

**Oat
Protein
Cereal**
Campaign

SEVEN SUNDAYS

Alessa Levi, Alexis
Hansen, Taylor Gish,
Melanie Johnson &
Allie Shane



TABLE OF CONTENTS

Meet The Team

- 1 Agency Profile
- 2 Team Introductions
- 3 Executive Summary

Situational Analysis

- 4 Category Analysis
- 7 Key Competitors
- 13 Key Implications

Target Market

- 14 Demographic Analysis
- 16 Psychographic Analysis
- 19 Behavioral Analysis
- 21 Audience Definition
- 22 Audience Persona

Strategy

- 24 Primary Research
- 28 Insights
- 31 Creative Brief

Creative

- 33 The Big Idea
- 34 The Campaign Theme
- 35 Manifesto
- 36 Media Strategy
- 37 Creative Executions

Media Plan

- 44 Budget Breakdown
- 45 Integrated Media Plan & Schedule
- 46 Market Recommendations

Conclusion

- 47 Summary
- 48 Appendix





Welcome to À La Carte, where creativity knows no bounds and innovation is tailor-made. We are artisans for visionaries, the dreamers, and those who refuse to be confined by convention. À La Carte is not just a name; it's a promise. A promise to

deliver experiences that not only stand out but stand the test of time. Welcome to a realm where your brand's story is not just told; it's crafted, curated, and celebrated.



What do we do?

In the realm of À La Carte, we're not just an agency; we're architects of narratives, designers of experiences, and conductors of brand masterpieces. We craft campaigns that dance on the edge of imagination, pushing boundaries and redefining what's possible. From the ideation to execution, we turn dreams into tangible, awe-inspiring realities. Whether it's a product launch, a brand revamp, or an unforgettable event, we're here to transform concepts into captivating stories that linger in the minds of your audience. Our expertise excels in promoting "better for you" food brands, seamlessly integrating health-conscious narratives into captivating brand stories.

How do we do it?

At À La Carte, we scoff at the ordinary and embrace the extraordinary. We're not just different; we're a rebellion against the mundane. Our secret? The power of customization. We believe every brand has its own tale, and every project has its heartbeat. Thus, we don't settle for off-the-shelf solutions; instead, we cook up a unique blend for each client. Picture it like a culinary experience for your brand—selecting the finest ingredients, infusing creativity, and serving up a masterpiece that leaves a lasting impression.

Services

- Media Planning
- Social Media
- Digital
- Public Relations
- Brand Planning
- Creative
- Production
- Account Management



Meet The Team



Alessa Levi

B.A. Strategic Communications & Digital Media Studies Minor

Alessa is an advertising enthusiast driven by a passion for creative work. Her academic and professional experience has enhanced her ability to create effective advertising campaigns. Beyond the dynamic world of advertising, she finds joy in leisurely walks, coffee, and hanging out with her dog.



Alexis Hansen

B.A. Strategic Communications & Digital Media Studies Minor

Fueled by a passion for digital media marketing, Alexis blends academic excellence with a proactive approach to industry trends. Beyond her studies, she is a matcha enthusiast and avid traveler, drawing inspiration to bring a unique perspective to her work.



Taylor Gish

B.A. Strategic Communications, Digital Media Studies & Sport Management Minors

Taylor is an expert at connecting people. She dives headfirst into each project with tenacity and comes through with a message that resonates with audiences. Outside of her laptop screen, Taylor also loves spending time outside, writing letters to her family, watching the tragedy of Minnesota sports, and propagating plants.



Melanie Johnson

B.A. Strategic Communications

Melanie places an emphasis on public relations in her studies at the University of Minnesota. She is passionate about digital strategy and corporate social responsibility. Outside of her studies, she can be found reading a good book or taking her dog on walks.



Allie Shane

B.A. Strategic Communications & English Creative Writing Minor

Allie's passion for storytelling led her to pursue a career in advertising. Through multiple marketing internships, she has been able to strengthen her skills in strategy and market research. In her free time, she enjoys traveling, reading, and hanging out with friends and family.



Executive Summary

The Ultimate Win-Win

Picking the correct breakfast option for your family should be easy. It should not feel like a trade-off between health and taste. This theme highlights that when you choose Seven Sundays Oat Protein breakfast cereal, there are no trade-offs. Picky parents get a breakfast option that is full of clean, healthy ingredients. Children with picky tendencies get a bowl of cereal in the morning that is so tasty it leaves them wanting more.

Key Points

- Breakfast does not have to be a tradeoff between health and taste. We want to highlight that Seven Sundays meets both of those needs in one bowl.
- The “For picky eaters, by pickier parents” campaign meets consumers where they are at. Its strongly focused digital strategy is based on heavy research into our target consumer’s information-seeking tendencies and media usage.
- The chosen campaign channels increase brand awareness while at the same time working to demonstrate the variety of flavor options and retail locations.



THE CHALLENGES

- Brand awareness
- Persuading consumers to make the switch from competitor brands to Seven Sundays
- Increase in-store sales
- Resonate with an audience outside of the “core”

Human Problem

Parents feel frustrated that they have to make the difficult trade-off between health and taste when purchasing cereal.



Insight

Parents want a win-win situation.



CATEGORY ANALYSIS

KEY HAPPENING #1 – THERE IS AN INCREASE IN THE NUMBER OF COMPANIES LAUNCHING FOOD PRODUCTS WITH MESSAGES THAT TIE TO SUSTAINABILITY.



“Resealable, flexible, and stand-up bags are set to become a more popular cereal packaging trend, meaning the humble cardboard box may be off our shelves sooner than we think. This is a way for companies to bring convenience and innovation into the market and reduce overall packaging” (Packaging Gateway, 2019).

“In the 12-month period ending May 2023, one-third of launches featured at least one, with claims relating to packaging and recycling by far the most common” (Sustainability in Food and Drink, 2023).

“...product sustainability claims, often revolving around local sourcing or regenerative farming practices remain concentrated among smaller, mostly premium-priced brands (Sustainability in Food and Drink, 2023).

This push for sustainability in the cereal industry could mean that Seven Sundays has to differentiate itself even more from other brands looking to use their commitment to sustainable practices as a marketing tactic. However, because Seven Sundays is already using recyclable bags instead of plastic, it can be seen as one of the industry leaders in this push for sustainability in the cereal industry.



KEY HAPPENING #2 – COMPANIES MAY HAVE TO MAKE CHANGES TO THEIR PACKAGING DUE TO CHANGING GOVERNMENT CRITERIA SURROUNDING FOOD LABELS.

The FDA's main goal in changing food label criteria is to reduce the average sugar and sodium intake of Americans (FDA, 2022). For a company to label its food products healthy it must meet two requirements:

1. There must be "A meaningful amount of nutrients from at least one of the food groups or subgroups" (FDA, 2022).
2. The product must fall within the nutrient limits set by the Dietary Guidelines for Americans (FDA, 2022).

Now, added Sugars (gm) must be included on the label (FDA, 2022). The image on the left showcases the new format and requirements for these labels.

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Big-name brands such as Kellogg and General Mills are pushing back, complaining that the implementation of new guidelines would impact many of their products (CBS News, 2023).

Oat Protein Cereal



GLUTEN FREE



NO WEIRD STUFF



NO REFINED SUGAR



NO ARTIFICIAL FLAVORS



UP CYCLED INGREDIENTS



100% PLANT BASED

We feel this change in criteria will place Seven Sundays in an even better light within the healthy food sphere because the company prides itself on using real, clean ingredients. While other companies are lashing out because the ingredients within their products are not meeting government standards, Seven Sundays can continue to push its mission of delivering a cereal that is "100% real food with no refined sugars" (Seven Sundays).

**KEY HAPPENING #3 – SALES OF BREAKFAST FOODS
SHIFT WITH POST-PANDEMIC BEHAVIORS,
FAVORING CONVENIENCE AND HEALTH.**

Classic breakfast foods like cereal, eggs, and milk all saw sales decline between 2020 and 2021, or 7%, 4%, and 1%, respectively. To take the place of these options, weight control products, and frozen breakfast foods have stepped in, gaining 23% and 11% in sales growth between 2020 and 2021, respectively (IRI Breakfast Trends 2022).



“Sales are showing shifts towards refrigerated heat-and-eat items for breakfast because of convenience (60%), taste (58%), and price (51%)” (NowSourcing 2022).

What was once the domain of bowls of sugary cereal and toaster waffles, came full circle during the pandemic as people once again began consuming breakfast at home. Now, the category is shifting once again toward on-the-go options that shoppers can easily prepare for whether or not they are stepping out the door, but post-COVID behaviors have shown an increased awareness of health, including food. Weight loss and health-washed marketing is taking over the grocery store shelves but with a little education and understanding of the benefits of real food, Seven Sundays can be a big player. Seven Sundays can capitalize on the fact that they have every winning aspect: a great taste, healthy and whole ingredients, and it's as convenient as they come.



COMPETITIVE ANALYSIS



"Healthy eating is fun!"

Kashi was founded by Phillip and Gayle Tauber in the early 1980s when they invested their life savings into the company. Kashi is a fusion of the words "Kashruth" and "Kushi", referring to kosher and the macrobiotic diet. It produces plant-based foods, including cereal, waffles, and granola bars using regular farming practices. With over 40 years in business, Kashi has developed a loyal fan base for its whole-grain cereal.

