

Kellogg's

A TEST MARKET CAMPAIGN



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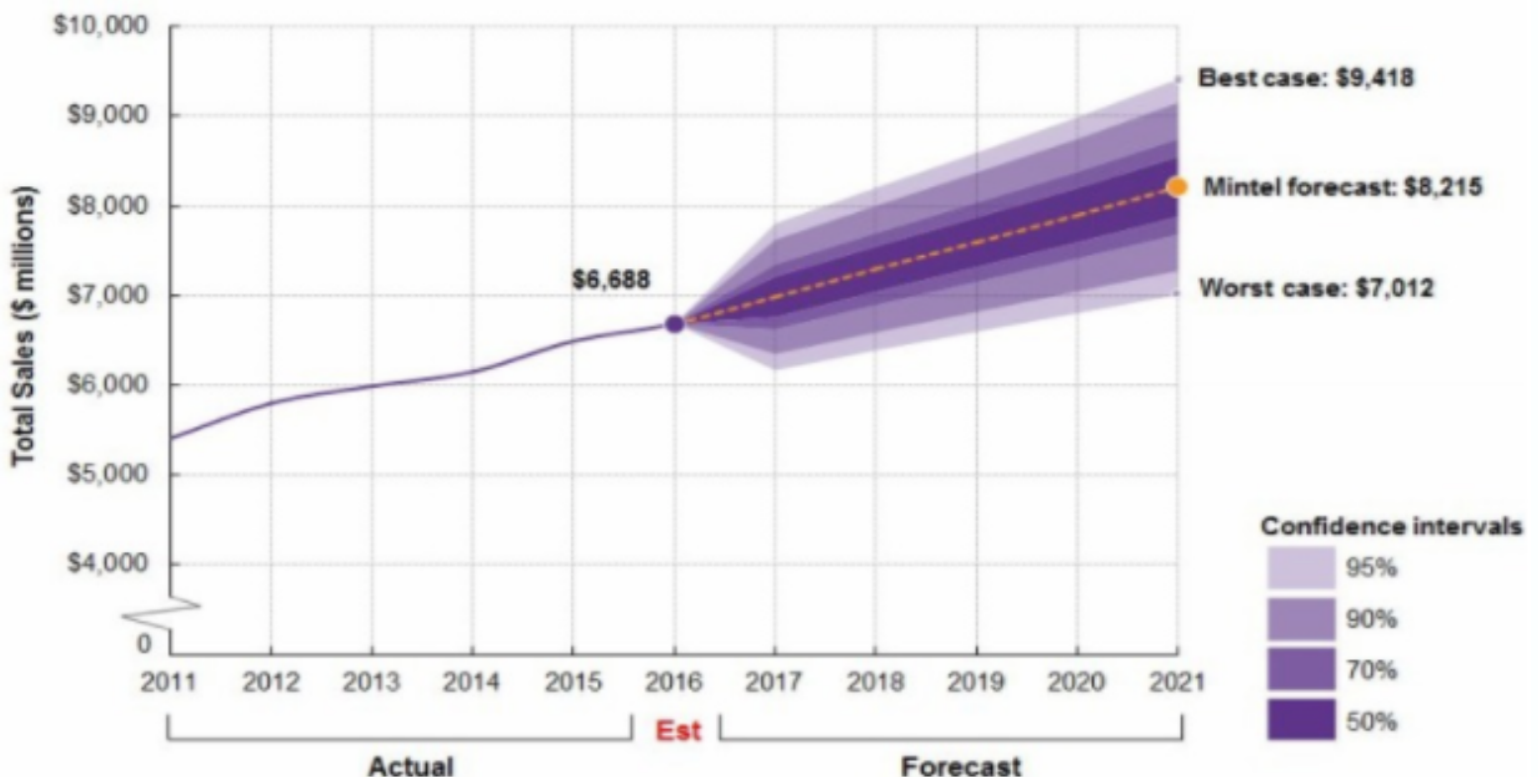
SITUATIONAL ANALYSIS

THE MARKET

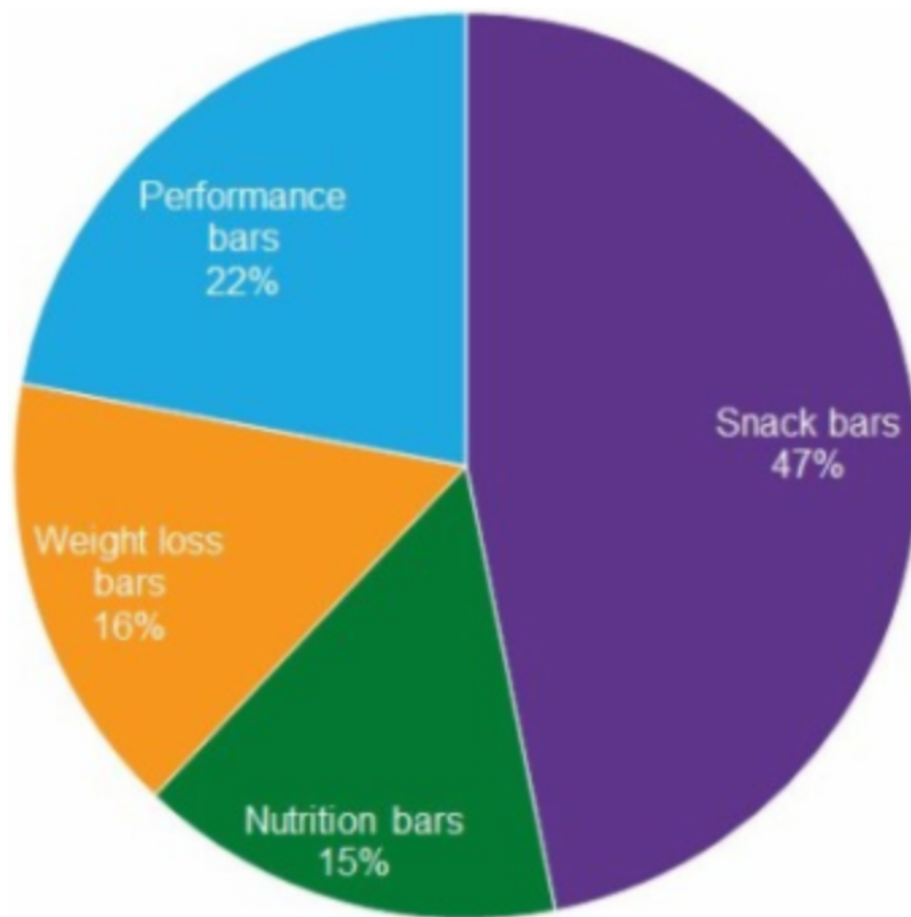
Market Size and Growth Trends

The Standard Industrial Classification (SIC) code for Special K snack bars is “2064”. Interestingly enough, this means that these bars fall into the candy and other confectionery product category. The “20” indicates that this product falls within the food and kindred classification, while “206” is the industry group for sugar and confectionery products.

According to Mintel, consumers have grown more interested in healthier, more nutrient dense snack foods. Due to this rising interest, category sales for snack bars has increased 24% between 2011 and 2016 to \$6.7 billion. These sales are estimated to reach \$8.2 billion by 2022.



