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Kellogg's Special

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PRESENTED TO

PRESENTED ON

AS PROPOSED BY

Kellogg's Special K®

Aug 8, 2024

Savoir Agency

For the purpose of:

The business growth of Special K® Red Berries that will be focused on a new demographic of household shoppers, the Caring Fathers.

Who Are We?

Savoir Agency relies on data-driven results to best support their clients and various needs. From strategy to social media insights/ideas of a campaign, Savoir dives first into the numbers. Through countless hours and thousands of double checks and re-reads, Savoir presents the Always Here, Always Ready campaign. A target to a new demographic of male principal shoppers with a child at home is an untapped potential. For this consumer, the mornings are busy but one of the most important times of the day.

It is an hour at least of bonding with their child before the busy work and school days begin. Savoir backs every internal suggestion with impressive data to show the why, whereas our creative shows the how. Savoir is built from the fundamentals; without data to back an idea, the idea is a loose shot. Allow us to take you in a deep dive into the life of a Caring Father. Our campaign proposal will show an ease of navigation before the content is proposed.

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SITUATION ANALYSIS

Brand Introduction

Special K® was introduced to the US market in 1955 by its parent company, Kellogg's®. The current owner of Special K® in the North American Market is WK Kellogg Co®. The Special K® Brand has several key values, from tradition and honesty to simplicity, in its current presence. The focus on health and nutrition has always been imperative to the Special K® Brand, but a recent shift in consumer perceptions has led Special K® to alter course. From "weight loss" and "diet" food campaigns in previous years, the brand now exemplifies a "holistic wellness" approach to its products.

Industry & Market Overview/trends

1.Category: Breakfast cereal 2. Subcategory: Ready to eat/healthy and nutritional

Category Market

- Increasing trend in more healthy and nutritional-focused breakfasts
- Pandemic impact- an increase in being health-conscious
- Retailers- Kroger, Whole Foods, Target, Walmart, Costco

Challenges

- Supply chain disruptions create longer production times and increased prices
- Market saturation
 - Large competitor brands releasing their own product lines
 - Specialty brands that focus on health forward products
- Price sensitivity
 - Product recalls are frequent, from product completion to ingredients
 - Supply chain disruptions and breakdowns can lead to increased product prices
- Recalls
 - Product recalls are frequent, from product completion to ingredients
 - International, federal, state laws and regulations require high product testing and are subject to change
- Future Outlook
 - Similar challenges will persist in the near and long term future with this sub-category
 - More competition is expected to grow in sub-category cereals with growing prevalence of specific diets (keto, low sugar, ect.)

Competitive Analysis

Brand	Product	Place	Price (\$)	Promotion	USP
Kelloggs	Special K Red Berry	Walmart, Target, Metro Market	6.79	Holistic health, healthy and nutritional	Whole grain, real berries,
Quaker	Quaker Oats Life Multigrain	Online, walmart, Pick n Save	4	"You've Got This", healthy, a "foundation" for breakfast	Whole grainB5 Vitamins
General Mills	Honey Nut Cheerios	Walmart, Meijer, Amazon, Target	4.93	Positivity, child-like wonder	Real Honey, Lower cholesterol, gluten free

Brand	Product	Place	Price (\$)	Promotion	USP
Magic Spoon	Frosted	Online	9.75	"Tastes too good to be true", better future for cereal	No sugar, low carb, high protein
Kashi	Kashi Go Original	Target, Walmart, Amazon, Pick n Save	5	"Food should do more", "on a mission"	Protein, whole grain

Consumer Analysis

Primary Target: Caring Fathers

- Male principal shopper, guardian with children living in the household
- While this demographic does not make up the largest share of Special K® consumers, fathers are more likely to consume Special K® (Male children consume Special K® 11% more than female children.)

Attitudes/Beliefs/Behaviors:

- Makeup 2.88% of the general population (9 million), 31.3 million male principal shoppers try to eat a healthy breakfast daily, 20.08% of principal shoppers are male
- Are less environmentally conscious in CPG Packaging, unless they are the principal shopper
- Price sensitive
- 44.8% of men between the ages of 15 and 49 have a child

Secondary Target: Zen Gen

- Generation Z college students who are "Habitualized Havers" and less "Conscientious Consumers"
- Gen Z makes up 20.69% of the general population (66 million)
- Of the Gen Z population in the US, 57% are in college (37.6 million)
- While Special K® has a focus on nutrition and health, collegiate Gen Z is less focused on their purchase habits, as are current collegiate Gen Z Special K® consumers.

Brand Analysis

4Ps Analysis



Brand Positioning Tool:

For women aged 19–29 who want a convenient nutritional breakfast, Kellogg's Special K® is the right way to start your day. It is a Better-For-You cereal that aids in your health journey with a fair and trusted brand.

Target Audience- Male principal shoppers with children living in the household, Gen Z collegiate students.

Problem- Increase sales among the target market, and increase market penetration

Solution- Streamline content on online platforms, focusing on the Special K® brand values of tradition and heritage by demonstrating the product's ability to bring people together. Special K® has a high protein content that can be utilized to appeal to Caring Fathers,

Market Landscape- Gen Z consumers make up the largest share of the category and rank average/taste highest, while price, low sugar, and ber content rank second and third. Kellogg holds the largest market share in the breakfast category (over 30%). The target market is also environmentally and health conscious and price sensitive.

Unfair Advantage- The Special K® product has various unique selling points, one of which is its global recognition for holistic health. Special K® is a global brand known for containing many nutrients while also being paired with fitness and a healthier lifestyle. The product is also ready to eat and provides convenience for consumers before or after exercise.

Reason To Believe:

- Special K® is ready to consume or can be altered quickly by adding milk or other milk substitutes.
- The portion sizes are meant to maintain meal control while providing a balanced meal.
- Special K® is high in protein, which both men and women want to incorporate into their diets. However, men have been drawn to the "high protein" variant, which could also be due to the packaging.

Paid Media Analysis

For traditional media, Special K®, Cheerios, Quaker, Magic Spoon, and Kashi use traditional media, primarily through television commercials, to effectively reach a wide audience with their marketing messages.

- Special K®: This advertiser focuses on TV commercials promoting healthy living and weight management. In the past 30 days, Special K® has had 2,946 airings, earning an airing rank of #374 and a spend ranking of #280 compared to other advertisers.
- Cheerios: This brand uses TV ads to highlight family-friendly health benefits and features. In the past 30 days, Cheerios has had 2,712 airings, earning an airing rank of #411 and a spend ranking of #358 compared to other advertisers.
- Quaker emphasizes the nutritional value and versatility of oats in its TV ads, presenting various meal ideas. In the past 30 days, Quaker has had 3,541 airings, earning an airing rank of #289 and a spend ranking of #333 compared to other advertisers.
- Magic Spoon: This company uses a smaller scale but still invests in traditional advertising methods, like TV spots, to promote its high-protein, low-carb cereals.
- Kashi: Leverages TV commercials to emphasize its commitment to natural and organic ingredients, appealing to health-conscious consumers.

These brands also extensively use digital media, including online video ads, social media campaigns, and digital marketing, to engage with consumers more interactively and personally (Appendix 1).

Brand	Instagram	Facebook	Youtube	X	TikTok	Pinterest
Special K®	44.1K	3M	110K	18.3K	1436	1,294
	96. 9K	1.4M	59. 9K	187.6K	21.6K	77K
Quaker	82. 9K	117K	10.4K	103.2K	7738	5985
	408K	114K	32	3315	24.2K	283
General Mills	23.3K	666K	8.43K	10.5K	/	4.1K
	408K	114K	32	3315	24.2K	283
Magic Spoon	23.3K	666K	8.43K	10.5K	/	4.1K
	23.3K	666K	8.43K	10.5K	/	4.1K
Kashi						

Recommendations

- Expanding its presence on TikTok and leveraging its popularity among younger demographics can lead to higher engagement.
- Collaborating with influencers who resonate with health-conscious and environmentally aware consumers can enhance brand credibility and reach, especially on platforms like X and TikTok, which are great channels for conveying brand messages.
- Considering our primary target audience, most of them would enjoy family time with children.
- Advertising on streaming platforms like Netflix, Hulu, or YouTube can effectively reach audiences who have shifted away from traditional TV.

Category Creative Analysis

Kellogg's Special K® was initially marketed as a low-fat cereal for weight loss, targeting weight-conscious women. However, as body positivity has gained traction on social media, this approach became inappropriate and outdated.

- Their marketing campaigns highlighted the 110-calorie cereal as a beneficial way to lose weight.
- Their original target market was weight-conscious women between the ages of 25 and 49 who were looking to diet for a healthier lifestyle.
- Studies conducted in 2008 showed that women are constantly trying to lose weight, and 24.3% of women partake in dieting, whereas only 13.9% of men agree.
- The original marketing campaign told the consumers that if they ate Special K® twice daily for two weeks, they could lose up to 6 pounds.



The 2015 Kellogg's Special K® #OwnIt campaign was released to encourage women to take control of their health and wellness. This campaign initiative motivated women to eat more Special K® to feel confident and embrace their natural bodies.