Positioning:

Kashi is a well-established brand that caters to a wide range of consumers looking for nourishing cereal options.

This Kellogg's brand was one of the first big-name "better for you" cereal companies and is top of mind for many consumers when looking to purchase healthier cereal.

Pricing	Distribution
\$5-7 per box (12.2-22.5 oz)	Walmart, Target, HyVee, CVS Pharmacy, Fresh Thyme, Lunds, and Byerlys (high-end grocery stores)



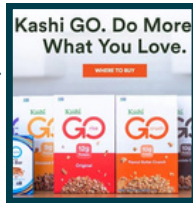


"HEALTHY EATING IS FUN"

Campaigns & Messaging

Kashi GO (2019)

Kashi rebranded their original best-selling GLEAN line to Kashi GO. This encouraged consumers to do what they love with nutrition that fuels their healthy lifestyle.



Keep It Real (2020)

Kashi's "Keep It Real" campaign worked in hopes to change consumer's and society's views about who is able to maintain a healthy lifestyle.

#FullOfLife Partnership with Tessa Virtue (2020)

Kashi launched the #FullOfLife with Tessa Virtue to encourage mindful eating goals. This integrate campaign reminded Canadians that small, simple choices can make a big difference.



How Seven Sundays Can Differentiate?

Packaging/Branding:

Kashi utilizes minimal branding and packaging design that does not draw the eye in the grocery store. Seven Sundays utilizes more family-orientated branding with bright colors and farm animals.

Tastier Flavors:

Kashi provides many granola-based protein cereals. Seven Sundays' unique texture and taste is a selling point to families with young kids. The look is more appealing to kids and the taste keeps the family happy.

Marketing/Communications:

Kashi does not provide much user-generated content on its media channels. This is an opportunity for Seven Sundays to encourage loyal consumers to share their experiences through media channels. Creating more attention around the Seven Sundays brand.

Cleaner Ingredients:

Emphasize the difference in the ingredients list between the cereal brands. Seven Sundays uses only wholesome and natural ingredients with no GMOs, no artificial flavors, or refined sugar.

COMPETITIVE ANALYSIS

purely
elizabeth®



Fifteen years ago while studying holistic nutrition, Elizabeth Stein learned the powerful effect food has on the body and the importance of finding nutritious and tasty food on store shelves. Purely Elizabeth does just that with a variety of different breakfast products.

The company's products are Gluten-Free with select products also Non-GMO Verified, Vegan, and Paleo + Keto. You can find her products in both common and specialty grocery stores.

Positioning:

Purely Elizabeth targets health-conscious consumers looking for a gluten-free and organic option

Pricing	Distribution
\$5-12 per bag/box (8-18 oz)	Target, Walmart, Fresh Thyme, Co-Ops, Cub, Whole Foods, Lunds and Byerlys, Kowalskis



purely elizabeth®

"LIVE PURELY"

Campaigns & Messaging

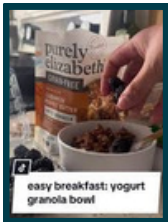
Live Purely Podcast (2021)

Elizabeth launched a podcast to expand her company's reach from healthy foods, to healthy lifestyle advice. The podcast works to connect with her community on a deeper level.



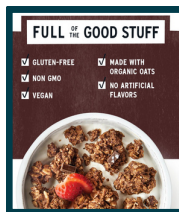
TikTok Recipes and Influencers

Elizabeth runs multiple successful social media accounts that are filled with healthy recipe content using the Purely Elizabeth product. The brand has also partnered with TikTok influencers to promote these recipes.



"Full of The Good Stuff"

The brand works solely on promoting the ingredients in its product. This USP is used across multiple advertisements to push the message of natural, nutrient-dense ingredients.



How Seven Sundays Can Differentiate?

Highlight Clean Ingredients:

Seven Sundays specializes in the muesli category, typically featuring a blend of grains, nuts, seeds, and dried fruits. Purely Elizabeth usually advertises their superfood contents.

Family-Orientated Audience:

Seven Sundays may appeal to consumers who prefer the distinct texture and flavor of rolled oats and value clean, whole ingredients. Purely Elizabeth caters to a broader audience, including those seeking granola, oatmeal, and grain-free options, focusing more on nutrient-dense ingredients.

Brand Identity:

Seven Sundays convey a family-oriented image whereas Purely Elizabeth emphasizes premium, natural ingredients.



COMPETITIVE ANALYSIS



Three Wishes was founded by Margaret and Ian Wishingrad in 2019. When they welcomed their first son, they made it their mission to create a cereal that was nutrient-dense and low in sugar. After meticulously testing over 100 recipes, they successfully launched their chickpea-based, gluten-free, and high-protein cereal.

This cereal made its way onto grocery store shelves just three years after development began.

Positioning:
Three Wishes targets health-conscious consumers looking for high-protein and grain-free options

Pricing	Distribution
\$6–8 per box (8.6 oz)	Target, Costco, Walmart, Fresh Thyme, Hyvee, Whole Foods





"SO GOOD IT SHOULD BE FORBIDDEN"

Campaigns & Messaging

Three Swishes Cereal (2021)

Three Wishes and college basketball player, Buddy Boeheim came out with a limited edition "Buddy Box" as part of the commercial promotion. It was the first traditional ad campaign featuring a college athlete (Business College Sports).



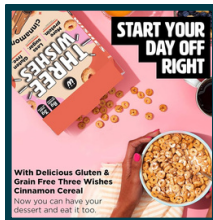
TikTok and User-Generated Content

In 2020, Three Wishes launched its social media accounts. They are filled with healthy recipe content using the Three Wishes products and complimentary ingredients.



"Start Your Day Off Right"

The brand works on promoting the low sugar content and use of grain alternatives in their products. This USP is used across multiple advertisements to push the the message of starting your day with nutrients rather than sugar.



How Seven Sundays Can Differentiate?

Highlight Clean Ingredients:

Seven Sundays uses ingredients like grains, nuts, and seeds in their rolled oat cereal, while Three Wishes' cereal is made from chickpeas and pea protein. Seven Sundays can leverage its ingredients to stand out from Three Wishes.

Tradition:

Seven Sundays can emphasize the familiar taste and texture of their cereal, which aligns with what many consumers associate with traditional cereals. They can use phrases like "crispy," "crunchy," and "oat-based" to evoke a sense of comfort and nostalgia.

Brand Identity:

Seven Sundays is a certified B Corporation and has expressed a commitment to sustainability and ethical ingredient sourcing. Publicly facing, Three Wishes does not primarily market their products to have the same commitments.



KEY IMPLICATIONS

HEALTH

We Pass the Test Health trends and fad diets come and go but our real, whole food is here to stay. As the competition goes down to lawsuits exposing their health-washed packaging, we were never worried. Seven Sundays will pass every test without sacrificing all the parts of breakfast you know and love.

SUSTAINABLE

Seven Sundays sets the standard for sustainable packaging launches. As a Certified B Corp company, Seven Sundays has proved its commitment to sustainability and continues to utilize post-consumer recycled packaging. However as more and more cereal brands begin to shift their packaging to more sustainable materials, this will be one less way for Seven Sundays to differentiate from other brands. An opportunity would be for Seven Sundays to discuss not only their sustainable packaging but also lean into the company's sustainable farming practices which many other brands have yet to implement.

CONVENIENCE

Post-pandemic behaviors changed the way that we buy and consume our food. The general population became more educated and health-conscious, leaning towards weight control products and frozen foods that provide filling options conveniently in the morning. Seven Sundays oat protein cereal can find its spot in this niche by showing the long-lasting energy that upcycled oats provide throughout the day, without any crazy chemicals or fillers, all in a resealable bag.

AUDIENCE ANALYSIS

DEMOGRAPHICS

Seven Sundays cereal brand has carved out a niche within a specific demographic profile. This analysis centers on individuals aged 25–34, primarily females, married, with 1–3 children, holding bachelor's degrees, and residing in households with incomes exceeding \$100,000. Geographically, the brand's stronghold is in the Western region, with a growing presence in the Midwest. This demographic was found and solidified through data on MRI Simmons, the Census Bureau, and Mintel.

To gather sufficient data based on the health-conscious consumer, we used demographic and psychographic data determined by MRI Simmons crosstab, Cascadian Farms. Using demographic and psychographic data from Cascadian Farms cereal to draw conclusions about Seven Sundays cereal provides valuable insights for marketing and product development strategies. This approach can be particularly useful as Seven Sundays is a relatively new player in the market and lacks its own extensive customer data. By analyzing Cascadian Farms' customer profiles, we can help Seven Sundays identify potential overlaps in target demographics and consumer preferences. This can inform decisions related to advertising, product development, and benchmarking their performance against a well-established competitor.

In conclusion, Seven Sundays cereal brand strategically caters largely to a specific demographic profile: educated, married females aged 25–34, with 1–3 children, living in higher-income households, primarily in the Western region. Understanding this target demographic's needs and preferences is crucial for the brand's continued success and potential expansion into new markets.





AGE: 25-34

Seven Sundays primarily caters to the 25-34 age group, a segment known for its purchasing power, health consciousness, and desire for convenient yet nutritious breakfast options (MRI Simmons, 2019).



GENDER: FEMALE

The brand's primary appeal is to females, recognizing their role as household decision-makers and their inclination toward healthy food choices for their families.



