social media

### Threats:

- Reputation has been tarnished by claims of producing "natural" products that contained GMOs
- Little brand recognition outside of target market
- Perceived high cost
- Little social media presence

## Key Implications

**1.) Kashi must repair the lack of trust from consumers after it labeled its products "natural" while using GMO ingredients.**

- The implication of this key issue is that Kashi's advertisements must highlight its commitment to exclusively selling non-GMO products by summer 2016 while also rebuilding relationships with customers.

**2.) Kashi must differentiate itself from its increasing competitors.**

- The implication is that Kashi needs to hone in on what makes it unique and better than its competitors in its advertisements. It can do this in a variety of ways, but the brand should definitely focus on its high fiber and high protein content, as that is what its target market is looking for. It must convince consumers that Kashi is the best choice for healthy breakfast cereals.

**3.) Kashi must expand its social media presence.**

- The implication is that Kashi should consider using Instagram ads in the future, as that seems like an obvious point of interest in reaching younger women in its target market. In regards to its current social media presence, there are several things Kashi could do. For example, though they have great visual content on their YouTube page, Kashi's videos seem disconnected, and it has not had new content for over a year. If they followed some of the models of other brands, they could have a more consistent audience, leading to more subscribers. For example, if they had spokeswomen host their videos, they could brand Kashi in a different way based on their personalities. They should also continue with their short recipe pieces, which are short, shareable and fun.

# CAMPAIGN STRATEGY

The logo for Kashi is centered on a light green, wavy banner. The word "Kashi" is written in a white, serif font. A stylized white leafy branch is positioned above the letter 'h'. The banner has a subtle geometric pattern and is set against a background of orange diagonal lines.

Kashi

®



# CAMPAIGN STRATEGY

## Kashi's product weaknesses from the S.W.O.T. analysis include:

- Reputation has been tarnished by claims of producing “natural” products that contained GMOs.
- Little brand recognition outside of target market.
- Little social media presence.

**Given the above, this campaign will focus on differentiating Kashi from its competitors, improving its brand recognition and brand image, expanding its social media presence and mending relationships with customers that were alienated by its use of GMO ingredients.**

## Objectives:

### ➤ Regain General Consumers' Trust

Due to the lawsuit, many people stopped trusting the validity of Kashi. The campaign will help to increase awareness and spread the renewed information when it comes to its non-GMO policy. The “all-natural” claims at the time were incorrect, but during the campaign the goal is to help consumers understand the updated product.

### ➤ Expand the Market

In addition to increasing the volume of consumption for our current consumers, we also wish to expand our market. Compared to our increasing number of competitors in the market, we have less brand recognition outside our current target market.

Even though the brand belongs to a big parent company, Kellogg's, a lot of our potential consumers have still never tried Kashi cereal.

### ➤ Increase Social Media Presence and Interactions with

#### Consumers

At the moment, Kashi does not have a lot of social media channels, nor does the company interact with those who are sharing their love of Kashi on social media. From the research we know that Kashi consumers are loyal to the brand, yet the low social media presence of the brand lead to an underutilization of this advantage.



# CAMPAIGN STRATEGY



## Stakeholders:

### ➤ Target Audience

For this plan, we have two target markets: **Beth** and **Sam** (information acquired from Simmons OneView). The Beths are the **primary target: female**, aging from **55-64 years old**, and are currently **heavy consumers** of Kashi. The Sams are the **secondary target: presumed to be Beth's son/daughter**, aging from **18-24**, and are **not currently consuming** our product. Please refer to the situation analysis for more detailed demographic information, as well as consumer attitudes and behaviors.

#### • Why Should We Target Them?

We will be focusing our advertising towards persuading Beth, a **current heavy consumer of Kashi, to purchase more of the cereal**; and we want to reach Sam, a demographic that is **not currently in the market, to get them to start buying the product**. We are targeting the 18-24-year-old market with the hopes of expanding our brand usage to demographics that are not a previous target market of Kashi's. When we target Beth, we are looking to stimulate increased usage from these targets that are already heavy users of Kashi.

Our campaign will focus most of our energy on consumer targets, as we are hoping to **increase both the amount that current consumers buy, and the amount of people who buy the product**.

Our key insight of our targets is that Beth is likely to be an **empty nester**. Since her children might be around 18-24 years old, we are focusing our advertising efforts on **mother-child relationships**.

### ➤ Potential Partnerships

#### • Fitbit

Kashi will partner with Fitbit to create brand association between the two brands: both being brands that promote a **healthy lifestyle**.

- **Fitbit's Mission:** "To empower and inspire you to live a healthier, more active life. We design products and experiences that fit seamlessly into your life so you can achieve your health and fitness goals, whatever they may be." (fitbit.com)

- Kashi's publics value personal well-being (health, active lifestyle, reaching goals), and this directly aligns with Fitbit's message.

#### • Feeding America

Feeding America is the **largest domestic hunger relief organization**, providing food to over 46 million low-income people facing hunger in the US-including 12 million children and 7 million seniors.

- **Feeding America's Mission:** to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger (feedingamerica.org).

- This relationship reinforces Kashi's core message that Kashi cares. Through Kashi's support of Feeding America, we can positively influence consumer and public attitude about Kashi.

- Brand association between Kashi & Feeding America can give consumers the feeling that **supporting Kashi is also supporting a cause they care about**, giving incentive to choose Kashi over its competitors who do not support a cause.

- Feeding America also reinforces Kashi's brand position of promoting a **healthy lifestyle and sustaining hunger**.

- This perfectly complements two of the main issues our publics care about: family and personal wellbeing (physical/mental health, active lifestyle, reaching goals).



# CAMPAIGN STRATEGY

## Competitive Advantages:

### ➤ High Protein and Fiber Content

Kashi GOLEAN Cereals contain high amounts of protein and fiber in a cereal market that is increasingly attracting consumers that are health-conscious.

### ➤ Loyal Customers

Current customers are loyal to the brand and value the community.

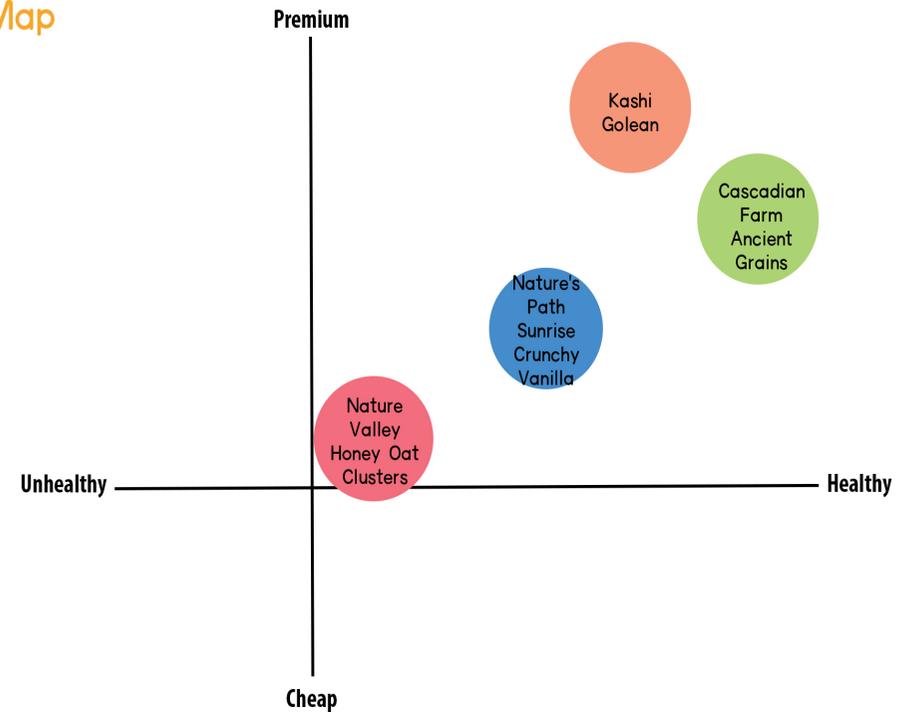
### ➤ Brand Recognition

Amongst our current target market (i.e. Beth demographics) we currently have a very strong brand recognition. From the survey we conducted, Kashi GOLEAN is considered a premium and healthy cereal brand.

### ➤ Filling and Sustaining

Compared to many other breakfast cereals, Kashi GOLEAN is very filling and can sustain individuals throughout the day.

Perceptual Map



# CAMPAIGN STRATEGY



## Unique Selling Proposition:

### ➤ 9 Grams of Protein

- The cereal product category is cluttered, and having a reputation as a healthy cereal brand is not sufficient to cut through the noise. Instead, the Kashi brand will emphasize on its high protein content to attract consumers.
- With high protein content, Kashi provides a lot of energy to help consumers sustain throughout the day. In addition, Kashi can be consumed not only as breakfast but also as a pre-workout snack.

See Bottom of Box for Exchange Information.

Nutrition Facts	
Serving Size	1 Bar (50g)
Servings Per Container	4
Amount Per Serving	
Calories 180	Calories from Fat 45
% Daily Value*	
Total Fat 5g	8%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 250mg	10%
Total Carbohydrate 30g	10%
Fiber 6g	24%
Soluble Fiber 1g	
Insoluble Fiber 5g	
Sugars 13g	
Protein 9g	13%
Vit. A 0% • Vit. C 15% • Calcium 20% Iron 10% • Vit. E 35% • Vit. B6 25% Folic Acid 25% • Vit. B12 25% Magnesium 10% • Zinc 15%	

## Product Differentiation:

### ➤ Non-GMO

By the time the campaign would begin, all of the products will be non-GMO.

### ➤ Balance & Sustain

Since the cereals have so much protein in comparison to other cereals, people on-the-go or those who might eat late lunches, can last a lot longer without needing to take a break.

### ➤ Not Only Breakfast But Also Snack

Because of the product's filling nature with its high protein content, Kashi cereal can serve as not only breakfast but also snacks that provide healthy energy.





# CAMPAIGN STRATEGY



## Current Positioning:

### ➤ All Natural

Kashi was positioning itself as an all-natural cereal. This label was one of the main reasons why Kashi received a lot of backlash. By falsely labeling itself as being “all-natural”, Kashi ruined many relationships with stakeholders. By the start of our campaign, Kashi will have renewed itself to be non-GMO guaranteed.

### ➤ Healthy

Kashi positions itself as a health-conscious cereal, but the cereal market is already cluttered with an abundance of other healthy cereal brands. This positioning alone does not make it stand out. Kashi is healthy in that it is high in protein, but the cereal is also high in sugar and carbohydrates which might not be conducive to a healthy diet.

