

KASHI GO® Cereal

Client Brief – Ad Campaign



WHAT ARE WE TRYING TO ACHIEVE?

Marketing Situation

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

Business and Strategic Objectives

- Increase KASHI GO® Cereal sales by **+8% year-over-year** by:
 - Growing total USA household penetration for KASHI® Cereal parent brand by winning new category entrants and retaining existing consumers
 - Reverse declining sales for the mainline base KASHI GO® Cereal SKUs
- Improve KASHI GO® brand equity scores in the areas of awareness, perceived value, health value, and bonding with new and existing consumers

Potential target markets:

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

Campaign goals to convey to target audience(s):

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

WHAT CAN THE BRAND OFFER TO GET IT DONE?

Explain the benefits to be highlighted in the campaign:

- 9-13g of plant-based protein
- High-fiber with insoluble oat fiber to support digestive health
- Sweetened with wildflower honey and made with certified transitional whole grain wheat

WHAT BELIEFS, CONVENTIONS OR TRENDS NEED TO BE ADDRESSED?

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

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

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

Explain any executional mandates the campaign should adhere to:

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

WHAT IS THE BUDGET AND TIMELINE FOR THE CAMPAIGN?

Provide key details about the budget & timeline:

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