GEOGRAPHIC DISTRIBUTION

Better-for-you cereals have a substantial presence in the Western region, reflecting their overall resonance with health-conscious populations. The Midwest, though slightly less prominent, represents a growth opportunity (US Census 2022).



HOUSEHOLD INCOME: >\$100,000

Seven Sundays targets households with annual incomes at or surpassing \$100,000, capitalizing on their willingness to invest in health-conscious foods (MRI Simmons 2019).



OF CHILDREN: 1-3

The majority of Seven Sundays' consumers have 1-3 children, indicating a focus on family-oriented individuals seeking nutritious breakfast options for both themselves and their children (MRI Simmons, 2019).



EDUCATION: BACHELORS DEGREE

The emphasis on consumers with bachelor's degrees aligns with the brand's identity of providing nutrition-centered products. This demographic is more inclined towards making well-informed and overall healthy dietary decisions (Mintel, 2022).



MARITAL STATUS: MARRIED

Many Seven Sundays consumers are married, indicating that the brand appeals to couples and families who prioritize quality and health in their breakfast choices (MRI Simmons, 2019).





This audience has determined that several factors worthy of attention when it comes to selecting a breakfast product. Some of these factors include convenience, the product's ability to make the consumer feel full, and the product's flavor (Mintel, 2022). Knowledge surrounding what the audience values in their breakfast product will allow Seven Sundays to tailor its campaign messaging towards these specific values. This messaging will hopefully resonate with the consumer, leading to a purchase of the product.

PSYCHOGRAPHICS

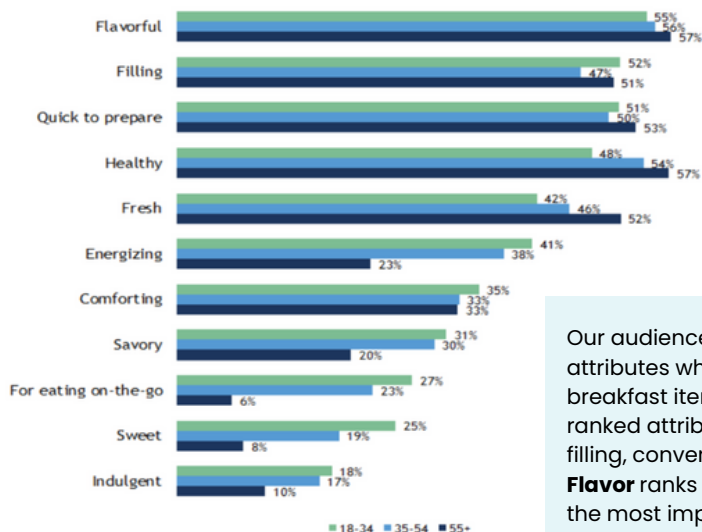
AUDIENCE VALUES



This audience wants a breakfast item that **tastes good**.

FIGURE 21: BREAKFAST ATTRIBUTE IMPORTANCE, BY AGE, 2022

Which of the following attributes are important to you when selecting a breakfast item? Please select all that apply."



Base: 1,894 internet users aged 18+ who eat breakfast
Source: Kantar Profiles/Mintel, June 2022

Our audience values several attributes when selecting breakfast items. The top-ranked attributes include flavor, filling, convenience, and health. **Flavor** ranks highest at **55%** as the most important attribute for individuals between the ages of 18-34 (Mintel, 2022).



➡ They want food with **healthy ingredients**.

Nutritional value also plays a large role in our target audience's decision to buy a food product. The following percentages are taken from a cross tab for this demographic segment: females ages 25-34, with a household income of >100k, and a mother to 1-3 children. This demographic segment was used when analyzing several lifestyle statements about food and nutrition (Simmons Insights, 2020).

- This audience is **22%** more likely than the average adult to agree that “nutritional value is the **most important factor** in what food she eats.”
- This audience is **72%** more likely than the common adult to agree that she “especially looks for organic or **natural foods**.”
- This audience is **16%** more likely than the average adult to agree to “want to know **as much as possible about ingredients** before buying food products.”
- **20%** more likely than the common adult to agree to “pay just about anything **when it concerns her health**.”
- This audience is **26%** more likely than the average adult to agree that she “prefers to eat foods **without artificial additives**.”

THEY WANT A BETTER-FOR-YOU FOOD OPTION THAT GIVES THEM ENERGY.



AUDIENCE ATTITUDES:

57% of females between the ages of 18-34 would prefer to see better-for-you foods that make claims positioned towards **benefiting their energy levels** (Mintel 2021).

FIGURE 24: DESIRED HEALTH CLAIMS, BY GENDER AND AGE, 2021

“Which of the following benefits would you like to see from healthy/better-for-you foods? Please select all that apply.”

	Weight management	Energy	Better digestion	Better sleep	Cardio-vascular health	Joint/muscle health	Improved mood	Emotional wellbeing	Improved physical performance	Bone health	Cognitive support
	%	%	%	%	%	%	%	%	%	%	%
Total	51	49	47	43	42	38	33	33	33	32	30
Male, 18-34	35	56	38	47	31	35	41	33	34	25	26
Male, 35-54	44	52	43	40	37	34	35	31	35	31	27
Male, 55+	49	39	46	36	52	39	19	21	32	27	27
Female, 18-34	54	57	50	52	30	30	44	43	32	26	31
Female 35-54	59	55	56	49	39	40	40	41	36	35	33
Female, 55+	59	40	49	36	57	48	21	29	30	46	33



"Breakfast is a matter of routine, but one that most consumers enjoy. The biggest opportunities for retailers and marketers may lie in helping consumers modify their routines for the better, not changing them altogether: a little easier, a little healthier, a little tastier." – John Owen, Associate Director – Food and Retail (Mintel, 2022).



This audience commits to a breakfast routine, but post-pandemic behaviors have them reaching for healthier options on their way out the door. Weekly purchases become a habit and many are looking to improve their current routine.

THEIR MOTIVATIONS GO BEYOND PHYSICAL HEALTH

"Consumers are taking a holistic approach to their health management, causing them to prioritize multiple areas of their health. Behaviors traditionally associated with physical health, like exercise or eating healthy, are now being used to improve emotional well-being and cognitive capabilities and to reduce stress. As the lines blur between physical and mental health management practices, brands that speak to benefiting multiple areas of health will resonate with American consumers" (Mintel, 2022).



- Consumers are now relying on healthy eating habits to improve more than their **physical health**.
- The increased want to manage **stress levels** and **mental well-being** is present.
- By managing multiple areas of consumer health, the motivation is to feel **energized and healthy**.



BEHAVIORAL ANALYSIS

KASHI CONSUMERS BUY FROM NATURAL GROCERY STORES.

Most consumers (98%) report buying non-perishable food products, such as cereal, in stores rather than online (Mintel, 2023). Kashi cereal consumers are 100% more likely to buy from Trader Joe's and 97% more likely to buy from Whole Foods than the general consumer (MRI Simmons, 2019).

Better-for-you cereal consumers are more loyal to these natural or specialty grocery stores. These consumers are less likely to buy better-for-you cereal brands from supermarkets such as Kroger. While most Kashi consumers buy from natural grocery stores, wholesale grocery stores also do well in this category. About 22% of Kashi consumers buy their brand from the wholesale grocery store, Costco.



GEN Z AND MILLENNIAL CONSUMERS ARE SEARCHING FOR NEW CEREAL BRANDS TO TRY.

Nearly half of the younger generations, 40% of Gen Z consumers and 41% of Millennial consumers, have reported being more likely to browse the cereal aisle for new cereals to try (Mintel, 2023). 45% of Millennial consumers are interested in indulgent flavored better-for-you cereals. The consumers in these younger generations are the most likely to eat cold cereal as a snack, and many of these consumers are interested in cereal with resealable packaging. This is an opportunity for Seven Sundays, a brand that has resealable packaging already. Gen Z consumers are also more likely to choose a new cereal based on its package design (Mintel, 2023). Over 25% of Gen Z and Millennial consumers would also like to see more cereal formulated for pairing with non-dairy milk. These younger consumers would be more willing to try new cereal brands that are formulated for non-dairy milk.



LIGHTLY SWEETENED CEREAL IS LEADING THE CATEGORY.

Lightly sweetened cereal is the leading cereal type eaten in the last six months among most generations and all household sizes. Older generation cereal consumers are the most likely to reach for lightly sweetened cereal in the morning, such as Cheerios and Corn Flakes compared to heavily sweetened cereal, hot cereal, and granola.

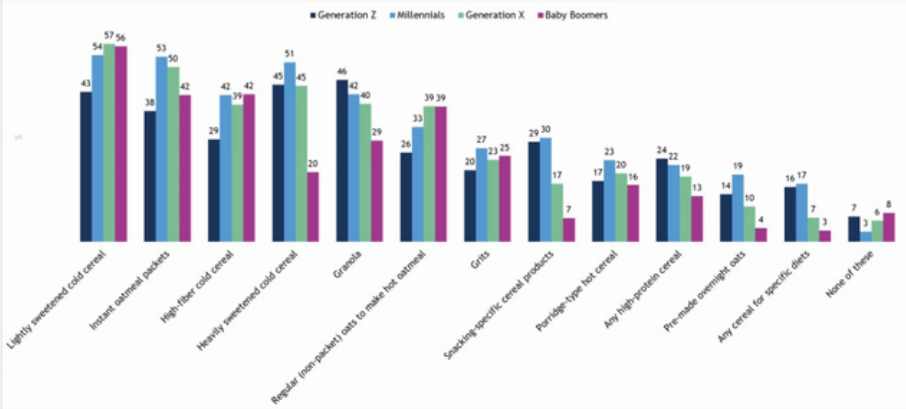
54% of Millennial consumers and 43% of Gen Z consumers have reported purchasing lightly sweetened cereal in the last six months (Mintel, 2023). Younger generations are more likely to eat lightly sweetened cereal as a snack as well. Consumers are having lightly sweetened cold cereal for at-home breakfast and on-the-go snacks. Households with two or more individuals are also more likely to buy lightly sweetened cereals at their local grocery store (Mintel, 2023).