- This campaign shifted their original weight loss focus to overall women's well-being.
- The #OwnIt social media hashtag was used across all social media platforms, where women could post about their health journeys and encourage one another to be comfortable in their bodies.
- This campaign helped reshape Special K®'s brand messaging, which was once overly health-focused and encouraged weight loss rather than promoting body positivity and acceptance.



Earlier this year, Kellogg's featured a pregnant cookbook author, Molly Baz. This limited-edition box pictures Baz showing her pregnant stomach while eating a bowl of Kellogg's Special K®.

- This feature started their "Special for a Reason" campaign, which supports "inspiring individuals".
- The back of the cereal box reads a message from Baz that explores the beauties of pregnancy and her craving for cereal throughout her pregnancy journey.
- "I believe that pregnancy and the journey it entails should be celebrated for all that it is: exciting, scary, messy, uncomfortable, unpredictable, beautiful and transformative," Baz says.
- This "Special for a Reason" campaign promotes beauty in all consumers' special and unique lives.

Big-name cereal brands such as Fruit Loops, Lucky Charms, Fruity Pebbles, and Trix are known for their bright and playful boxes that attract younger audiences, much different from Special K®'s simplistic packaging. By having very different target audiences, marketing campaigns are very different. Fruit Loops, for example, uses the slogan "Follow my nose! For the fruity taste that shows!" This playful message is used to attract younger audiences in a fun and playful way while Special K® must use more sophisticated brand messaging to attract adults.

Like Special K®, Raisin Bran targets health-conscious adults looking for a nutritious breakfast, making it a top competitor. Raisin Bran started its own health campaign, referred to as the Bran Bod Plan. This health plan encouraged consumers to participate in daily exercise and, most importantly, start their day with a bowl of Raisin Bran. This quickly became popular among Raisin Bran consumers and more, with customers saying this was Raisin Bran's comeback.

Public Opinion and Stakeholder analysis

Special K® has positioned itself in front of mainly their female-centric audience as a dieting cereal useful for those looking to feel their best. While Special K® has received backlash from the Kellogg parent brand, Special K® has also received an extremely positive reaction from the public due to its partnership with Molly Baz.

Kellogg's as a company as a whole is receiving heat for the ad that encouraged families to serve cereal for dinner in economic hardships. This has not been aging well for any of the Kellogg's products. People struggling to make their families healthy and fulfilling meals see that ad as distasteful and rude. Molly Baz was recently highlighted in a Special K® campaign and limited edition cereal box, being "the first pregnant woman on a cereal box."

This campaign brought positive emotion to the brand by showcasing a woman in a stage of her life that food brands do not generally glamorize.

In 2010, Special K® did a campaign where they researched real consumers and asked what their fitness goals were; answers varied from "I want my daughter to see her mother is confident" to "I want to hear; Did you lose weight?" and from then on, Special K® has targeted more women because of the high protein and diet benefits.

As for past consumer discussion, in 2013, Kellogg's in the United States had to pull many boxes of Special K® from the shelves because of possible containment of glass fragments. The economy in current times is not making it easy for consumers to justify needless spending. With the price of almost everything in demand, consumers are having a hard time with the higher costs for food, recreation, gas, etc. Gen Z, in particular, has a lot to say.

Statistics from Bank of America show that:

- 73% of Gen Z say it is harder to save in this economic environment.
- 59% say inflation has made it harder to reach financial goals such as saving or paying off debt.

Social Media Analysis

The content across Special K®'s social changes depending on the platform. However, striving to have a voice in diet culture and body positivity the execution changes across the different socials. There are gaps in the frequency of the content created. A partnership with an influencer may only appear on one platform and across all.

The active follower accounts on Special K®'s platforms are listed as such: •Facebook: 3M Followers •Instagram: 44K Followers •X: 18.3K Followers •TikTok: 1,434 Followers

Partnerships:

- TikTok influencers @britneyalexis and @makena.yee promote the brand by using the cereal to create other delicious meals, such as a snack bowl or sweet treats.
- TikTok influencer @thedailyschvitz promotes cereal as a healthy option that can help you lose weight. Special K® recently partnered with @pedenmunk, a photographer and food influencer

SWOT Analysis

Internal Product

Strengths

1. Holistic Wellness
2. Strong Brand Equity

Weaknesses

1. High Price
2. Negative Perception as "weight loss"

Opportunities

1. Consumers are environmentally conscious and notice green or sustainable packaging
2. Focusing on the American South East Market within target base

Threats

1. Regulation and environmental factors
2. "Price War" with competitors
3. Market Saturation

Key Issues & Implications

While Kellogg's Special K® has utilized a variety of campaigns and a shift in culture, several problems continue to persist. 1) The lack of male consumers of Special K®, 2) The negative perceptions of "Special K®" being a dieting or weight loss food, 3) Stationary prices and price sensitivity among its consumers.

The push for market penetration with male consumers has been a focus of Special K® for several years, but the consistent lack of male-centered advertising around the brand has not increased. This untapped market will be vital for Special K® to continue its growth and expansion of the consumer market. To continue the growth necessary, Special K® should begin an advertising expansion targeting male cereal consumers while maintaining their current advertising towards the female demographic.

With Special K®'s long history of being utilized in weight loss and dieting, the negative perception of solely being a "diet food" rather than a nutritional breakfast has plagued the brand. Since rebranding as a "holistic wellness" cereal, Special K® has begun to create more positive perceptions among consumers, but lack of consistent messaging, focusing on women in their early-to-mid 20s, and its association with fitness remain a compounding issue.

With inflation increasing the prices of almost everything in this economic environment, there is a prevalent issue with how much consumers are willing to pay for a box of cereal. Consumers who are looking for a diet-friendly cereal option are not always willing to pay steep prices for the product. In order for Special K® to convince consumers that their product is worth the price, instead of pushing the diet angle of the cereal, it would be suggested that the importance of the different vitamins, proteins, and various other nutrient attributes of Special K® be highlighted.



CAMPAIGN STRATEGY

The “Always here, always ready” campaign will aim to increase Kellogg’s® Special K® Red Berries Brand by 5% year-over-year by increasing Special K’s share of the Caring Fathers market. Kellogg’s® Special K® has the largest share of consumers in the category by company, with a large share currently among female consumers. The Special K® Brand’s products are known globally as a holistic wellness breakfast cereal. Special K® Red Berries Brand provides a nutritious and balanced ready-to-eat breakfast to start your day. While carrying through with the values of trust, health, and empowerment, the need to reframe the product from external threats through bringing “care” into the brand is paramount. By providing the story of “fatherhood”, the product will become more accessible to those in our target audience, and maintaining the values of “care” will provide a path to new category entrants (ZenGen) and retain the “Caring Fathers”. While previous and current campaigns that Special K® utilizes to continue its growth with female consumers, this campaign will encourage growth among male fathers.

Current Position: For women aged 19–29 who want a convenient nutritional breakfast, Kellogg’s Special K® is the right way to start your day. It is a Better-For-You cereal that aids in your health journey with a fair and trusted brand.

“Always Here, Always Ready” Position: We believe that a healthy lifestyle starts with the choices we make every day. For dads who are balancing work, family, and their own well-being, we offer a delicious and nutritious way to start the day for you and your kids. Special K® is more than breakfast; it’s the start towards a healthier life with the nutrition you can trust.

Our proposed values are an extension of the Special K® Brand’s, with care, remembrance, love, and connection; this campaign will provide a cross-generational bridge for a large segment of consumers.

Timing

The campaign duration is the calendar year of 2025. Beginning on January 1st through December 31st. Our emphasis on holidays demonstrates the best viability for Caring Fathers to have a connection with family during these times.

- **New Year’s Day:** Make New Year’s resolutions, such as practicing mindfulness during time spent with your child.
- **Easter:** Easter brunches and family gatherings.
- **Mother’s Day:** Recognition for moms and all they do for the family through the dad presenting a healthy Special K® breakfast.
- **Father’s Day:** Family-oriented ads for dads, including all the different kinds of dads (e.g., athletic dads, dads who serve).
- **Back-to-School (August – September):** Quick and healthy breakfast, sharing breakfast with your dad.
- **Thanksgiving:** Sharing the reasons you are thankful for your family and health.
- **Christmas:** Nostalgic-filled times as your child or dad age, Special K® being at the forefront of cozy memories.

The campaign's emphasis on days of the week focuses on a traditional workweek, with Friday being left out due to the tradition of the weekend being a time of rest and "cheat days" for many nutrition plans.

- As for the time of day focus, we analyzed the mornings, afternoons, and evenings as times when people would consume the product, with mornings and afternoons having less time to make a meal and eat. Mornings (6 AM–10 AM): The primary focus is dads preparing for work and college students preparing for classes.
- Afternoons (12 PM–2 PM): Emphasis on lunchtime slots to capture family time, especially on weekends, when dads and their families might have a meal together.
- Evenings (6 PM – 9 PM): Secondary focus on dads returning from work and students winding down from their day. This includes highlighting family dinner times where the whole family can enjoy the product together.

