

"Guilt-free Goodness"

brought to you by

MadeInMadison

for

Lucky Charms



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EXECUTIVE SUMMARY

HOW MADEINMADISON BROUGHT "GUILT-FREE GOODNESS" TO LUCKY CHARMS

In September, MadeInMadison was presented with the Lucky Charms account and set to work to solve the problems that were set before us. The cereal market landscape doesn't look as good as it used to, with decreased sales. A potential cause for that was the notion from consumers is the sentiment that cereal is not a healthy option: it's full of carbs and sugar, with little nutritional content. In turn, they are replacing cereal with healthier options, or on-the-go breakfast.

In particular, some challenges that Lucky Charms faces is distaste from consumers who prefer healthy options for breakfast. There is a high sugar content and contains artificial additives, two components that many consumers are trying to avoid. To combat this, General Mills has committed to transitioning to artificial-free ingredients by 2017.

Our agency is tasked with four goals:

1. Improve existing perceptions of Lucky Charms cereal;
2. Increase the credibility of Lucky Charms' claims as a healthier brand, free of artificial colors and flavors;
3. Expand the awareness of the brand's qualities; and,
4. Develop a more committed core following.

In the past two months, we have created "Guilt-Free Goodness," a campaign that will recapture our consumers, change perceptions of the brand, and get consumers to believe in Lucky Charms cereal as a brand and a product that fits into their everyday lives.

Objectives

- Heighten awareness of Lucky Charms as not only tasty, but as healthier than comparable cereal options
- Aim to gain awareness through increased viewership of media and site clicks

Targets

- The "Millennial Moms" who play a significant role in the lives of the children they are taking care of. This role can take on many forms and is not limited to just moms. For example, a "Millennial Mom" can be a dad, an older sibling, or even a nanny!
- Wholesale and reseller institutions such as elementary, grade and high schools, and university dining halls

Creative Execution

- Focus on family with fun, playful, and heartwarming ads about rediscovering Lucky Charms as a healthy option for the whole family at any time of day.
- Use a rainbow motif to highlight "Guilt-free Goodness" and how it makes kids happy with its taste and parents happy with its nutritional value

Guilt-free Goodness

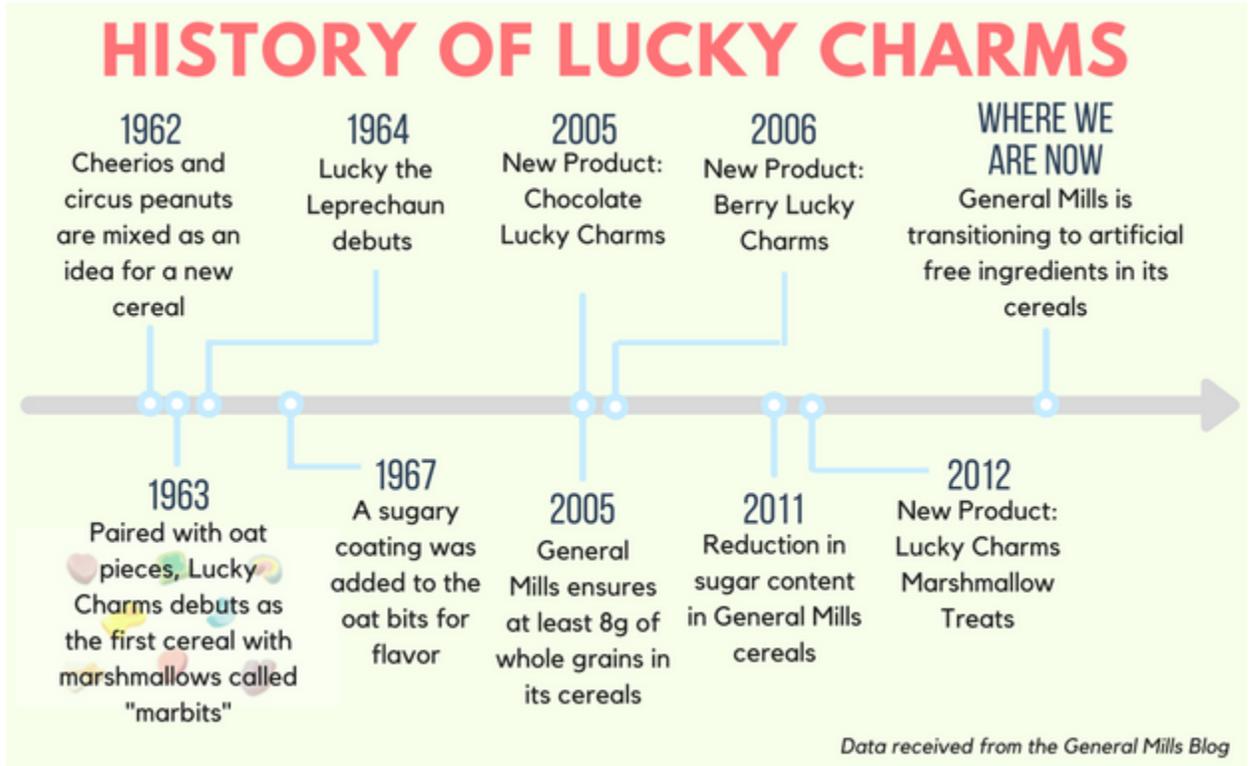
- **Goodness for the whole family**
- **The cereal that children will actually eat**
- **Lucky Charms fits into consumers' lives**

SITUATION ANALYSIS

RESEARCH

In order to dive into a creative campaign that is suited for the Lucky Charms brand, MadeInMadison conducted extensive primary and secondary research to fully understand the scope of the company, the industry it's a part of, and the consumers that they serve.

Company Information



Market Landscape



Factors that drive the industry:

- Demands from supermarkets and grocery stores
- Increasing disposable income drives consumers away from low-cost breakfast options to eating out or reaching for more "trendy" products

COMPETITOR ANALYSIS

In the cereal industry, the market is locked between major players, and it has high barriers to entry. As mentioned before, Lucky Charms' parent company, General Mills faces competitors such as Kellogg Company, Post Holdings Inc, and Pepsi Co. Inc, which includes cereals such as Frosted Flakes, Froot Loops, and Fruity Pebbles.

Not only does Lucky Charms face competition from outside sources, they also compete against other General Mills brand cereals, such as Reese's Puffs, Cinnamon Toast Crunch, and Trix. Outside of the cereal industry, there are competitors with on-the-go breakfast options: granola bars, coffee, smoothies, breakfast sandwiches, etc.

BRAND ANALYSIS

The current strategy of Lucky Charms is answering to the trend of people being more conscious about food additives and nutritional content, following General Mills commitment to removing all artificial flavors and colors from its lines of cereals by 2017.

They are faced with the challenge of keeping the taste of the product, while also making minimal changes to its colors. Many of the artificial ingredients will be replaced by spices, and fruit and vegetable juice concentrates.

In 2012 there was a change in marketing target. While Lucky Charms was first branded as a children's cereal, General Mills began to also target adult consumers. Now, an estimated 45 percent of consumers are adults (18 and older).

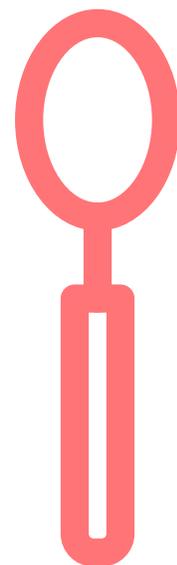
To reach more consumers, Lucky Charms has created past campaigns. For example, the #LuckyToBe campaign in summer 2015 was launched to try to appeal to millennials, the new generation of young parents, and college students. They urged consumers to "show everyone how you are to be you". This campaign also supported the LGBT community during pride month. Another was the Nostalgia Campaign in 2014 which celebrated their 50th anniversary. This campaign led to a three percent jump in sales during that calendar year. Finally, Lucky Charms brand is a digital innovators and strive to produce very interactive campaigns, using lively animations, creating an augmented reality smartphone application, and using social media to head campaigns.

Brand Features

Currently, Lucky Charms emphasizes "Whole grain for the whole family." It is the first ingredient in all Big G Cereals, which contain at least 10 grams per serving. Lucky Charm's first ingredient is Whole Grain Oats with 11g per serving. The Lucky Charms brand stresses their whole grain content because studies show that 95% of the population doesn't get their full serving of grains per day, which is unknown to most consumers.

Comparative Nutrition Facts: *Taken from myfitnesspal.com. Per 1 cup serving*

| | Lucky Charms | Frosted Flakes | Honey Nut Cheerios | Honey Bunches of Oats |
|----------------------|--------------|----------------|--------------------|-----------------------|
| Calories | 110 | 110 | 110 | 118 |
| Fat | 1g | .1g | 1.5g | 1.3g |
| Carbohydrates | 22.4g | 27.3g | 21.6g | 24.9g |
| Sugar | 10.8g | 11.6g | 9g | 7.4g |
| Protein | 1.9g | 1.3g | 3g | 2.2g |
| Fiber | 1.3g | .5g | 2g | 4g |
| Primary Grain | Oats | Wheat | Oats | Oats |



BRAND INSIGHTS

In our research, we found:

- Moms are the primary purchasers of Lucky Charms.
- People are more likely to purchase during larger, pantry-stocking trips
- Money spent on Lucky Charms per Basket: \$3.69
- Median total basket \$: \$74.28
- Where was it purchased? More likely South (35.8% of Lucky Charms consumers) and Midwest (25%).

[Information received from InfoScout]

MEDIA USAGE ANALYSIS

These numbers represent the "index" from our Simmons research data, which represents the likelihood of the target to meet a specified criteria, expressed in relation to the base which is 100 as the average. Therefore, the higher over 100, the more likely the target is to meet the criteria.

Television

Reality, Family channels, "Learning" channels
Adult Swim: (184); ABC Family (124): *Baby Daddy* (183), *Pretty Little Liars* (154); Cartoon Network (184); *Investigation Discovery* (150); MTV (191); Nick (182); *Discovery Fit/Health* (168); *TeenNick* (167); *Bravo* (146): *Housewives of Beverly Hills* (147), *Fashion Queens* (*209); *TLC* (138): *Bakery Boss* (174), *Honey Boo Boo* (224), *Breaking Amish* (218); *Nick@Nite* (167): *George Lopez* (150), *My Wife And Kids* (153); *E!* (114): *Keeping Up With The Kardashians* (127), *Chelsea Lately* (133); *History* (90): *Vikings* (178); *TBS* (121): *Family Guy* (134)

Magazines: Health and Wellness

US Weekly (133), *Women's Health* (149), *Martha Stewart* (116), *Men's Health* (116)

Lucky Charms Consumers

- Are 19 times more likely to use social media
- Are 35 times more likely to use cell phones and 131 times more likely to own a gaming system
- Frequently use sites like Amazon, Netflix, Pandora, Youtube and Ebay.