A market breakdown given by Mintel shows that general purpose snack bars, a segment led by the Nature Valley brand from General Mills, serves as the foundation for the category. Snack bars account for 47% of sales within this category. Performance bars are the fastest growing category, with a 66% increase in sales between 2011 and 2016. Weight loss bars, including the Special K brand, have seen sales slip 6% since 2011. (SNP)



General Mills and Kellogg continue to hold their position as the two largest competitors in the bar industry, but they both saw sales and market share slip in the 52-week period ending Dec. 2016. This slip can be attributed to the weakening sales of Special K bars within the weight loss category (SNP).

The growth in sales of snack bars is due to the blurring of the line between snacks and regular meals. More than 7 in 10 adults snack at least 2 times a day. (SNP). The convenience of snacking within consumers busy lives is proving to be a driving factor of consumption.

STRENGTHS

Through our comparison charts we found that Special K protein bars are a healthier option, when it comes to protein content, compared to other snack bars. Moreover, many customers are choosing snack bars to satisfy cravings and view flavor as the most important purchase influencer. That being said, these bars are sold in very unique and tasty flavors

WEAKNESSES

Currently, Special K is being positioned as a weight loss tool. As shown in the segment breakdown, weightloss bars are consistently decreasing in sales. Also, Special K does not hold up in comparison to performance bars.

OPPORTUNITIES

As seen in our secondary research, consumers are choosing snack bars to satisfy a craving or to curb hunger between meals. Positioning Special K bars as an in between snack that is healthier than other options could be successful

THREATS

Dieting is no longer a popular fad. It seems that consumers are not responding well to the weight loss tactics and being positioned as one, could be seen as offensive. Another thing to be careful of is taking sales away from other Kellogg's products considering Kellogg has such a variety of products

THE COMPETITION



\$2.99- 5 BARS

- Peanut Butter Dark Chocolate
- Salted Carmel Nut
- Honey Peanut Almond
- Coconut Almond



\$6.99- 4 BARS

- Crunchy Peanut Butter
- White Chocolate Cinnamon
- Toasted Caramel Nut
- Double Dark Chocolate



\$7.97- 5 BARS

- Coconut Almond
- Peanut Butter Chocolate
- Salted Caramel
- Mint Chocolate Chip

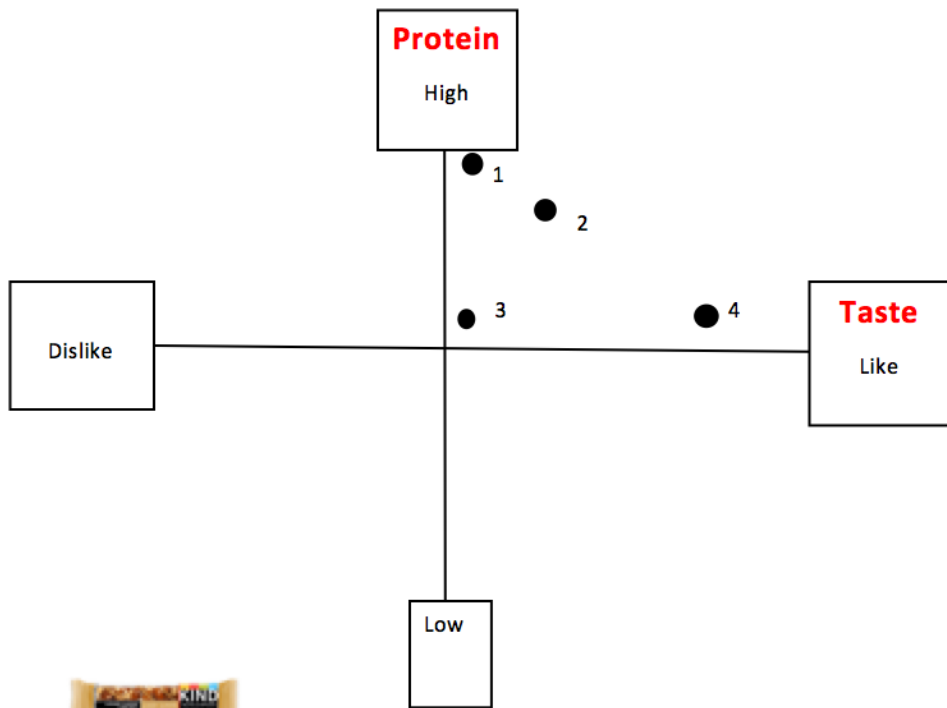
Competitive Position

Comparison Chart:

	Package Size	Retail Price	Serving Size	Calories	Total Fat	Protein	Total Carbohydrates	Sugar	Sodium
Special K									
Choc. Cherry Nut	6 bars	\$3.49	1 bar/35g	150	5g	8g	19g	12g	100mg
Choco. Peanut Pecan	6 bars	\$3.49	1 bar/35g	160	9g	8g	15g	8g	150mg
Caramel Cashew Pretzel	6 bars	\$3.49	1 bar/35g	160	7g	8g	17g	9g	210mg
Fruit & Salted Nut	6 bars	\$3.49	1 bar/35g	150	6g	8g	17g	10g	150mg
Nature Valley									
Peanut Butter Dark Choc.	5 bars	\$2.99	1 bar/40g	190	12g	10g	14g	6g	180mg
Salted Caramel Nut	5 bars	\$2.99	1 bar/40g	190	12g	10g	14g	6g	200mg
Honey Peanut Almond	5 bars	\$2.99	1 bar/40g	190	12g	10g	14g	7g	160mg
Coconut Almond	5 bars	\$2.99	1 bar/40g	190	12g	10g	14g	7g	190mg
Kind									
Crunchy Peanut Butter	4 bars	\$6.99	1 bar/50g	250	18g	12g	17g	8g	140mg
White Choc. Cinnamon	4 bars	\$6.99	1 bar/50g	250	17g	12g	18g	8g	80mg
Toasted Caramel Nut	4 bars	\$6.99	1 bar/50g	250	17g	12g	18g	8g	75mg
Double Dark Choco.	4 bars	\$6.99	1 bar/50g	250	17g	12g	17g	8g	125mg

Schematics

Nature Valley	Special K	Jif Bars
		Special K
		Safeway
	Safeway	Organics
		Quaker



Kind – 1



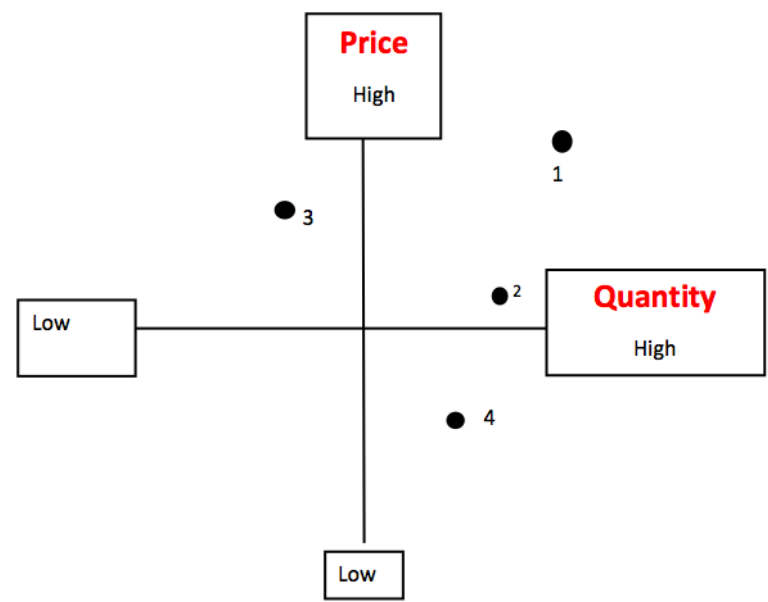
Nature Valley – 2



Larabars – 3



Kellogg protein snack bars - 4



Kind (1)



Nature Valley (2)



Larabars (3)



Kellogg protein snack bars (4)

"Tastes
awesome!"