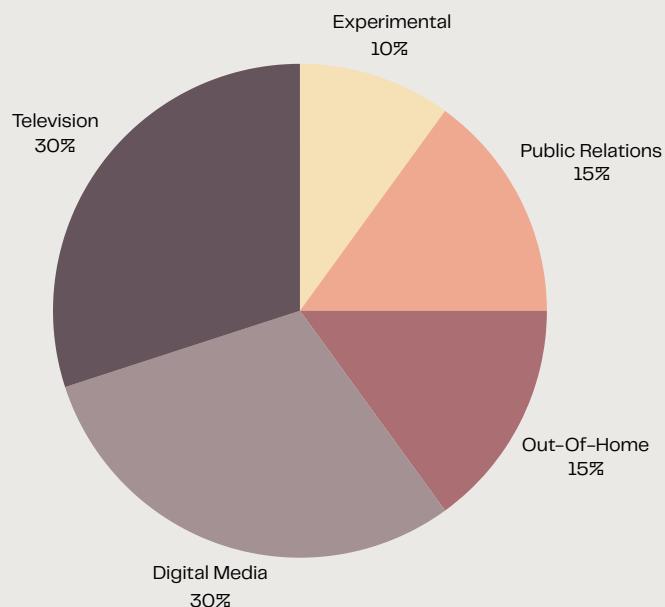
Regional Focus

Primary Regions: Major metropolitan areas and suburban regions with high densities of families and college campuses. New York, Los Angeles, Chicago, Houston, and Atlanta are key cities.

Secondary Regions: Smaller cities with significant college populations, such as Ann Arbor, Boulder, and Austin.

Paid Media Budget Allocation (\$20M total)

- The campaign will leverage a mix of traditional and digital media to ensure wide reach and engagement. Below is the breakdown of the elements:
 - Digital Media (\$6M – 30%): Focus on social media platforms (Instagram, TikTok) and streaming services (YouTube, Spotify) to reach tech-savvy dads and Gen-Z students.
 - Television (\$6M – 30%): Primetime TV slots during news hours and family-friendly shows to capture the attention of dads.
 - Out-of-Home (\$3M – 15%): Billboards, public transport ads, and college campus posters.
 - Public Relations (\$3M – 15%): Press releases, influencer partnerships, and sponsored content.
 - Experiential Marketing (\$2M – 10%): Pop-up events, college campus activations, and in-store promotions.



CREATIVE CONCEPT

Our three key issues that our campaign will address:

- We are focused on diverting the misconceptions of our cereal as a “dieting” meal. In hopes of changing this narrative, we have selected principal shopper fathers who care for their children and their health to display the nutritious elements of Special K®.
- We aim to target a larger audience and consumer base by advertising Special K® specifically to men. The brand's lack of male consumers has been a clear weakness; therefore, by advertising the cereal specifically to men, we hope to gain traction among this demographic.
- In light of both of these weaknesses, the Special K® brand has not consistently had loyal customers. This campaign works to display the loyalty of Special K® consumers as they embark on the journey of life and find Special K® at every stage of their journey.

Our target audience's feelings and understanding as a result of this campaign:

- This campaign aims to spark a feeling of love, connection, and loyalty—love between father and child, the connection a simple bowl of cereal can foster, and loyalty to not only each other but also their favorite cereal brand, Special K®.

The key insights we have on our consumers:

- Fathers are more likely to consume Special K®
- Male children consume Special K® 11% more than female children
- 31.3M respondents are male principal shoppers who try to eat a healthy breakfast daily
- 20.08% of principal shoppers are male
- 44.8% of men between the ages of 15 and 49 have a child

Strategic “one-thing” we need to communicate in this campaign:

- Special K® is present in every phase of life; it is trusty and delicious, and it is really more than just cereal. It's a feeling of remembrance, love, and connection.

The tone of this campaign:

- The tone of this campaign will be loving, inspirational, and sentimental.
- The love between the father and son will be evident as they go through life together and share their love for Special K® and the memories it has fostered.
- It will be inspirational to all dads and prompt them to join in making memories with their kids and Special K®.
- Mostly, this campaign will be sentimental. It will display the sentimental memories that the pair have made together as well as evoke sentimental memories in the thoughts of our consumers.

EXECUTIVE SUMMARY

The “Always Here, Always Ready” campaign is designed to reposition Special K®’s consumer demographic with an untapped market: Caring Fathers. Caring Fathers are principal male shoppers with children living in the household. Special K® is more than just a cereal; it is a feeling that connects generations. By utilizing “connection,” we can bridge a generational divide and enhance the feeling of Caring Fathers when consuming products. They can join in making lasting memories with their loved ones as every father should bond with their children; we know it, and you know it. Our audience should feel inspired and sentimental by the “Always Here, Always Ready” campaign. The goal of the campaign is to increase the purchases of a box of Special K® and join in the fun of making memories with your children.

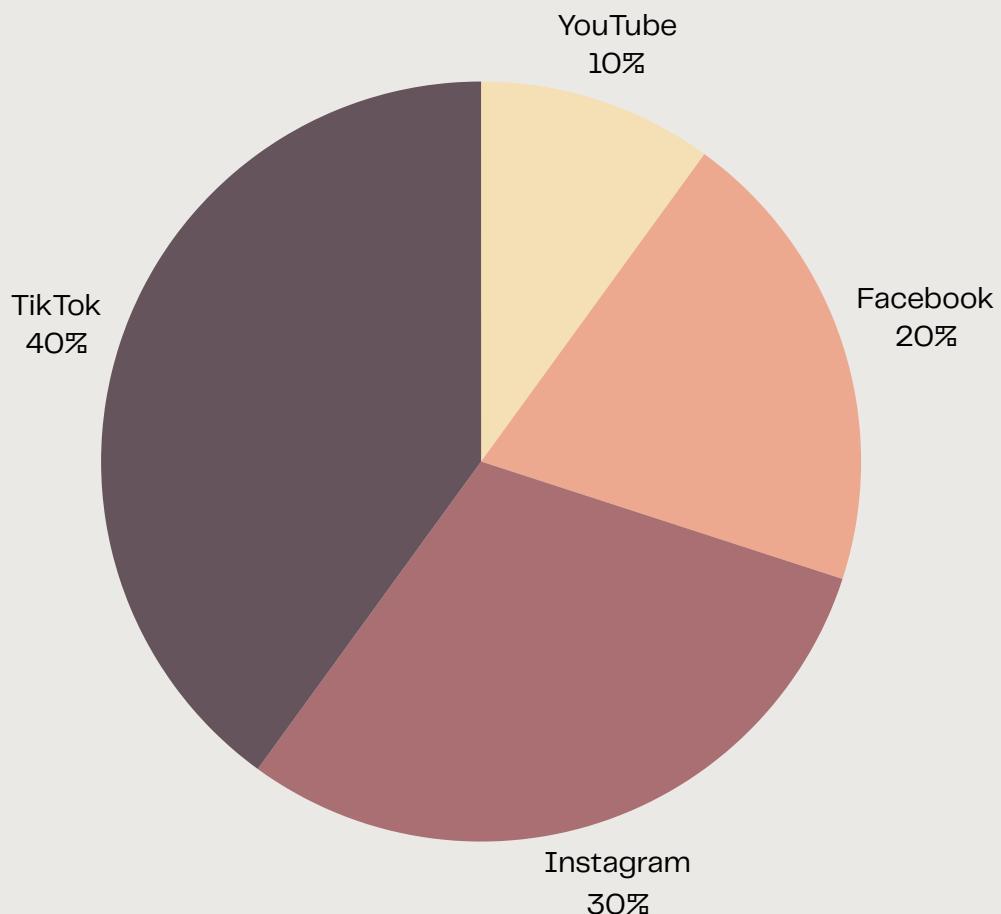
SOCIAL MEDIA STRATEGY

We will allocate \$6M (30%) for paid working social media. This will help Special K® expand viewership across social platforms and create a consistent message for our “Always here, always ready” campaign.

The following is the distribution of the \$6M (30%) allocated from our budget for paid social media.

- **TikTok:** \$2.4M, allocating 40% of the social media budget to TikTok, leverages its dominance among Gen-Z, allowing for creative and engaging content to capture this demographic.
- **Instagram:** \$1.8M, with 30% of the budget, will effectively showcase the product's appeal through its visual nature, reaching both dads and Gen-Z college students.
- **Facebook:** \$1.2M, 20% of the budget will be to utilize the band's broad user base and targeting capabilities to engage dads with family-oriented content.
- **YouTube:** \$600,000 the remaining 10% will go to YouTube. YouTube's video content will communicate detailed messages and reach both dads and Gen-Z users.

Social Media Platforms Budget Allocation



PUBLIC RELATIONS STRATEGY

Preliminary views of the social, cultural, environmental, and ethical considerations for the “Always here, always ready” campaign. Within social considerations, not every individual has had the dad who is there for them whenever they may need it. While our campaign will be inclusive of all of the different types of dads, not everyone has a dad to rely on. Within cultural considerations, some dads might focus more on their careers and success in order to support their family. In this situation, we aim to communicate that with every difference there is in a dad, there is at least one thing to bond over. “Always here, always ready” faces no ethical considerations, as this campaign is created to illuminate the bond between a dad and their child. Trends such as diet culture, cancel culture, and overall past animosity towards Special K® should be taken into account. With the different phases that our consumers work towards, this campaign aims to follow the consumer through each stage.