## Desired Positioning:

### ➤ Sustaining

Kashi will provide its consumers with a balanced meal for the most important meal of the day. Kashi will be the cereal for those who want to feel full and survive their busy days.

### ➤ Energetic Snack

Within the market, Kashi needs to be known as the perfectly balanced, high protein cereal that is suitable not only for breakfast but also an anytime snack, as discussed in the product differentiation section. For example, with such high protein content, Kashi GOLEAN can provide its consumers with the lasting energy they need for going to the gym, or other forms of being active.



# CAMPAIGN STRATEGY



## Brand Personality:

### ➤ Current Personality

- Kashi is currently branded around being a healthy breakfast alternative with lots of emphasis placed on its nutritional content and natural label.

### ➤ Desired Personality

- Instead of simply addressing a healthy lifestyle, we hope to enhance the brand personality by emphasizing **sustainability** while also creating **associations with caring** in consumers.
- Care exists not only in how we make our product, but also in how our consumers use the product. Kashi and our customers care about **personal wellbeing, family connectedness and the environment**.
- The new brand personality will speak to **both the head and the heart**.

## Product Branding:

### ➤ Caring

- **Kashi cares.**  
We care about our product, our customers, our environment, and we wish for the product to go beyond just being healthy.
- **Kashi customers also care.**  
An empty nester mom can buy Kashi breakfast cereals for her kids to remind them to live a healthy lifestyle even if they are away from home. Busy young college graduates can buy a box of GOLEAN before going to the gym to refuel and treat themselves.
- The brand is going to be linked with **care for family members, care for personal wellbeing and care for the environment**. Kashi will be the cereal that can connect people together with caring.
- We want people to understand that Kashi is a **kind and trustworthy company** that genuinely cares about its consumers' health and wellbeing. Kashi consumers want to make sure that they are getting the best nutrients, and we can provide them with our most sincere care.



# CAMPAIGN STRATEGY

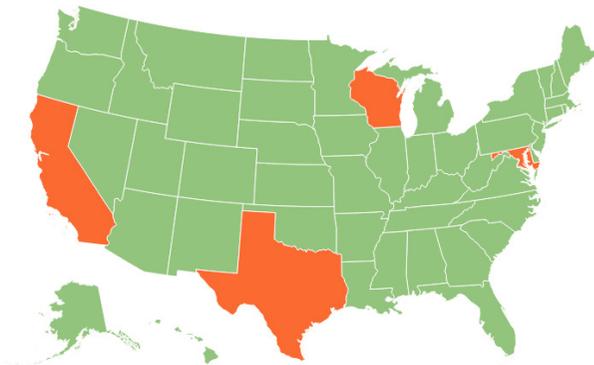
## Campaign Scope:

### ➤ Timing

- Kashi will have a year-long campaign starting January 2017.
- Throughout the year, there will be smaller promotional events and thematic advertisements in four different cities to promote the idea of togetherness and being connected.
- There will also be general commercials emphasizing the caring concept.

### ➤ Location

- The campaign will be nationwide with an increase in media in San Diego, CA, Madison, WI, Austin, TX and Washington, D.C. in conjunction with promotional events. The rationale for such location selection will be discussed in detail later in the Media Plan section.



### ➤ Allocation

- To increase Kashi's social media presence, using YouTube, Facebook, Twitter and Instagram is crucial.
- By having shorter clips and ads before YouTube and Hulu videos, we can hopefully target our audience-especially if we can place them before fitness or food videos.
- By placing radio advertisements during consumers' morning drives and on Spotify, we can ensure that both target audiences can hear audio ads.
- Placing advertisements in health or lifestyle magazines such as *Men's Health*, *Women's Health* or *Health* would also attract not only our target audience, but our current Kashi consumers.
- Food Network, the Weather Channel, HGTV and TBS are all good options for TV advertisements.
- *The Big Bang Theory*, *Castle*, *Dateline* and *Modern Family* are specific shows where Kashi ads will appear.
- Websites such as *Allrecipes.com* could also be useful because many food lovers will be looking for new recipes. Amazon and BuzzFeed could also be good websites to use.

# CAMPAIGN STRATEGY



## Creative Brief:

### ➤ Problem/Opportunity Statement

- The brand is currently facing problems differentiating itself from its competitors.
- The brand is lacking social media presence.
- There is a lack of trust from consumers after Kashi labeled its products “natural” while using GMO ingredients.
- We see a clear opportunity for Kashi to re-establish its brand via social media and the emphasis on emotional appeals, particularly for our family-centered and health-conscious consumers.

### ➤ Desired Keyword/Concept Ownership

- Caring
- Healthy
- Energy
- Protein
- Sustaining

### ➤ Why Should the Target Care?

- Kashi’s pedigree is founded on its nutritional and natural benefits which not only set them apart from cereal competitors but for snacks and energy replacements. This product is for our consumers who are driven and who want a meal that fits any point of the day from breakfast, to consumers’ midday energy lull, to even your go-to fitness snack.
- Kashi will emphasize “caring” as its brand image in this campaign. We want our publics to believe we care about them, and that by purchasing Kashi products, they are sharing their care for others and/or themselves. Buying our products is not about supporting Kashi. Rather, it’s about supporting themselves and the people they love and care for.

### ➤ Why Should They Believe Us?

- We have issued and will continue to issue statements of our commitment to consumers’ needs and the integrity of the product we stand behind, wholeheartedly.

### ➤ What Do We Want from Audience?

- Trust our Brand
- Try Kashi Cereal
- Share Kashi via Social Media (#KashiCares, #SharetheCare)
- Understand that *Kashi Cares*

### ➤ How Should the Audience Feel?

- We hope our audience feels connected to those they love (e.g. family members) and to our brand.
- We want the audience to feel that they are cared about.
- We want our audience to consider Kashi a trustworthy brand.

### Type of Advertising Appeal

- Emotional Appeal
- Past campaigns mostly used cognitive appeals which emphasize a healthy lifestyle and educating the audience about nutrition.
- The new campaign focuses on “caring” and will use an emotional appeal that calls for action.
- The audience would find this set of commercials easy to identify with, as there will be a lot of familiar scenes that everyone might experience in daily life.



**CREATIVE**

**Kashi**





# CREATIVE PLAN

## Creative Concept:

Kashi Go Lean brand will launch a year-long campaign called “Share the Care” which focuses on personal relationships and health. The overall campaign targets our primary and secondary audiences (Beth and Sam, respectively, as outlined in the campaign strategy). The multi-media initiative asks buyers about who and what do they care about the most, noting that family, personal wellbeing (health, goals, lifestyle), and environmental concerns were top concerns found in our data. We will parallel these relationships with Kashi’s unique selling proposition of 9 grams of protein, versatility and environmentally conscious. We aim to highlight that our publics’ cares are also our core values. Kashi challenges the audience to choose the right cereal that shows they make themselves, loved ones and those in need a priority.

**Slogan:** *Share the Care.*

**Tagline:** *Care fills every bowl*

## Appeal to purchasers, consumers and influencers

The Kashi Go Lean cereal brand is purchased most by women 55-64 years old, but our nutritional benefits also appeals to the lifestyle needs of the secondary 18-24 demographic. Though 55-64 year old women have more buying power, the younger demographic could be persuaded to purchase Kashi because this demographic is health conscious but often skips breakfast or replaces it with quick snacks, though strive for an active lifestyle.

College students often have little time to eat breakfast and are eating large meals throughout the day or binge eating, a result of poor eating habits. Kashi Go Lean’s 9 grams of protein appeals to this group because consumers are satiated for longer periods of the day. This cuts down on mindless binge eating habits or spending on large overfilling meals.

## Unique Brand Properties Emphasized

Though the “Share the Care” campaign has overlapping appeals to our publics, we will make some distinctions of appealing to the targets differently, varying on the medium. For the “Beth” demographic, Kashi will emphasize the health qualities like protein and fiber, as well as family emotional appeals, like care. For the “Sam” demographic, we will push for more shareable content on social media platforms like Instagram, Pinterest, and Facebook. Here we will feature more self and community care materials such as care for goals, balance and the environment, which align with Kashi Go Lean.

We will feature more graphic content like Kashi in a Crunch videos that show very quick, on the go recipes consumers can make with Kashi products. These could be 15 seconds or less for Instagram or longer, but short and highlights benefits of Kashi and the meals feature content linked back to the Kashi website.

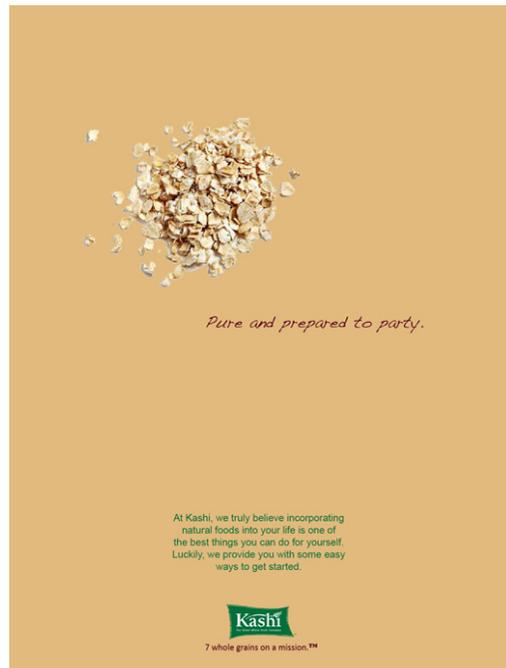
## Audience Emotional Response to Creative

We want the campaign to make our audiences want to purchase Kashi and share their experiences. For “Beth” we want the demographic to continue to purchase our products as loyal patrons, but also encouraged to share this with their family and friend circles. We want our “Sam” demographic to see Kashi with a more creative eye, more eager to buy the product to pair with other products. We want this group to see Kashi as not only the go-to breakfast option, but also as the best snack option that satisfies their appetite throughout the day.

# CREATIVE PLAN



## Creative Influence on Brand Personality and General Branding



Former Kashi ads had more of an introductory approach, such as the “As Much Protein as an Egg” ads which were shot like field tests, convincing people to eat Kashi. We are beyond that introductory method and our lens focuses on the relatable experiences of our customers, like receiving a care package in college or setting a health goal and using Kashi to achieve it. These are experiences our publics can identify with and will remember when choosing cereals for breakfast or snacks.



This campaign goes takes a more emotional appeal approach compared to previous Kashi campaigns, including their current approach. We feel that our approach is still consistent with Kashi’s target demographic and uses similar highlights that build off of prior ads, like highlighting nutritional benefits, Kashi’s commitment to natural foods and healthy lifestyles. However, because our approach highlights our audience’s relationships paralleled with Kashi, we are making the brand more personable.