Figure 32: Consumption of specific cereals, by generation, 2023

Base: 2,000 internet users aged 18+

"Which of the following types of cereal have you or someone else in your household eaten in the past six months? Please select all that apply."



Source: Kantar Profiles/Mintel, April 2023

AUDIENCE DEFINITION

Our audience knows what they want. Their family is one of the most important things in their life and they love to spend quality time with them. They strive to be healthy through physical activity and real nutrition, but they're educated and won't fall for the marketing schemes plaguing the grocery store shelves.



HEALTH AND WELLNESS ENTHUSIASTS

This audience is passionate about maintaining a healthy lifestyle and prioritizes nutrition, mindfulness, and physical activity in their daily routines. They actively seek information on nutrition, wellness practices, and fitness. (Mintel, 2021)



FAMILY-CENTRIC INDIVIDUALS

Individuals who prioritize spending quality time with their families and place a high value on family activities, such as game nights, family meals, and outdoor adventures. They also invest more in the wellbeing of their family (MRI Simmons, 2019).



INFORMATION SEEKERS

This group actively seeks out reliable sources of information, whether it's about healthcare, nutrition, parenting, outdoor activities, or mindfulness practices. They are eager to expand their knowledge and make informed choices (Statista 2022).



Meet Active Amy



Background

AGE: 29

LOCATION: Denver, Colorado

OCCUPATION: Pediatric Nurse

MARITAL STATUS: Married

OF CHILDREN: 2

HOUSEHOLD INCOME: \$125,000

INTERESTS & HOBBIES:

Family-Centric

Health Nut & Hobby Chef

Outdoor Exploration

Yoga & Mindfulness

Amy's Favorites



Media Consumption

Recipe Websites and Cooking Shows: Amy visits recipe websites and watches cooking shows or channels to discover new, healthy meal ideas and cooking techniques.

Outdoor and Adventure Blogs: As an outdoor enthusiast, Amy may follow blogs, forums, or social media accounts dedicated to hiking, camping, and outdoor activities. She might also use hiking or navigation apps to discover new trails and outdoor destinations.

News and Current Events: Amy keeps herself informed about current events and local news, either through traditional news outlets, news apps, or social media news feeds.

Streaming Services: Amy and her family likely subscribe to streaming services like Netflix, Amazon Prime Video, or Disney+ for their entertainment needs, especially for family movie nights or relaxing evenings.

Parenting Forums and Websites: Amy is a mother of two, so she may frequent parenting forums, websites, and social media groups to exchange advice and experiences with other parents.

Social Media: Amy uses social media platforms, primarily for connecting with friends and family, sharing photos of her outdoor adventures, and staying connected with colleagues. She may also follow health and fitness influencers and join relevant groups or communities.

Professional Research: As a nurse, Amy often uses medical and healthcare databases and websites to stay updated on the latest research, treatments, and healthcare news. She may also follow medical journals and peer-reviewed publications.

PAIN POINTS

- Amy wants a quick alternative to a nutritious breakfast for her children on busy mornings.
- She doesn't like buying cereal with lots of sugar in it for her children.
- She reads right through health-washed marketing and is not swayed by the “fake” healthy breakfast options.
- Amy loves breakfast but she needs it to help meet her protein goal for the day.



SEVEN SUNDAYS IN AMY'S LIFE

Seven Sundays Oat Protein Cereal is the perfect breakfast option for Amy and her family. It aligns with her health-conscious lifestyle as it offers a nutritious and convenient breakfast choice. The cereal provides a good source of plant-based protein, fiber, and essential nutrients, which are essential for her family's active lifestyle. It's quick to prepare on busy mornings, allowing her to start the day with a wholesome meal. Plus, the company's commitment to using high-quality, non-GMO ingredients resonates with her values as a nutrition-conscious individual. Seven Sundays Oat Protein Cereal can become a staple in Amy's kitchen, supporting her mission to provide nutritious and delicious meals for her family.



MOTIVATIONS

Price:



Nutrition:



Convenience:



Sustainability:



Flavor:



Familiarity:



PRIMARY RESEARCH



By conducting one-on-one interviews with mothers between the ages of 25–34, and circulating a targeted survey, we have gathered information unique to each respondent’s experiences. This approach allowed us to recognize that our target audience’s connection with healthy-for-you cereals is based on taste and ingredients. Primary research filled in several gaps left by secondary research including, but not limited to, scenarios that would motivate the consumer to spend more money or drive to a farther grocery store and the consumer’s rankings of healthy-for-you cereal labels at first glance. Ultimately, this research will enable us to develop campaign strategies built upon a solid foundation of credible information.

QUANTITATIVE SURVEY

- Consisted of 19 questions generated to understand the target’s motivations, values, habits, and purchasing behaviors
- Responses across the Midwest of moms between the ages of 25–34 (16 respondents)

QUALITATIVE INTERVIEW

- 1-on-1 interviews with five health-conscious mothers
- The average age of (~32), and the average number of children (~2)

OUR SURVEY PANEL



**Savannah
Goodwin, 30**

Two kids (2 & 2)



**Katelin
Sukhram, 34**

Two kids (3 & 1)



**Melissa
Mankowski, 33**

One kid (9)



Lindsy Gish, 33
One kid (3) +
pregnant



**Jamie
Vidimos, 32**
Four kids (6, 4, 2, 1)



SAMPLE QUESTIONS- 1:1 DISCUSSIONS

Get to Know You

- Can you share an example of a milestone where your eating behavior changed?
- Tell me about your breakfast routine.
- What daily activities are essential to you?

Attitudes Around Nutrition and Healthy Breakfast Options

- What words best describe your attitudes toward healthy eating?
 - What is the rationale behind choosing these words?
- When you walk down a cereal aisle, what matters to you?

Food Labeling

- What draws your attention to a food label?
- Is there phrasing on food labels that frustrates you?

Challenges

- Is it challenging to find health-conscious foods at your local grocery stores?
 - What would prompt you to spend more money on a box of breakfast cereal?



Research Objectives

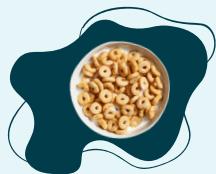
- Understand the motivations and challenges related to finding/choosing healthy breakfast options.
- Discover target consumer attitudes toward “better-for-you” breakfast products
- Understand “Better-for-you” breakfast product purchasing behaviors
- Identify the brand associations of the consumer (i.e., words they use, how it makes them feel)
- Explore the consumer’s exposure to Seven Sundays
- Define the positioning of Seven Sundays to its competitors in the eyes of the target consumer



SAMPLE QUESTIONS- QUANTITATIVE SURVEY

Research Objectives

- Identify aspects of a food label that draw the consumer's attention
- Understand the brands consumers think of in the BFY cereal category
- Assess the consumer's satisfaction with cereal options
- Determine which ingredient list is most appealing to the consumer (When given the options of Seven Sundays, Kashi, and Cascadian Farms)



Introduction to Better-For-You Cereal

- How many different cereal brands do you typically purchase?
- What better-for-you cereal brand do you buy most often?

What This Consumer Looks For

- Please rank the importance of the following factors of your purchase from 1-5 (1 being least important, 5 being most).

Consumer Behaviors

- Where do you typically buy your groceries?
- What is the price you are typically willing to pay for a box of cereal?
- How likely are you willing to switch from one better-for-you cereal to another?
- How satisfied are you with the variety of healthy cereal options available in your local stores?

Food Labels

- How often would you say you pay attention to the labels on your food products?
- What draws your attention on a food label? Rank the options 1-8. (1= draws the most attention)



Priorities Ranked

Our survey respondents ranked the following factors in their purchasing decision on a scale from 1 (least important) to 5 (most important).

1. Flavor (3.92)
2. Ingredients/Nutrition (3.83)
3. Price (3.42)
4. Convenience (3.08)
5. Sustainability (2.17)
6. Packaging (1.83)

What They Pay

Currently, our audience is expecting to spend roughly **\$6.75** on a standard box of cereal (15 servings), but they are willing to spend, on average, **\$8.00** consistently for a nutritious breakfast option.



INGREDIENTS TO CROW ABOUT

*Processed in a facility that also processes dairy, wheat, tree nuts, sesame and soy.

SUPER FRUITY OAT PROTEIN CEREAL

upcycled oat protein¹, upcycled non-GMO corn, cassava starch, maple syrup, coconut oil, real fruit powder (cherry, strawberry), orange extract, lemon extract, beet powder, sea salt



QUANTITATIVE SURVEY OVERVIEW

What They See

We asked our audience to rank several factors of the nutrition label from most to least important to understand what catches their eye. **Sugar** and **calories** were collectively ranked as the most important content on the label.

Number of ingredients, followed by fats, and then sodium followed.