Predator Session Highlights:

- “Special K® is for dieting.” = The motivation is driven by past Special K® campaigns which highlighted the dieting benefits of the cereal. Where past campaigns focused more on ingredients, vitamins and overall health benefits, a predator would carry their past negative impressions to this campaign.
- “I never had a present dad.” = The motivation is driven by lack of inclusivity. Our campaign will highlight different types of dads, but overall is about connection and love.
- “I’m a mom who has to play the father role.” = This is the same motivation as the point carried above.
- “My dad never cared about my health.” = This is the same motivation as the point carried above.
- “Is the only way to bond with your dad over cereal?” = This is the same motivation as the point carried above.



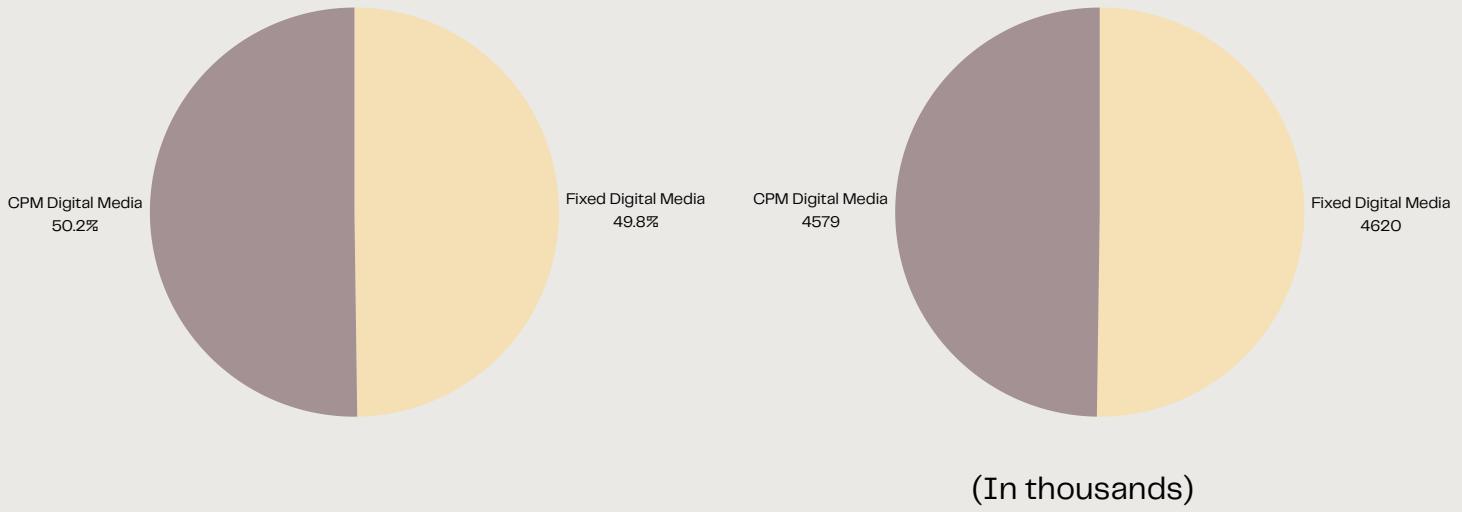
Tactical Plan



SAVOIR

SOCIAL MEDIA PLAN

Social Media Platform/Content Approach/Budget Recommendations



Total Digital Media Spending \$9,199,200 (46% of the Budget)

Social media advertising offers a cost-effective way to reach a large audience compared to traditional media. It provides a more affordable option with a lower cost per impression or click. Specifically, we could achieve 2B impressions under this budget, enabling us to reach the same target audience more than twice per month on average.

- The social media platforms the "Always Here, Always Ready" campaign should utilize are Twitter, Snapchat, TikTok, Instagram, Facebook, and YouTube.
- Special K® Brand's values of tradition, fitness, and nutrition shall remain constant. Our partners and influencers will leverage the "Always Here, Always Ready" campaign messaging.

Paid ads on platforms like Facebook, Instagram, YouTube, and TikTok are designed for targeted outreach to maximize engagement with "Caring Fathers" and "ZenGen." These ads employ various ad formats such as video, carousel, and banner ads.

- Facebook and Instagram will utilize engaging visual content and storytelling.
- YouTube will host in-depth product demonstrations.
- TikTok will feature creative, short-form videos to drive immediate action and raise brand awareness.

SOCIAL MEDIA PARTNERSHIP CALENDAR



The partnerships will be distributed throughout the calendar year 2025, specifically over Instagram, Facebook, YouTube and TikTok. We found consistent usage among all of the social media platforms we recommend utilizing. As a result, we believe the best placement for most ads and partnerships will be after the highest spending from Impact Media.

- Snapchat will roll out throughout December 2025. The rollout in December is curated to emphasize the importance of our relationship with Malk Organics by using Snapchat as an additional vehicle.
- The social media rollout will feature “Isaac Rochell” after the major sports seasons, “Scrub Daddy” and “Halos” during both “spring cleaning” and as people consume higher volumes of oranges.
- The emphasis on “Growingupwithdads” will be during the back-to-school season as their own children go back to school.
- Our brand partnerships will primarily be held via longer-form content on Facebook and YouTube, while our primary focus on influencers will be held via shorter-form content on Instagram and TikTok.
- The Malk Organics partnership will begin in March and last through December, with one post/ad every other week for 40 weeks.

Influencer & Brand Partners

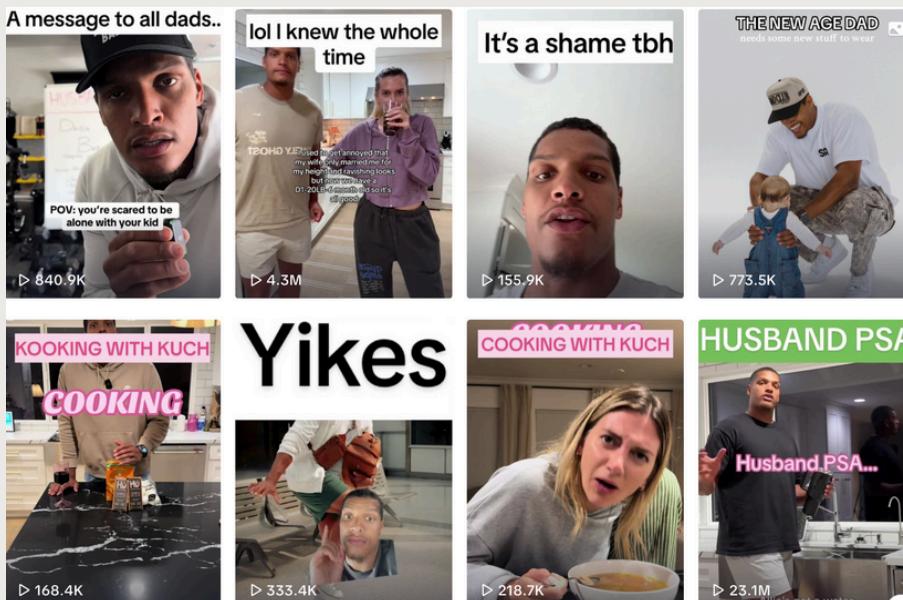


← SAVOIR

Isaac Rochell

About:

A new dad, an NFL player for the Las Vegas Raiders and husband to Allison Kuch. Isaac provides a new girl dad perspective and the perspective of a sports persona. He owns his own company, Husband PSA, or HPSA for short, where he promotes life as a dad and an NFL player.



Following:

Instagram: 294K

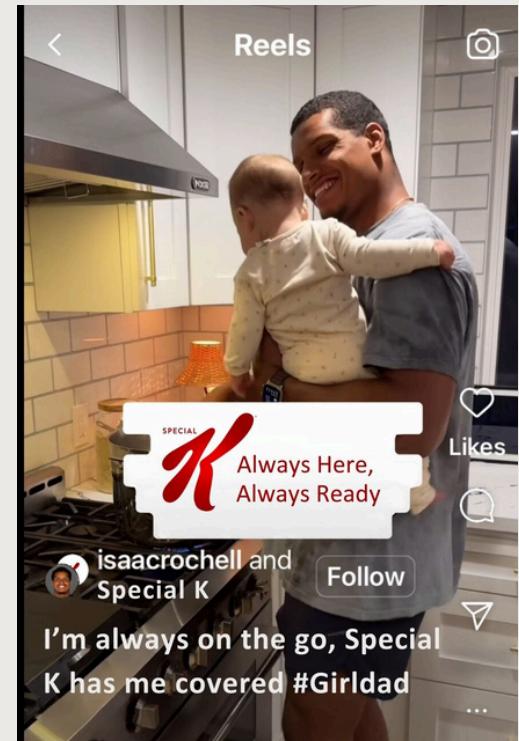
TikTok: 2.2M

Past Partnerships:

Husbandpsa, Viator, Jack & Coke, Huggies, Home Depot

Why Isaac Rochell?