# CREATIVE PLAN



Share the goal.



Share the first steps.



Share the new heights.



Share the progress.



Share the news; the joy; the excitement.



But first, share the care. Kashi, care fills every bowl.

In the “Share the Care” ad, we feature our “Beth” demographic and their health focus in relationship to our cereal. There is a simple voice over track narrating Beth’s commitment to her health goals and using Kashi to not only achieve them, but share them with her friends and loved ones. Ways that she shares these moments are demonstrated through her workouts with a friend, using the Kashi app to track her progress, posting pictures online and even sharing it with her children. Through the ad we wanted to show Beth eating Kashi for breakfast and on the go with a variation of Kashi recipes. This will be a pull for our Beth audience to integrate our products into their daily lives.

# CREATIVE PLAN



You've talked about this moment again and again.

Now it's finally time.

You may be miles away.



Facing challenges on your own.

...But you are never too far to show that you still care.



Kashi: Share the care!

In the “Kashi Care Package” ad, we feature the relationship between our Beth and our Sam. In this ad Sam is heading to college (or simply back to college) and parts for the first time with her mother. We want to convey the difficulty of this moment but highlight the joy of receiving something that shows Beth is still thinking about Sam. The Kashi will be delivered to Sam in the form of a care package attached with a note. We see our Sam as busy and active in her first few weeks of college and this will be a relatable moment for both of our educated audiences.



# CREATIVE PLAN

We have taken two different approaches for our radio ads. In the first ad for FM/AM radio, we will use our campaign tagline, "Care fills every bowl," because it has a morning connotation to it which is appealing to the morning car commuters.



## Appeal to Publics

This approach also appeals most to our Beth audience who listens to morning radio programs over subscription digital playlists. The ad uses an emotional appeal which is consistent with our campaign and highlights the relationship between our two target demographics.

## FM Radio Commercial

(V.O) Beth Voicemail: "Hi! You've reached Beth, please leave a message at the beep!"

Sam: Hey mom, it's me! Didn't quite understand why you sent me a package of Kashi cereal until I ate it for breakfast today -- It's so good and filling. Just calling to make sure you also had your Kashi bowl before going to work, I can see why you have so much energy throughout the day! Take care. Love you!

(V.O.) Announcer: Kashi Cereal, care fills every bowl.

### Commercial Elements

- Duration: 20-30 seconds
- Music: simple ambient music; light piano key tune
- Actors: *Beth*: Loveable high energy. Fun-going tone.  
*Sam*: Female voice, young; Delightfully puzzled by Kashi box, but turns to pleasantly surprised tone. Caring by the end of the line.  
*Announcer*: Female voice, polite but authoritative; emphasizes the word "care."

# CREATIVE PLAN



## Spotify Radio Ad

In the second radio ad, we feature our “Sam” demographic as the main speaker. We want this ad in our Spotify medium because it is targeted to our 18-24 year old audience, who are heavy Spotify users. We wanted to make sure that this had a more persuasive tone rather than an emotional one, as seen in the Beth radio ad. We chose this approach so we highlight the benefits most appealing to this demographic. We also wanted to highlight its versatility as a snack option and not just cereal which best fits this “on-the-go” target demographic.



## Spotify Commercial

(V.O.) Sam: I don't know about you, but I'm always on the run: to lectures, sports, you name it. How do I have the energy to do it all? I eat Kashi Go Lean cereals. With nine grams of protein per serving, Kashi Go Lean keeps me full for hours. After eating Kashi Go Lean, I can spend less time digging through my bag for a snack and more time caring about the important stuff like acing my midterms. For more info, visit [Kashi.com](http://Kashi.com). Kashi: share the care.

### Commercial Elements

Duration: 20-30 seconds

Music: simple ambient music; light piano key tune

Actors: *Sam*: Female voice, young; Confident and enthusiastic tone. Speaks about Kashi conversationally. Sounds like a relatable character and identifiable to our 18-24 year old audience.



# CREATIVE PLAN



## Creative Concept:

In our print and Billboard advertisements, we wanted to feature three forms of ads; simple appealing ads for our billboards, ads that highlight the many occasions to eat kashi by our target audiences, and ads that highlight our partnership with Feeding America (featured in PR Plan). In the first ad, this would fit a billboard and is a simple yet delicious look of our products. We will most likely expand this to fun alternative ways to use or transform our cereal as well. But we envisioned that the billboard would be something seen for at most five seconds during a daily commute, so simplicity seemed key.

# CREATIVE PLAN



## Creative Concept:

For the second print ad, we highlight more of the emotionally appealing moments in which Kashi is shared. Some moments, as seen above, are playful yet slightly intimate, whereas others will illustrate active moments that Kashi can be eaten on the go and paired with other foods, emphasizing its versatility and benefits like sustained day-long energy. Since these print ads will be in men's and women's magazines, as well as online spots like AllRecipes.com, we wanted to feature Kashi used in spaces outside of the home and kitchen, like the office, the gym, in the park and during study groups. This will all appeal to our Sam demographics and highlight the many times of day that Kashi can be eaten and shared.



# CREATIVE PLAN

## Banner Advertisements

- Will be featured on select websites our key publics follow like AllRecipes.com
- Online banner ads link to the order page on Kashi.com
- Links to Kashi app download page the app store.
- Tracks click rates so Kashi team can monitor ad placement strategies.



Share the care, on the go!

Download the Kashi App & track your goals now!

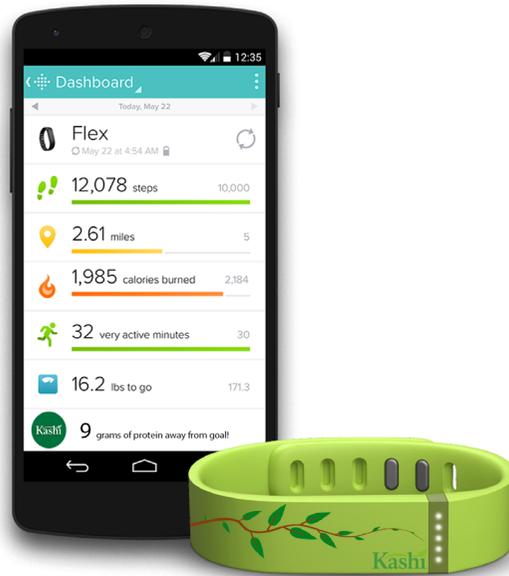


## Page Blocker Advertisement

- Ads will feature “Share the Care” campaign media
- Targeted for health and wellness websites and apps
- Directs user to the Kashi App in the app store.
- Other ads will feature an email newsletter option
- Sustainable Media can analyze the click rates and vary ads based on successful placement



# CREATIVE PLAN



## App Integration

- For the length of the campaign, with the purchase of the Kashi FitBit, users can track their protein consumption
- Partnership with FitBit can lead to gaining a shared consumers and increase new consumers
- FitBit monitored progress could also link to Kashi App

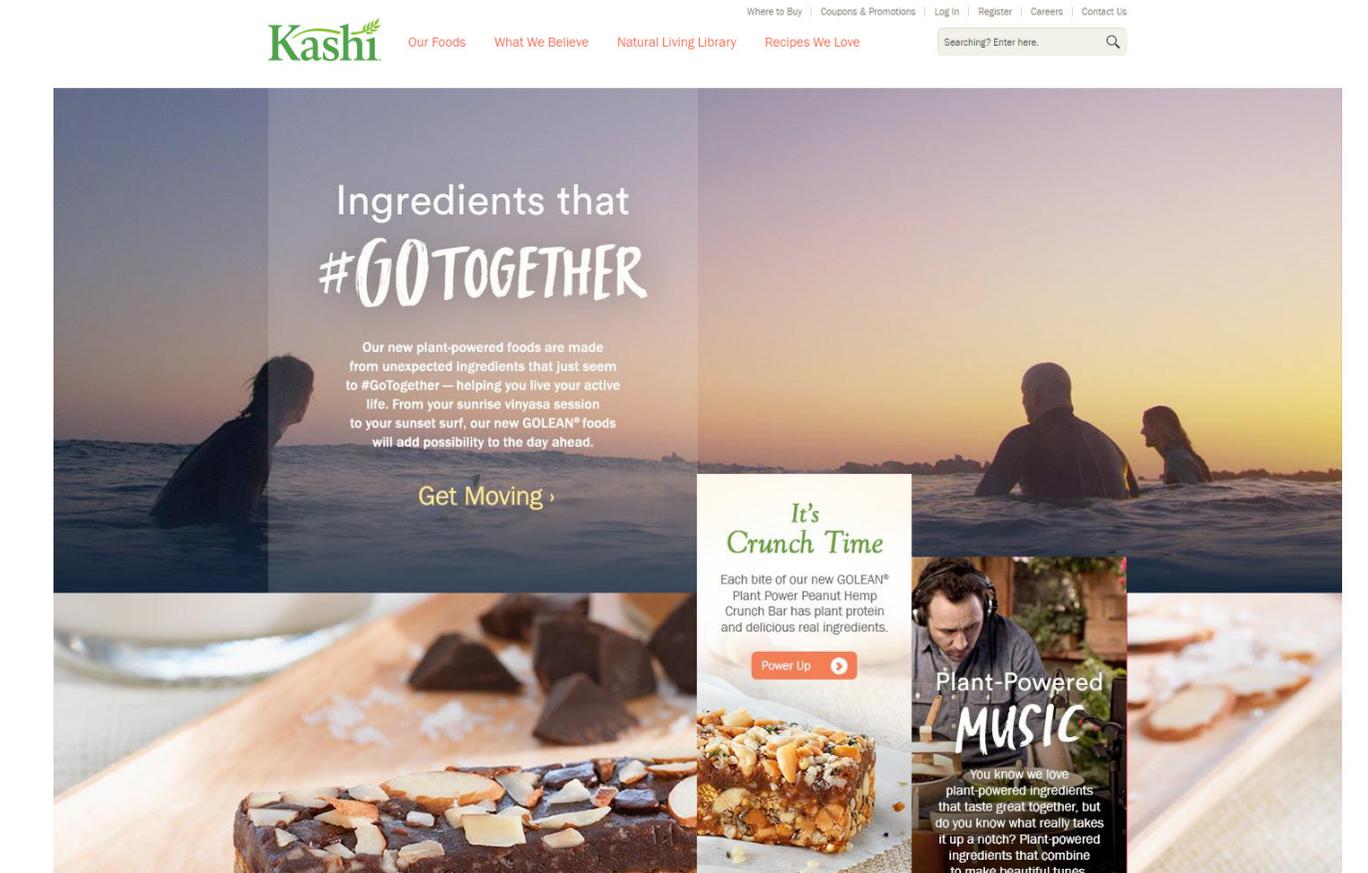


## Push Notifications

- Allows for Kashi to keep in contact with user to ensure higher monthly user interaction
- Displays daily health progress and takes user to in-app features
- Syncs with FitBit progress, making the Kashi tab an in-app link to the Kashi App.