"My
favorite
snack"

**"Perfect amount of
sweetness!"**

CUSTOMER REVIEWS

THE CONSUMER

When analyzing what exactly consumers look for in a snack bar, we found that while health factors are important, flavor is essential (SNP). 60% of respondents said flavor was the most important attribute that influenced their purchase decision, with high protein coming in at a close second with 50%.

While flavor reigns overall, purchase factors do differ by age. We found that older consumers prefer aspects such as high fiber and low calorie. Consumers age 35-54 favor high fiber products, but also look for no artificial ingredients and no added sugars. Lastly, individuals age 18-34 favor high fiber products, but are also looking for a protein source (SNP).

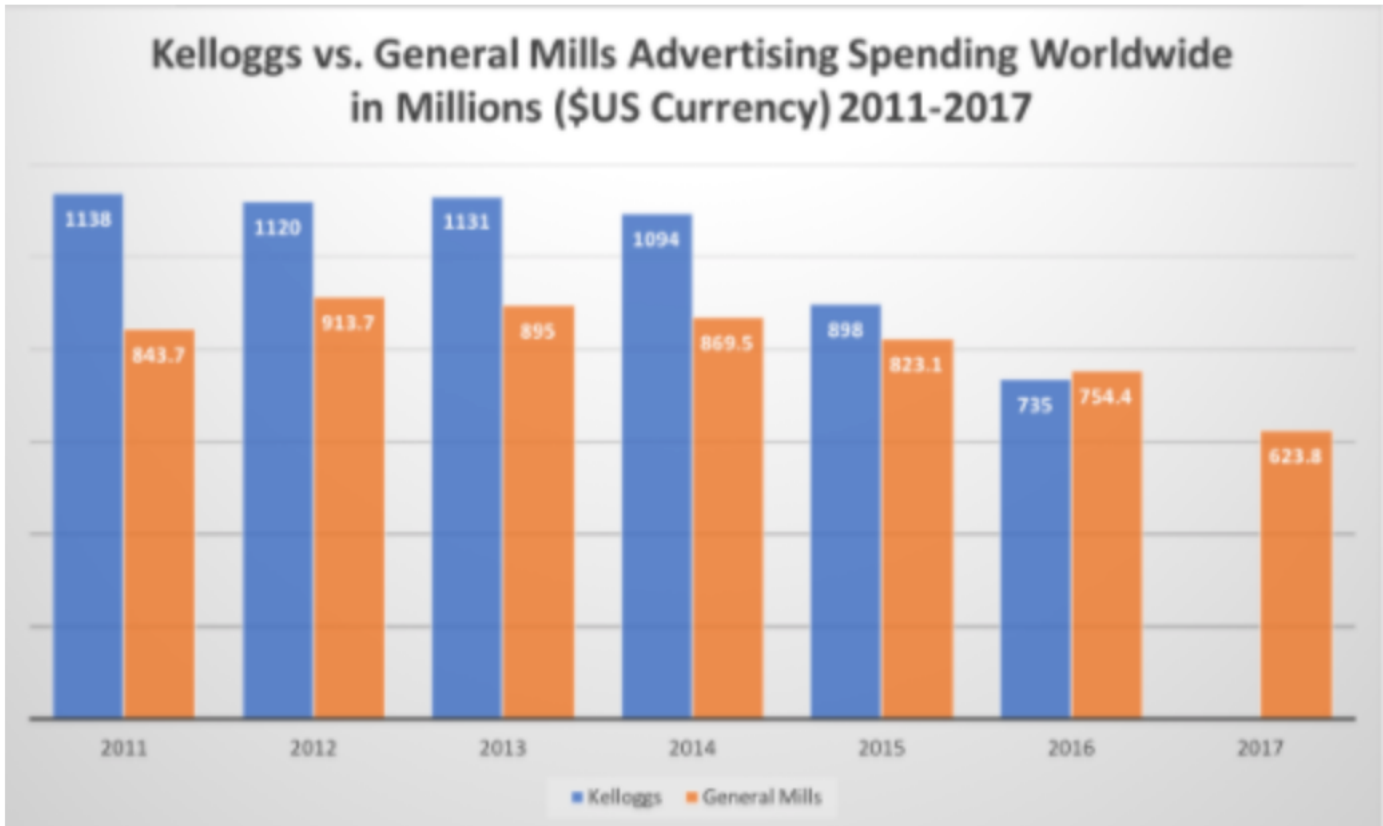
Moreover, the time of consumption also varies. 68% of consumers snack in the afternoon, while 53% consume snacks in the mornings. These morning snackers are primarily women who choose snack bars as a neatly packaged, easy to-go, protein packed breakfast alternative (SNP).

Lastly, we looked at the reason individuals consume snack bars. We found that 73% of consumers use snack bars as merely a snack, 48% use snack bars to satisfy a craving, and 23% use snack bars for protein delivery. (SNP)

HISTORY

Advertising History

Competitive Ad Spending



Advertising History Continued

Kellogg's

Although recently Kellogg ad spending has been decreasing, this was not always the case. Within the second year of sales, Kellogg's ad budget had reached \$300,000. Even after the stock market crash, while competitors were cutting back, Kellogg doubled its advertising budget. By 1940, Kellogg's total advertising expenditures had passed \$2.3 million. Regardless of how much they are spending, it's how they use this budget that makes the difference. (AdAge)

Something that Kellogg's is known for is their many spokes-characters. In 1907, they debuted their first character for Corn Flakes which was a woman holding a shock of corn dubbed "the sweetheart of the corn". They continued to create many more, including Snap, Crackle and Pop who were introduced in 1941 and are still the longest-lasting characters in Kellogg history. (AdAge)

Recently, at the start of the 21st century, Kellogg regained its leadership status by launching Special K products and advertising the Special K weight loss challenge. This strategy began very successfully, but since the fad of dieting is dying out, Kellogg had to reposition the Special K line with emphasis on "inner strength" rather than outer appearance.