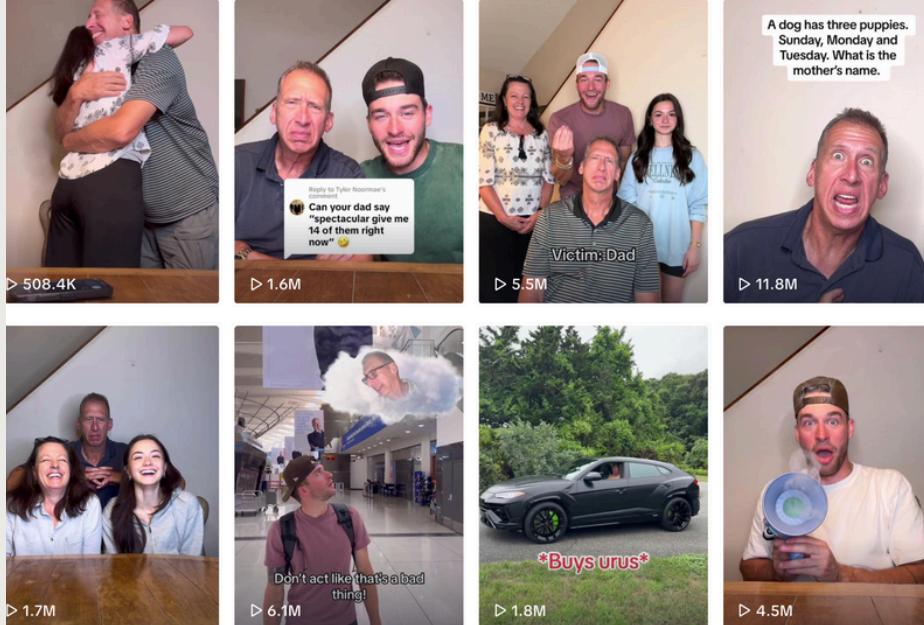
Isaac is a great influencer to partner with our strategy of Caring Fathers. His content is logical to the target audience, as he targets new dads who are figuring out fatherhood and their personal identity. The mix of content, which is comedy, sentimental, loving, and lighthearted, curated the perfect mix for Isaac to be an influencer for Special K® Red Berries. Isaac will post the branded partnership on Tiktok, which is the largest following with an overlap with ZenGen.



Joe Mele

About:

Father and son duo create fun content across social media, also known as the dad, resembling a Ratatouille food critic.



Why Joe Melle?

A father-son duo with significant reach among younger demographics on TikTok and Instagram, Joe and Joe resemble the food critic from Ratatouille. Their fun and relatable content creates a nostalgic and family-friendly appeal, which aligns with Special K® values of tradition and family in the campaign.

Joe's partnership with the Special K® campaign will be posted on his TikTok to reach a broad audience and primarily our secondary demographic.

Following:

Instagram: 2.7M

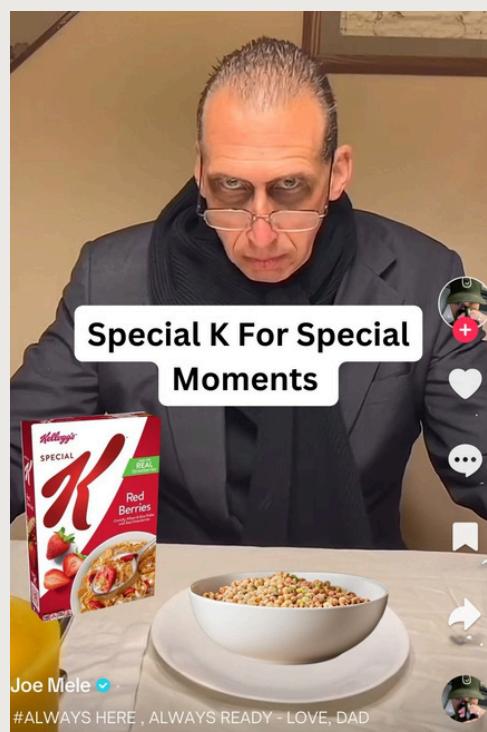
Youtube: 7M

Tik Tok: 29.9M

Past Partnerships:

Swiffer, Gillette, IT

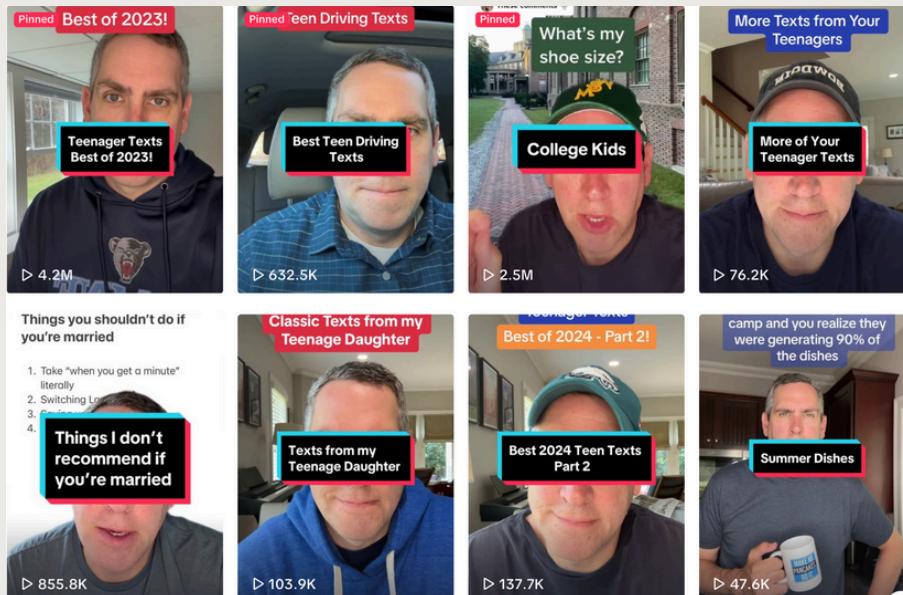
Cosmetics, Sam's Club, State Farm



The Leighton Show

About:

Chip Leighton, a dad to teens, has gained popularity on Instagram and TikTok for his humor-centered content. He creates videos that are relatable not only to dads but to Gen Z, like dropping them off at college.



Following:

TikTok: 599.5K

Instagram: 639K

Past Partnerships:

Downy, Doordash, Straight Talk Wireless

Why Chip Leighton?

He creates fun videos on parenting and marriage life that are not only relatable with fathers but with Gen Z, like dropping them off at college. Chip consistently gets over 100K views on his videos and even more with partnerships. He recently partnered with Downy, the laundry detergent, on a video titled "Teen Laundry Knowledge," which received over 7.8 million views.

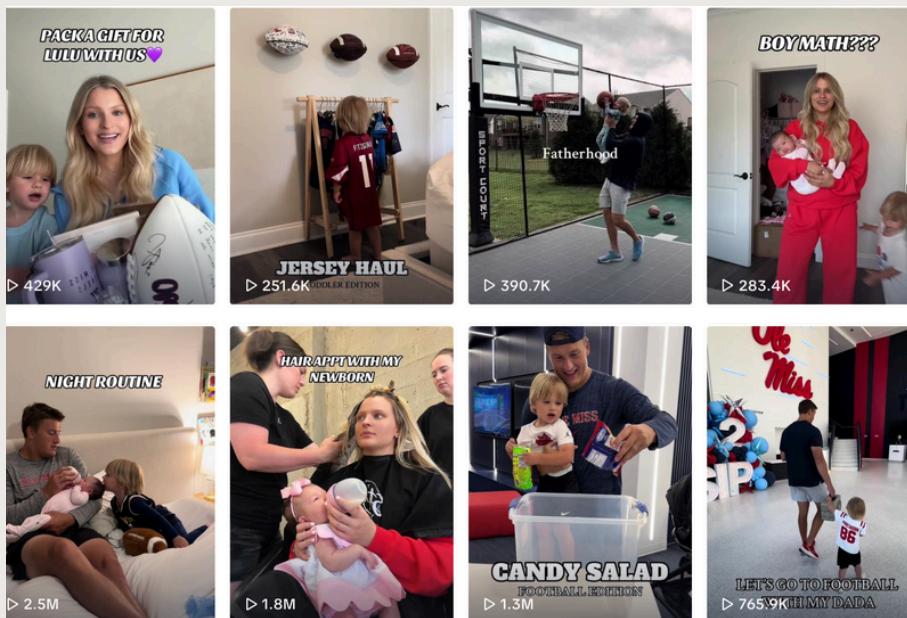
The Leighton Show will be posting on both TikTok and Instagram. This not only encompasses ZenGen, which utilizes both platforms, but will also allow for duplication of exposure with our audience.