# CREATIVE PLAN



## Website Layout

The Kashi website already fits what we feel is a great approach to promoting the brand. It's well design and visually engaging. In addition to the content they already have, we would add more content with emotional appeals involving our Beth and Sam demographics. That content would include short videos of Kashi food content and testimonials from Kashi consumers. We will also add a social dropdown tab that connects our users to Kashi Instagram, Pinterest and the Kashi YouTube page. This tab will also include our support of Feeding America and some promotional videos we plan to unfold for the campaign.

**MEDIA**

The logo features the word "Kashi" in a white, serif font, centered on a green, wavy banner. A stylized white leaf or branch graphic is positioned above the letter 'i'. The banner has a subtle pattern and is set against a light blue background with diagonal lines.

**Kashi**

®



# MEDIA PLAN

## Campaign Timeline:

Our campaign will begin in January 2017 and end in December 2017. A twelve-month campaign will give us enough time to effectively spend our \$12 million budget and raise awareness of the Kashi brand. During the campaign, advertising will be emphasized across all selected mediums during January, April, August and November. To help promote the 5K events described in the promotions plan, four local markets will be stressed in March and September.

## Dayparts and Media Apertures

### Traditional Media:

Our primary traditional media vehicles include primetime cable TV, primetime network TV and radio morning drive. While network and cable television ads are expensive during primetime, they are the most effective traditional mediums to reach our target audiences, according to Simmons data. Buying radio time is effective because it is affordable and also reaches our older target demographic. Our secondary mediums will be women's and men's magazines and syndicated TV first-run shows. Magazines are affordable and serve as an effective complement to our primary mediums. Syndicated TV will be used during our pulses to extend the reach of our campaign. Spot cable and network TV ads will also complement our promotional 5Ks in San Diego, Austin, Madison and Washington D.C.

### Impact Media:

Impact media will emphasize various types of online advertising focusing on social media platforms and multiple video/audio streaming websites. Keywords and SEO such as Kashi Cares, healthy breakfast cereal and Kashi GOLEAN will also play a major role in our strategy. As a way to help show the value of protein and the healthy living side of Kashi, we will also be advertising in the Summer Olympics. We will also be using Mobile Online Advertising with Hay Day, Candy Crush and the New York Times app each for one month. Within impact media, there will also be three different outdoor media markets, specifically Washington, D.C., Austin and Chicago. These advertisements will be seen throughout the day at various bus stops and along major roads in the three cities.



This is an example of ambient advertising that will be in bus stops in Austin, Chicago and Washington D.C. The panel consists of a touch screen that will allow users to send messages to loved ones via email or text.

# MEDIA PLAN



## Avoided Dayparts or Media Averages

### Traditional Media:

National newspapers, local magazines, spot radio and general interest magazines were avoided in the media plan. National newspapers have an index of 99 among our primary target audience and an index of 60 among our secondary target market according to Simmons data. These low indexes compared to other mediums makes national newspapers nonessential. General interest magazines are less effective than women's or men's magazines and are too expensive. Local magazines and spot radio should be avoided because the campaign is not focusing on particular markets or regions.

### Impact Media:

We have decided to avoid many of the major and minor awards shows because our target audiences might not be watching that type of content. For sporting events, we are avoiding everything except the Summer Olympics because Kellogg's endorses the Olympics. Since we are trying to give the image that Kashi cares for the environment, we have decided to avoid direct mail and newspapers. Both require a lot of paper and might not have as high of a reception with our target audiences. Instead, we hope to integrate coupon capabilities in the new Kashi app.



## Regional Emphasis

### Market Regions:

Media coverage will be spread evenly throughout the entire country. The only exceptions are the San Diego, Austin, Washington, D.C., Chicago and Madison markets, where local TV spots, outdoor billboards and touchscreen bus stop advertisements will be used during selected months with an increase in advertisements. The locations were selected to reach several of the major markets in the United States.

### Regional Emphasis by Season:

There will be a focus on the four city markets where the 5K promotional events will take place during March and September. There will be spot television and cable advertisements added in San Diego and Austin in March and Washington D.C. and Madison in September. The outdoor advertisements will be placed in Austin during April to promote Kashi after the promotional event, in Chicago throughout June to target a major traffic hub in the Midwest and in Washington, D.C. in August to introduce Kashi before the promotional event.

## Media Scheduling Strategy

We plan to use a pulsing strategy, but will also rely on a baseline of continuity throughout the campaign. During January, April, August and November, we will be using some pulsing techniques to complement the PR/promotions and creative plans. Outside of these peak months, our advertising will continue across most mediums, but will be lower in volume.



# MEDIA PLAN

## Information on media channels

### Traditional Media (Index numbers sourced from Simmons data):

Cable TV was selected as our primary medium to reach our target audience and Kashi brand users. Running Kashi advertisements during primetime on cable stations will ensure that we frequently reach our target audiences.

- CPP: \$19,227
- Popular channels with primary target audience: Food Network (index 130), the Weather Channel (index 122), HGTV (index 130)
- Popular channels among secondary target audience: TBS (index 107), FX (index 130)

Network TV is also an important medium in our plan. Running advertisements during primetime is cheaper than purchasing dayparts during network daytime or sports. Advertisements during primetime on network TV will be continuous throughout most of the twelve-month campaign, with pulses in January, March, August and November.

- CPP: \$33,103
- Popular shows among Kashi consumers: The Big Bang Theory (index 130), Castle (index 122), Dateline (index 156), Modern Family (index 140)

National radio advertising is a comparatively less expensive than cable and network TV advertising. Radio advertisements will trigger visuals from TV advertisements in the minds of listeners, building positive memories and associations with the Kashi brand.

- CPP: \$2,913
- Timing: Continuous radio advertisements throughout the campaign

Advertisements during syndicated TV first-run shows will be a key part of our pulsing strategy. The relatively high cost and lower viewership among all Kashi consumers compared to cable and network TV makes syndicated TV first-run shows a perfect complement to our continuous mediums during the pulses in January, March, August and November.

- CPP: \$22,690
- Popular shows among primary target audience: The Ellen DeGeneres Show (index 111)
- Popular shows with secondary target audience: Friends (index 173)

National women's and men's magazines would serve as reliable mediums to reach our target demographics and Kashi brand users. Advertisements in national women's magazines will run for the duration of the campaign, with increases in volume during pulses in January, March, August and November. Since males are not the primary target demographic in the campaign, advertisements in national men's magazines will be used at a lower volume.

- CPP for national women's magazines: \$21,280
- CPP for national men's magazines: \$28,618
- Popular magazines with Kashi consumers: Women's Health (index 133), Health (index 159), Men's Health (index 142), Sports Illustrated (index 141)

Spot cable and spot early evening TV advertisements will be purchased during March and September at a cost of \$12,324 CPP and \$16,369 CPP respectively. The spot advertisements in March will be in the San Diego and Austin markets corresponding with the promotional 5Ks. The spot advertisements in September will run in the Madison and Washington D.C. markets also in collaboration with the 5Ks.

# MEDIA PLAN



## Impact Media:

### ➤ Outdoor Advertising

Billboards and bus advertisements were chosen because they have a high viewing frequency. Chicago, Austin and Washington D.C. were selected for the high visibility and longevity in those markets. We selected summer months when there are more tourists travelling to those destinations.

### ➤ Olympics

The Summer Olympics is a huge platform for people who are interested in athletic events. The CPP is fairly high since the Summer Olympics only occur every four years. Since our campaign focuses on Kashi's care for sustaining yourself throughout the day and Olympians are known for their intense athletic abilities, the tie between both our campaign and the event is very strong.

### ➤ Mobile Advertising

Mobile Online Advertising is the most expensive option for online advertising, but it is necessary for us to use mobile media since 95% of people in our secondary target own a smartphone, according to Simmons data. By using three different months with the apps Hay Day, Candy Crush and the New York Times app, we can reach three different populations.



### ➤ Video Streaming

Advertising on YouTube every month will provide consistency in our campaign. Since YouTube has CPM as the common purchasing form, it allows us to create thousands of impressions. Similar to YouTube, we plan to have six months of Hulu advertisements during the stressed portions of the campaign. Hulu audience members do not have the ability to skip the advertisements even if they have Hulu Plus. Hulu also receives double the CPMs of broadcast television.

### ➤ Audio Streaming

Spotify streaming advertisements will also complement continuous mediums as part of the four pulses during the campaign. Spotify advertisements would be similar to radio advertisements, but they would target the secondary target market. People are more willing to listen to Spotify advertisements since their music is free.

### ➤ Online Advertising

In our campaign, we decided to combine standard unit advertising, rich media advertising and high impact advertising. Interactive banners or skins would require people to see the content. The Internet has rapid adoption/growth and high information potential. The websites we will place ads on are visited frequently by members of our target audiences, which makes online advertising and the medium itself an important part of the campaign.

### ➤ Keywords

We also want to use Google keywords that relate to the product since it is a huge part of all searches and will attract many people to our website. Google was the highest search engine Kashi consumers used, according to Simmons data. Keywords will help more people find Kashi's site and social media platforms.



# MEDIA PLAN

## Information on media vehicles

### ➤ Traditional Media:

Cable television is a suitable medium to promote Kashi as there are a variety of cable stations and programs to reach Kashi consumers. National network television offers fewer shows than cable television, but Kashi Consumers have a high viewing percentage for popular network shows, according to Simmons data. Radio morning drive is an excellent media vehicle to reach our primary target of women between 55-64. While syndicated TV shows do not have a dedicated following among Kashi consumers, certain shows like the Ellen DeGeneres Show and Friends have a high viewership among our primary and secondary target audiences. National women's and men's magazines with a healthy or active lifestyle focus have high circulation within our target demographics.

### ➤ Impact Media:

Outdoor advertisements in Austin, Washington, D.C. and Chicago will have a lot of viewers since they are top vacation locations and often have heavy traffic and many forms of public transportation. Two of the cities will host PR events and the outdoor ads can help supplement the event. We will also have ambient advertisements in bus stops that will feature touchscreens, which will give people the opportunity to send messages while waiting for the bus.

The Summer Olympics will be during one of the major pushes of the campaign in August. There will be high numbers of viewers no matter the event since the Summer Olympics only occur every four years. The campaign focuses on the protein and protein is a huge aspect of lasting and staying strong during the day.