CREATIVE ANALYSIS

Advertising Philosophy:

According to brand manager Greg Pearson, adults now account for 45 percent of Lucky Charms overall market share. Responding to this recent development, Lucky Charms has revamped its advertising strategy, unveiling new marketing campaigns tailored to this increasingly emerging market of adults.

While children have been regarded as the brand's target market for much of its history, Lucky Charms has made appealing to adults a top priority, employing a technology-driven, highly innovative approach to draw increased engagement from adults. Honing in on adults has paid massive dividends thus far, as Lucky Charms reported its highest fiscal volume ever in 2012.

[Information received from AdAge]

Past campaigns

- "Chase for Charms" augmented reality app that allowed participants to play in a marshmallow-collecting game
- #Luckytobe campaign that asked followers "What are you #Luckytobe?" This surfaced during Pride Month in support of the LGBT community and set the progressive tone for future campaigns
- New Lucky portrayed a new version of the company mascot

Other brands

- In researching creative comparisons for other brands, we found that the major trend was to focus on the "playfulness" of cereals, and not the nutritional content. A disadvantage that Lucky Charms has faced is that it doesn't seem to be as "flexible" as other cereals. For example, Rice Krispies has a unique advantage of being able to act as a dessert bar when combined with melted marshmallows.

PUBLIC OPINION AND STAKEHOLDER ANALYSIS

Lucky Charms Shareholders and Investors

Lucky Charms cereal is owned by the parent brand of General Mills (GIS), one of the most popular "food giants" in the NYSE. In recent years, when the economy fell, General Mills was one of the few companies still growing. Many of its current shareholders and investors have benefitted from investing in General Mills because of the company's ability to adapt to the change in food trends. The GIS current stock quote for October 2016 is at \$62.13, with an annual range of \$53.53-\$72.95.

The largest current shareholders and investors in General Mills include large funds and institutions, as well as individuals. The largest portion of shares is owned by the Vanguard Group Inc with seven percent of total shares held, followed by State St Corp with six percent of total shares held. The next two largest shareholders are BlackRock Fund Advisors, and MFS Investment Management KK both owing three percent of total shares held.

Individual shareholders and investors only make up a small portion of GIS total shares held. Those who have shares do not invest in large amounts of shares in comparison to the large funds and institutions. However studies have shown that individuals who own shares in GIS are middle and upper class caucasian males and females within the continental U.S., South America and Canada, who have an interest in the processed food industry. General Mills has made a shift to organic products, earning them more individual shareholders who support this trend.

General Mills has generated positive returns, a healthy 3.3% dividend yield for investors and shareholders for the past few years, making them one of the few "food giants" that investors can be highly confident in investing long term.

[Data received from <http://investors.generalmills.com/shareholder-information>]

Current Lucky Charms Consumers

A large market of current Lucky Charms consumers include children. This demographic appeals to Lucky Charms because of the obvious reasons, but also because of how the product is marketed. It is iconic to children, thus another large demographic is consumers who grew up eating Lucky Charms, and other cereals like it that according to data tend to be purchased in the same trip to the grocery store.

Lucky Charms is also a product in the food industry that offers multiple health benefits for a lower budget. For this reason a large demographic of this cereal is generally slightly lower income, hispanic, and lower middle age.

Research shows that the public opinion rate among children is extremely high due to marketing and advertising methods, as well as overall appearance and the cereal itself. Children are and always have been the largest demographic for Lucky Charms cereal. Public opinion among an older demographic such as parents, is much lower they prefer all natural healthy cereals for themselves, but still would purchase Lucky Charms for their children (index 150).

[Data received from Simmons OneView]

Potential Lucky Charms consumers

Many of the current consumers do not necessarily associate all natural with the cereal, however General Mills has been attempting to shift to healthier versions of their products, that will appeal to a larger audience of potential consumers. The release of gluten free Lucky Charms created another large demographic of consumers, and General Mills plans to create more all natural products and healthier adaptations to their products that will reach more demographics

[Data received from <https://www.generalmills.com/>]

Lucky Charms SWOT Analysis

STRENGTHS

Brand awareness: Everyone who hears of Lucky Charms knows it is a brand of cereal. The history of this brand lends itself to high awareness

Innovative messaging: In the past decade, Lucky Charms has found ways to creatively reach their audience through social media and interactive media, such as smartphone apps.

Transition into artificial-free is not easy: Lucky Charms is having a difficult time replacing ingredients

Other uses for Lucky Charms is low: Other cereals, like Rice Krispies, have the ability to be used in other ways, such as making dessert bars. This is something that Lucky Charms doesn't necessarily have.

WEAKNESSES

OPPORTUNITIES

Appeal to emotions & nostalgic factor: Lucky Charms has already successfully

New consumer base: Once General Mills perfects the artificial-free recipe for Lucky Charms, we can reach a larger base of consumers who value a healthier lifestyle

"Low-carb" trends: Many people are ditching cereal in exchange for low-carb options, such as yogurt and fruit.

People opt for on-the-go options: More people are living a busier lifestyle with little time for breakfast.

Crowded market and declining industry: people are loyal to their cereal preferences, and it is difficult to capture new audiences

THREATS

KEY ISSUES

Issue #1: Make consumers understand that Lucky Charms is a guilt-free option for their children, or those that they care for.

Issue #2: Proving to consumers that Lucky Charms brand is devoted to transitioning to artificial-free ingredients

Issue #3: Appealing to consumers in a busy society who have little time for breakfast.

MILLENNIAL MOMS

The "Millennial Moms" range from 25-35 years old, and consists of motherly figures. At General Mills Lucky Charms, we realize that the family structure has changed over the years. It is not so much their title, rather the role they play in the lives of the children they care for; They might be a nanny, an older sister, aunt, or even a dad. The "Millennial Moms" don't fit in a particular racial category, but they all have one thing in common: they're very present in the lives of the children they care for, and they want them to be happy.

A majority of these "moms" are married, and mostly have between one to three children. They live in single-family homes, largely in the midwest or in the south.

PRIMARY



SECONDARY

BUSINESS TO BUSINESS: WHOLESALE & RESALE

The push strategy of targeting businesses and institutions is sensible because Lucky Charms has proven to move off shelves quickly. Lucky Charms plans to target resellers such as Dining Halls at high schools and universities, since college students represent a sizable sector of Lucky Charms' market. Through our business-to-business target, we are looking to sell bulk supply of the product to dining halls and cafeteria facilities. In this market, we capture college students who are looking for a late night breakfast or snack, and like to indulge in their favorite childhood cereal every once in awhile. Since college students are a diverse bunch of individuals, we can capture many demographic groups at once.



CAMPAIGN STRATEGY

Using the research compiled in the situation analysis, MadeInMadison began to create the strategy that would drive the entire "Guilt-Free Goodness" campaign. In this section, we seek to further define the brand and campaign objectives.

BRAND STRATEGY



Current Brand Personality

*fun-loving, sugary,
magically delicious,
youthful. lucky*



Desired Brand Personality

*fun-loving, happy, tasty,
wholesome, ambitious,
health-focused, bright*

We still want to show our consumers that we are **fun-loving, happy, and tasty**, but we plan to emphasize the **wholesomeness** that Lucky Charms provides through the whole grain oat recipe and reduced sugar content. Additionally we plan to emphasize Lucky Charms' **ambition to remove artificial flavors and coloring**.

Branding

Lucky Charms will stay true to their brightly-colored packaging, but show how the brand is **evolving** to fit the desires of consumers. The emphasis will lay on showing how Lucky Charms is a **wholesome**, healthier cereal option that kids will actually want to eat. The brand will maintain its value on a **great taste**, while also depicting the **health advantage** over the competition.

Objective

Lucky Charms' ultimate business objective is to generate conviction of our message. To begin, it is necessary to heighten the awareness of the brand as not only tasty, but as a healthier cereal option compared to competitors. This awareness can come in the form of an increase in viewership through media and site clicks.

Competitive Advantage

The focus of Lucky Charms is on adapting with consumers to fit their needs. Lucky Charms has transitioned over the years to provide gluten free options, reduce sugar content, as well

EMOTIONAL TOUCHSTONES

**Nostalgia, joy,
honesty, trustworthy,
familiarity,
compassion, ambition,
caring, family-
oriented, devotion**

as increase whole grain consumption. While appealing to the recent trend of more health-conscious consumers, Lucky Charms is the healthier cereal option that your kids will actually want to eat.

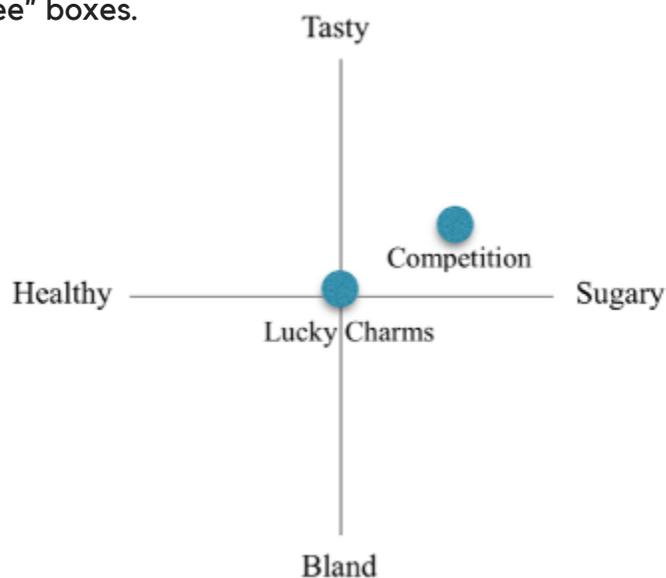
Unique Selling Proposition

Everyone knows the delightful taste of our cereal; yet, they do not know that it is one of the least sugary cereal options. Not only will your children want to eat Lucky Charms, but you can feel good about feeding it to them. Lucky Charms provides that guilt-free goodness your family needs.

Positioning

Current Positioning: Our primary research found that a majority of people categorized Lucky Charms as a "sugary cereal." We recognize that Lucky Charms is considered to be in the market of higher-sugar cereals. Our objective, however, is to transition Lucky Charms positioning to being viewed as a brand that is on the healthier spectrum of sugar cereals.

Desired Positioning: Lucky Charms is still the same familiar, great tasting cereal, but has made steps to become healthier. Our consumers are able to check off both the "tasty" and "guilt-free" boxes.



Differentiation

Lucky Charms differs from the competition because it is healthier than the competition in some aspects. For example, with its sugar content. Lucky Charms has also made many efforts to evolve to fit the needs of the more health-conscious consumers over the last decades. The latest stride that General Mills is making is to remove all artificial colors and flavors from its cereals by 2017.



CAMPAIGN SCOPE

Timing: 7-8am prime, to target "Millennial Moms" right before they head off to the grocery store, go to work or send their kids off to school.