General Mills

Kellogg's biggest competitor, General Mills, has been cutting back on their advertising budget, but that won't last for long. General Mills is expected to increase advertising spending for Nature Valley to double digits in the 2018 fiscal year. This jump in ad spending is the companies attempt to limit its sales declines and could be a possible threat to Kellogg's image, as it could outshine their efforts. (AdAge)

Kind

Since its start in 2003, Kind has never been known for huge advertising endeavors. Using social purpose and sustainability to gain brand loyalty, Kind focuses on simplicity. Rather than having large advertising budgets, Kinds owner, Daniel Lubetzky, creates campaigns around natural ingredients, clean packaging, and enjoyable flavors. What truly stands out for Kind is their mission: to inspire random acts of kindness. This mission encourages consumers to join the “Kind Movement” by signing up online, and then to take part in random acts of kindness throughout their days. Lubetzky claims he knows the risks of overplaying marketing and instead plans on continuing to inspire loyalty and goodwill within his consumers. (AdAge)

Sales Promo History

Kellogg's

Kellogg's has always had unique sales promotion tactics. Since the start of the company, Kellogg's has made innovative strides within the industry. For example, in 1906, Kellogg pioneered the use of color in advertisements with their coupon found in the July issue of Ladies Home Journal. This coupon encouraged customers to take the advertisement to their local grocer to be signed and sent in requesting Corn Flakes to be brought to stores. Customers who successfully enlisted new stores to sell Corn Flakes, received a "Season's worth" of Corn Flakes for free.

1910 brought more creativity with Kellogg including their first in-pack premium which was a flip book titled The Junglelands Funny Moving Picture Book. This interactive book encouraged sales within families as it gave children a fun activity to engage in. Around this time, Kellogg also advertised an interesting event called "wink day" where customers who winked at their grocer received a free sample of Corn Flakes. The event created the effect of customers feeling as if they are apart of a secret society, and therefore increased brand loyalty. (Include pic of wink day)

More recently, Kellogg promoted the Special K brand by launching a two-week weight loss challenge. With this program, consumers were instructed to replace two meals a day with Special K products for two weeks to lose six pounds. While they are now moving away from the dieting trend, this promotion was very successful at the time. (AdAge)

Currently, Kellogg's has been promoting their products with the Kellogg Family Rewards Program. Through this program, individuals can collect program points by purchasing participating products and uploading receipts to their account. The points can then be redeemed for rewards through the Kellogg's Family Rewards catalog. Being apart of this program also makes individuals eligible for a variety of other promotions, including giveaway sweepstakes and other free items such as the "Own It" water bottle. (Kellogg Website)

General Mills

General Mills' Nature Valley has conducted a few different campaigns over the past couple years to not only encourage sales, but to also support National Park conservation. As part of their partnership with the National Parks Conservation Association, Nature Valley created a website called "Nature Valley Trail View" in 2012. This site, inspired by Google street view, featured 58 hiking trails totaling more than 300 miles. While the website didn't outwardly promote their bars, it did support the overall lifestyle their company endorses (NYT). More recently, Nature Valley started a campaign to raise money for the National Park Service by donating 10 cents for sales of participating products. This campaign also includes social media activity used to encourage people to volunteer, donate to and visit national parks. (Startribune)

Kind

Recently, competitors have started to outshine Kellogg when it comes to advertising and promotions. For example, Kind conducted a very interesting sales promotion event in which they gave away a "Super Bowl Ads" worth of snacks to customers for free. Rather than spending millions to air an ad during the super bowl, they made a 40 second video regarding their event, and then took the money they saved to give out free snacks to consumers. This act demonstrated how they viewed their customers in a more personal light, and created stronger consumer relationships.

RESEARCH

Primary Research Findings

Research Tactics:

After exclusive secondary research from Simmons OneView, Mintel, Neilson and AdAge, we decided to get more specific information through primary research. For this, we conducted a survey, a taste test, and interviewed store managers across our DMA.

Primary Research Survey:

In order to gain a better understanding on consumers perception of snack bars and Special K, we conducted a survey. We developed questions regarding purchase influencers, time of consumption, reason for consumption, and specific Special K opinions. Average duration of the survey was under 10 minutes. To distribute the survey, we utilized traditional email, social media platforms along with printing out hard copies.

Survey Results:

Through the results of our survey, we were able to get a better idea of the consumers. We found that not a single respondent claimed they used snack bars as a weight loss tool, even though Special K is traditionally positioned as such. Instead, our consumers are choosing snack bars as a way to curb hunger between meals, and to satisfy a craving. We were also able to use this survey to narrow down which flavors we would put on shelves for the test market campaign. These flavors were caramel cashew pretzel, and chocolate peanut pecan.

Store Manager Interviews:

Once we had a grasp on the consumer, we decided to get closer to the source and interview managers of stores that sell Special K products. Through these interviews we found that when Special K bars are positioned as a healthy mid-day snacking option rather than a weight loss tool, they are a lot more successful. This information simply solidified what we already knew about perceptions of dieting, while also giving us insight to how distributors view this brand.

Taste Test:

Taking what we have learned from our research, we found that Special K doesn't "win" when it comes to protein or health factors. These bars aren't a meal replacement bar or aimed at affecting performance, and shouldn't be positioned as such. What they are, is a tasty snack that has just enough protein to satisfy between meal cravings, without completely curbing hunger or tasting like straight protein powder. We then wanted to take this realization even further, so we held a taste test. Through asking individuals in our target demographic what they think of Special K protein bars we found that the respondents loved the product. Rating the Special K protein bars as perfect levels of sweet and savory, making them an ideal mid-day treat. It seems as if the balance of protein and flavor is our biggest asset.

Taste Test Quotes:

"Tastes awesome!"

"Perfect amount of sweetness!"

PROPOSAL

RECOMMENDED TEST MARKET

City: Spokane DMA

The Spokane DMA is made up of 24 counties in Washington, Oregon, Idaho, and Montana. According to Nielsen DMA, Spokane is the 72nd largest DMA, which is beneficial for a test market as it should be large enough to be a representative of the entire USA. The Spokane DMA makes up .36% of the United States. However, .5% of all supermarkets are located in the Spokane region and 79.2% of food sales occur in these supermarkets. Comparing our test market to the USA, we found that our DMA is very similar in sex, income and education.

Comparing Spokane DMA to USA	Spokane	United States
Population	1,003,400	325,719,178
Households	389,400	135,697,926
Gender	Female: 50.4% Male: 49.6%	Female: 50.8% Male: 49.2%
Median Household Income	\$50,550	\$55,322
High school diploma or higher over the age of 25	93.1%	87%
Bachelor's degree or higher over the age of 25	28.7%	30.3%
Supermarkets	160	38,441

CAMPAIGN OBJECTIVES



Successfully launch product

In launching our product at the Spokane Bloomsday run we project that we will have a large amount of sales of our protein bars in the weeks following, due to the sampling and quick expiring coupon.



Catch the attention of our audience

Women aged 25-44 and are employed will be targeted throughout the 12-month campaign.



All commodity value of 60%

By promoting Kellogg's Protein Snack Bar in 71 stores across the Spokane DMA, it will successfully introduce the new product in to the market. Of the selected grocery chains, distributing more heavily in supermarkets will allow for high exposure from the target market as data shows that is where they shop the most.