Simple Label Preference

In a blind test of ingredient lists, Seven Sundays was ranked first, as most preferable, by a landslide.

80%

of our respondents ranked Seven Sundays as the best ingredient list.



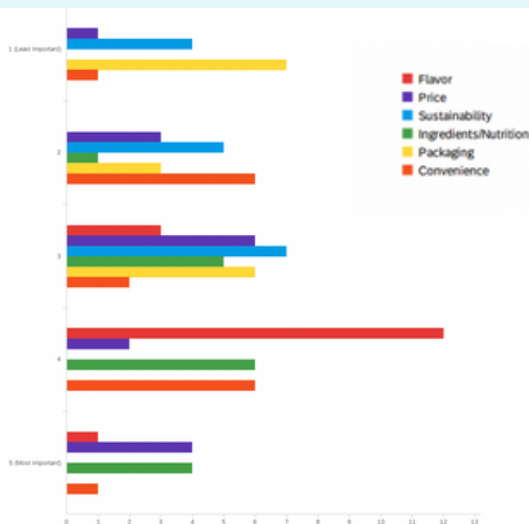
In Favor of Great Flavor

In our quantitative and qualitative research, we discovered that the target audience wants a cereal that delivers exceptional taste. These moms pay close attention to the reactions their children have when trying new cereals. If the taste is great, they are likely to continue purchasing that brand.

Sample Questions

- Please rank the importance of the following factors of your purchase from 1-5.
- What would prompt you to spend more money on breakfast cereal?
- When you walk down a cereal aisle, what matters to you?

By asking these questions, we are better able to understand what the target audience values as they evaluate food products. Both the chart from our survey and quotes from our 1:1 respondents point toward taste being a strong factor when making purchasing decisions.



When considering the combined rankings for the most important and second most important leading factors in this target audience's purchasing behaviors, 81% of respondents chose "flavor".



"They use a bunch of different animals to try to get the kids to like them but my kids do not like them. They don't taste that good. I ordered a box from Thrive and my kids were like 'This tastes like cardboard.' It is Nature's Path."



"It seems like it could be healthy, but the real question is whether or not it actually tastes good or if it is that stereotypical health food that doesn't taste amazing."



"Taste would drive me to spend more. I will spend five dollars more if it means my girls will eat it."

Low Sugar Catches This Audience's Attention

Sugar content is top of mind for this consumer. Whether she is strolling down the cereal aisle, peeking closely at a cereal label, or trying to describe her perspectives on better-for-you food products, this consumer pays special attention to the amount of sugar in both general food products, and more specifically, cereals that she is purchasing for her family.

Sample Questions

- What makes food “better-for-you”?
- When you walk down a cereal aisle, what matters to you?
- What draws your attention to a food label? Rank the options 1-8. (1= draws the most attention)

	1	2	3
Other	6.25%	0.00%	6.25%
Number of Ingredients	18.75%	0.00%	18.75%
Sodium	6.25%	6.25%	6.25%
Calories	31.25%	31.25%	12.50%
Sugars	37.50%	43.75%	6.25%
Carbohydrates	0.00%	0.00%	12.50%
Fats	0.00%	6.25%	18.75%
Vitamins	0.00%	12.50%	18.75%

By asking these questions, we are better able to understand what specific content is necessary to draw consumers in and what they are currently concerned about, such as ingredients and nutrition content.

Primary attention to food labels is given to sugar content by 81% of the surveyed respondents



“I pay attention to food labels quite often, especially for items I haven't purchased before and when I'm buying for my kid. What catches my eye is nutritional information like calories, sugar, and fat content.”



“In the last couple of years, I have been a lot more aware of the amount of sugar that's in cereal, and trying to limit this consumption of sugar through what our family is eating.”



“When checking a food label, I focus on sugar content to avoid hidden additives. I also prefer a straightforward ingredients list that matches our food preferences. But, I need to also ensure Emre likes it.”

Young Moms Will Go Above and Beyond for Their Kids

These consumers are concerned for the health and well-being of their children and families. These moms are willing to drive the extra mile or spend the extra dollar if it means their children will have a healthy breakfast cereal that they love and one that sets them up for a successful day.

Sample Questions

- What would prompt you to spend more money on breakfast cereal?
- What would prompt you to drive to a farther grocery store?
- When you walk down a cereal aisle, what matters to you?

By asking these questions, we are better able to understand what our audience believes is worth their time, money, and attention. This showed that these consumers can overlook price and convenience for something that they know is good for them and their children.



Survey Questions:

Q13 - What is the most you would be willing to consistently pay for a nutritious breakfast option?

Average of survey responders: **\$8.3**

Q14 - What is the price you are typically willing to pay for a box of cereal?

Average of survey responders: **\$5.8**



"Lately, it's really interesting to see the price of cereal, that's been pretty eye-opening, with inflation. So I have an awareness of that, but when I think about buying for my family, I will overlook the price a little bit more if it's the better option."



"I am lucky. One of my good friend's moms goes to Trader Joe's and drives from Illinois. I literally give her my Trader Joe's list of some of the snacks that they have. She buys them for me and I Venmo her. If I didn't have that, I feel like I would be trying to drive to South Bend to go to Trader Joe's just because they have snack options that I think are healthier."



Creative Brief



The Communication Goal

Position Seven Sunday's Oat Protein Cereal as a better-for-you breakfast solution that meets both health and taste expectations.

The Human Problem

Parents feel frustrated that they have to make the difficult trade-off between health and taste when purchasing cereal.



The Audience Insight

Parents want a win-win situation.

The Single-Minded Proposition

There is no trade-off between health and taste when you eat Seven Sundays Oat Protein Cereal.



The Human Problem

Evidence



**Melissa
Mankowski, 33**
One kid (9)

"It seems like it could be healthy, but the real question is whether or not it actually tastes good or if it is that stereotypical health food that doesn't taste amazing."

"They use a bunch of different animals to try to get the kids to like them but my kids do not like them. They don't taste that good. I ordered a box from Thrive and my kids were like 'This tastes like cardboard.' It is Nature's Path."



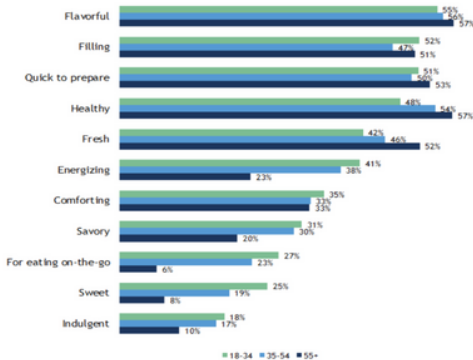
**Jamie
Vidimos, 32**
Four kids (6, 4, 2, 1)

MINTEL

"Breakfast is a matter of routine, but one that most consumers enjoy. The biggest opportunities for retailers and marketers may lie in helping consumers modify their routines for the better, not changing them altogether: a little easier, a little healthier, a little tastier." - John Owen, Associate Director – Food and Retail (Mintel, 2022).

FIGURE 21: BREAKFAST ATTRIBUTE IMPORTANCE, BY AGE, 2022

"Which of the following attributes are important to you when selecting a breakfast item? Please select all that apply."



Our audience values several attributes when selecting breakfast items. The top-ranked attributes include flavor, filling, convenience, and health. Flavor ranks highest at 55% as the most important attribute for individuals between the ages of 18-34 (Mintel, 2022).



SEVEN SUNDAYS

BIG IDEA

Seven Sundays creates a win-win breakfast option every morning.

For parents, mornings can be stressful. When the alarm goes off you are out of bed, getting ready for work, waking up the kids, and getting them out the door as efficiently as possible. This leaves little time to debate which breakfast option is going to deliver on both health and taste. This campaign seeks to show parents that no longer will they have to worry about what breakfast option they are choosing and whether there is going to have to be a tradeoff between health and taste. With Seven Sundays Oat Protein breakfast cereal, parents have the ultimate win-win situation. They have health and taste captured in one bowl.



SEVEN SUNDAYS

THEME

FOR PICKY EATERS, BY PICKIER PARENTS.



Picking the correct breakfast option for your family should be easy. It should not feel like a trade-off between health and taste. This theme highlights that when you choose Seven Sundays Oat Protein breakfast cereal, there are no trade-offs. Picky parents get a breakfast option that is full of clean, healthy ingredients. Children with picky tendencies get a bowl of cereal in the morning that is so tasty it leaves them wanting more.





MANIFESTO

Here at Seven Sundays, breakfast isn't just the most important meal of the day, it's a lifestyle. We believe that Sunday is the day we come alive. It's the day we connect with each other, take time for ourselves, and live intentionally to prepare for the week ahead. The morning is a new beginning, a canvas of opportunity.

This fresh start to each day is powered by whole grains, vibrant fruits, and the goodness of nature's bounty. With a taste so good, the pickiest eaters can't help but smile, and a label so clean, even the pickiest parent adores it. We are the indulgent kickoff to your day, the energy to power through your next adventure. We are Seven Sundays, and we believe in the simple power of a great morning. We are more than a brand; we're a morning ritual, a commitment to quality, and a celebration of life's simple pleasures.

Join us in savoring the beauty of wholesome mornings, one delicious bowl at a time. Together we can harness the Sunday state of mind, seven days a week.



MEDIA STRATEGY

A carefully curated media plan has been designed to strategically align with Seven Sundays’ marketing objectives, blending diverse channels and platforms to authentically engage the target audience and drive desired outcomes.