Duration: September-May, during the school months, heavy during "back-to-school" August-September

Focus: Highlight Sundays and Mondays, the heaviest grocery store traffic days

Location: Emphasis on the Midwest and the South. Our research shows that fewer people purchase cereals on the East and West coasts

Media:

- TV: reality tv to connect with the "Millennial Mom" figures who will be purchasing the cereal. Also media buys on family and learning channels where "Millennial Moms" may be watching with their children.
- Magazines: Women's Health and US Weekly are primary targets due to the "Millennial Mom" relation
- Websites: Amazon, Bing, foodnetwork.com and Youtube are all websites frequently trafficked by the "Millennial Moms"
- Social Media Promotion: Lucky Charms will utilize Instagram and Facebook ads to target "Millennial Moms."

Overall, the "Millennial Moms," Lucky Charm's primary target, are considered to be more innovative than older parents. This shift is reflected in the media purchases.

KEY PROBLEM

The campaign will address the current issue of Lucky Charms as being viewed as a sugary, unhealthy cereal. The campaign will emphasize the brands timelessness and its continuous efforts to meet consumer needs. Lucky charm is the healthier cereal that your kids will actually want to eat.

Guilt-Free Goodness



Lucky Charms aims to raise awareness of our brand as an evolving brand that provides great tasting cereal you want to eat, but don't have to feel guilty about eating.

Lucky Charms recognizes that in today's food culture, it can be difficult to find healthy options that still taste good. We know that your children do not want to eat bland, natural-tasting cereal. But we also know that you want the best nutrition for your children, so we have been evolving to meet those desires. The same great, tasty Lucky Charms you know and love, that you grew up with, are still here- just healthier.

Lucky Charms understands that our cereal isn't just meant to be eaten for breakfast. We understand that we fit into our consumers lives in unconventional ways, just as we should. We are a dynamic brand- constantly evolving to meet our consumers needs, because our ultimate goal is to make our consumer happy. Lucky Charms envisions our "Millennial Mom" figures sending baggies of our tasty cereal with their kids to soccer practice, as an afternoon snack, or even as a healthier dessert option. We know your kids will thank you later.

Lucky Charms is no Trix, Cocoa Puffs or Frosted Flakes. Lucky Charms is the healthier cereal that your kids will actually want to eat.

After the campaign, our target should...

- Have an altered perception of Lucky Charms as a healthier cereal option than the other sugar-cereal options
- Feel good about giving their children Lucky Charms (or eating it themselves!)
- Understand that Lucky Charms fits into your life in more ways than just as a breakfast food
- Reach the level of conviction in the five goals of advertising. We want them to believe.

Why does our target believe in us?

- Lucky Charms is an established, trusted brand with a longstanding, respected reputation
- If you look at our nutrition facts, you can see that we are not Kashi, or Puffins... but we offer gluten free options, 10g of whole grain per serving, and less sugar than competitors
- This is the cereal that their children will actually **want** to eat
- Lucky Charms brand has their interests in mind and values consumers

The "Millennial Moms" should feel several things about the brand. First and foremost, they should feel good about giving the child in their life Lucky Charms. They should feel guilt-free about buying and eating it because it is less unhealthy than the typical consumer realizes. They should also feel nostalgic about Lucky Charms. Lucky Charms is confident that our cereal has been a happy reminder of their childhood, and an overall happy addition to their life.

Our target should feel confident they are making the right choice when they choose Lucky Charms. They are making their children happy by buying a cereal that tastes good, and they themselves are happy because they are buying a tasty cereal that is still relatively healthy.

ADVERTISING APPEALS

- Our appeal is mainly emotional, as we try to appeal to not only the nostalgia and familiarity of Lucky Charms, but most importantly the "guilt-free goodness" the cereal provides
- Our appeal is also slightly rational when we bring up specific nutritional details to support our claims
- For our secondary business-to-business target, we are using the Push strategy to convince distributors to stock Lucky Charms

In an attempt to understand potential consumers from our business-to-business target, we handed out bags of Lucky Charms to students on campus at the University of Wisconsin-Madison. This is what they said:

"I gave them to my friend because she was hungry and she was so excited because they reminded her of her childhood."

"They made me super happy when I saw them in my backpack and then I ate them on my walk to class."

"I ate them before my exam because I was hungry."

"I snacked on them after class when I was."

In conducting our "tasty experiment" we found that students think Lucky Charms is nostalgic. More interestingly though, we found that this cereal isn't just meant to be eaten for breakfast. An additional unique proposition Lucky Charms has is the ability to take on different roles. This can translate to our primary target as well - Millennial Moms can send it with their children as a snack on the go.

CREATIVE CONCEPT

Our creative concept is about rediscovering Lucky Charms as Guilt-free Goodness and how that can make families happy. Parents are happy that Lucky Charms is healthier than other brands. Kids are happy that Lucky Charms tastes great. Our concept centers on looking at Lucky Charms in a different light as a healthy option kids will actually want to eat.

TAGLINE

"They're Magically Delicious"

SLOGAN

Guilt-free goodness for the whole family



We are keeping the current tagline, mascot, and jingle because they are iconic parts of the Lucky Charms identity our targets have grown up with. They recognize Lucky Charms, and we do not want to change that.

APPEAL TO PURCHASERS

- Lucky Charms is well-known and still sells in grocery stores. It is a well-established brand that garners widespread popularity and sales.
- College kids feel nostalgic for Lucky Charms and will get it in dining halls. Young millennials associate Lucky Charms with fond memories from childhood, so offering them easy access in dining halls will cater to college students who want to hold on to part of their youth.

APPEAL TO CONSUMERS

- Same brand you know and love, but healthier than you may have known
- You can enjoy the great taste of Lucky Charms and not feel guilty because it is gluten-free, has no artificial colors, only 10g of sugar, and 10g of whole grain
- Lucky Charms is the cereal of your childhood that grows and changes with you to fit your own lifestyle and health needs. We maintain our traditional taste while continually becoming healthier.

UNIQUE PROPERTIES

- Our brand has always been a fun, playful brand. We continue this playfulness with fun, family-oriented ads that can be both heartwarming and funny. We plan to continue to use rainbow colors which have been so closely linked to our brand in our advertising campaigns.
- Showcase how Lucky Charms is healthier than other “kid” cereals. Lucky charms is actually substantially healthier than other counterparts within the cereal industry. The various health benefits give Lucky Charms an edge in appealing to Moms who want their kids to both enjoy their cereal and reap some health benefits.
- Plays to nostalgia for a long-standing brand that’s been around for over 50 years
- Cereal is not just for breakfast- it can be classified as an all-purpose snack. We believe that Lucky Charms should not just be confined to breakfast. We know that people consume Lucky Charms at different times and in different settings. Some of our ads will demonstrate the various settings in which people can consume Lucky Charms.

AUDIENCE

The goal of our campaign is to get people to reassess what they thought they knew about Lucky Charms. Our campaign will aspire to spur people to change the way they look at our brand. We want to make Lucky charms known as a good-tasting cereal that is more nutritious than it often gets credit for. We want to build tangible awareness of Lucky Charms’ whole grain content, low sugar content and its abandonment of artificial flavoring.

The audience should feel good about eating Lucky Charms and giving it to kids - “it’s guilt-free.” We want to reassure parents that their kids are consuming a breakfast they enjoy that is still healthier than other cereals.

By also depicting Lucky Charms as a potential dinner and snack food, we want to make people aware of the fact that our cereal can fit into their lives in many ways other than as a breakfast food.

The audience should feel nostalgia towards the brand they know and love. In many of our ads, we refer to the “taste we know and love” to reiterate that familiarity and mystique of the brand.

PERSONALITY AND BRANDING

By repeatedly publicizing the health benefits of Lucky Charms through our advertisements, we will brand ourselves as a “guilt-free” cereal that parents can feed to their kids as a healthier cereal option that kids will enjoy. Our branding will maintain key existing elements including the tagline and mascot. We will maintain the current logo, but by placing it within a red circle, we will make reproducing the logo across multiple media much easier. We will use a sans serif font, League Spartan, that looks clean and friendly. We are simplifying the colors to Lucky Charms Red and black to create a simple and more unified message across the campaign.

The following section contains the information and rationale regarding the Lucky Charms advertisements we plan to execute. Please see the pages following this section for the storyboards, scripts, layouts and mockups.

| | | | |
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ADVERTISEMENT EXECUTIONS

Television 1: Introducing Guilt-Free Goodness | 30 seconds

In this ad, we drive at how Lucky Charms is the healthy cereal kids will actually eat. The ad begins by showing a disgruntled child who refuses to eat oatmeal for breakfast because it looks unappetizing. After complaining to his mother, the boy opens the pantry and pulls out the box of Lucky Charms to show his mother. Once the mom inspects the nutrition label and discovers that Lucky Charms is free of artificial flavors and low in sugar, she feels assured that Lucky Charms is something nutritious she can allow her kid to eat. Satisfied with her child's choice, she gives the boy permission to eat a bowl of Lucky Charms. The ad closes with a voiceover narrating the "guilt-free" nature of Lucky Charms. The ad shows that Lucky Charms is a cereal both kids and parents can agree on, emphasizing the "Guilt-free Goodness" mantra. It also hits our target market of Millennial Moms.

Television 2: Soccer Practice | 30 seconds

This ad, which shows a sister driving her younger siblings to soccer practice, aims to raise awareness regarding the versatility of Lucky Charms as an all-purpose snack. While driving to practice, the sister asks her brother and sister if they brought a snack with them to eat after practice. The siblings enthusiastically inform their sister that they have Lucky Charms with them. The ad ends with a voiceover listing the health facts of Lucky Charms along with highlighting its portability as an "on-the-go" snack. The strategy behind this ad is to promote Lucky Charms as more than just a breakfast food. It also harkens back to our "Millennial Moms" and how they are not necessarily mothers. Millennial Moms can be anyone who cares for children.

Television 3: Under Pressure | One minute

Set to Queen's "Under Pressure," this ad revolves around a chaotic dinner scene where a dad is attempting to prepare dinner for his kids. After leaving the kitchen to break up a fight between the kids, Dad returns to see his would-be dinner burnt and ruined. At the sight of this, dad breaks out in a panic, not knowing how to salvage the situation. His anxiety is soon assuaged when he finds a box of Lucky Charms in the cupboard. He checks out the nutrition label and decides to serve it for dinner. He is happy, the kids are happy and the dinner crisis is averted. Soon Mom comes home from work to find her family pleasantly eating Lucky Charms for dinner. This ad is meant to underscore the flexibility of Lucky Charms. It can be eaten at any time, even for dinner. Also, the kids will enjoy the cereal in all its "guilt-free goodness", as parents feel good about the nutritious value of Lucky Charms. It also shows the evolving roles of Millennial Parents with the mother as the breadwinner.