Reach \$123,696 in sales

By targeting our audience in an effective way through social media, radio and sampling events we plan to reach our goal of \$123,696.



Brand Awareness

While promoting the new product, it is important to maintain Kellogg's brand image. Due to Kellogg's extensive amount of products, consumers are aware of the brand and it is critical, during this launch, not to take away from existing products. However, using Kellogg's well known brand image will benefit the new product as it gains awareness.

TRADE DISTRIBUTION PLAN

In the Spokane DMA, Kellogg's Protein Snack Bars will be distributed among 7 grocery chains, with a total of 71 stores. These stores will make up 61.5% of the total market share. This will ensure the product will be distributed to a large portion of the market during the test market campaign.

The table below shows the breakdown of distribution among the selected store chains. Of the 7 chains, 5 are grocery stores (Safeway, Albertsons, Rosauers, Yokes, Fred Meyer), 1 is a mass retailer (Walmart) and 1 is a Wholesale Club (Winco). Based on the 2017 Mintel report "Center of the Store", when consumers were asked where they most often shopped for snacks, 37% said supermarkets/ grocery stores, 24% said mass merchandisers/ retailers, and 9% said warehouse clubs. The report also showed people with our selected income range (\$50,000-99,999) shop mainly at grocery stores. Based on this research, distributing more heavily in grocery stores will help be more successful in reaching the target market.

Chain	# of Stores	Market Share (%)
Safeway (Bellevue, WA)	27	20.7
Albertsons (Portland, OR)	13	12.4
Rosauers Supermarkets Inc. (Spokane, WA)	14	10.3
Yokes Washington Foods Inc. (Spokane, WA)	9	6.8
Fred Meyer (Puyallup, WA)	4	5.7
Walmart (Corinne, UT)	3	3.7
Winco (Woodburn, OR)	1	1.9
Total	71	61.5

SALES FORECAST

A sales forecast must be calculated and determined before an accurate budget can be created. This can be a tricky process, especially for a test market as you have to consider that the revenue of the product may not generate enough money it takes to actually promote a new product.

There is a specific process used to predict the sales the product will produce. The process includes establishing a wholesale cost of each case of snack bars to find the wholesale cost of each individual box. Then, you must determine the average weekly case movement and multiply that number by the number of boxes per case to determine how many boxes will be distributed to each location.

Sales Projection

3.49 (cost of box) X 8 (boxes/ case)

X 60% (Wholesale cost of case)

X 2 (two cases per store/ week)

X 71 (Number of stores in Spokane DMA)

X 52 weeks



$3.49(8) = 27.92$

$27.92(.6) = 16.752$

$16.752(2) = 33.504$

$33.504(71) = 2,378.784$

$2,378.784(52) =$

\$123,696.768

Slotting fees

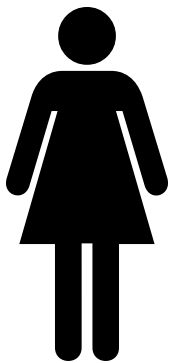
Slotting fees are a necessary expenditure for distribution as the product must have space on the shelves in order to sell. According to AIMS Sales and Marketing Services, the standard slotting fee for one flavor in one store is \$170. As we are launching two flavors in 71 stores, the total amount spent on slotting fees for the year will be \$24,140.

170 (Standard Slotting Fee) X 2 (Number of items) X 71 (Number of stores) =

\$24,140

TARGET MARKET RECOMMENDATION

After conducting our research on Simmons OneView and Mintel, we determined the best audience to target. Our research pointed to women ranging in age 25-44. We found that these women's incomes range from \$50,000- \$99,999. These women could be anyone from a mother to an independent working woman.



.To find which gender to target we decided to compared who was most likely to eat snack bars. According to Simmons OneView, women were 28.8% more likely to indulge in a snackbar. Additionally when looking at the Spokane DMA we noticed that the population of that area was 50.4% women compared to 49.6% men. Due to these results we recommend that Females are the main target of our campaign.

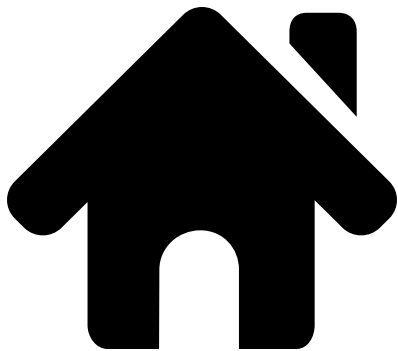
To find what age to target we compared what age groups were more likely to choose a snackbar in-between meals. We found that 19.8% of 25-34 year-olds and 18.4% of 35-44 year-olds chose snack bars more often. Those two age ranges being the highest percentages compared to the 13.4% of 18-24 year-olds resulted us in combining the 25-34 and 35-44 age ranges. In result, gaining our target market of 25-44 year-olds. In other secondary research we found in Mintel reports that 56% of females (ages 18-34) snack 2-3 times per day.





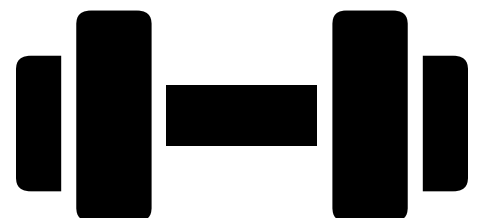
According to Simmons our demographic had the most concentration of household income in the range of \$50,000-\$99,999. In the Spokane DMA, the median household income is \$50,550 and nationally it is \$55,322. In considering the national median household income is close to the Spokane DMA, we can use the results of the test market to predict how it would perform nationally.

Our target demographic has a range of education levels. Most of our audience has their high school diploma, and some have their two or four-year degrees from universities. Likely our target market has taken some type of health or nutrition course in their high school or university schooling.



The average size of the house-hold our target demographic lives in varies. We are targeting younger adult women who are working professionals and moms. Our range for house hold size is one to four people. Some of these women may still be single and have a full-time career at the time, while others of the same age may have one or multiple children and may or may not live with a partner.

It was found that to almost everyone who ate snack bars valued the amount of protein and calories it had. This is why we will try and target people who exercise frequently and live healthy lifestyles.



MEDIA PLAN

The media plan created for this product was specifically designed to generate brand and product awareness while increasing sales. The Kellogg brand Special K, has made a name for itself in the snack bar category but has seen decreasing sales in recent years. We plan to use this new product to reposition Special K as a more versatile snack bar. The media plan implements the usage of radio, billboards, and social media to engage all of our media objectives.

Media Objectives

- 1. Generate product awareness with the selected target audience: Women ages 25-44, with one or more children, and an upper-middle household income
- 2. Create an effective media plan utilizing radio, outdoor, and social media
- 3. Achieve a GRP goal of 300-400 GRP's within the first 2 months of our campaign to ensure sufficient reach to the target audience early on.
- 4. Use a flighting media plan to generate brand knowledge while utilizing the allotted budget.