Marketing Objective

Elevate brand awareness through compelling content, persuading consumers to switch to Seven Sundays Oat Protein Cereal by highlighting its superior benefits, and expand its reach beyond the core audience by strategically leveraging channels that resonate with audience-specific relevance.



Media Objectives

Attain a 10% increase in engagement with non-core audience segments on social media platforms from January 1, 2024, to March 1, 2024.

Achieve a 15% increase in market share among health-conscious consumers who switch from competitors’ cereals to Seven Sundays Oat Protein Cereal in six months, beginning January 1, 2024.

Drive a 15% increase in brand recognition through increased website traffic within the first 3 months of the year.

Strategies

Launch a “Picky Eater’s Secret” ad campaign that focuses on kids telling the secret about their favorite cereal.

Create content highlighting Seven Sundays’ ingredients and taste of Seven Sundays Cereal with leading competitors.

Increase recognition and track website traffic through landing pages to achieve the specified objectives.

Tactics

Place 30-second video ad on streaming services such as Hulu.

Social video ads placed on Instagram, Facebook, and TikTok.

Utilize both baked-in ads for authentic messaging and 30-second dynamic ads



PAID SOCIAL ADS

Objective

Achieve a **15%** increase in market share among health-conscious consumers who switch from competitors' cereals to Seven Sundays.

Strategy

Create content highlighting Seven Sundays' ingredients and taste of Seven Sundays cereal with leading competitors.

Tactic

:60 Video
Social Media Content



Rationale

In a health-conscious world, Seven Sundays cereal offers a delightful blend of nutrition and taste. Today, short-form videos rule social media engagement (Statista, 2023), especially among the 51% of females aged 25–34 following food and drink accounts (Mintel, 2023). Geared toward young moms and families, our campaign uses the tagline "For Picky Eaters, By Pickier Parents," turning breakfast into a playful rendezvous aligned with our audience's values.

Targeting

Mothers between the ages of 25–34 with a household income of >100K

In this demographic, as per 2023 Statista data, the age range 25–34 has the highest distribution of Instagram users in the United States at **27.4%**

Approach

In a :60 and :15 video shared to Facebook, Instagram, and TikTok we aim to convince consumers to make the switch to Seven Sundays through engaging social media posts that they would be willing to share.

Time & Budget

January 2024 – March 2024
Seven Sundays will spend 35% on social (Facebook 5%, **Instagram 20%**, TikTok 10%)

	Budget	Estimated Impressions
Facebook	\$15,000	1,041,667
Instagram	\$60,000	12,000,000
TikTok	\$30,000	3,157,895
Total	\$105,000	16,199,562

KPI

- Engagement
- Impressions
 - Likes, Comments, Views, Shares

PAID SOCIAL ADS



User Feed

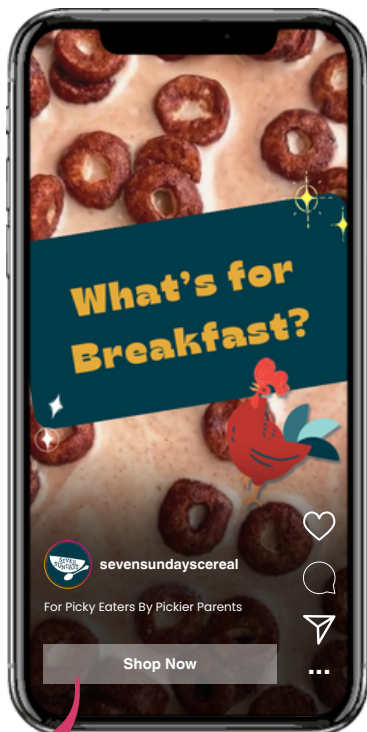
Users will encounter a Reel ad seamlessly integrated into their feed, distinguishable by the "Sponsored" label at the top.

The ad appears as a short video snippet, often engaging and visually appealing, designed to capture attention within the first few seconds.

Feed Interaction

Tapping this option expands the ad, allowing the user to view the full content in a larger format with sound enabled.

In fullscreen mode, viewers can immerse themselves in the content, providing a more captivating experience with clearer visuals and enhanced audio.



AUDIO STREAMING

Objective

Achieve a **25%** increase in brand recognition and a **15%** growth in website traffic between January 1, 2024-April 30, 2024.

Strategy

Create a podcast campaign that incorporates both baked-in and dynamic pre-roll advertisements.

Tactic

Utilize both baked-in ads for authentic messaging and 30-second dynamic ads to increase recognition at the start of podcast episodes. Track website traffic through landing pages to optimize campaigns and achieve the specified objectives.

Rationale

Streaming audio is one of two growing channels when analyzing ad recall trends. Recall of advertisements via streaming audio is especially prominent among women 18-34 (Mintel, 2022). By incorporating Seven Sundays advertisements into three health-based podcasts, the brand can build recognition and drive traffic to the Seven Sundays website, where healthy-minded consumers can learn more about the Oat Protein cereal product line.

Targeting

Health-focused mothers between the ages of 25-34 with a household income of >100K

According to Simmons, this demographic is **60%** more likely than the average adult to use Spotify within the last 30 days (Simmons, 2020).

Approach

Through the use of pre-roll advertisements, we increase the chances that podcast listeners will pay attention and listen to the advertisement all the way through.

Time & Budget

From January 2024 to March 2024
Seven Sundays will spend 14% of its total budget on Spotify podcast advertisements.

	Budget	Estimated Impressions
Spotify	\$42,000	2,333,333

KPI

- Use of checkout code to receive coupon



SPOTIFY PODCAST AD

Seven Sundays transforms podcast advertising using both a dynamic and baked-in approach, seamlessly integrating brand messages into engaging content. This innovative method will provide Seven Sundays with a platform that connects the brand with its target audience in a meaningful way.

Seven Sundays First

By strategically placing Seven Sundays advertisements as 30-second pre-roll content within the first 10% of each podcast, the company ensures heightened listener engagement, minimizing the risk of audience disinterest before the end of the podcast.



Perfect Podcast Placement

By incorporating advertisements within podcasts that fit our target audience's interests, Seven Sundays ensures a natural and uninterrupted flow for listeners while maximizing the impact of promotional content.



Raising Good Humans

with Dr. Aliza Pressman

With 153k followers, and a four-point seven-star rating on Spotify, the Raising Good Humans podcast discusses tips and approaches on how to take the stress out of raising children.



Very Good Enough

with JESS HOVER and LAYNE DEYLING CHERLAND

With over 10k listeners, and a four-point nine-star rating on Spotify, the Very Good Enough podcast dives into healthy parenting relationships and strategies.



Wellness Mama Podcast

with KATIE WELLS

With over 245k followers and a five-star rating on Spotify, Katie Wells talks to her listeners about holistic health, real food, stress, motherhood, and fitness.



SPOTIFY PODCAST SCRIPT

(Dynamic Ad for the Twin Cities)

[Background music playing]

Narrator: (Cheerful tone) Are you ready to start your day with a burst of wholesome goodness? Introducing Seven Sundays Oat Protein Cereal, the ultimate choice for a nutritious breakfast!

Sound Effect: (Cereal pouring into a bowl)

Narrator: Made with a blend of upcycled oat protein, upcycled non-GMO corn, and real fruit, Seven Sundays cereal is packed with fiber, protein, and essential nutrients. It's the perfect way to fuel your body for whatever the day brings.

Sound Effect: (Spoon clinking against a bowl)

Narrator: And the best part? No artificial preservatives, flavors, or colors. Just pure, delicious goodness in every bite.

Sound Effect: (Content sigh)

Narrator: Choose from a variety of mouthwatering flavors like Chocolate Sea Salt, Maple Cinnamon, and Super Fruity.

Sound Effect: (Crunching)

Narrator: Make the smart choice for you and your family. Try Seven Sundays cereal today and kickstart your day with a healthy, happy breakfast.

Sound Effect: (Upbeat jingle fades in)

Tagline: ♪ Seven Sundays, for picky eaters, by pickier parents! ♪

Narrator: Available now at Whole Foods, Cub, Lunds & Byerlys, or your local grocery store. Visit the link below at Sevensundays.com to find your nearest retailer and receive \$2 off your next purchase. That's Sevensundays.com.

[Background music fades out]



VIDEO STREAMING

Objective

Attain a **10%** increase in engagement and interaction with non-core audience segments on streaming platforms from January 1, 2024, to April 30, 2024.

Strategy

Launch a “Picky Eater’s Secret” ad campaign on video streaming services that focuses on kids telling the secret about their favorite cereal.

Tactic

Create a 30-second Hulu spot that focuses on kids telling the secret of their favorite cereal, Seven Sundays Oat Protein cereal. Concentrate this advertisement on picky eaters and include the importance of health and taste to the Seven Sundays brand.

Rationale

According to Mintel, 71% of consumers subscribe to streaming services. This is higher than the 47% utilizing cable TV. This includes the 115M ad-supported viewers on Hulu. By creating an ad spot on this streaming service, Seven Sundays can reach a newer audience and garner more attention around the brand.

Targeting

Health-conscious individuals between the ages of 25–34 in our DMAs.

To reach non-core audiences, we plan to target a wider audience. This group is 73% more likely than the average consumer to stream Hulu with limited commercials (Simmons, 2020).

Approach **hulu**

According to Hulu insights, ads on Hulu have been found to command more attention (88%) than user-generated content (56%). By utilizing Hulu, we will see a higher retention rate for awareness of the Seven Sundays brand.