According to Simmons data, Kashi consumers have YouTube listed as one of its highest places to go online with an index number of 126. YouTube will allow the campaign to expand on those ideas of caring and link to our YouTube page, gaining more attention to that as well. Hulu will ensure that some people in our target will see the full advertisements since there are no skipping capabilities. Spotify advertisements will act as online radio advertisements to attract the younger, college students targeted through our campaign.

Allrecipes.com is a website that attracts a lot of Kashi consumers since it has an index number of 154, according to Simmons data. Standard unit advertising would provide constant banner ads that could remain on the page while looking at recipes. Standard unit advertisements are also useful on Instagram. The posts generate based on interest which could possibly attract more health-conscious consumers within our secondary market.

Rich media online advertising for Facebook, Twitter, Amazon and BuzzFeed are very interactive. On social media such as Facebook or Twitter, videos will automatically play during promoted posts and tweets to attract more people to our social media channels. Amazon is also a popular website visited by both targets. BuzzFeed branded content is designed for virality and easy sharing among friends. It will provide a large amount of unpaid advertising through social media sharing. High impact advertising on Facebook and Amazon will require people to look at the advertisement for a longer periods of time. Both targets uses these websites the most, so it will build brand awareness.

For the campaign, keywords Google will help more people find out about Kashi content. It will encourage more people to look on the website and eventually follow the social media accounts. The keywords are: share the care, Kashi cares, Kashi Cereals, Kashi GOLEAN cereal, high protein cereal, healthy breakfast foods, Kashi GOLEAN Crunch, Kashi GOLEAN Crisp, healthy breakfast cereal and healthy snack foods.

# MEDIA PLAN



**Table 1**

IMPACT MEDIA													
Media Categories	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Outdoor				1		1		1					3
Summer Olympics								1					1
Mobile Ads	1		1								1		3
YouTube Ads	1	1	1	1	1	1	1	1	1	1	1	1	12
Hulu Ads	1			1	1			1	1			1	6
Spotify Audio Ads	1			1			1	1			1	1	5
Standard Unit Online Advertising	2	1	2	1	1	2	2	1	1	2	1	1	17
Rich Media Online Advertising	4	2	4	3	2	4	3	3	4	2	5	2	37
High Impact Online Advertising	1	1		2				1	1	1			7
Keywords	1	1	1	1	1	1	1	1	1	1	1	1	12
SEO													0
<b>Total</b>	<b>11</b>	<b>5</b>	<b>8</b>	<b>10</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>93</b>

Table 1 outlines the impact media schedule by purchased unit per month. Total units are listed in the column on the right.

TRADITIONAL MEDIA													
Media Categories	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Cable TV Primetime	9	7	7	9	8	7	8	9	8	8	9	8	97
Network TV Primetime	5	4	4	5	4	4	4	5	4	4	5	4	52
Syndicated TV First-Run	4	0	0	4	0	0	0	4	0	0	4	0	16
National Radio Morning Drive	12	10	10	12	10	10	10	12	10	10	12	10	128
National Women's Magazine	6	4	4	5	4	4	4	5	4	4	5	4	53
Spot TV Early Evening	0	0	18	0	0	0	0	0	19	0	0	0	37
Spot Cable TV	0	0	25	0	0	0	0	0	24	0	0	0	49
National Men's Magazines	3	2	3	3	2	2	3	3	3	2	3	2	31
<b>Total</b>	<b>39</b>	<b>27</b>	<b>71</b>	<b>38</b>	<b>28</b>	<b>27</b>	<b>29</b>	<b>38</b>	<b>72</b>	<b>28</b>	<b>38</b>	<b>28</b>	<b>463</b>

**Table 2**

Table 2 outlines the traditional media schedule by purchased CPP per month. Total units are listed in the column on the right.



# MEDIA PLAN

Table 3

CONVENTIONAL MEDIA				
Media Categories	% of Allocation	CPP Total	\$ Allocation	GRPS
Cable TV Primetime	25%	\$19,227	\$1,869,156.25	97
Network TV Primetime	23%	\$33,103	\$1,719,623.75	52
National Women’s Magazines	15%	\$21,240	\$1,121,493.75	53
National Men’s Magazines	11%	\$26,142	\$822,428.75	31
Spot Cable TV Early Evening	8%	\$12,324	\$598,130.00	49
Spot Network TV Early Evening	8%	\$16,379	\$598,130.00	37
National Radio Morning Drive	5%	\$2,913	\$373,831.25	128
Syndicated TV First-Run	5%	\$22,690	\$373,831.25	16

➤ Table 3 outlines spending on traditional media outlets throughout the duration of the twelve-month campaign. It accounts for 65 percent of the total media budget of \$12 million.

Table 4

IMPACT MEDIA				
Media Categories	Unit Allocation	Cost per Unit	\$ Allocation	Notes
Outdoor	3	\$35,000	\$105,00	3 months in three different outdoor markets
Summer Olympics	25	\$37,455	\$936,375	1 block of ads
Mobile Online Ads	3	\$75,000	\$225,000	3 months of mobile ads with 3 different apps
YouTube Streaming Ads	12	\$35,000	\$420,000	12 months of 1 ad block on YouTube
Hulu Streaming Ads	6	\$35,000	\$210,000	6 months of 1 ad block on Hulu
Spotify Streaming Ads	6	\$35,000	\$210,000	6 months of 1 ad block on Spotify
Standard Unit Online Ads	12	\$11,000	\$132,000	12 months of 1 standard unit on allmyrecipes.com
Rich Media Online Ads	12	\$22,000	\$264,000	2 rich media ad units per month on Facebook.com
High Impact Online Ads	4	\$37,000	\$148,000	1 high impact ad unit per month on Facebook.com
Rich Media Online Ads	12	\$22,000	\$264,000	2 rich media ad units per month on Twitter.com
Standard Unit Online Ads	5	\$15,000	\$75,000	1 standard media ad unit per month on Instagram
Rich Media Online Ads	9	\$22,000	\$198,000	1 rich media ad unit per month on Amazon.com
High Impact Online Ads	3	\$37,000	\$111,000	1 high impact ad unit per month on Amazon.com
Rich Media Online Ads	5	\$20,000	\$100,000	5 branded content articles on Buzzfeed.com
Keywords	12	\$50,000	\$600,000	12 months of 10 keywords on Google.com
SEO	1	\$25,000	\$25,000	SEO for 1 year to cover personnel costs

➤ Table 4 outlines spending on impact media outlets throughout the duration of the twelve-month campaign. It accounts for 35 percent of the total media budget of \$12 million.

# MEDIA PLAN

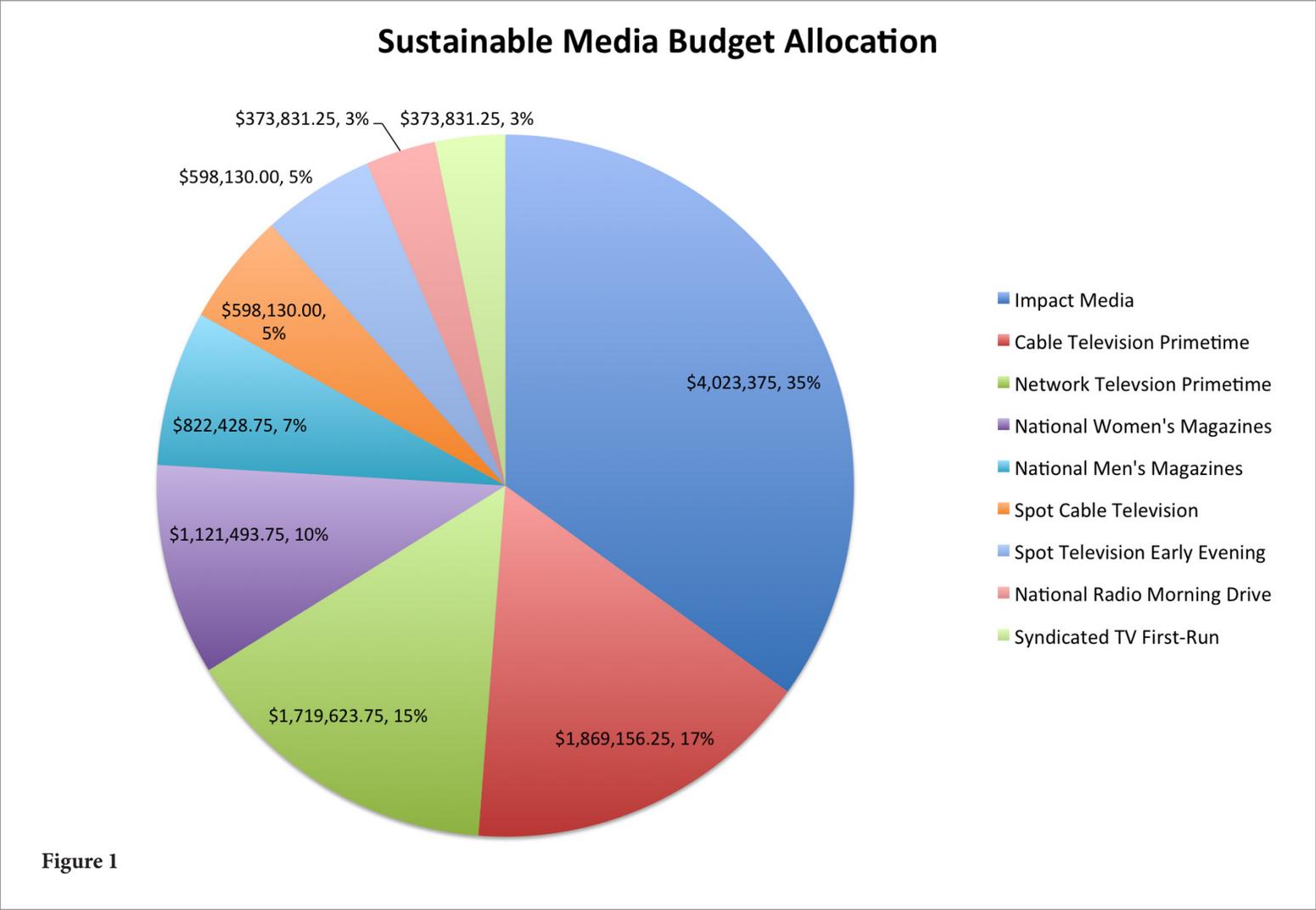


Figure 1 is a pie chart representing our media allocation by medium. It shows both the percentage and cost of each medium.