Cali Prieskorn

About:

Caden is a D1 football player for Ole Miss and the husband of Cali Prieskorn, a social media influencer. The young couple has two children as recent college graduates and an online presence that consists of their morning and night routines as new parents, life on the football field, and family activities



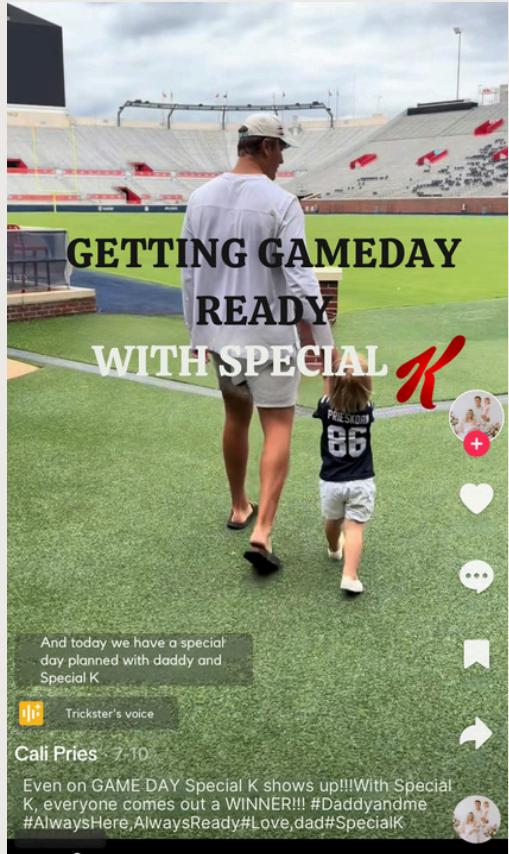
Why Cali Prieskorn?

Caden and Cali are the perfect partnership opportunity for Special K®. The young couple attracts the younger generation of Gen Z as they highlight their lives in college and as athletes. They further attract caring fathers as Caden displays his commitment to being an amazing father during such a busy time of his life. Their content is aimed at families and caring for younger children responsibly and healthily. Caden and Cali will post on TikTok, highlighting their breakfast with Special K®.

Following:
TikTok: 388K
Instagram: 171K

Past Partnerships:

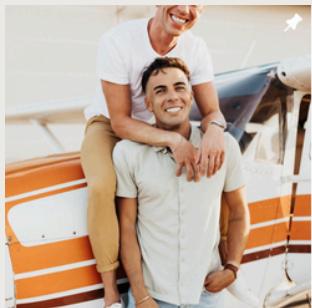
Dove, Stitchy Fish,
Pampers, Bloom Nutrition,
Mr. Clean Magic Eraser



Growingupwithdads

About:

Jefferey and Bryce are two gay dads on Instagram who produce lighthearted and relatable content for LGBTQ+ representation. Jeffrey and Bryce have two kids, and they use their platform to share insights into their family and lives as two dads.



Following:

Instagram: 22.1K

Past Partnerships:

None



Why Jefferey and Bryce?

They can provide relatable, lighthearted content promoting family values and LGBTQ+ representation. Their account brings diversity and inclusivity to our campaign, aligning with the broader values of care and family.

The partnership with Growingupwithdads will be carried out through their Instagram account, which is their primary content outlet, along with the high usage with ZenGen.

About:

While enjoying a quick and easy breakfast with Special K® Red Berries, the cleanup should be quick and easy before you head out the door. Scrub Daddy's products are an easy solution to clean up after breakfast with your family.



Why Halos?

We recommend a brand partnership with Scrub Daddy due to its current positioning and popularity with our target demographics. Due to their media exposure, they are a well-known brand, especially with Caring Fathers and Gen Z.

Scrub Daddy has utilized its mascot, a scrub daddy with a smile and joyful eyes, in its partnerships. We propose that content should include the same actors featured in the Halos partnership. The family can quickly clean breakfast using the Scrub Daddy products before heading to school and/or work. As the father and son wipe away their dishes, the slogan "Always Here, Always Ready" will be reflected in the clean shine of the kitchenware.

We recommend that Scrub Daddy post the branded content using their 4.4M followers via TikTok, as this will provide the highest volume of exposure for our ZenGen audience.



Following:

Facebook: 134K
TikTok: 4M
Instagram: 470K
Youtube: 770K

Past Partnerships:

Dunkin Donuts

Cost:

Working Media:

\$105,000

Non-Working Media:

\$105,000

Total: \$210,000

About:

They are sweet, seedless mandarins that are easy to peel and consume. Halos controls every aspect of the citrus farming and packaging process. Halos prides itself on being naturally non-GMO. It has recently started marketing itself as a creative food that can be paired with anything.

Why Halos?

Halos is a well-known brand among our Caring Fathers and Zen Gen. Pairing fruit with your cereal is familiar to Special K® since it uses red berries. Fresh, sweet mandarins are a perfect pair with Special K®, making those special moments with your dad even sweeter. The best part about Halos is that you're never too old to eat them.

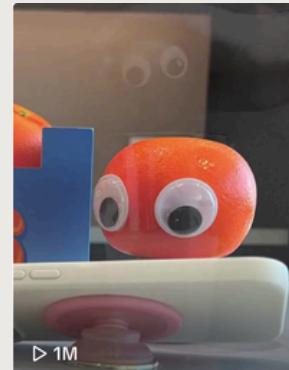
Halos have recently created short videos using one of their mandarins with wiggle eyes to narrate their posts. The same can be used for our brand partnership posts. We have the same father-and-son actors from our previous campaign ads enjoying a bowl of Special K® while the little Mandarin voices our slogan, "Always Here, Always Ready." Due to Halos's large Facebook presence, where the majority of content is posted, we recommend that the sponsored posts be carried out via the platform.

Following:

Facebook: 578K
TikTok: 10K
Youtube: 1.56K
Instagram: 6K

Past Partnerships:

Omie Life, Olly
Wellness, Sprouts
Food



Cost:

Working Media:

\$87,500

Non-Working Media:

\$87,500

Total: \$175,000

About:

A non-dairy, dairy substitute/option for cereal, creamer in coffee, or any recipe that calls for milk that people would rather use a non-dairy option. Malk Organics is made of 3 to 4 ingredients, making it one of the healthiest and simplest milk alternatives on the market.

Why Malk Organics?

By having a business partnership with Malk, we recommend this healthy milk substitute to our Caring Fathers and Gen Z audiences. The partnership is ideal with Malk because their target audience is health-conscious individuals who would rather consume a simple, non-dairy alternative. The simplistic nature of Malk Organics pairs best with Special K® Red Berries, both providing nutritious and vitamin-dense breakfasts. Due to their TikTok followers, we recommend posting via this platform. Malk partnered with a cafe, LaLaLand Cafe. This is a good visualization of what Malk X Special K® could look like together. Malk goes into a bowl of Red Berries in a simplistic way, with a background to showcase a father and his morning with his child. Malk partnered with the official pickleball league corporation. The play on cleaning up the kitchen fits the pickleball brand and the clean milk alternative that Malk is.

Following:

Instagram: 85.3K
TikTok: 120.8K

Past Partnerships:

Erewhon, Hoskela, Target, Major League PickleBall

MALK



LET'S KEEP THE KITCHEN CLEAN



6,289 likes

SpecialKUS Fill your bowl with what fuels you. Special K Red Berries with Malk Organics guarantees a morning full of clean, healthy ingredients. Head to your local Target, Walmart or ship it right to your door. With Malk, your Speak K just got a little better. #MalkOrganics #milkalternative #SpecialMalk

Cost:

Working: \$105,000
Non-Working: \$105,000
Total: \$210,000

PR Plan

SAVOIR



PR STRATEGY

SPECIAL K STAKEHOLDERS

To our public, focusing on Caring Fathers, the most important issues surround financial stability, mental health, identity changes and learning how to be a good and caring dad.

Special K® Red Berries will position itself throughout this campaign as a product that is “Always Here and Always Ready.” Special K® improves mental health by providing several vitamins, nutrients, and beneficial ingredients to start the day, and it also improves lives emotionally. With a healthy breakfast, hormones are proven to be more balanced, positively affecting relationships, work performance and overall self-esteem. As for financial stability, Special K® remains relatively accessible as a product, being currently priced on the shelves for \$5.29 at local Targets or cheaper at select locations.

Showcasing Caring Fathers bonding with their kids over a bowl of our cereal will encourage a positive narrative of what it means to be a dad. With several different perspectives being represented, there is a wide range of “Caring Fathers” within the “Always Here, Always Ready” campaign. This visual representation of a positive narrative of being a father influences the identity crisis that young, caring fathers are facing.

Contact list

Food News Outlets

- Cereal World Foods
- New Food
- Baking Business

Grocery News Outlets

- Supermarket News
- Grocery Dive
- Progressive Grocer

Magazines

- Spoon Cereals Magazine (bi-annual publication about morning meals)
- Natural Parent Magazine (breakfast cereal magazine)- Kate Barnes
- Stealing Share
- Forbes- Eric Ryan and Mickey Rapkin
- Food Drive- Chris Casey

All of these media outlets focus on breakfast and morning breakfast cereal. From a wide array of sports coverage to specific local coverage, that is why we recommend directing our attention toward them. The media channels focused in Washington, DC, are to cover our involvement in the Cherry Blossom Festival, which will occur in the spring of 2025. Local and national channels will be invited depending on where we set up the tent. This will spread our campaign reach and events to many different locations, furthering our traction and impact.

News Channels Media

- NBC4- covers the Cherry Blossom Festival
- Fox 5 DC- Kevin McCarthy
- ABC News- Gio Benitez
- DC News Now- covers the cherry blossom festival
- Raiders Wire- latest Raiders news, schedule and activities to follow our partnership with Isaac Rochell

Journal News Media

- Las Vegas Review- Selena Fregassi writes about grocery prices and information regarding the stores
- Las Vegas Sun- (independent news source for Nevada) Case Keefer

PROMOTIONAL EVENTS

Social Media Promotions

The use of social media promotions will allow the brand to create engaging and effective content that will resonate with our target audience and beyond.