Radio: Picky Eaters | 15 seconds

This ad will instantly attract listeners' attention, as the ad starts with kids screaming unhappily about what they have to eat for breakfast. It then cuts to a voiceover of someone telling the listener they can avoid all the morning commotion over breakfast with Lucky Charms, a healthy cereal which satisfies even the pickiest eaters. This is effective in communicating the "guilt-free goodness" message and testifies to the "healthy cereal kids will actually eat" selling property. This ad will be run during commute hours, when parents are more likely to go to the grocery store. This ad will encourage them to consider Lucky Charms and let them know where they can go to learn more.

BROADCAST

Television 1: Introducing Guilt-Free Goodness | 30 seconds

Scene 1: Unhappy with breakfast.



A child named Cody and his mother named Tracy are sitting in the kitchen, about to eat breakfast. Cody has a bowl of gross-looking oatmeal. He makes a disgusted face and pushes the bowl off the table.

KID: "Ew! This looks gross, mom!"

Music: "Nightmare" by Artie Shaw begins as soon as Cody makes his disgusted face.

Scene 2: Concerned mother.



Tracy is concerned that her son is unhappy. However, she also wants Cody to eat healthy. So she tells him to eat it because it's healthy.

Tracy: "But you need to eat something that's good for you."

Music: "Nightmare" by Artie Shaw



Scene 3: Kitchen pantry.



Cody, not wanting to eat gross oatmeal goes into the pantry to find something more tasty he can eat instead.

[Cody searches pantry]

Music: "Nightmare" by Artie Shaw

Scene 4: Lucky Charms to the rescue.



Cody finds a box of lucky charms and reads the Whole Grain description on the box and tells his mom Lucky Charms is healthy.

Cody: "Look what I found, mom! My favorite!"

Music: "Nightmare" by Artie Shaw



Scene 5: Guilt-free Goodness...



Tracy reads the box. She mentions only 10g of sugar and no artificial colors. She pauses and looks up.

Tracy: [says to herself] "Wow, only 10g of sugar and no artificial flavors."

Music: When mom looks up, the music stops and shifts to "In the Mood" by Glenn Miller

Scene 7: Product information.



A box of Lucky Charms. The nutritional facts fade in one phrase at a time as the voiceover reads them. The slogan fades in as the voiceover reads it. The logo and website fade in together.

Voiceover: "With only 10g of sugar and no artificial flavoring, a box of Lucky Charms is Guilt-free Goodness both you and your child will love."

Music: "In the Mood" by Glenn Miller



Scene 6: ...for the Whole Family.



Tracy and Cody happily eat their Lucky Charms together. As they eat, the Guilt-free Goodness rainbow appears over each of their heads.

Music: "In the Mood" by Glenn Miller



Television 2: Soccer Practice | 30 seconds

Scene 1: A car in motion.



An establishing shot of a car traveling down the road in the afternoon.

Music: Light, happy guitar music. [used throughout]

Scene 2: The driver.



The driver is a young woman named Allyson who is in her late teens or early twenties. She looks in the rearview mirror and talks to her passengers. She goes through a list of soccer-related items to make sure they didn't forget anything.

Allyson: "You guys ready for your first practice?"
Sophie: "Yeah! We're gonna have so much fun!"



Scene 3: The passengers.



The passengers are her two younger siblings. She has a sister named Sophie and a brother named Jack. They are dressed in soccer clothes. She is taking them to practice. The kids respond that they have everything they need.

Allyson: "Do you have everything you need?"

Jack: "Yep!"

Scene 4: The driver.



Allyson is still worried about her siblings. She asks them if they have a snack for later when they wait for their parents to pick them up.

Allyson: "Did you two remember a snack for later?"

Sophie: "Yeah"

Allyson: "Is it healthy?"



Scene 5: Lucky charms.



Sophie and Jack respond to their sister's worrying by pulling out a box of Lucky Charms, telling her they have everything they need and that she doesn't need to worry.

[Jack & Sophie pull out a box of Lucky Charms]

Jack: "We have everything we need."

Scene 6: The driver.



Allyson sees the box in the mirror and gives a wide grin. She's happy they are prepared and have the Guilt-free Goodness of Lucky Charms with them.

[Allyson looks in mirror and sees Lucky Charms, she grins, cut to car]



Scene 7: The car.



Cut back to the car as the three siblings continue on their journey to the first soccer practice of the season. The Guilt-free Goodness rainbow comes out of the car as it continues down the street.

Music: Slight crescendo.

Scene 8: Product information.



A box of Lucky Charms. Information, including nutrition info, the slogan, the logo, and the website fade in as mentioned by the voiceover. The logo and website should fade in together.

Voiceover: "With just 10g of sugar and no artificial flavoring, Lucky Charms is the Guilt-free Goodness that's perfect for your on-the-go snack."



Television 3: Under Pressure | One minute

Scene 1: Dad's trying to cook.



It's night. A dad is trying to make a nice meal before his wife gets home from work. While he is doing this, his three young children are running around in the background.

Music: "Under Pressure" by Queen and David Bowie. Music will play a key role in this ad. There will be multiple cuts to points later in the song. These must happen while still sounding somewhat natural and coherent.

During this scene, the first couple instrumental bars are playing.

Scene 2: Trouble is brewing.



The dad hears a noise. The kids are fighting. He looks down at his cooking then back to the kids. As much as he worries he will spoil dinner, he knows kids come first, so he goes to break up the fight.

Music: The music cuts to the opening lyrics. "Pressure, pushing down on me. Pressing down on you..."



Scene 5: To the pantry.



Dad goes to the pantry and begins frantically searching for something healthy to have for dinner that he can prepare quickly.

Music: The music continues.

Scene 6: A good idea.



The children have been watching their dad with great interest. The oldest enters the pantry, grabs a box of Lucky Charms and shows it to Dad.

Music: The music cuts to an even greater build at "This is our last dance..."



Scene 3: Breaking up the fight.



Dad goes over to his kids to stop them from fighting. We don't hear what he's saying, but we see it work as the kids start getting along and play with their dad a bit. Dad seems to forget about dinner.

Music: The music continues.

Scene 4: Dinner is ruined.



Dad goes back into the kitchen and finds that dinner is burned. He looks nervously at the clock and starts to panic. He needs to do something quickly before his wife gets home.

Music: The music cuts to where it builds in intensity. "It's the terror of knowing what this world is about. Watching some good friends scream 'let me out'..."



Scene 7: Lucky Charms to the rescue.



The camera zooms in on the words on the box that talk about only 10g of sugar, 10g of whole grain, gluten-free, etc. Dad looks up and smiles.

Music: The music continues with "This is our last dance." When Dad looks up and smiles, the music should be at "This is ourselves."

Scene 8: Mom comes home.



Mom walks in wearing very professional attire to imply that she is a successful executive at a company who just had a long day. She is surprised by what she sees.

Music: The music continues. At this point, it has undergone a decrescendo and has settled down into the softly sung "under pressure" part at the end.



Scene 9: Dinner is served.



Dad and the three kids are eating Lucky Charms. They are having fun playing with the charms. One child is trying to put the clover charm on like a hat. Dad is holding the rainbow charm to his face like a mustache. There is an empty bowl ready for Mom to come and join. Dad looks up at his wife and smiles.

Music: The music continues.

Scene 10: Cut to Mom.



Mom looks both exasperated and slightly amused. She raises her eyebrows and rolls her eyes at her husband. She then smiles slightly.

Music: The music continues.



Radio: Picky Eaters | 15 seconds

KID: No way! I'm not eating that!

NATSOT: Screaming kids [continues beneath VO]

VO: Have a household of picky eaters that don't like anything in the cupboard that's good for them?

KID: Yucky!

VO: Make sure to stock up on Lucky Charms, the Guilt-free Goodness with only 10g of sugar and a taste they'll love.

Go to luckycharms.com/nutrition to learn more!

NATSOT: Screaming fades out



luckycharms.com

30.8% of people who eat Lucky Charms remember advertised products when they are shopping

Print 1: Made With Love | National and Regional Magazines

This ad highlights the love mothers have for their children while emphasizing the concept of Guilt-free Goodness. The ad contains the words "Made with Love" on top to tell the reader we care about the health of parents and their children. Surrounding the Lucky Charms logo are the iconic heart charms. Each charm highlights a different nutritional fact that makes Lucky Charms healthier than other "kid" cereals. Beneath the logo is the address for all the nutritional facts on the Lucky Charms website, inviting readers to learn more about Lucky Charms and how it measures up. Beneath the heart charms and above a bowl of tasty Lucky Charms, the ad reinforces our devotion to being "Guilt-free Goodness for the Whole Family." This ad will run in women's magazines to catch the attention of Millennial Moms around Valentine's Day and Mother's Day when love is in the air.

Print 2: Family is Magic | Magazine

This series of ads highlights the centrality of family to our brand. They each depict families sitting down to have some Lucky Charms. The different ads have families of different races, creeds, and sexual orientation to further reinforce Lucky Charms' stance as a brand that supports diversity, a stance that began with Gay Pride Month and the #LuckyToBe campaign in 2013. The ads show that "family" means something different for different people, but they all have something in common. That commonality is a strong love for one another. These ads contain selectively colorized photos with the box of Lucky Charms standing out. Above each family member's head is a rainbow, showing how sharing a box of Guilt-free Goodness makes both kids and parents happy. These ads also give readers the Lucky Charms website where they can learn more by reading the nutrition information or by interacting with and contacting Lucky Charms directly.

Print 3: Business to Business | Trade Magazines

These ads will appear in trade magazines for grocers and university food services. The purpose of these ads is to use the "push" method to convince grocery stores and college dining halls to stock Lucky Charms and to give Lucky Charms good placement on shelves. The first ad depicts a long line of college students. The first person in line has the rainbow over her head, signifying that she received a box of Lucky Charms and that everyone is waiting for their favorite childhood cereal. This ad points to the happiness and nostalgia that homesick college students feel when they can treat themselves to a guilt-free taste of home. This tells potential distributors that Lucky Charms sells. The other ad is a crossover with the Family is Magic series. This ad shows that in college, your friends can be like your family. It plays to the same sense of mutual love and respect felt by families at home. It reinforces how sharing Guilt-free Goodness makes people happy by depicting the rainbow over each friend's head. By saying "family dinner," this ad also relays our message that Lucky Charms can fit into consumers' lives in more ways than just a breakfast food. This tells distributors of the great potential that comes with stocking Lucky Charms. The ads also contain the Lucky Charms website, which has a dedicated section for distributors where they can learn about special promotions and learn about other resources.

Potential Magazine Spaces

Women's Health (Lucky Charms consumers are 49 times more likely to read this magazine); US Weekly (33 times more likely); Martha Stewart (16 times more likely)

Made with Love.

10g Whole Grain



10g Sugar

luckycharms.com/nutrition

No artificial colors

Gluten Free

Guilt-free Goodness for the Whole Family.



You want the best for them. So do we.