# MEDIA PLAN

Figure 2

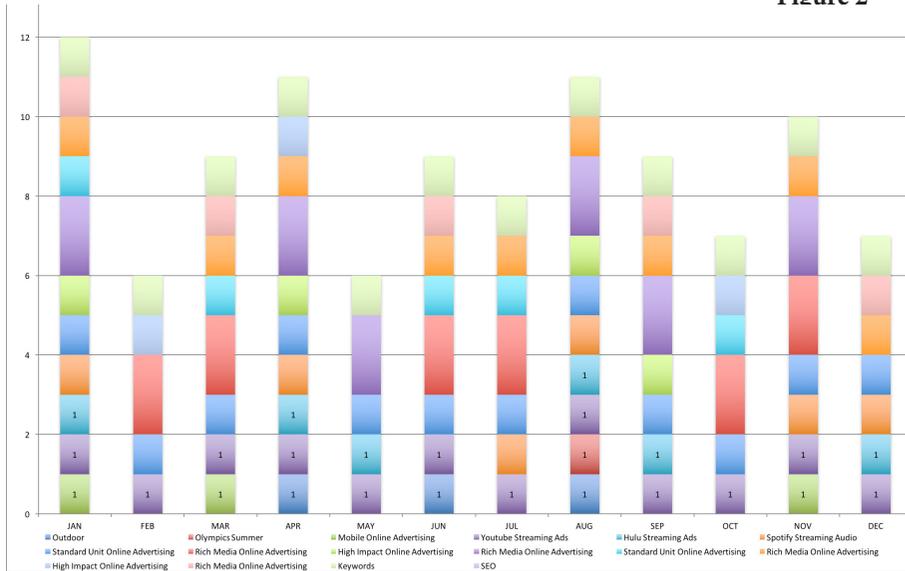


Figure 2 shows the distribution of impact media by month. Stressed months are January, April, August and November.

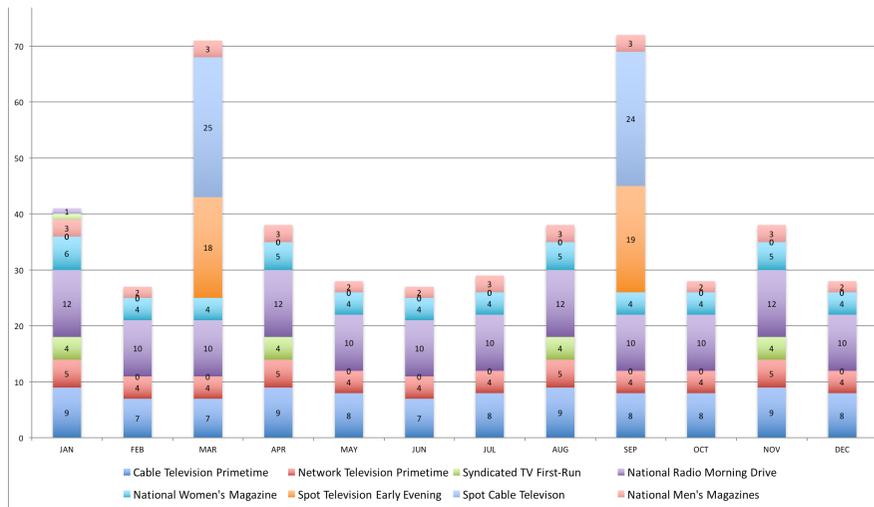


Figure 3 shows the distribution of traditional media by month. Stressed months are January, April, August and November.

Figure 3

# PR & PROMOTIONS

The logo for Kashi is centered on a green, wavy banner. The word "Kashi" is written in a white, serif font. A stylized white leafy branch is positioned above the letter 'h'.

Kashi





# PR & PROMOTIONS PLAN

## PR & Promotions Objectives

- **Reinforce Kashi's core message:** *Kashi cares* -about its consumers and the issues that our publics care about - Family, Environment, & Personal wellbeing.
- **Reinforce Kashi's brand position:** Healthy, sustainable/high protein, all natural/GMO free by summer 2016
- **Improve brand perception of stakeholders & general public**
  - Regain and promote trust of the brand through positive media attention and publicity of staged events
  - Strengthen/foster relationships with relevant media contacts to encourage positive media coverage
  - Emphasis on Non-GMO Project and ensuring awareness of the updated/improved product (by summer 2016)
  - Emphasis on Nonprofit PR (Feeding America) & brand association to the cause/its mission
- **Increase interaction with consumers**
  - Attracting/interacting with current (primary) and potential (secondary) consumers via events, contests
  - Communicating/fostering relationships with current consumers via social media (replying to comments, reaching out via social media, promoting hashtags)
- **Increase brand awareness/recognition among general public**
  - Emphasis on increasing social media presence (currently- little social media presence)
    - Increase interaction between Kashi and its consumers via social media (track social media accounts, promote social media accounts)
  - Expand the market
    - Retain our primary consumers (female 55-64) and capture our secondary consumers (female/male 18-24)
    - Increase volume of consumption for current consumers
    - Attract potential consumers who have never tried Kashi before by increasing brand recognition via social media presence, events and increased press coverage



# PR & PROMOTIONS PLAN



## Public Relations Strategy

The three main issues important to Kashi's publics that our campaign will focus on are: **Family**, **Environment** and **Personal wellbeing** (physical/mental health, active lifestyle, reaching goals). Our "Share The Care" campaign will influence and manage opinion around these issues through various Public Relations and Promotions tactics that individually support and compliment each issue. We will strategically use various media platforms, host organized events and form partnerships that align with both our company's and our publics' values to help emphasize the core issues that our publics care about. Our strategy will reinforce Kashi's **core message**: *Kashi Cares*, and its brand position as a healthy cereal that is distinguished from its competitors. Our PR & Promotions tactics will simultaneously work towards improving Kashi's long-term image using PR tactics (partnerships, sponsorships, media), and spurring short-term behavioral responses through promotions techniques (contests, sweepstakes).

## Public Opinion

Kashi faced a PR crisis in 2012 when it was publicized that Kashi used genetically modified soybeans in some of its cereals that claimed to be "all natural", stirring anger and leaving consumers feeling like they had been lied to. This garnered negative press and media attention, as well as resulted in losing consumers' trust and harming overall brand perception. As a result, one of our main objectives is to recreate our brand as being trustworthy and ensure that our stakeholders and the general public fully understand & are aware that Kashi is updating their products to guarantee that they are GMO free by summer 2016. In addition, our PR and Promotions tactics will further work to improve Kashi's image through fostering relationships with media contacts to promote positive media attention and associating our brand with causes that are attractive to and align with issues our publics value (Feeding America and Fitbit).

## *Negative Public Opinion*

USA Today reported that Kashi consumers felt they had been deceived into believing that Kashi was all-natural, when in reality, it was using genetically modified ingredients. In response, Kashi's PR will focus on promoting its efforts with the Non-GMO project via social media to push for awareness about our updated and improved trustworthy products.

Some food bloggers/reviewers like "Food Babe" & "The Healthy Home Economist" voice their concerns that Kashi is not as healthy as it claims to be. They emphasize that consumers must also consider how those ingredients are sourced or processed instead of just the labels. Because Kashi's brand position relies on it being a healthy alternative to its competitors, Kashi's PR will push for Kashi's image of genuinely being healthy. To counter negative claims, Kashi will readily promote the availability of videos or step-by-step images on its website and YouTube page that directly disclose exactly how our ingredients are sourced and processed to comfort consumers and stakeholders and indirectly highlight that these allegations are false. Kashi will offer transparency to its shareholders.

Kashi's image is often tainted with its association to Kellogg's, a giant food manufacturer that consumers tend not to trust. Many of Kashi's original loyal customers felt betrayed when Kashi was bought by Kellogg's. In response, Kashi will host events and create partnerships that promote its own individual name and promote a brand message/values separate from that of Kellogg's. That being said, Kashi will simultaneously acknowledge that Kellogg's provides Kashi with the resources to be successful as its own entity.





# PR & PROMOTIONS PLAN

Perceived high cost of Kashi based on primary research results in Situation Analysis (obvious possible hurdle to overcome). In response, PR will push to highlight that the quality of Kashi's products is far above average, making Kashi worth any additional costs.

Little brand recognition outside of the target market (current stage challenge). In response, PR/Promotions will expand the market beyond its target market by increasing our social media presence and hosting popular events in large cities to attract attention and increase brand recognition among the public.

## Positive Public Opinion

Positive public opinion regarding Kashi tends to revolve around the qualities of its products, which will be consistently emphasized through PR & Promotions. These qualities include:

- Kashi does not use artificial additives and works with whole grains.
- Kashi is high in fiber and keeps you full for a long time (sustainable).
- Kashi is high in protein
  - Kashi GOLEAN offers 8-10 grams of protein per cup
- Kashi is innovative
  - Kashi will be investing in reduced sugar options, plant-based product offerings, gluten-free products with an enhanced nutritional profile and an extension of its GOLEAN line of products.
- Kashi is convenient
  - Kashi cereal can serve as a quick, healthy, nutritious meal or snack, which does not require any meal preparation for any part of the day (not just breakfast).

## Tracking News Coverage/Public Opinion Status

Kashi will have a team of individuals constantly monitoring Kashi's social media platforms (Facebook, Twitter, Instagram, Pinterest), immediately responding to both negative and positive comments made about Kashi products, focusing on comments made on Facebook and Twitter. Our team will also monitor hashtags that refer to Kashi across all social media platforms. Replies to direct questions or comments/complaints about Kashi products will be guaranteed, helping to increase Kashi's social media presence and foster direct interaction and relationships with our consumers.



In addition, Kashi will have a PR team made up of individuals who are constantly monitoring any mention of "Kashi" across all news sources and any food/health blogs. The team will also create public opinion polls to be sent out and analyze responses. Content Analysis that PR team will consider include, frequency of coverage, placement within media platform, people reached and messages/attitudes conveyed.

# PR & PROMOTIONS PLAN



## Stakeholder Audience

### Employee relations

According to the Situation Analysis, employee satisfaction decreased after Kellogg's bought Kashi and relocated its headquarters to Michigan, forcing employees to choose to move or leave the company. Many of the original employees left and took the Kashi spirit with them. In response, we will push for a return to Kashi's roots and improve Kashi's relationship with its employees and strive for an increase in employee satisfaction- keep internal employees happy. We will make online communication available for employee comments and surveys, have annual reports, post employee spotlights via social media and ensure supervisor employee communication is consistent and satisfactory.

### Press/Media Relations

To push for positive press coverage, Kashi will foster media relations by maintaining consistent contact with relevant media contacts, offering them exclusive/early access to information before their competitors.

Crisis Management Team - Kashi will be responsive and available to the media at all times, understand responsibility and respond quickly (usually within 24-hours) in any case of crisis management.