- Giveaways/Contests- Influencer or brand partnerships to co-host contests/hashtag/video/photo sharing challenges
- Launch events- Early access looks to brand products and special offers
- User-generated content- Encourage Customer reviews
- Interactive content- Polls/Quizzes, Q/A's, Live streams
- Influencer partnerships- Sponsored posts and influencer social media takeovers for a day

Special K® Pop-Up Events

Pop-up events are scattered throughout the US and throughout different parts of the year to ensure we reach all geographic locations and highlight the versatility of Special K® cereal throughout all seasons.

- In April 2025, the Washington DC Cherry Blossom Festival collaborated with Malk Organics for a pop-up tent along Homefront Dr. SW. The tent staff will be supplied with Special K® Red Berries and Malk Organics variety milk to allow consumers to try the various combinations. There will also be a Special K® Red Berries branded kite to fly in the “Blossom Kite Festival.” Some of the events with consumers will include a “flavor guessing game” and a “cereal bowl eating contest.”
- The National Cherry Festival, held in Traverse City, Michigan, from June 28 to July 5, features various cherry-based foods and live music, the crowning of a Cherry Queen, a parade, and a pit spitting contest.
- Chris Kringle Market, which runs for a month from November to December in the city of Chicago, features stands with various foods, displays, crafts, activities, and more.
- The Texas State Fair is the largest US state fair, featuring rides, games, stands, food, and more.
- California Del Mar fairgrounds on opening day, which takes place in the summer. This event brings Californians from all over to watch the opening of the horse racing season.
- Influencer partner Isaac Rochell will manage the pop-up tent on stadium grounds, traveling to games with the Las Vegas Raiders team across the country from September to December (Appendix 5).



PROMOTIONAL PROGRAMS

Special K® is highly used among both target consumers in New York City. We recognize the higher costs of Special K® during the current inflationary period and plan to partner with the New York City Public School System to host a Special K®(ids) Olympics. Parents will be able to utilize school facilities to do various events such as running, tug-of-war, and other games for families. There will also be a Special K® eating competition for dads, kids and parent-child teams.

- New York City Public Schools has an enrollment rate of 986,338 students, of whom 55.7% are economically disadvantaged and nearly 1 in 4 are living in poverty.
- Campus Pantry (K-12) is an organization that partners with NYC schools to provide meals to those facing economic hardships.

By partnering with the NYC Public School District and Campus Pantry (K-12), from June-September, 1M boxes of Special K® during that time (8% of boxes) will feature a “Buy 1 = 1 Donated” graphic informing the consumer about the program. As these boxes are brought to the retailers and the UPC code scanned, an additional donated box will be sent to the Campus Pantry (K-12) to allow kids to eat a healthy and nutritious breakfast at no additional cost to their families. These efforts embody the “Always Here, Always Ready” campaign by:

- Reaching out to members of the Special K® Community and others who may have never tried or have fallen out of favor as their go-to cereal.
- Ensuring a space for families to bond over these fun experiences while enjoying Special K®.
- Ensuring that all families can enjoy a healthy, complete breakfast regardless of economic externalities that are far from their control.

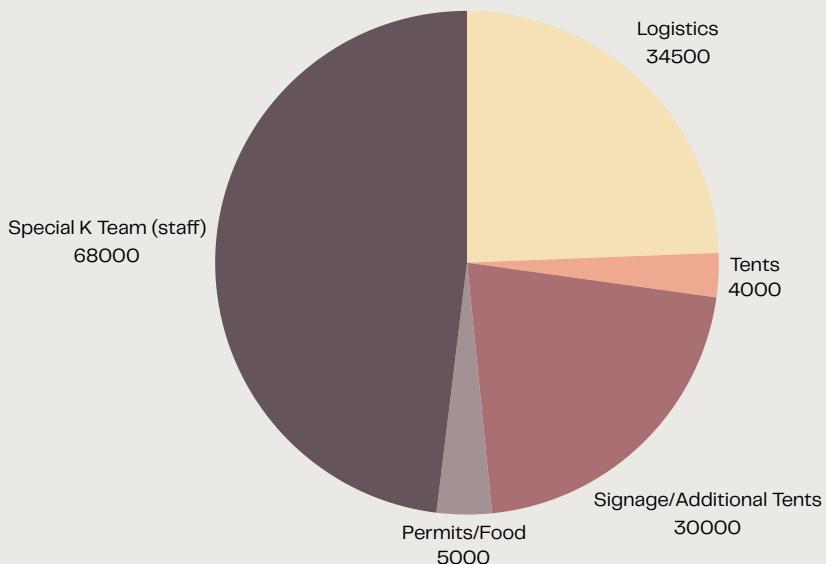


PR BUDGET

The budget allocated for these events and programs is a total of \$1,641,500* (\$141,500 in non-production costs). This budget also accounts for unexpected challenges and is not expected to be reached. Below is an itemized list of expenses:

- \$34,500 for logistics and transportation of materials to each of the event locations in 2025.
- \$30,000 for tents and rotating signage for all seasonal events.
- \$68,000 for staffing costs (5-person Special K® Team): \$3,750 in DC, \$6,250 for Las Vegas Raiders games, staff are partnered locally with InstaWork. A range from \$3,000 to \$8,000 for each seasonal event.
- \$1,459,000 of this is the cost of production for the boxes to be donated, this is subject to change towards the production and distribution budget for Special K®.
 - Transportation costs, at \$2,500 per month for 7 months of transportation with both a semi truck and fuel costs. (\$5,000 for tent permits and food distribution).
 - Tents \$4,000 (including additional signage), \$30,000 for sign replacement for events.
 - \$68,000 Staff costs (5 persons), average \$25 per hour, 3 days in DC, 5 hours for NFL games (includes 1-hour total set up based on a 3-hour game).
 - The Production cost for donated boxes (+8% during the 3 month time frame), will be \$1,500,000 or 1% of the Special K® Special Berries annual sales. Production will be increased at the main manufacturing plant in Battle Creek, Michigan, and in Chicago, Illinois to produce the additional donated boxes.

Special K® Pop-Ups Budget



Assumptions

Logistics- Trucks and Travel is \$2,500 per month, including gas to each event

Tents- Includes a set of signs (5 total signs + 2 flags)

Signage/Additional Tents- signage for Raiders games/different festivals

Permits/Food- able to maintain a current rate of NFL Games and do not surpass 120 Boxes

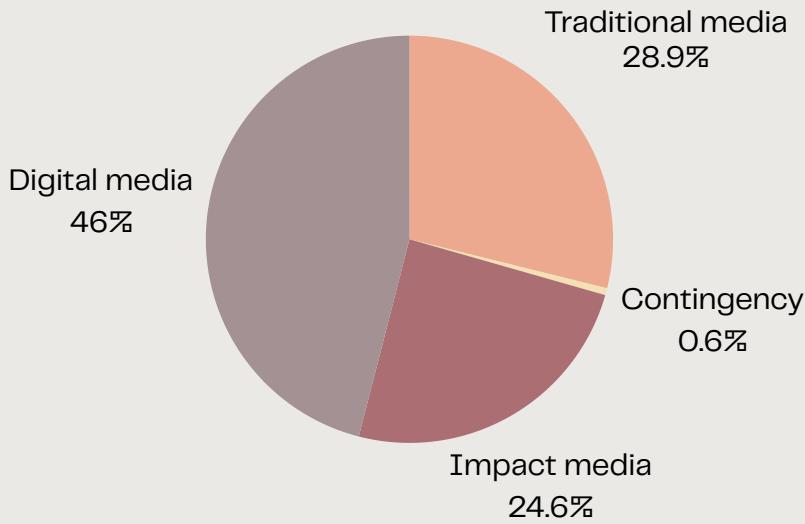
Special K® Team- Maintains \$25/hr with five persons per shift per event day

MEDIA PLAN



SAVOIR

MEDIA BUDGET ALLOCATION



Total Budget	\$20,000,000
Impact Total	\$4,916,280.00
Digital Total	\$9,199,200.00
Traditional Total	\$5,773,550.00
Contingency	\$110,970.00

- The media planning strategy for the campaign for Kellogg's Special K® Red Berries allocates a total budget of \$20,000,000 to maximize reach and engagement among the primary target of Caring Fathers and our secondary target of ZenGen, totaling over 40M individuals.
- Overall, impact media receive \$4,916,280 (24.72%), digital media are allocated \$9,199,200 (46.25%), with Fixed Digital Media Spending at \$4,620,000 (23.23%) and CPM digital media spending at \$4,579,200 (23.02%).
- Traditional media, including TV and print, is allotted \$5,773,550 (29.03%), with TV receiving \$4,705,330 (23.66%) and print at \$1,068,220 (5.37%).
- Additionally, a contingency fund of \$110,970 (0.55%) is reserved for unforeseen expenses. This allocation leverages both digital and traditional media channels to create a comprehensive strategy that effectively engages the target audience while maintaining flexibility for any unexpected needs. For detailed budget calendar, see Appendix 53

Impact Media

MEDIA CATEGORIES	UNIT ALLOC.	GRP PER UNIT	COST PER GRP	\$ ALLOCATION
NFL playoff games	1	25	\$ 45,774.00	\$ 1,144,350.00
Monday Night Football	1	25	\$ 35,674.00	\$ 891,850.00
NBA Championships	1	25	\$ 35,674.00	\$ 891,850.00
NCAA Championship and Final Four	1	25	\$ 35,674.00	\$ 891,850.00
MLB regular season game	2	12	\$ 30,455.00	\$ 730,920.00
NBA regular season game	1	12	\$ 30,455.00	\$ 365,460.00



NFL Playoff Game

- Caring Fathers are 37% more likely to watch compared to others in the general population.
- With 1 unit allocation in January, we hope to reach our target audience during the NFL Playoffs.
- We have chosen to spend \$1,144,350 for this time slot allowing for 25 Gross Rating Points, for \$45,774 per GRP.