The cereal you grew up with will be there for them too. With only 10g of sugar, no artificial colors or flavors, and 10g of whole grain, a bowl of Lucky Charms is the perfect start to both their day and yours. With the same great taste you love, it's a bowl of Guilt-free Goodness your whole family can love.



luckycharms.com

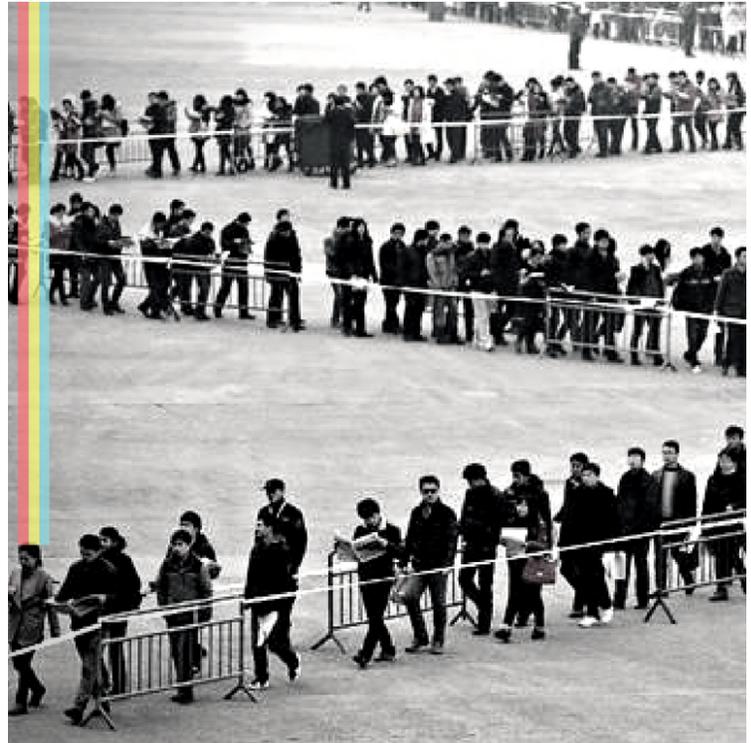


She loves her dads more than anything. They love her more.

Family matters. Treat yours to some Guilt-free Goodness.



luckycharms.com



A taste of home.

With no artificial colors and only 10g of sugar, the cereal they grew up with is better than ever. It's no wonder college students are lining up for some Guilt-free Goodness.



luckycharms.com

Interactive 1: Guilt-free goodness | Online Advertisement

This rich online ad begins with the eight charms of Lucky Charms approaching from the edges of the screen. The charms meet at the cursor and follow the cursor around the screen as they begin rotating in a spiral. As they rotate, the charms squeeze closer together into the form of a ball. The ball separates from the cursor and moves to the center of the screen. The charms then separate to form a circle around the message of the ad. The message begins with a reminder that kids actually enjoy eating Lucky Charms. The circle flips around on a vertical axis. After the flip the circle is yellow with nutrition facts that show why parents shouldn't feel guilty about giving Lucky Charms to their kids. Then the circle flips again and is teal after the flip. The slogan appears along with the Lucky Charms logo and the address for the nutrition section of the Lucky Charms website. This ad catches the reader's attention and keeps it, because the ad can only go away once the reader clicks the "close" button. Clicking on the ad itself brings the reader conveniently to the Lucky Charms website where they can learn more about Guilt-free Goodness. This ad will also function as a Facebook ad. In the Facebook ad, the charms will move toward the center of the ad space instead of the cursor, and the charms will assemble over a white background.

Interactive 2: Let's Move! | Promotional Video & Advertisement | 2 minutes

As part of our promotional partnership with the Let's Move! Campaign detailed in our PR Plan, we have decided to create an interactive video to promote the campaign and highlight some of the steps that Michelle Obama has taken to improve the health of children. This video combines soundbites from various speeches the first lady has given regarding Let's Move! with images and text that provide insight into what the campaign has achieved as well as what it is still working to achieve. We want to let people know that Lucky Charms is more than willing to help young people live healthier lives and shares Mrs. Obama's vision of a more physically active America. The video also contains interactive links embedded within the text that will direct viewers to sources containing additional information about Let's Move! This video will also be used as a YouTube ad

Website

The Lucky Charms website stresses simplicity and bright colors, consisting of bright buttons that correspond with the eight Lucky Charms. The first button is the heart of the message: nutrition, where, visitors can view the nutrition information for Lucky Charms. The star charm accompanies the section that tells people some basic facts about Lucky Charms and the different varieties (original and chocolate). The horseshoe charm marks the section that gives visitors a chance to connect with Lucky Charms by providing links to its social media accounts. The clover charm marks the section devoted to distributors. Here, retailers and other distributors can read about the benefits of stocking Lucky Charms, learn about special promotions for distributors, and access other resources. The blue moon charm allows visitors to view past campaigns undertaken by Lucky Charms. This allows them to see how Lucky Charms has adapted its message over the years to fit in with consumers' lifestyles. The hourglass charm accompanies a section that is another blast from the past. This section includes an interactive timeline detailing the past of Lucky Charms. The rainbow charm has become the symbol of the public outreach direction embraced by Lucky Charms since the #LuckyToBe campaign. With the "Fight On" section, Lucky Charms aims to show people who feel marginalized that Lucky Charms stands with them. The red balloon marks an important section for visitors to interact with Lucky Charms, allowing people to contact Lucky Charms directly via email with questions, comments, and suggestions. This gives Lucky Charms an opportunity to better understand their consumer base and feel engaged with their consumers.

INTERACTIVE MEDIA MOCKUPS

1. Charms start moving in from the edges of the screen toward the cursor and the charms meet, starting to spin like spokes in a wheel around the cursor.

2. As the charms spin, they squeeze tighter together. The wheel collapses into a ball and moves to the center of the screen

3. The charms spread out to form a circle surrounding the message "Kids love the taste."

4. The circle flips around on a vertical axis. On the flip side is the second part of the message that says "Parents love" and lists healthy aspects of Lucky Charms.

5. The circle flips again. This time, the flip reveals the Lucky Charms logo, slogan, and the nutrition page for the Lucky Charms site appears.



54.1% of people who eat Lucky Charms say that the internet has changed the way they get information about products and services

Let's Move! Campaign

Scene 1: Michelle Obama Speaks

An image of Michelle Obama fades in. The music starts playing as a soundbite of one of Mrs. Obama's speeches plays.

SOT: "In the end, as First Lady, this isn't just a policy issue for me. This is a passion. This is my mission. I am determined to work with folks across this country to change the way a generation of kids thinks about food and nutrition."

Scene 2: End of an era

Another image of Michelle Obama fades in. The music continues. Text appears over the image. Clicking on the text will take the viewer to the Achievements page of the Let's Move! website.



Source: <https://lytimg.com/v/RWtpPOyKAI/maxresdefault.jpg>



Source: http://proud2bme.org/sites/default/files/arcopic/LetsMove_MichelleObama.jpg

Scene 3: Achievements

An image of kids being healthy in school fades in. The music continues. Text appears over the image. Clicking on the text will take the viewer to the Healthy, Hunger-Free Kids Act page, where they can read the new standards.



Scene 4: Achievements

An image of kids being healthy fades in. The music continues. Text appears over the image. Clicking on the text will take the viewer to letsmoveschools.org, where they can learn more about Let's Move! Active Schools.



Scene 5: Achievements

An image of kids being healthy fades in. The music continues. Text appears over the image. Clicking on the text will take viewers to where they can learn more about the new labels.



Scene 6: The fight continues

Another image of Michelle Obama fades in. The music continues. Text appears over the image.



Scene 7: Michelle speaks again

An image of Michelle Obama appears. The music continues. Another soundbite plays.

SOT: "The physical and emotional health of an entire generation and the economic health and security of our nation is at stake."



Scene 8: Looking forward

An image of Michelle Obama being active with kids fades in. The music continues.



Scene 9: Lucky Charms

An image of kids fades in. The music continues. Clicking on the text will take the viewer to the "Fight On." page on the Lucky Charms website that includes all Lucky Charms social outreach programs.



Scene 10: Michelle Obama

An image of Michelle Obama fades in. The music fades out as a soundbite plays.

SOT: "And in the end, that's what Let's Move is all about. It's about the legacy we're leaving for the next generation and generations to come."

Finally, after the image of Michelle fades, the websites for Lucky Charms and Let's Move! appears



MEDIA PLAN

DEMOGRAPHIC TARGET FOR MEDIA PURCHASING

Our demographic target for media purchasing are those between the ages of 25-35 who play a parental role in a child's life. This includes younger, more "millennial" parents and families of diverse makeups. This diverse family structure we see today means we will be broadening our reach and focusing more on a holistic parental role in the life of the child they care for, not just their title. We will target the working class in urban and suburban settings in the Midwest and Southern parts of the United States. Based on our Simmons research data, we found fewer people had purchased our product on both the East and West coast.

OBJECTIVES

Our general reach will cover mainly the Midwest and Southern parts of the United States through more spot media and cable networks, as well as nationally televised channels to reach our secondary target of business-to-business whole-sellers and re-sellers while broadening the overall scope and awareness of our brand. We will work to more specifically reach "Millennial Moms" who are always on the go and looking for quick and easy "guilt-free" food and snack options for their children. In society today, this "Millennial Mom" role can take on various forms. This could be an aunt or even a father. A majority of these "moms" are married, mostly have between one to three children and live in single-family homes.

We will have certain high frequency periods so the audience can gain conviction of our message and our desired brand position in the market. Our desired brand position in the cluttered cereal market is still the same familiar, great tasting cereal, combined with the fact that we have made steps to become a healthier "guilt-free" option. We will cover much of the school year at times when "Millennial Moms" are going to the grocery store (Sundays and Mondays), daytime television to cover parents who stay at home, as well as emphasizing a large digital presence for "Millennial Moms" who are working, on the go and up to date

with technology. We will also place ads in the early mornings as "Millennial Moms" are getting their kids ready for school and making their breakfast or lunch.