### Consumers

Kashi will focus on increasing social media presence and creating more personal relationships through direct social media interaction with consumers. We will generate consumer excitement through staged events and promotions that attract beyond the target market.

### Financial community

To maintain/foster relationships with the financial community (people who have stocks in Kashi, corporate shareholders), Kashi will offer and host tours of our factories to corporate shareholders of Kashi. Corporations can send one of their analysts to take a tour see our production line to ensure trustworthiness of Kashi, also giving an opportunity to show investor communities how happy our employees are. Kashi will also send out annual reports of its finances as well as participate in company mailing and host presentations for analysts to be kept updated about Kashi's financial status. Kashi will also foster media relations with business press outlets and financial news channels.

### Retailers

Grocery stores

### Government

Kashi will maintain a positive relationship with the Food & Drug Administration (FDA) so they can be a credible source that can validate the quality and trustworthiness of our food.





# PR & PROMOTIONS PLAN

## Media Relations Strategy & Target Vehicle Selection

To encourage media to cover events and releases, we will host various press conferences to make announcements and invite the press/relevant media contacts. We will also post online announcements and press releases about events and releases of new products that we will promote and boost via social media platforms like Facebook and Twitter to attract both consumer and media attention. In addition, we will host large sponsored events (“Share The Care” 5K Run and Health Festival for Feeding America & National Park clean ups) to attract media attention. We will also strive to strengthen our relationships with reliable and relevant media contacts who can create content that gives positive media coverage for Kashi. To foster relationships with media contacts, Kashi will provide them with early and exclusive access to special announcements.

## Public Relations Tactics

### Partnership between Kashi & Fitbit

Kashi will partner with Fitbit to create brand association between the two brands—both being brands that promote a healthy lifestyle. The partnership will be announced via online print news release, and Kashi will advertise Fitbit as part of the Kashi lifestyle in concurrence with its products via Instagram and Pinterest. Kashi’s publics value personal wellbeing (health, active lifestyle, reaching goals), and this directly aligns with Fitbit’s message.

The partnership will support the launch of a special edition Kashi Fitbit that will feature a green & environmental design that supports Kashi’s overall brand image. The Kashi Fitbit will be available for 3-months in June, July and August (summer). Those who purchase it will be eligible to win an all expenses paid weeklong trip for two to the beautiful Machu Picchu at the Sumaq Machu Picchu Hotel. Winners will be announced at the end of August. The product will function in concurrence to Kashi’s mobile app, and customers will enter the contest for the trip by entering a given code into the app. The more active the user on the app, the more points the user can collect for an increased chance to win the contest.



In addition, the partnership between the two brands will sponsor the “Share the Care” 5K and Health Festival for Feeding America in four big cities across the U.S. (Austin, San Diego, Madison, Washington D.C.) The partnership will also allow for Kashi to execute additional promotional efforts via social media with chances to win Fitbits being used as incentives for contests.



fitbit



# PR & PROMOTIONS PLAN



MEMBER OF  
**FEEDING AMERICA**

## Nonprofit PR: Kashi & Feeding America

Kashi will participate in Cause and Mission Marketing through adopting the nonprofit organization, Feeding America. We will support its cause and sponsor its fundraising, as well as help to raise awareness about the organization. Kashi's emphasis on caring about family and personal wellbeing align well the values of Feeding America. Kashi will post a video news release on YouTube about Kashi's sponsorship of Feeding America that our team will share and boost on Facebook and Twitter. The video's content will focus on a brief but emotionally endearing overview of Feeding America's mission and how Kashi is adding to its goals.

Feeding America is the largest domestic hunger relief organization, provides food to over 46 million low-income people facing hunger in the US-including 12 million children and 7 million seniors. Its mission is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger (feedingamerica.org). This relationship reinforces Kashi's core message that Kashi cares. Through Kashi's support of Feeding America, we can positively influence consumer and public attitudes about Kashi.

Brand association between Kashi & Feeding America gives consumers the feeling that supporting Kashi is also supporting a cause they care about- giving incentive to choose Kashi over its competitors who do not support a cause.

Feeding America also reinforces Kashi's brand position of promoting a healthy lifestyle and sustaining hunger. This perfectly complements two of the main issues our publics care about: family and personal wellbeing (physical/mental health, active lifestyle, reaching goals), as Feeding America emphasizes helping need-based families and improving their personal wellbeing through maintaining their health.

In addition, Kashi will promote volunteering at member food banks of Feeding America throughout its campaign. Kashi factories will also donate all surplus boxes of Kashi and Kashi products to Feeding America food banks instead of wasting them/throwing them away in addition to regularly based Kashi donations.

We will host a press conference announcing our sponsorship of Feeding America, invite all relevant media contacts, as well as promote our association to Feeding America by posting information about Feeding America across all Kashi social media platforms.





# PR & PROMOTIONS PLAN

## “Share the Care” 5K Run & Health Festival

Kashi and Fitbit will host a staged event, the “Share the Care” 5K Run & Health Festival, with all proceeds supporting Feeding America. This event will promote the issue of personal wellbeing (mental/physical health, healthy lifestyle), and it will reinforce the core message that *Kashi cares* based on all proceeds going to an important cause. It will also reinforce Kashi’s brand position of promoting a healthy lifestyle through the event’s advocacy for being active and raising awareness about mental & physical health. The event will also establish Kashi as its own individual brand that supports its own causes and creates its own partnerships that are different from Kellogg’s.



The 5K Run & Health Festival will feature a 5K surrounding a series of smaller events that would make up the “Health Festival” aspect of the overall event.

- **Kashi table**- giving samples of Kashi cereal, educating about healthy eating/living (nutrition facts, balanced eating sheets)
- **Fitbit table** - selling Fitbits, educating about staying fit, promoting local places to get fit on/near campus (exercise programs)
- **Feeding America table** - educating about the nonprofit organization, sign-up for volunteer opportunities at local member food banks,

and food bank donation opportunities

- **Mental health awareness table** - providing information about emotional health and local resources for mental health support
- **Music/Concert** → supporting overall mental health and happiness

This staged event will take place in four large cities: Austin, San Diego, Washington D.C. and Madison - being largely based on or near concurring college campuses to attract our secondary target who would most likely be on campus as students, as well as our primary target who would be living in/near the cities.

Our goal for this event: to expand Kashi’s brand recognition outside of our target market (capture secondary target) and foster brand association between Kashi and the values of both Fitbit and Feeding America.

Kashi will host press conferences announcing the event in each city in the upcoming weeks before it occurs (refer to media kit example). Because the event will be on/near college campuses, we will reach out to local and college newspapers to cover the event to garner media attention and stir up local excitement. We will also heavily promote the event across Facebook, Twitter and Instagram in the weeks leading up to the event to generate excitement among locals and participants. We will invite and give free passes to all local and national media contacts to cover every time the event occurs, and disclose how much money we raise to them.



# PR & PROMOTIONS PLAN



## National & State Park Cleanups - Sponsored by Kashi

To compliment another issue our publics care about, the *environment*, Kashi will sponsor volunteer-based cleanups of both National and State parks across the nation, and set up tables that offer free samples of Kashi products and give away environmentally friendly reusable Kashi water bottles and grocery tote bags to all volunteers- creating association between Kashi and being environmentally friendly. We will promote this event across all social media platforms, and hire photographers to document all efforts that our social media team will share across all platforms with the hashtags, #KashiCares and #KashiClean.



We will invite local news outlets to cover our event, and make an online announcement about Kashi's decision to sponsor these cleanup events on our website, and the link to that announcement will be promoted across all social media platforms. This staged event reinforces the core message: Kashi cares, as it shows Kashi caring about cleaning the environment, and it reinforces its brand position of being healthy and sustainable because the event supports going green (sustainable), and cleaning parks, which support active lifestyles.



# PR & PROMOTIONS PLAN

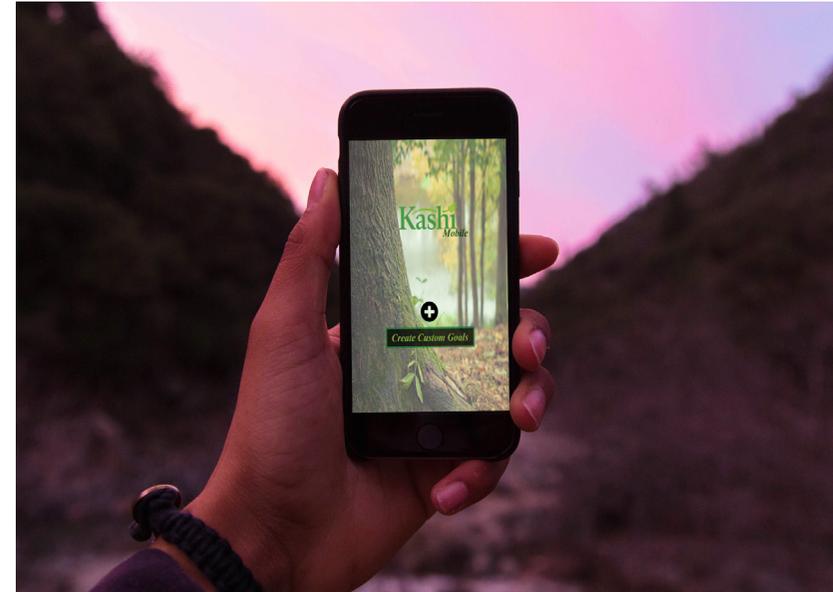
## Kashi Mobile App

Kashi will release a mobile app that embodies and emphasizes Kashi caring about family, personal wellbeing and the environment. Users will create individual profiles and the information they enter can be collected and used for consumer analysis and understanding consumers/target market better.

Features of the app will include:

- **Measuring fitness:** Daily/weekly/monthly steps, heart rate, calories burned, walking + running distance, etc. (emphasizes personal wellbeing)
- **Measuring nutrition:** Protein count, fiber count, vitamin, water, sodium, etc. (emphasizes personal wellbeing)
- **Location-based services** where individuals can “check-in” to any gyms, fitness classes, healthy restaurants/markets
  - Shows users nearby grocery stores, gyms/fitness centers, or places to eat (personal wellbeing)
  - Shows users nearby trails where they can hike or walk (environment)
- **Connect:** feature allows individuals to connect with friends and family members to compete and check up on their health/fitness status or where others checked in (emphasizes family and caring about how other family members/friends are taking care of themselves by checking up on them, even when people are physically apart).
- **Music:** the app will feature a place where individuals can once again connect with family or friends by sharing (“Share The Care”) their workout playlists with one another - this feature of the app will embed Spotify so users will be taken from our app to any Spotify playlist- also promotes mental health and happiness
- **Community:** this feature will also be location-based and will offer updated local volunteering opportunities individuals can get involved in food banks, cleanups, soup kitchens, etc. (*Kashi cares*)

- **Points:** this feature promotes app activity through a point system for being active. The more active the user, the more points they can gather. Users are rewarded for reaching a high number of points through receiving coupons for Kashi products.