Time & Budget

Launch ad campaign on January 1, 2024, and run for four months until March 31, 2024. Seven Sundays will spend 25% of its total budget on Hulu advertisements.

	Budget	Estimated Impressions
Hulu	\$75,000	2,343,750

KPI

- Reach



30-SECOND AD STORYBOARD

This ad will advocate for picky eaters to try the Seven Sundays Oat Protein cereal. The "Picky Eaters Secret" campaign will increase awareness and engagement around the Seven Sundays brand among non-core audience segments.

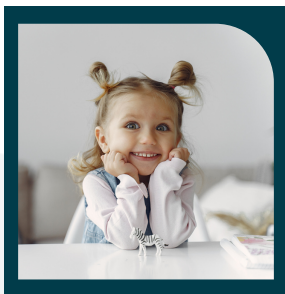


Shot: Medium shot

Action: A young girl sits with a friend and a bowl of Seven Sunday Oat Protein cereal sitting in front of them

Sound: Quiet mysterious music

VO: Girl: "Can you keep a secret? Boy: "Yes!"



Shot: Close up

Action: The young boy leans into his friend, the girl pushes the bowl of cereal toward him

Sound: Quiet mysterious music

VO: Girl: "Try this!"



Shot: Close up

Action: The boy makes a skeptical face

Sound: Quiet mysterious music builds slowly

VO: Boy: "I don't like cereal very much" Girl: "I promise you'll love it!"



Shot: Zoom in on boy

Action: A boy, still weary, eats a bite of the cereal and looks at the girl surprised

Sound: Music crescendos, becoming more upbeat

VO: Boy: "Wow! This is great! What is it?" Girl: "It's Seven Sundays Oat Protein cereal! This is the chocolate sea salt flavor."



Shot: Close up of girl

Action: The girl turns to the boy with a wide smile

Sound: Upbeat music

VO: Girl: "And guess what? My mommy loves it too, she lets me eat it every morning!"



Shot: Zoom out to medium shot

Action: Oat Protein cereal with Seven Sundays logo and tagline

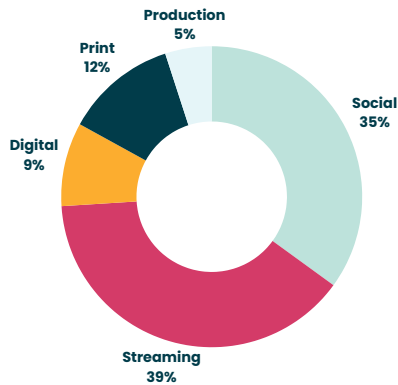
Sound: Upbeat music

VO: "With ingredients parents love, and taste kids can't get enough of Seven Sundays Oat Protein cereal is the picky eaters secret!"

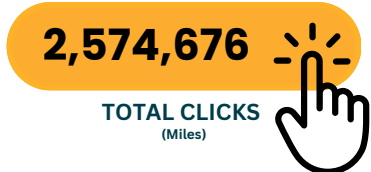
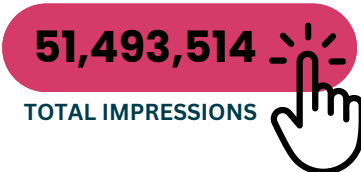


BUDGET BREAK DOWN

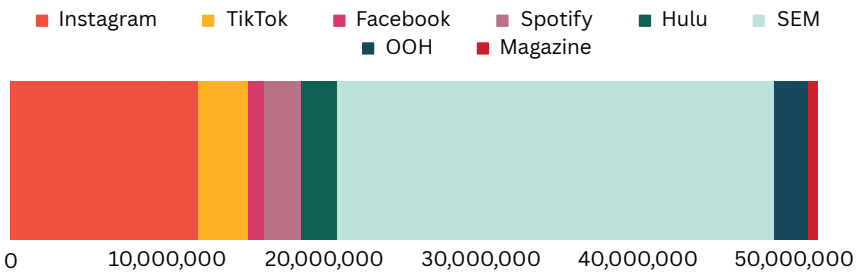
Total Social Budget =	\$105,000
Total Audio Budget =	\$42,000
Total Video Budget =	\$75,000
Total SEM Budget =	\$27,000
Total OOH Budget =	\$24,000
Total Magazine Budget =	\$12,000



Our media mix heavily focuses on a digital aspect, relating to our audience via social channels and finding where they spend their leisure time on audio and visual streaming services. While SEM is a small part of the budget, we are using it to gather people from outside our core audience near the point of purchase utilizing optimized keywords on popular platforms such as Amazon.



Impressions



MEDIA SCHEDULE

Channel	Impressions	Cost	Total %	CPM
Social				
Instagram	12,000,000	\$60,000	20%	\$5.00
TikTok	3,157,894	\$30,000	10%	\$9.50
Facebook	1,041,666	\$15,000	5%	\$14.40
Streaming				
Podcast (Spotfiy)	2,333,333	\$42,000	14%	\$18
Video Streaming (hulu)	2,343,750	\$75,000	25%	\$32
Digital				
SEM	27,835,052	\$27,000	9%	\$0.97
Print				
OOH	2,181,818	\$24,000	8%	\$11
Magazine	600,000	\$12,000	4%	\$20
Other costs				
Production			5%	
Totals	51,493,514	\$300,000	100%	\$13.85

.....

Our integrated campaign is digitally focused and looks to meet our consumers where they're at. Informed by primary and secondary research, we have curated a media mix to achieve our marketing objectives with platforms that drive high traffic, have proven recall, and can connect with people at key points along the consumer journey from discovery to point of purchase.

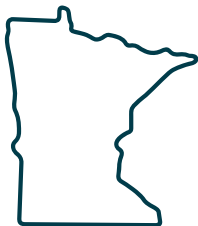
.....

Channel	January	February	March
Social			
Instagram			
TikTok			
Facebook			
Streaming			
Podcast (Spotfiy)			
Video Streaming (hulu)			
Digital			
SEM			
Print			
OOH			
Magazine			
Other costs			
Production			
Higher spend			
Lower Spend			



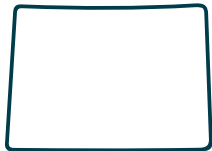
MARKET RECOMMENDATIONS

When making market recommendations, we accounted for the population of each chosen city, the number of retailers located in and near the particular city, the sentiment surrounding health and wellness in each city, and whether urban or suburban locations perform better.



Minneapolis-St. Paul, MN: combined 2022 population: 4,085,415 (City Population, 2020) *This is an estimation.*

The Twin Cities were chosen because this is where the brand originated from and 20+ retail locations currently sell Seven Sundays. This large amount of stores means that there are plenty of opportunities for Minneapolis residents to be exposed to the brand.



Denver, CO: population: 713,252 (US Census Bureau, 2022)

Denver is a solid choice, with 19 retail locations in the area, and there is great accessibility for consumers. It should also be noted that Denver is ranked in the top 10 for being one of the healthiest cities in the United States (Fortune, 2023). This is great as we are looking for healthy-minded families that do not fall on the East or West coasts.



(West) Chicago, IL Suburbs: (US Census Bureau, 2022)

- **Naperville: population 149,936**
- **Bolingbrook: population 74,031**
- **Woodridge: population 33,587**
- **Wheaton: population 52,984**
- **Downers Grove: population 49,354**
- **Romeoville: population 40,117**

According to Seven Sunday's store locator, there are 24 retail locations grouped closely together just west of Chicago. This will be super convenient to our target consumer who is looking to find the product at nearby grocery stores. A Chicago Tribune article also highlighted Naperville's ranking as the number one fittest town in Illinois (Star Tribune, 2023). This is great, as the majority of the 24 locations can be found in Naperville.





SUMMARY

Parenting is hard. Parents want the best for their children, and starting their day off right with the best breakfast option is no exception. The “Picky Eaters by Pickier Parents” campaign will help solve this problem by showing parents a win-win breakfast solution. Without sacrifice between health and taste, Seven Sundays Oat Protein Cereal is the picky eater’s choice.

1

Parents do not want to sacrifice taste or health when feeding their children. They need a new breakfast option that their children will eat and includes healthy ingredients.

2

This campaign will call attention to the Seven Sundays brand as a win-win breakfast option for our target audience. Seven Sunday’s Oat Protein Cereal will set their children up for a good day.

3

The “Picky Eaters, by Pickier Parents” campaign will call positive attention to the Seven Sundays brand. This will increase awareness of the brand among our target audience.

CHOOSE THE PICKIEST AGENCY TO CELEBRATE PICKY EATERS AND EVEN PICKIER PARENTS.

The á la carte agency meets our clients where they are at in their digital and communications strategies. The “Picky Eaters” campaign will call attention to the Seven Sundays brand as a top player in the Better-For-You cereal category. We roll out an integrated marketing campaign specializing in digital strategy to accommodate our client’s goals. We appreciate this opportunity to share our “Picky Eaters by Pickier Parents” campaign.