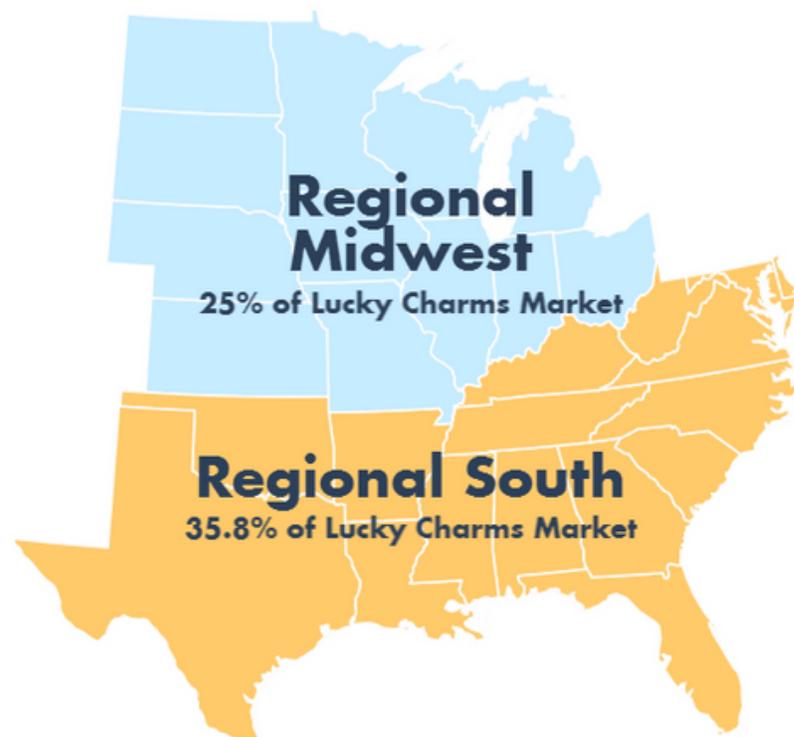
52% of Lucky Charms consumers are currently married and 58.6% have children

DURATION AND TIMING

The duration of our campaign will be taking place in the upcoming calendar year with a focus on the months of August-May when school is in progress. We will focus on the mid morning stretch from around 10am-12pm for other "moms" that may not be necessarily heading to work but are otherwise tending to tasks at home. Then, to appeal to the working "mom," we will again run the ads during the evening media stretch from about 7pm-9pm, as parents are coming home to relax with their children after a long day. Lastly, we will highlight Sundays and Mondays, typically heavier grocery store traffic days to catch the "mom" right before he or she heads off to buy food for her children so that Lucky Charms can be fresh in his or her mind.

Duration and Timing, continued

When allocating fewer GRPs, we will focus our efforts on the months of August-October. We chose to focus on the months of August-October as this is the time children start going back to school, a busy time where Lucky Charms can ease stress and be the guilt-free convenient option for any family. Oftentimes, "Millennial Moms" are gearing up for the upcoming school year during this time and deciding what they want to pack for their children for lunches, snacks and more. Lucky Charms is the perfect guilt-free addition to their children's food itinerary. Additionally, for some of our print ads, in particular our "Made with Love" ad, we will allocate this among specific magazines during the months of February, May and June around the Valentine's Day, Mother's Day and Father's Day holiday season to appeal to the loving and grateful emotions we see during these holidays.



REGIONAL EMPHASIS

Our campaign will focus on the metropolitan and suburban markets primarily in Chicago, Detroit, Milwaukee, Houston, Atlanta and Miami to cover large markets in the Midwest and the South. While our emphasis is in the Midwest and South we will also reach similar metropolitan and suburban markets on a smaller scale in New York and Los Angeles to broaden our scope. We will target these areas through various media channels including television, digital and magazines.



SCHEDULING STRATEGIES

Lucky Charms' ultimate business objective is to generate conviction of our message. To begin, it is necessary to heighten awareness of the brand as not only tasty and sweet but a healthier cereal option compared to competitors. To gain this awareness we will be scheduling most media on a continuous basis, with pulses during the back to school period of August-October while "Millennial Moms" are focusing on their children's needs for the upcoming school year.

We will utilize this strategy to effectively reach our wide audience of "Millennial Moms," an audience that can be defined by various roles. By scheduling most media on a continuous basis, we are able to keep Lucky Charms a term that remains relevant throughout the year, as this is not just a seasonal eat. Along with a continuous media spread, we will integrate heavier pulses during the back-to-school season because we find that this is when "Millennial Moms" are gearing up for the upcoming year, and with that deciding what they want to pack in their kids lunches, buy for them as their after school snack and more. These media scheduling strategies allow us to remain relevant and spread our message throughout the year while also appealing to the "Millennial Moms" at times when they need us most.

RATIONALE

Television:

We chose television as our primary media vehicle as it will reach more of our target audience.

Television allows us to utilize emotional appeals, movement and other visual cues to tailor to the interests of our target audience.

We have allocated over 60% of our budget towards television with a combination of national daytime and primetime television, cable primetime television, spot daytime and primetime television, and spot early evening/fringe television.

Our use of national television will help us gain mass coverage of our brand with a high impact on audience response, including reach to business-to-business prospects. We will utilize cable and spot television to advertise on specialized channels that appeal to our specific target audience. We will advertise through reality TV networks such as MTV, E! and Bravo, family networks such as ABC Family, Nick@Nite and Cartoon Network and learning channels such as TLC. Reality TV will allow us to connect with the "Millennial Mom" figures who will be purchasing the cereal, while family and learning channels where "Millennial Moms" may be watching with their children will aid in awareness as well. These channels directly correlated with the interests of our target audience based on our Simmons research data.

We will also allocate a block of ads on the Kids Choice Awards, a popular annual show for parents and their children to watch together. Lastly, we will place the product in a major Disney motion picture, to connect to emotional appeals in a more creative and stimulating setting.

Magazines:

We will allocate approximately 14% of our budget towards magazines, with 10% gearing towards national general interest magazines and 8% towards regional general interest magazines.

We have chosen this print medium over newspapers, as newspapers tend to correlate with older audiences of more affluent income levels. Magazines allow us to display bright and bold colors for our visual campaign. We will advertise in magazines dealing with weekly news, health, cooking and home goods through U.S. Weekly, Women's Health, Men's Health and Martha Stewart. We will utilize region specific magazines in metropolitan areas like Chicago or Atlanta to tailor to the working adult in our primary Midwest and Southern targets.

Digital:

We will utilize digital media to appeal to our innovative and "millennial" target audience that has experience with social media sites and other digital media. These mediums are highly interactive, allowing us to better bring our campaign to life. We will create Facebook ads and YouTube streaming ads, as these were sites often visited by our target audience based on our Simmons research data. We will also be implementing keywords each month to broaden our visibility on the web.

Radio:

Though we will only be allocating about 5% of our budget towards radio, this will allow us to reach a specialized audience and connect to local outlets. We will be able to reach the on the go parental figure heading to work or driving their children to and from extracurricular activities. We will allocate fewer GRPs during the winter months, as driving during this time decreases.



MEDIA SPENDING & ALLOCATION

| <u>TOTAL BUDGET</u> | <u>TOTAL ON IMPACT</u> | <u>CONTINGENCY</u> | <u>REMAINDER</u> |
|---------------------|------------------------|--------------------|------------------|
| \$12,000,000.00 | \$2,230,656.00 | \$250,000.00 | \$9,519,344.00 |

Impact Media

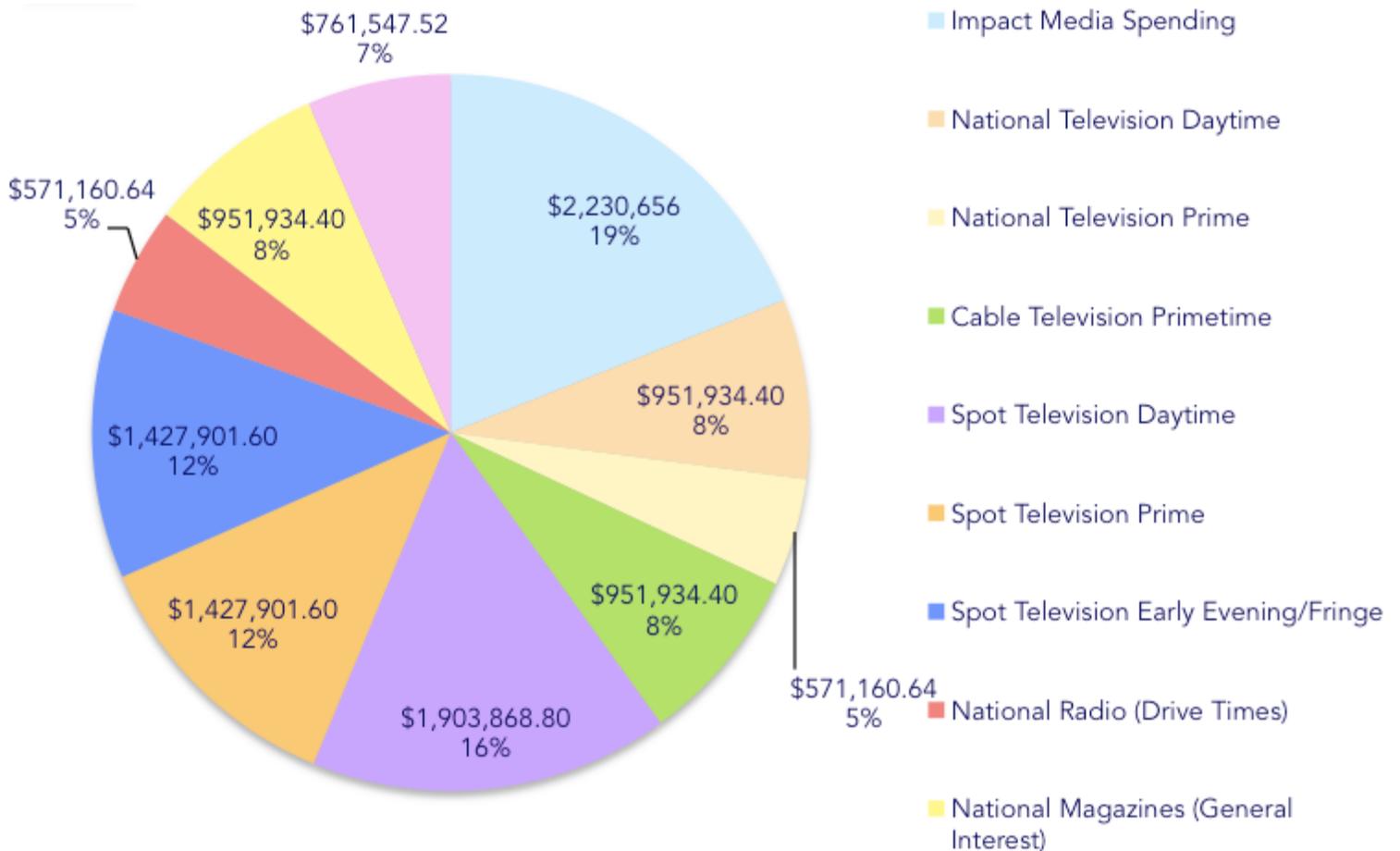
| MEDIA CATEGORIES | UNIT ALLOCATION | COST PER UNIT | ALLOCATION | NOTES |
|--|-----------------|---------------|--------------------|--|
| Kids' Choice Awards | 12 | \$28,000 | \$346,656 | Block of ads, must buy 12 GRPs |
| Product Placement— Major Motion Picture | 1 | \$1,000,000 | \$1,000,000 | 1 placement in major Disney motion picture |
| Keywords | 12 | \$50,000 | \$600,000 | 12 months of 10 keywords on Google |
| Facebook | 2 | \$37,000 | \$74,000 | 2 high impact ads in Aug-Sept on Facebook |
| YouTube Streaming Ads | 6 | \$35,000 | \$210,000 | 3 months of two ad spots |
| SUM TOTAL | | | \$2,230,656 | |