# PR & PROMOTIONS PLAN



## Promotions

### #ShareTheCare Photo Contest (via Instagram)

Kashi will use its partnership with Fitbit to promote contests that customers can enter for a chance to win Fitbits & Kashi products. The products as prizes will be incentives to expand Kashi's social media presence. To be entered into the contest, customers will have to follow @Kashi on Instagram and post an original & relevant photo using the hashtag, #ShareTheCare, and tag @Kashi in the photo's caption.

The photos customers share on Instagram should embody at least one of the three main issues our publics care about, family, environment and personal wellbeing (mental/physical health, active lifestyle, reaching goals) and be a photo of their interpretation of what it means to "Share the Care."

The photos should capture their individual contributions in sharing and giving back to their communities. The most original, relevant and creative photo will win two Fitbits (an extra to share with family or friends!) and a gift basket of various Kashi products (cereal, snacks, reusable bottles, reusable bags).

This promotions tactic reinforces the core message: *Kashi Cares*, as it promotes our slogan, #SharetheCare via hashtag. It also reinforces Kashi's brand position of being healthy as the photo is required to embody Kashi's emphasis on caring about the environment or their personal wellbeing.



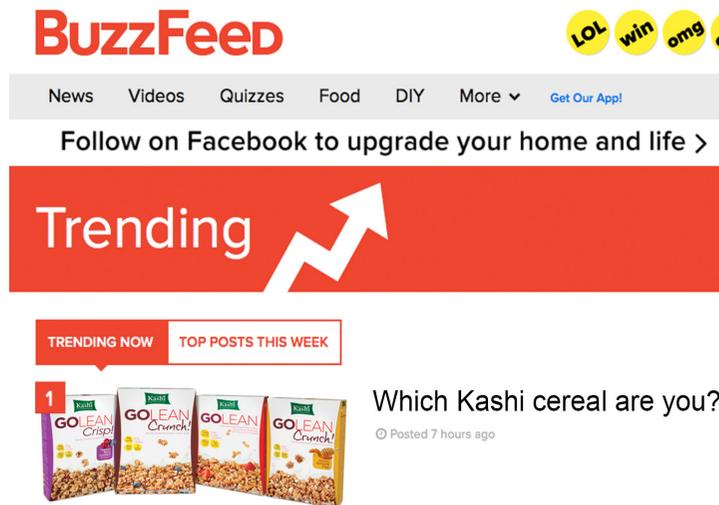
### Email Subscriptions

Kashi's website will feature a popup that offers consumers a chance to subscribe to Kashi's weekly mental & physical health tips via email, and to receive exclusive notifications of special offers or discounts. Subscribing to the emails will require customers to provide general personal information like gender, age, race and area code so Kashi can gather more insight on their consumers. Subscribing also enters you for a chance to win a special edition Kashi Fitbit, once again making use of Kashi's partnership.



# PR & PROMOTIONS PLAN

## Generating “Buzz” & Going Viral



### Buzzfeed

To generate buzz, Kashi will create sponsored content that can be posted on popular websites like BuzzFeed where Kashi can become a “trending” article.

- Ex: BuzzFeed Articles
  - “15 different ways to eat Kashi” (with soymilk, yogurt, etc.)
- Ex: BuzzFeed Quizzes:
  - “Which Kashi cereal are you?”
  - “What form of exercise is best for you?”

These articles/quizzes can be shared to other social media platforms like Facebook and Twitter where they can also be boosted and shared by individual users.

## #ShareTheCare

Kashi will push to make their hashtag #ShareTheCare and #KashiCares trending topics. Kashi will be active on Twitter and Instagram by tweeting out and posting photos of daily motivational quotes and physical and mental health tips while promoting #ShareTheCare and the general idea that Kashi cares.

## Kashi Videos

Kashi will make use of its YouTube page by posting short clips that complement Kashi and its values. Videos garner attention, popular ones can go viral, and they can be shared on other social media platforms to maximize their reach.

- **Healthy Recipes:** quick and simple videos similar to the fast-forwarded cooking videos - step-by-step quick and healthy snacks or meals.
- **Workout Videos:** demonstrating DIY easy and simple workouts that viewers can do at home.
- **Kashi Feature Speakers:** Kashi will feature touching and inspiring stories by individual members of the Kashi community about how they reached personal goals (emphasizing personal wellbeing). Tug at viewers’ heart strings to evoke emotional response.



# APPENDIX



Kashi

The logo features the word "Kashi" in a white, serif font. The letter "h" is stylized with a leafy branch extending from its top right. The text is centered on a green, wavy banner that has a subtle pattern of leaves. The banner is set against a white background with faint, diagonal lines in the corners.



# APPENDIX

## Media Kit

### Press Release

**For immediate release:**

February 24, 2017  
 Issued by: Kashi  
 Contact: Megan Brooks, Kashi Public Relations Officer, (914)-772-4693,  
[mbrooks@kashifoods.com](mailto:mbrooks@kashifoods.com)

**KASHI PARTNERS WITH FITBIT TO HOST FUNDRAISING EVENT**

AUSTIN, Texas— Kashi will join forces with Fitbit to host the *Share the Care* 5K Run & Health Festival with all proceeds going to the nonprofit organization, Feeding America.

Feeding America is the largest domestic hunger relief organization in the country, and its mission towards fighting to end hunger aligns well with Kashi's values. Both Kashi and Fitbit hope to raise awareness about the organization through this event.

"Kashi and Fitbit's efforts will help highlight the importance of hunger relief in the U.S."

Diana Aviv, the Chief Executive Officer of Feeding America said, "Fundraising from this event will hopefully provide thousands of meals for families in need."

The all-day event will take place on the University of Texas-Austin campus on Saturday, March 4. The event will feature a 5K run and a concert, surrounding a series of smaller informational tables that make up the health festival.

The health festival will individually feature a table for Kashi, Fitbit and Feeding America, as well as a table educating about mental health awareness. The tables will provide information that promote both physical and mental health, as well as information about local resources for students and the community. In addition, the Feeding America table will offer volunteer opportunities at their local member food banks.

Registration for the 5K is available on both Kashi and Fitbit's websites, and the concert and health festival tables will be available to the public with an entrance fee at the door.

For more information about Kashi, Fitbit or Feeding America, visit [www.kashi.com](http://www.kashi.com), [www.fitbit.com](http://www.fitbit.com) or <http://feedingamerica.org>

###

### Fact Sheet

**Kashi: Background Information**

- American food company
- Genre: Breakfast cereals, snacks, entrees, waffles
- Founded: 1984
- Founders: Gayle Tauber, Phillip Tauber
- Headquarters location: Battle Creek, MI
- Slogan: "Share the Care"
- Parent Company: Kellogg's (since 2000)
- Website: [www.kashi.com](http://www.kashi.com)

**Fitbit: Background Information**

- Genre: Consumer electronics, activity trackers
- CEO: James Park, CTO: Eric Friedman
- Headquarters: San Francisco, CA
- Founded: 2007
- Founders: James Park, Eric Friedman
- Website: [www.fitbit.com](http://www.fitbit.com)

**Feeding America: Background Information**

- Non-profit organization
- Founded: 1979
- CEO: Diana Aviv
- Headquarters: Chicago, IL
- Third largest U.S. charity
- Nation's largest hunger-relief and food-rescue organization
- Nationwide network of over 200 food banks that feed over 46 million people through:
  - o Food pantries
  - o Soup kitchens
  - o Shelters
  - o Other community-based agencies
- Website: <http://feedingamerica.org>

**Austin, TX –Local Mental Health Services**

- UT Counseling and Mental Health Center
  - o Address: 100 W Dean Keeton St, Austin, TX 78712
  - o Phone: (512) 471-3515
- Austin Travis County Integral Care
  - o Address: 1430 Collier St, Austin, TX 78712
  - o Phone: (512) 447-4141
- Capital Area Counseling
  - o Address 2824 Real St, Austin, TX 78712
  - o Phone: (512) 302-1000

# APPENDIX



## Relevant Media Contacts

### National Newspapers (Food Section)

Amy Scattergood @AmyScattergood (Twitter)

Food Editor, *The Los Angeles Times*

amy.scattergood@latimes.com

Samantha Bomkamp @SamWillTravel (Twitter)

Food Business Reporter, *The Chicago Tribune*

sbomkamp@chicagotribune.com

Sam Sifton @SamSifton (Twitter)

Food Editor, *The New York Times*

### Health/Fitness Magazines

Renee Loux @renneloux (Twitter)

Green Living Expert, *Women's Health Magazine*

WHOnline@womenshealthmag.com

Marnie Soman Schwartz @Marnwrites (Twitter)

Nutrition Editor, *Shape* magazine

Jodi Costello

Sales Assistant for Brand Content Integration, *Health Magazine*

Jodi.Costello@health.com

### Food Magazines

Sarah Karnasiewicz @sqkarn (Twitter)

Digital Food Editor, *Real Simple* magazine

publicrelations@realsimple.com

Andrew Knowlton @AndrewOKnowlton (Twitter)

Deputy Editor, *Bon Appetit* magazine

askba@bonappetit.com

### Food/Health/Fitness Blogs

Daniel Gritzer

Culinary director, *Serious Eats* blog

daniel@seriouseats.com

Kath Younger

Registered Dietitian, *Kath Eats Real Food* blog

katheats@gmail.com

Jill Coleman

Health and Fitness Entrepreneur, *JillFit* blog

<https://www.linkedin.com/in/jillfit>

### National Outlets (Business)

Alexander Kaufman @AlexCKaufman (Twitter)

Business Editor, *Huffington Post*

alexander.kaufman@huffingtonpost.com

Bertha Coombs @BerthaCoombs (Twitter)

Financial markets/Business news reporter, *CNBC News*

<https://www.linkedin.com/in/bertha-coombs-82b5876>

Jon Fortt @JonFortt (Twitter)

On-air editor covering trends driving innovation, *CNBC News*

<https://www.linkedin.com/in/jonfortt>

These contacts are relevant in maintaining relationships with our stakeholder audiences. Kashi consumers tend to care more about what they are eating, thus making them more likely to read content concerning food. Our consumers also care about their personal wellbeing, thus more likely to be reading health and fitness magazines and blogs. Maintaining media relations with press that focus on business is important in fostering Kashi's financial relations with its stakeholders.



# APPENDIX

## Sources

### Situation Analysis

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