Appendix



References

- Baker, S. (2023, June 23). *Naperville declared the no. 1 fittest town in Illinois, no. 18 in the country, new survey finds*. Chicago Tribune.
<https://www.chicagotribune.com/suburbs/naperville-sun/ct-nvs-naperville-fittest-city-st-0623-20230622-fqtitwdpbzg3bckeuiivkpbeq4-story.html>
- Barkho, G. (2022, May 4). *"Health and wellness culture has evolved": How cereal brand Kashi modernized its marketing to stay relevant*. Modern Retail.
<https://www.modernretail.co/retailers/health-and-wellness-culture-has-evolved-how-cereal-brand-kashi-modernized-its-marketing-to-stay-relevant/>
- Benway, B (2023). "Social Media Trends: Spotlight on Content Creators - US - 2023." *Mintel*, reports-mintel-com.ezp2.lib.umn.edu/display/1155741/#.
- Center for Food Safety and Applied Nutrition. (n.d.). *The New Nutrition Facts Label*. U.S. Food and Drug Administration.
<https://www.fda.gov/food/nutrition-education-resources-materials/new-nutrition-facts-label>
- City Population. (2020). *Minneapolis-St.Paul*. (Combined Statistical Area, Combined Metropolitan Areas, USA) - Population Statistics, Charts, Map and Location.
https://www.citypopulation.de/en/usa/combmetro/378_minneapolis_st_paul/
- Claybrook, L. (2022, November 7). *All You Need to Know About Hulu's Self-Serve Advertising*. DASH TWO. <https://dashtwo.com/blog/all-you-need-to-know-about-hulus-platform/>
- Company, K. (2019, May 14). *Kashi Rebrands the Best-Selling GOLEAN Line to Kashi aGO*. PR Newswire: press release distribution, targeting, monitoring and marketing.
<https://www.prnewswire.com/news-releases/kashi-rebrands-the-best-selling-golean-line-to-kashi-go-300849414.html>
- Episode archive. Wellness Mama®. <https://wellnessmama.com/podcast/>
- FDA. (2022, September 28). *FDA Proposes Updated Definition of "Healthy" Claim on Food Packages to Help Improve Diet, Reduce Chronic Disease*. U.S. Food and Drug Administration.

<https://www.fda.gov/news-events/press-announcements/fda-proposes-updated-definition-healthy-claim-food-packages-help-improve-diet-reduce-chronic-disease>

Feber, D., Granskog, A., Lingqvist, O., & Nordigården, D. (2020, October 21). *Sustainability in packaging: Inside the minds of US consumers*. McKinsey & Company.
<https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/sustainability-in-packaging-inside-the-minds-of-us-consumers>

Formanski, K. (2021). *Better for Your Eating Trends-US-2021*. Mintel.
<https://reports-mintel-com.ezp3.lib.umn.edu/display/1045395/?fromSearch=%3Ffreetext%3Deating%2520motivation%26view%3Dgrid%26resultPosition%3D21>

Healthy eating for busy women. Kat Rentas. (2020, February 28). <https://katrentas.com/>

Hechavarria, A. (2022). *Healthy Lifestyles - US - 2022*. Mintel.
<https://reports-mintel-com.ezp3.lib.umn.edu/display/1099947/?fromSearch=%3Ffreetext%3DUS%2520Healthy%2520Lifestyles%2520Market%2520Report%25202022%26lastfilter%3Dcategory%26resultPosition%3D1%26resultPosition%3D1>

High Protein, Low Sugar, Grain Free. Three Wishes Cereal. (n.d.). <https://threewishescereal.com/>

Ian Wishingrad | LinkedIn. (n.d.). <https://www.linkedin.com/in/icwish>

Ingredients Network. (2022, February 17). *IRI reports on breakfast trends and winning categories*.
<https://www.ingredientsnetwork.com/iri-reports-on-breakfast-trends-and-winning-news116357.html#:~:text=Classic%20breakfast%20foods%20like%20cereal,between%202020%20and%202021%2C%20respectively>

Ivanova, I. (2023, February 27). *The FDA wants to change what counts as “healthy” food. Big food makers say that’s unfair*. CBS News.
<https://www.cbsnews.com/news/fda-healthy-label-food-general-mills-conagra-kellogg-ir-st-amendment/>

Kashi, Canada. (2020, November 9). *Kashi Launches #FullofLife Campaign to Help Canadians Achieve Mindful Eating Goals*. News Wire.
<https://www.newswire.ca/news-releases/kashi-launches-fullloflife-campaign-with-tesa-vi-rue-to-help-canadians-achieve-mindful-eating-goals-890255556.html>

- Long-term media consumption preferences. Shibboleth authentication request. (n.d.-a).
<https://www-statista-com.ezp3.lib.umn.edu/statistics/1364699/first-choice-two-hour-entertainment-female-consumer-25to34-us/>
- Media Relations. Kashi. (n.d.). https://www.kashi.com/en_US/media.html
- Miles, S. (2023, June 12). What is a successful click-through rate for ads?. Broadstreet.
<https://broadstreetads.com/successful-click-through-rate/#:~:text=The%20global%20internet%20average%20CTR,out%20of%20every%202000%20impressions.>
- MRI-Simmons. (2020). *Brand Consumer: Cascadian Farms* [race, age, number of children, employment status, education, household income, census region].
<https://www.mrisimmons.com/>
- MRI-Simmons. (2019). *Spring 2019 NHCS Adult Study 12 Month* [Breakfast Cereals (cold): Kashi, Supermarkets and Food Stores (shop in last 4 weeks): Costco, Kroger, Sam's Club, Trader Joe's, Whole Foods]. <https://www.mrisimmons.com/>
- MRI-Simmons. (2020). *Spring 2020 NHCS Adult Study 12 Month* [attitudes/opinions about food: any agree & attitudes/opinions about diet/health: any agree - age, gender, household income, number of children]. <https://www.mrisimmons.com/>
- MRI-Simmons. (2020). *Spring 2020 NHCS Adult Study 12 Month* [demographics personal information: age 25-34, attitudes/opinions about diet/health: any agree- (I consider my diet to be very healthy) & video streaming/downloading services used last 30 days- Hulu (limited commercials)]. <https://www.mrisimmons.com/>
- MRI-Simmons. (2020). *Spring 2020 NHCS Adult Study 12 Month* [Digital Music Services- last 30 days (excluding satellite radio): age, gender, household income, number of children].
<https://www.mrisimmons.com/>
- NapoleonCat. (2023). Distribution of Instagram users in the United States as of August 2023, by age group [Graph]. In Statista. Retrieved November 16, 2023, from
<https://www-statista-com.ezp3.lib.umn.edu/statistics/398166/us-instagram-user-age-distribution/>
- Nelson, J. (2023). *Digital Advertising-US-2023*. Mintel.
<https://reports-mintel-com.ezp2.lib.umn.edu/display/1157235/?fromSearch=%3Ffreetext%3Dadvertising%26resultPosition%3D1>
- Olsen, A. (2023). *Hot and Cold Cereal - US - 2023*. Mintel.
<https://reports-mintel-com.ezp1.lib.umn.edu/display/1155711/#>

- Owen, J. (2022). *Approach to Breakfast-US-2022*. Mintel Market Research.
https://reports-mintel-com.ezp3.lib.umn.edu/display/1100895/?fromSearch=%3Ffilters.region%3D4%26freetext%3Dhealthy%2520breakfast%26last_filter%3Dregion%26resultPosition%3D1
- Payton, L. T. (2023, April 4). *The top 10 healthiest (and unhealthiest) U.S. cities*. Fortune Well.
<https://fortune.com/well/2023/04/04/10-healthiest-and-unhealthiest-u-s-cities/>
- Pressman, A. (Host). (2019-present). *Spotify* [Audio Podcast].
- Pressman, A. [@raisinggoodhumanspodcast]. (n.d.). [Instagram profile]. Instagram. Retrieved November 29, 2023, from <https://www.instagram.com/raisinggoodhumanspodcast/?hl=en>
- Purely Elizabeth: Live Purely with Organic Granola & Non-GMO Cereal. purelyelizabeth. (n.d.). <https://purelyelizabeth.com/>
- Scott, M. (2023). *Food Packing Trends-US-2023*. Mintel Market Research.
<https://reports-mintel-com.ezp3.lib.umn.edu/display/1156181/?fromSearch=%3Ffreetext%3Dbreakfast%2520trends%26resultPosition%3D12>
- Statista. *Social Media Marketing in the United States*, (2023).
www-statista-com.ezp3.lib.umn.edu/study/105913/social-media-marketing-in-the-united-states/.
- Store locator*. Seven Sundays. (n.d.). <https://www.sevensundays.com/pages/store-locator>
- Streaming audio efficiency in reaching niche consumers. Shibboleth authentication request. (n.d.).
<https://reports-mintel-com.ezp2.lib.umn.edu/display/1157235/?fromSearch=%3Ffreetext%3Dadvertising%26resultPosition%3D1>
- U.S. Census Bureau. (2010) *Quickfacts: United States*.
www.census.gov/quickfacts/fact/table/US/PST045222
- U.S. Census Bureau *Quickfacts*. U.S. Census Bureau. (2022).
<https://www.census.gov/quickfacts/fact/table/US/PST045222>
- Very good enough podcast. Enquiry Co. (n.d.-a). <https://www.enquiryco.com/podcast>

The Value of Viewability - Self-Service. (n.d.). Hulu Ad Manager.
<https://home.admanager.hulu.com/insights/the-value-of-viewability/>

3 Tips for Reaching Your Ideal Audience with Hulu Ad Manager - Self-Service. (n.d.). Hulu Ad Manager.
<https://home.admanager.hulu.com/blog/3-tips-for-reaching-your-ideal-audience-with-hulu-ad-manager/>