Conventional Media

| MEDIA CATEGORIES | % ALLOCATION | CPP TOTAL | ALLOCATION | GRPS |
|---------------------------------------|--------------|-----------|-----------------------|------------|
| National Television Daytime | 10% | \$41,996 | \$951,934.40 | 23 |
| National Television Prime | 6% | \$33,103 | \$571,160.64 | 17 |
| Cable Television Primetime | 10% | \$19,227 | \$951,934.40 | 50 |
| Spot Television Daytime | 20% | \$12,071 | \$1,903,868.80 | 158 |
| Spot Television Prime | 15% | \$32,066 | \$1,427,901.60 | 45 |
| Spot Television Early Evening/Fringe | 15% | \$16,379 | \$1,427,901.60 | 87 |
| National Radio (Drive Times) | 6% | \$2,913 | \$571,160.64 | 196 |
| National Magazines (General Interest) | 10% | \$64,733 | \$951,934.40 | 15 |
| Regional Magazines (General Interest) | 8% | \$19,369 | \$761,547.52 | 39 |
| SUM TOTAL: | | | \$9,519,344.00 | 629 |

Total Spending

| TOTAL MEDIA SPENDING: | \$ ALLOCATION | % ALLOCATION |
|---------------------------------------|---------------------|--------------|
| Impact Media Spending | \$2,230,656 | 18.98% |
| National Television Daytime | \$951,934.40 | 8.10% |
| National Television Prime | \$571,160.64 | 4.86% |
| Cable Television Primetime | \$951,934.40 | 8.10% |
| Spot Television Daytime | \$1,903,868.80 | 16.20% |
| Spot Television Prime | \$1,427,901.60 | 12.15% |
| Spot Television Early Evening/Fringe | \$1,427,901.60 | 12.15% |
| National Radio (Drive Times) | \$571,160.64 | 4.86% |
| National Magazines (General Interest) | \$951,934.40 | 8.10% |
| Regional Magazines (General Interest) | \$761,547.52 | 6.48% |
| TOTAL SPENDING: | \$11,750,000 | |



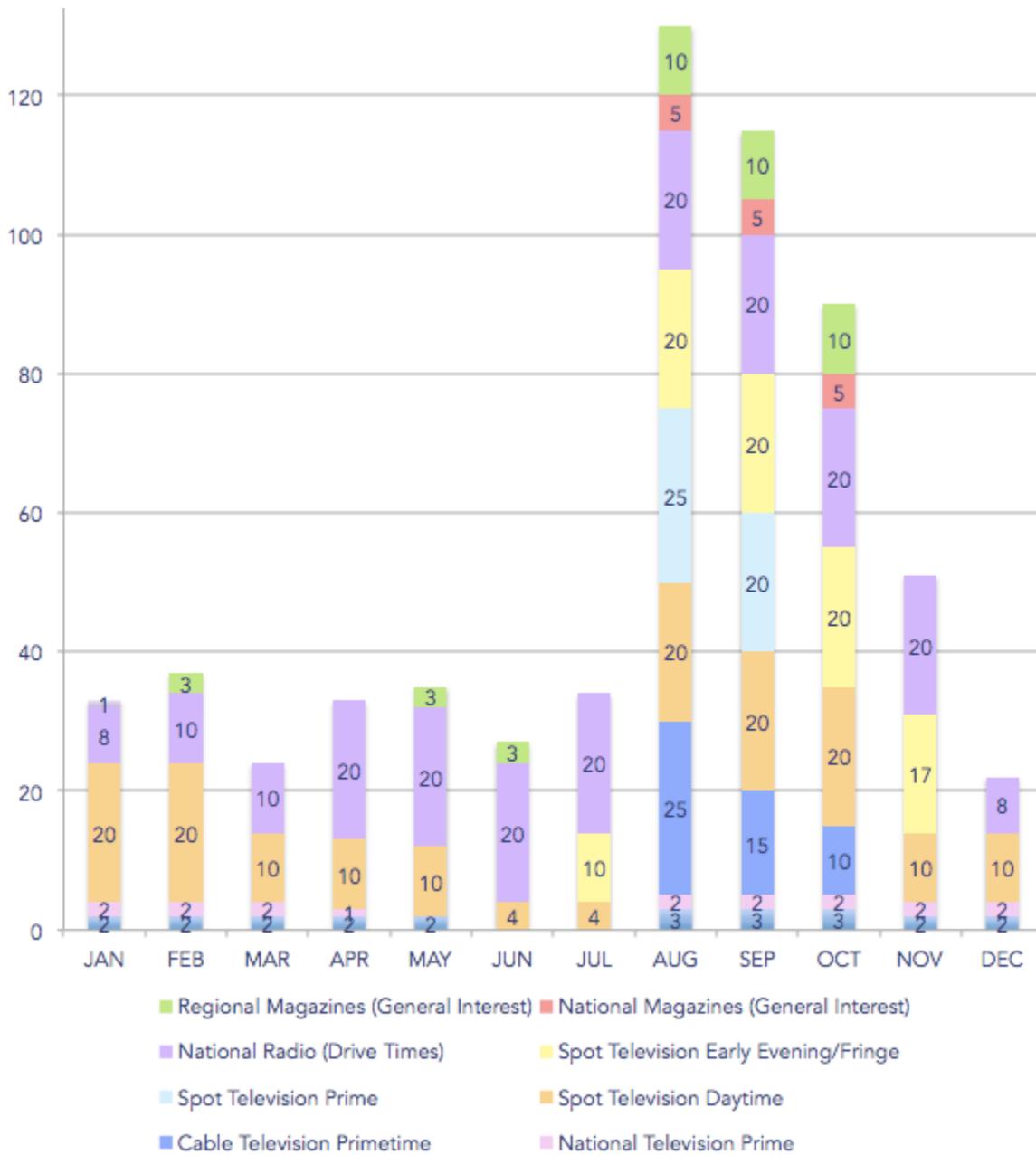
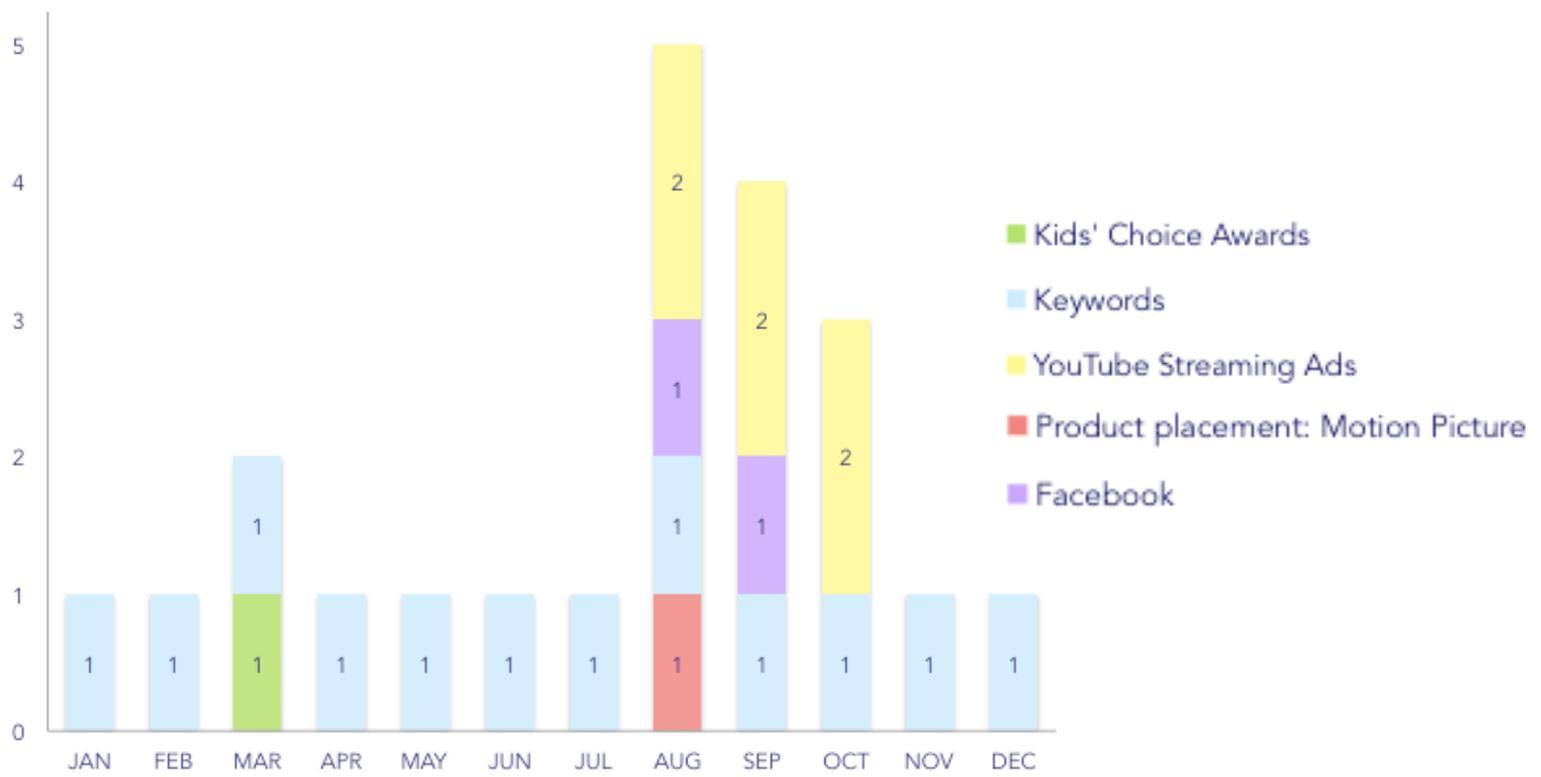
MEDIA PLANNING FLOW CHART

Impact Media

| MEDIA CATEGORIES | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | TOTAL: |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|
| Kids' Choice Awards | | | 1 | | | | | | | | | | 1 |
| Product placement: Motion Picture | | | | | | | | 1 | | | | | 1 |
| Keywords | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 12 |
| Facebook | | | | | | | | 1 | 1 | | | | 2 |
| YouTube Streaming Ads | | | | | | | | 2 | 2 | 2 | | | 6 |
| SUM TOTAL: | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 5 | 4 | 3 | 1 | 1 | |

Non-Impact Media

| MEDIA CATEGORIES: | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | TOTAL: |
|---------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|
| National Television Daytime | 2 | 2 | 2 | 2 | 2 | | | 3 | 3 | 3 | 2 | 2 | 23 |
| National Television Prime | 2 | 2 | 2 | 1 | | | | 2 | 2 | 2 | 2 | 2 | 17 |
| Cable Television Primetime | | | | | | | | 25 | 15 | 10 | | | 50 |
| Spot Television Daytime | 20 | 20 | 10 | 10 | 10 | 4 | 4 | 20 | 20 | 20 | 10 | 10 | 158 |
| Spot Television Prime | | | | | | | | 25 | 20 | | | | 45 |
| Spot Television Early Evening/Fringe | | | | | | | 10 | 20 | 20 | 20 | 17 | | 87 |
| National Radio (Drive Times) | 8 | 10 | 10 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 8 | 196 |
| National Magazines (General Interest) | | | | | | | | 5 | 5 | 5 | | | 15 |
| Regional Magazines (General Interest) | | 3 | | | 3 | 3 | | 10 | 10 | 10 | | | 39 |
| SUM TOTAL: | 32 | 37 | 24 | 33 | 35 | 27 | 34 | 130 | 115 | 90 | 51 | 22 | |



PUBLIC RELATIONS STRATEGY

For many families today and in the past, the whole grains and plentiful vitamins provided in one serving and the "magically delicious" flavors that kids enjoy are the reason they have kept Lucky Charms a tradition in their home.