Media budget allocation

100%	Allocation		Jan.	Feb.	Mar.	Apr.	May	June
48%	\$11,875	Radio – 30sec spots						
		KCDA M-F 6-10am				12	20	
		KCDA M-F 3-7pm				12	20	
		KCDA Sa 6am-7pm						
		KCDA Sa 7-10pm						
		KISC M-F 6-10am				12	20	
		KISC M-F 3-7pm				8	12	
		KKZX Sa 6am-7pm				20		
		KKZX Sa 7-10pm				20		
Outdoor								
		Lamar Billboard					1	
Social Media								
		Twitter					1	
		Amazon						1
		Pandora					1	
		Facebook						1
		AdWords						1

July	Aug.	Sept.	Oct.	Nov.	Dec.	Total Execution	Unit Cost \$	Final Cost \$
		12		20		64	25	1,600
		12		20		64	22	1,408
		12	12			24	10	240
			12	8		20	8	160
		20	20	8		80	35	2,800
		12	20	8		60	30	1,800
			12	20		52	25	1,300
		12	12			44	15	660
					Total Spots	408		
							Subtotal	9,968
							Remaining	15,032
						1	10,800	10,800
							Subtotal	10,800
							Remaining	4,232
						1	1,400	1,400
						1	1,400	1,400
						1	1,120	1,120
						1	140	140
						1	140	140
						Total Budget	\$25,000	
						Total Cost	\$24,968	
						Total Remaining	\$32	

MEDIA

Television:

For this test market campaign, we did some research to find what media is most efficient in achieving our objectives. Through this research we found that television would not be a smart road for us to go down. We found that over half of our target audience avoids ads almost always by muting the sound, changing the channel, or fast-forwarding. With most of our audience avoiding advertisements, while also considering the cost of television advertising, we concluded that this would not be an effective medium to use.

Radio:

Considering we decided to stray away from television, we chose to implement radio advertisements. Originally, our team was leaning towards radio advertisements due to the fact that our target audience is working women with a college education, meaning that commuting takes up a large part of their day. Then, through research we found that approximately 40% of our target audience gets their news from radio, a much higher percentage than other age groups. This being said, radio will be our primary source of advertising.

Outdoor (Billboards):

Thinking of commuting once again, we found that it would be efficient to supplement our radio advertisement with outdoor billboards. These billboards will be displayed right before the product is launched to gain awareness.

Social Media: Facebook, Instagram, Twitter

In the social media driven age we live in, online advertisements are key to personalized and effective exposure. Through our research we found that even though consumers are concerned about their online privacy, they also expect the ads they see to be personalized to them. We also found that 39% of people tend to get their news from social media and that approximately 37% of our target audience reacted positively to social media ads.

Search Link Advertisements: Amazon, Google Ad Words

Consumers tend to feel the most positively about ads that are minimally disruptive. These ads include social search link ads such as Google ad words or advertisements through Amazon. Approximately 45% of our target audience reacted positively to search link advertisements, and this is said to be because the consumer still has to actively search something to get the ad so they feel as if they are in control of what they are exposed to.

Music Streaming Services: Pandora

While radio is the primary medium used for this campaign, we recognize that a lot of our demographic chooses to use music streaming services rather than listen to live radio. We found that if placed in substantial quantities, ads on music streaming services are likely to be effective.

"It's an unavoidable fact that you might learn about a new product or service just by hearing the name mentioned" – Woman, aged 25-34
Moreover, we found research supporting that 72% of parents listen to music streaming services. Since our target audience includes woman with an average sized household of 2-4 people, the parent aspect is important to address. With this being said, we will use similar scripts as the radio spots to keep consistency within the advertisements.

Cost efficiency chart

Radio

Station	Daypart	W25-44 Reach	Rating	:30 Cost \$	CPM
KCDA-FM	MF 6-10am	20,246	0.9	25	1.23
	MF 3-7pm	20,246	0.7	22	1.09
	Sa 6am-7pm	20,246	0.3	10	0.49
	Sa 7-10pm	20,246	0.3	8	0.39
KISC – FM	MF 6-10am	20,739	0.9	35	1.69
	MF 3-7pm	20,739	0.7	30	1.45
	Sa 6am-7pm	20,739	0.3	28	1.35
	Sa 7-10pm	20,739	0.3	25	1.21
KKZX-FM	MF 6-10am	13,593	2.3	50	3.68
	MF 3-7pm	13,593	2.0	55	4.04
	Sa 6am-7pm	13,593	1.1	25	1.84
	Sa 7-10pm	13,593	1.1	15	1.10
KIIX-FM	MF 6-10am	11,776	0.4	10	0.85
	MF 3-7pm	11,776	0.3	10	0.85
	Sa 6am-7pm	11,776	0.1	10	0.85
	Sa 7-10pm	11,776	0.1	8	0.68

Outdoor

	Size	Panels	Showing	Reach	CPM 18+
Billboard Permanent	10x30	12	50	341,150	\$2.22



Media flowchart

	January	February	March	April	May
Radio					
KCDA M-F 6-10am				3/week 10.8 GRPs	5/week 18 GRPs
KCDA M-F 3-7pm				3/week 8.4 GRPs	5/week 14 GRPs
KCDA Sa 6am-7pm					
KCDA Sa 7-10pm					
KISC M-F 6-10am				5/week 10.8 GRPs	5/week 18 GRPs
KISC M-F 3-7pm				2/week 5.6 GRPs	3/week 8.4 GRPs
KKZX Sa 6am-7pm				5/week 22 GRPs	
KKZX 7-10pm				5/week 22 GRPs	
Total GRPs: 324.4					
Outdoor					
Lamar Advertising					30 Days 50 GRPs
10'X30'/Permanent					
Bulletin/12 panels/					
30 days					
Total GRPs: 50					

June	July	August	September	October	November	December
			3/week 10.8 GRPs		5/week 18 GRPs	
			3/week 8.4 GRPs		5/week 14 GRPs	
			3/week 3.6 GRPs	3/week 3.6 GRPs		
				3/week 3.6 GRPs	2/week 2.4 GRPs	
			5/week 18 GRPs	5/week 18 GRPs	2/week 7.2 GRPs	
			3/week 8.4 GRPs	5/week 14 GRPs	2/week 5.6 GRPs	
				3/week 13.2 GRPs	5/week 22 GRPs	
			3/week 13.2 GRPs	3/week 13.2 GRPs		

CREATIVE

Positioning Statement

In this campaign we are positioning Special K Protein Snack Bars as well-rounded snacks to replace both candy bars and competing snack bars that contain a lower protein content. The campaign will showcase the bars great taste and flavors made of simple ingredients, which gives our customers confidence in what they are putting into their bodies to help fuel their day, and center around the protein count in the bar. We want to imply that our bar is designed to be an indulgence for the sweet-tooth as well as provide lasting energy without a sugar crash.

What are we selling? Why are we here?

Kellogg's Protein Snack Bars is a product of an established brand. We are here to provide a snack bar with filling protein without the taste of protein powder. This bar is meant to be a snack or sweet-treat in between meals. Our goal is to show that this product is a top competitor in the snack and candy bar industry.

Who are we talking to?

Our target market is women who are considering starting or have a family and are searching for a quick, clean, and filling snack during their busy day. These women want to eat healthy but are more concerned with the taste of their snack bar rather than the specific objective such as weight loss or increased athletic performance. Generally our target audience is 25 to 44 years of age with income ranging from \$50,000 to \$99,000 annually.