We understand most mother's concerns of wanting to feed their child a healthy meal, and for that reason Lucky Charms has successfully been a tradition among families for the past 50 years of not only being a "guilt-free" goodness meal, but also a meal that is convenient in today's constant hustle.

Sales will continue at colleges and universities so that students may continue enjoying the cereal they grew up but also plan to give their future families.

Sales to the "millennial mom" audience will continue as well, but will be enhanced. We plan to emphasize Lucky Charms as the cereal of your childhood that grows and changes with you to fit your own lifestyle and health needs. We maintain our traditional taste while continually becoming healthier.

Additionally Lucky Charms will invest in the "Let's Move" program to continue to show support for growing children to live a healthy and physically active lifestyle.



MEDIA RELATIONS STRATEGY

For each event that Lucky Charms hosts a press release will be sent to major news outlets that can be categorized as "women's health," "family," "kids in today's era," "home living" etc.

The goal of Lucky Charms is to reach news outlets that will reach our target audience. Research shows the following outlets, both print, and television reach our target, the "Millennial Moms," best:

MAGAZINES

- Women's Health
- Home and Living
- Working Mother
- Newsweek (special feature on Let's Move charity event)
- Health and Lifestyle

TELEVISION

- FreeForm ((formerly known as ABC Family) owned by ABC TV Group)
- Lifetime (owned by A+E Network)
- OWN (Oprah Winfrey Network)
- Local Midwest and Southern channels
- Disney Channel
- Sprout (owned by NBC Universal)
- NBC Today (National Broadcasting Network Universal)

PR & PROMOTIONS



- Lucky Charms with the help of parent brand General Mills will encourage these outlets to cover advertisements and events because of the high volume of shared target markets.
- For many years, General Mills has donated hundreds of millions of dollars to children's education programs all throughout the nation, primarily through the "Box Tops for Education" initiative. News outlets are aware of this and thus understand the importance of reaching the community.
- Additionally, in partnering with Let's Move, Lucky Charms plans to host former First Lady Michelle Obama at a co-sponsored event, attracting much more attention.

TARGET VEHICLE SELECTION

Attention from the above listed news outlets is crucial to the success of enhancing the Lucky Charms brand because each outlet shares the same target audience as we do. Based on our Simmons data, these "Millennial Moms" are mostly watching television and reading magazines, and are concentrated in the Midwest and Southern regions of the United States. For these reasons, we will utilize the above outlets to best reach our target. Each outlet reaches the "Millennial Mom" target who play several different roles in the lives of the children they care for.

PUBLIC RELATIONS TACTICS

Let's Move! Campaign

General Mills has always supported local and national charities, and emphasizes giving back to consumers and their communities. Since 1996 General Mills has donated \$715 million to education programs all throughout the nation.

The next project Lucky Charms will aid is the Let's Move organization. The Let's Move organization is a non-profit charity that plans to help America raise a healthier generation of kids. The basis of the campaign is that kids do not eat or exercise as much as they did in a healthier America, 30 years ago. Lucky Charms has been around since 1964, and has always been considered a good source of whole grains that moms can count on for their kids breakfast's then and now.

Former First Lady Michelle Obama, the founder of this program, has signed a contract to continue the

People who read magazines are 28 times more likely to eat Lucky Charms than those who don't

47% of those who eat Lucky Charms reported that television was their primary form of entertainment

MAGAZINES
TELEVISION

"Let's Move" campaign upon leaving the White House. Michelle Obama has stressed the importance of this influential campaign in the communities of our consumers, and Lucky Charms is committed to supporting the message of this campaign.

Lucky Charm's will not only donate to the charity but will also host a co-sponsored event in Minneapolis, where the Lucky Charms headquarters is, that will host a variety of local celebrities, such as Vikings and Twins players, but also the creator of the organization, Former First Lady Michelle Obama. This event could include yoga and fitness classes, sports scrimmages and other ways to incorporate healthy choices into their everyday lifestyle. Encouraging kids to get up and move more and eat healthier will be promoted by the professional athletes at the event but also by a variety of fun activities.

Box Tops for Education

To connect with our secondary business-to-business target, Lucky Charms will be partnering with "Box Tops for Education." "Box Tops for Education," an initiative created by General Mills in 1996, supports and benefits education in America's schools. Schools were able to collect Box Tops found on various General Mills products with each Box Top amounting to \$0.10. The schools used this money to better the educational experience for their students. To encourage wholesalers to stock our cereal, Lucky Charms will be hosting a contest during the back-to-school period (August through October), where schools and dining halls will try to collect the most box tops. The institution that collects the most box tops will earn free iPads. The donation of these iPads promotes educational opportunities such as improving literacy through interactive learning. For dining halls and other business wholesalers, iPads would allow for a more efficient and effective business operations systems.

Project Bumblebee | Xerces Society

Lucky Charms has partnered with this program that aims to raise awareness and educate consumers on the importance of bee conservation.



Promotions

Lucky Charms plans to hold several promotional events and use several social media/mass media promotional channels.

In grocery stores we plan to host sampling events, give away coupons through our mobile application, and support Box Tops for education through the cereal that we sell.

On social media, we plan to create a geofilter for Snapchat that will be live during the back-to-school season. We will post coupons on our Facebook page and use Twitter to alert followers of our promotional events near them, and finally we will sponsor advertisements on Instagram to reach those who have searched Lucky Charms in the past 60 days.

71.4% of people who eat Lucky Charms use social media



Industrial Promotions

A large portion of the Lucky Charms consumers are college students. We sell to colleges and universities at the industrial level so they may re-sell in their dining halls. Additionally, Many students grew up consuming Lucky Charms and thus have kept tradition alive by continuing to eat the cereal they know and love in college. Because of this, we plan to create a day through the nation that Lucky Charms is the featured cereal on that college campus.

- Lucky Charms will provide free cereal, and fun little promotional goods.
- Creating "buzz" again throughout the campus about students favorite cereal they grew up eating, and will hopefully give to their future families.



MEDIA CONTACT LIST

Women's Health Magazine: Marnie Braverman,
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Home and Living Magazine: Jonathan Core,
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Working Mother Magazine: Jessica Goldman,
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Newsweek Magazine: Mitchell Caplan, Chief
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MAGAZINES



TELEVISION

FreeForm: Robin Finn, Publicity Director,
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Lucky Charms

For Immediate Release:

TODAY: Wednesday, October 27th, at 7pm

Lucky Charms Partners with Project Bumble Bee in Efforts to Promote Bee Conservation in Madison Communities

MADISON, Wis- General Mills has announced that Lucky Charms will launch a \$1 million campaign to raise awareness for Project Bumble Bee, an effort headed by the Xerces Society, a nonprofit organization involving Dane County. There will be an additional \$100,000 directly donated to the project.

The donation given to Project Bumble Bee will help conserve bee habitats and ensure that farmers are using natural fertilizers when producing General Mills foods. Lucky Charms advertisements will feature Project Bumble Bee and educate consumers on the importance of bee conservation and what they can do to help.

The local involvement of the Middleton-Cross Plains Area School District and the Pheasant Branch Conservancy uses research gathered previously from the University of Wisconsin-Madison Arboretum. These efforts will further raise awareness among the Madison Community about bee conservation.

At Lucky Charms we know that natural and sustainable sourcing/supplying occurs at the local level. Helping the community by educating and aiding them with how important this issue is

Project Bumble Bee comes at a time when almost no other efforts of bee conservation are in place. Research suggests the work that bees do plays a large role in our society, with one third of our meals resulting from pollinated plants. General Mills plans to take action with the launch of the Project Bumble Bee campaign. The series of commercials and public service announcements that Lucky Charms will feature are created to change the way consumers and farmers view bee conservation.

"The production of Lucky Charms and numerous other General Mills products would not be possible without bumble bees. Consumers can rest assured that the food they consume is guilt-free and environmentally sound," said Ken Powell, CEO of General Mills.

For more information, please contact Lucky Charm Chief Operating Officer, Jeffrey L. Harmening.

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EVALUATION AND SOURCES

Our work isn't over. Once MadeInMadison runs the "Guilt-Free Goodness" campaign on behalf of Lucky Charms, we plan to continue our work by analyzing the campaign at every step, communicating with Lucky Charms and General Mills every step of the way. We see this campaign as a first step in a long relationship between MadeinMadison and Lucky Charms.

Measurements and Analysis

The MadeInMadison team plans to measure and analysis the target markets "Millennial Moms" and our business-to-business targets. We will continue to track them through extensive Simmons research, and will be ready to make adjustments to the campaign as needed. The media, public relations, and creative team will further work to make sure that the messages we send are reaching our target audiences.

After this campaign runs for the full year, we will offer a presentation to Lucky Charms, breaking down our campaign step by step to show how goals were met, or areas that still need growth and attention. We also plan to conduct more research post-campaign in efforts to understand what the consumers think.

By the end of our campaign, we plan to recapture consumers, change perceptions of the brand, and get consumers to believe in Lucky Charms cereal as a brand and a product that fits into their everyday lives.

Guilt-Free Goodness
Good for the whole family.

SOURCES

Databases: Simmons OneSource, IbisWorld, Mintel

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Schultz., E. (2012). See the Spot: Lucky Charms Finds Gold With Adult Fans. Retrieved December 07, 2016, from <http://adage.com/article/news/lucky-charms-finds-gold-adult-fans/238551/>

The ultimate guide to Lucky Charms. (2014). Retrieved December 07, 2016, from <http://www.blog.generalmills.com/2014/03/lucky-charms/>

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ABOUT THE TEAM

MadeInMadison (MinM) is a full service advertising agency that creates full-service, integrated campaigns centered on creatively and effectively reaching your target audience.



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