Why? What is the most significant change we can create, as an objective? OR what obstacle are we trying to overcome?

The mission is to create realization that this product is not only a healthy snack bar with protein that will tide over hunger, but also tastes good. Our goal is not to compete with performance bars like Clif or weight loss bars like Atkins, but to compete with Nature Valley and Kind in the categories of protein per bar and taste.

How? What can propel this change as a strategy? What are we trying to say? What is the most important thing we need to say?

Kellogg's is a known and trusted brand in the departments of cereal and other snacks in the "Special K" line. Kellogg's Protein Snack Bar offers more protein and better flavor options than other snack bars such as Nature Valley or Kind.

What makes this believable? What are key insights?

Not only does Kellogg's Special K Protein Snack Bar offer more protein than other snack bars, but it offers better taste.

What do we need to keep in mind? What are the mandates?

Our goal is to provide a snack that satisfies the sweet-tooth while also providing protein for energy and fullness, beating competing snack bars in both protein per bar and taste. In the Kellogg's has not offered a snack bar that was not marketed toward weight loss, therefore this snack bar needs to be presented as a top of the line sweet snack that provides lasting energy.

RADIO AD

Client: Kellogg's

Product: Kellogg's Protein Snack Bars

Medium: Radio

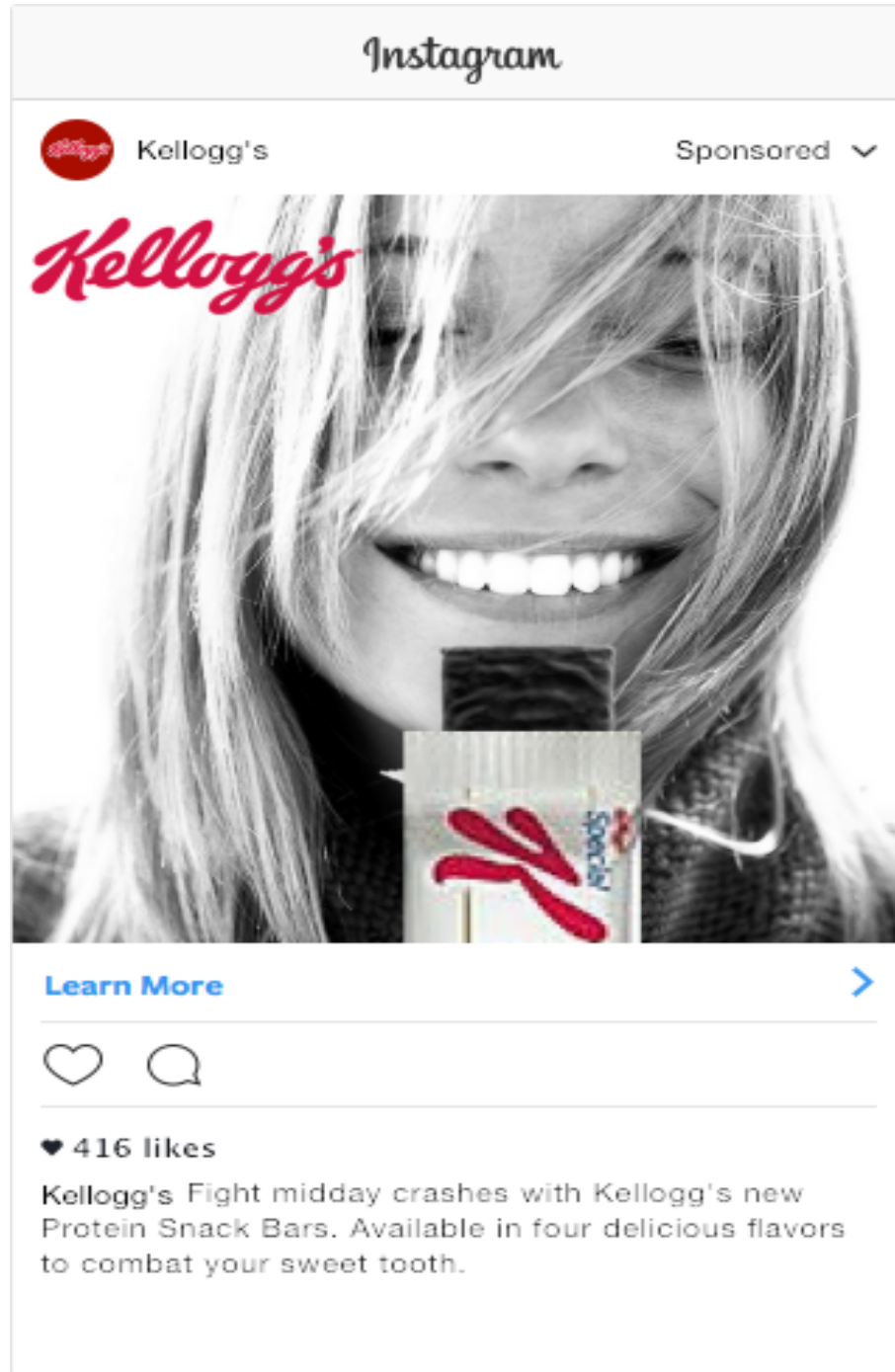
Unit of Space: 60 seconds

(UPLIFTING INSTRUMENTAL: IN AND UNDER)

1st ANNOUNCER (YOUNG WOMAN): "Do you struggle with mid day crashes? Do you need a protein packed snack that tastes great? The new Kellogg's Special K Protein Bar has all the energy you need wrapped up into four unique flavors. With Chocolate Peanut Pecan, Fruit and Salted Nut, Caramel Pretzel Cashew, Chocolate Cherry Nut, there's a flavor to tackle any sweet tooth. Maybe you're dropping the kids off at soccer practice, or need a snack throughout the work day. Kellogg's new Protein bar has 8 grams of protein to keep you fueled throughout the day beating out its competitors. Whether you're on the go or just looking for a snack to combat your sweet tooth, Kellogg's Protein Bar provides lasting energy in between meals. Get the snack that keeps you moving forward and pick up one of our four flavors at a store near you today!"

(UPLIFTING INSTRUMENTAL: UP AND OUT)

INSTAGRAM




FACEBOOK

**Kellogg's**
Sponsored

Like Page

Satisfy your sweet tooth with Kellogg's new protein bar that will keep you fueled all day.



Getting enough protein?
Available in four new flavors.


FUEL YOUR DAY, SHOP NOW.


Shop Now

 20

562 Comments 311 Shares

 Like

 Comment

 Share

AMAZON SEARCH

amazon prime

Deliver to John BENTONVILLE 72712

Departments

Browsing History

John's Amazon.com

Today's Deals

Gift Cards

EN

Hello, John

Account & Lists

Orders

Prime

Cart

Prime includes video

1-24 of 261 results for Grocery & Gourmet Food : "nature valley granola bar"

Sort by Relevance

Show results for

< Any Category

Grocery & Gourmet Food

Granola Bars

Bars

Fruit & Nut Bars

Nut Bars

Breakfast & Cereal Bars

Granola Breakfast Cereals

High Protein Bars

Cooking & Baking Nuts & Seeds

Candy & Chocolate

Breakfast Energy & Nutritional Bars

See more

Refine by

Subscribe & Save

SPONSORED BY KELLOGG'S

New Special K protein Bars

Shop now

prime 331

prime 295

Ad feedback

Showing results in Grocery & Gourmet Food. Show instead results in All Departments.

VALUE PACK 24

NATURE VALLEY CRUNCHY

30 BARS

NATURE VALLEY Protein

NATURE VALLEY DISCUITS Almond Butter

Items from other brands

CHUNKY

OUTDOOR



**For Your Chance to
Win A
Year Supply of
Protein Snack Bars
Use
#FuelMyDay**

SALES PROMOTION

Our product is dependent on customer trial. In order to bring awareness to this new product in the Kellogg's Special K line a variety of advertising and promotional materials will be created and displayed.

In order to get customers to try the product we will run a promotional campaign at the Bloomsday event located in Spokane, Washington. This event is a seven and a half mile run sponsored by Safeway and Albertsons, which are both retailers that may carry the Special K Protein Snack Bar product. This event provides a platform to showcase new products such as ours, and offer samples to attendees of the event therefore attaining product trial. In recent years the Bloomsday event has shown increased attendance of women who fall into our target market demographic, and offering samples at the event gets that target market to try the product.

Coupons will be given out with the samples



SALES PROMO BUDGET

Our Advertising Budget is \$50,000

Half of the budget is to go to traditional media advertising on the radio and billboards

Half of the budget is to go toward getting samples in the customer's mouths at Bloomsday as well as giving them coupons with a short expiration time to drive them toward buying the product within the week.

Coupon is worth: \$1.00 Off

We want to give out \$0.50 off coupons for 20,000 of the Bloomsday participants to visit the booth and try the snack bar. We choose to give out 2,000

According to ticketprinting.com 250 coupons can be printed for around \$52. If 20,000 participants are receiving coupons, and each batch is 250 coupons, then there needs to be 80 "batches" of coupons printed, meaning printing costs will be \$4160.

We want to make our coupon high value within a very short time so that customers will be driven to purchase the product within a week after tasting it at bloomsday. Since the product is under \$5.00 we felt \$0.50 was a far coupon, because it is about 25% off the product.

How much total that means we will lose at most: \$10,000

therefore worth \$244.00

Total: \$20,258

How many bars we will give out:

Each bar can be cut into 4 healthy size “tastes”, therefore 4 people can try the bar per bar. In the year of 2017 there were 42,986 participants in the Bloomsday race, and 58.9% of that population were female. We want to be prepared for the majority of the participants to try our bar, especially our target audience and if they have children we want to get the bars into children’s mouths as well. If we want to assume that 70% of the Bloomsday participants will attend the tradeshow to view products and will not be allergic to the product then there will be approximately 30,090 people available to sample the bars. If each bar provides four samples, then we must divide the population by four to reach the conclusion that 7523 bars are needed to sample. We will round that to having 7600 bars available.

How much money we will give out through bars:

The box of six bars retails for \$3.99, therefore each bar is worth \$0.665. If we are offering 7600 bars then 7600×0.665 . This means there will be \$5054.00 worth of product given away at the Bloomsday trade show.

How much are we spending on Bloomsday as a total:

Bloomsday Booth: \$800.00

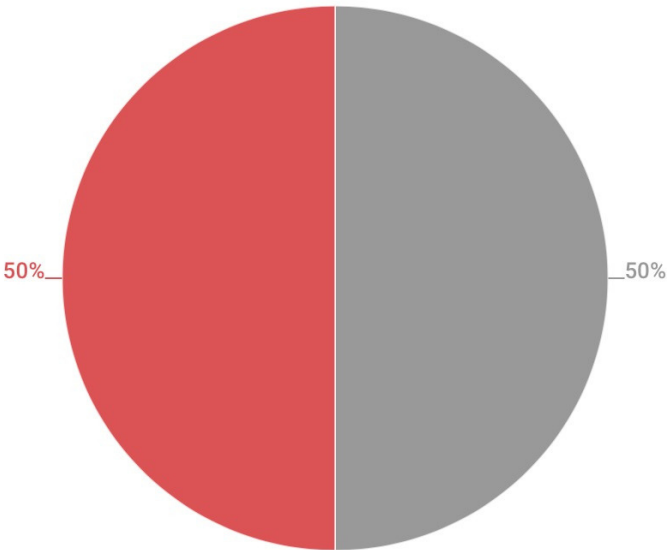
Bars for tasting: \$5054.00

Coupons printing cost: \$4160.00

Coupons money lost (paid by company): \$10,000

Year’s supply: 61 boxes,

TOTAL BUDGET



● Advertising/ Media ● Sales Promotion

Sales Forecast	\$123, 696.77
60% of Sales Forecast	\$74,218.06
(Subtract) Slotting Fees	\$24,140
(Equals) Advertising Budget	\$50,078.06
50% of Ad Budget (Advertising/ Media)	\$25,039.03
50% of Ad Budget (Sales Promotion)	\$25,039.03

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APPENDICES

Store Manager Interview Template:

Store/Location:

Manager Name:

How does this product sell? Who is buying this product?

Personal thoughts on Special K / Kellogg brand?

Who are the major competing products?

How many cases are sold per week of competing items?

Which items sell more than others?

What types of promotions are common for these items?

For Personal Observation:

Where is the product located in the store?

How many flavors are sold?

P.O.S. promotion?

Taste Test Template:

In regards to flavor:

Too sweet	1	2	3	4	5	6	7	Too savory
Too bold	1	2	3	4	5	6	7	Too subtle

In regards to texture:

Too chewy	1	2	3	4	5	6	7	Too brittle
Too moist	1	2	3	4	5	6	7	Too dry

What do you like about this product?

What do you dislike about this product?

Would you purchase this product? Yes No

When would you use this product?

- a. As a meal replacement bar
- b. To satisfy a sweet craving
- c. As an in between meal snack
- d. Other: _____

Age: 18-24 25-34 35-44

Gender: M / F / Prefer not to say

Survey Questions

1. Do you eat snack bars?

Yes

No

2. Why do you eat snack bars?

Easy/convenient

Satisfy sweet tooth

Healthy option

Protein supplement

Weight loss

Cost effective

3. When do you eat snack bars the most? Rank in order.

Breakfast

Snack

Lunch

Dinner

4. What brand of snack bars do you purchase? Select all that apply.

Special K Kellogg

Luna/Clif

Nature Valley

KIND

Atkins

Quest

Lara

Other (please specify)

5. What comes to mind when you think of the Special K Kellogg brand?

Explain below.

6. What flavors do you prefer? Rank in order.

Chocolate Cherry Nut

Caramel Cashew Pretzel

Chocolate Peanut Pecan

Fruit and Salted Nut

7. Where do you do the most shopping?

Walmart/Target

Safeway/QFC

Rosauers/Dissmores

Costco

Winco

Other (please specify)