Monday Night Football Game

- Caring Fathers are 51% more likely to watch, resulting in some exposure to our target audience.
- A total allocation of \$891,850 for 25 Gross Rating Points will provide Special K® the opportunity to reach a core segment of the target audience in August, a time that will provide consistency for the target audience to be exposed to the ad campaign throughout the year.



NCAA Championship and Final Four

- According to Simmons, our target audience watched the NCAA Championship and Final Four at higher rates (48% and 24%) than the general population.
- When playing the ad during the April Championship, it will have the capacity to reach millions of viewers in both the primary and secondary target markets.



MLB Regular Season Game

- According to Simmons, Caring Fathers are 35% more likely to watch these games, providing us with an opportunity to reach the primary targets.
- Ads running in August, a key month in the MLB season, ensure we capture audience attention during a period of high game frequency.
- Allocating \$730,920, with a cost per GRP of \$30,455, balances the need for consistent engagement with budget efficiency, ensuring effective reach throughout the regular season.



NBA Regular Season Game

- The index for Caring Fathers to view NBA broadcasts is 120, indicating a strong interest and a strategic opportunity for placement.
- High engagement during the NBA regular season supports ongoing brand recall and continuous audience engagement.
- Ads will run in December, during the peak NBA season, providing multiple touchpoints for our campaign.

Traditional Media

MEDIA CATEGORIES	GRPS	CPP	\$ ALLOCATION
ESPN	100	\$ 19,227.00	\$ 1,922,700.00
NBC	30	\$ 41,946.00	\$ 1,258,380.00
CBS	50	\$ 16,871.00	\$ 843,550.00
AMC	30	\$ 22,690.00	\$ 680,700.00
Outdoor Recreation – Regional Magazines (General Interest)	20	\$ 53,411.00	\$ 1,068,220.00

ESPN

- ESPN is one of the top tv channels holding Caring Father's attention.
- For our primary target audience of caring fathers, the index score reported on Simmons for ESPN syndicated tv was 153.
- We suggest allocating this amount to ESPN tv to reach 25% of our primary audience population 4 times over the course of the year, to reach 100% for the year. The four main times our ad will run on ESPN tv will be January, July, September and November.
- Our ad will run on ESPN in the chosen months because of large events such as the NBA championship.

NBC

- For our primary target audience of caring fathers, the index score reported on Simmons for NBC syndicated tv was 108.
- We suggest allocating this amount to NBC tv to reach 30% of our primary audience population 3 times in 10% increments.
- Our ad will run on NBC in the months of April, August and October.



CBS

- For our primary target audience of caring fathers, the index score reported on Simmons for CBS syndicated tv was 151.
- We suggest allocating this amount to CBS tv to reach 50% of our primary audience population 5 times in 10% increments.
- Our ad will run on CBS in the months of February, March, May, June and October.

AMC

- For our primary target audience of caring fathers, the index score reported on Simmons for AMC syndicated tv was 154.
- We suggest allocating this amount to AMC tv to reach 30% of our primary audience population 3 times over 10% increments.
- Our ad will run on AMC in January, November and December as the weather allows for more indoor activities.



Outdoor recreation- regional Magazines

- For our primary target audience of caring fathers, the index score reported on Simmons for regional magazines focused on outdoor recreation was 188.
- We suggest allocating this amount to regional magazines to reach 20% of our primary audience population 2 times over 10% increments.
- Our ad will target Caring Fathers within the months of April and August within this magazine due to the change of weather and increased interest in spending time outdoors.

DIGITAL MEDIA - Fixed Cost

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION
Twitter (Promoted Trend)	12	\$ 200,000.00	\$ 2,400,000.00
Snapchat	3	\$ 500,000.00	\$ 1,500,000.00
Google (SEM)	12	\$ 50,000.00	\$ 600,000.00
Bing	12	\$ 10,000.00	\$ 120,000.00

Twitter

- Twitter has high advertisement engagement with both our primary (index of 141) and secondary (index of 365) audiences. This is why we have a more significant portion of our budget going into Twitter.
- We recommend a prompted new trend once a month for the 12 months of the campaign. (Zen Gen index of 268 usage of Twitter)

Snapchat

- Zen Gen has an index of 317 for Snapchat usage. However, it is expensive, with the cost per unit being \$500,000.
- Thus, our campaign will focus on having a 2-month ad for the in-back school season from July to August and one month in January.

Google

- The Simmons data shows a high index of

- 106 for our secondary audience and 99 for our primary audience, showing high involvement on Google between both of our target audiences.
- Google search ads are important since it makes sure that those proactively searching for Special K will be directed to the Special K site.
- We will focus on showing this ad once a month for all 12 months of the year.

Bing

- Bing is primarily used by our primary target audience, even more than they use Google.
- With an index of 126 for our primary audience, Bing is a good investment for our campaign. This index is higher than our primary audiences use on Google which only had an index of 98, therefore it is important to appeal to the primary audience more.

DIGITAL MEDIA – CPM Cost

MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS PER UNIT	\$ ALLOCATION
New York Times	12	\$ 10.00	200,000	\$ 24,000.00
ESPN	24	\$ 10.00	1,000,000	\$ 240,000.00
Facebook	24	\$ 6.00	500,000	\$ 72,000.00
Facebook video (30 seconds)	24	\$ 8.00	1,000,000	\$ 192,000.00
Facebook native ad	24	\$ 7.00	500,000	\$ 84,000.00
Facebook banner ad	24	\$ 3.00	100,000	\$ 7,200.00
Youtube in-stream video	24	\$ 10.00	5,000,000	\$ 1,200,000.00
Hulu (streaming)	24	\$ 30.00	500,000	\$ 360,000.00
Instagram ad	24	\$ 4.00	5,000,000	\$ 480,000.00
TikTok native, sponsored or challenge ad	24	\$ 10.00	8,000,000	\$ 1,920,000.00

New York Times

- The New York Times is read frequently by our secondary audience and still often by our primary audience as well.
- The Simmons data shows a high index of 136 for our secondary audience interaction with The New York Times, and a relevantly high index for our primary audience as well.
- Both ESPN and The New York Times have been allotted a larger amount of the budget to increase the number of impressions at a lower price. We will focus on showing this ad once a month for all 12 months of the year with 200,000 each time.

ESPN

- ESPN shows high interaction with our primary target audience. The combination between digital and traditional media on ESPN platforms will further our audience's exposure to the ads.
- Our primary target audience reported an index of 124 for visiting ESPN networks in the last 7 days, proving high interaction with the ESPN platforms
- We will focus on showing this ad twice a month for all 12 months of the year with 1,000,000 impressions per unit.

Facebook

- Despite our current focus on other platforms, we see significant potential for growth with our primary audience on Facebook. Their strong and loyal relationship with the platform makes it a promising avenue for our campaign.
- Simmons data showed that Caring Fathers have high engagement on Facebook when it comes to clicking on an ad or reposting a post with an index of 150.
- Since the CPM is under \$10, the campaign will have a 30-second video, native and banner ads twice a month for our 12-month campaign with a combined 1,600,000 impressions once.

Youtube

- Youtube is also high in interaction with both of our target audiences.
- With an index of 140 for our secondary audience, and an index of 108 for our primary audience, it is clear that there is high interaction with youtube on behalf of both of our target audiences
- We have chosen to allocate all of our Youtube unit allocations towards instream videos only and disregard Youtube unstoppable videos instream videos cost less with a higher number of impressions,

- whereas unstoppable videos cost more, with less impressions.
- We will focus on showing this ad twice a month for all 12 months of the year with 5M impressions each time for in-steam video.

Hulu

- Hulu is one of the most visited sites/apps among our primary and secondary audiences.
- The Simmons data indicates a high index for both target audiences that stream with an index of 112 for our primary target audience and an index of 152 for our secondary audience.
- While Hulu is a highly interactive site/app with both of our target audiences, the CPM compared to its impressions per unit is not a good ratio. With a CPM of \$30 and only 10,000 impressions per unit, we have chosen to spend less money in this area.
- We will focus on showing this ad twice a month for all 12 months of the year with 500,000 impressions each time since the cost is relatively high.

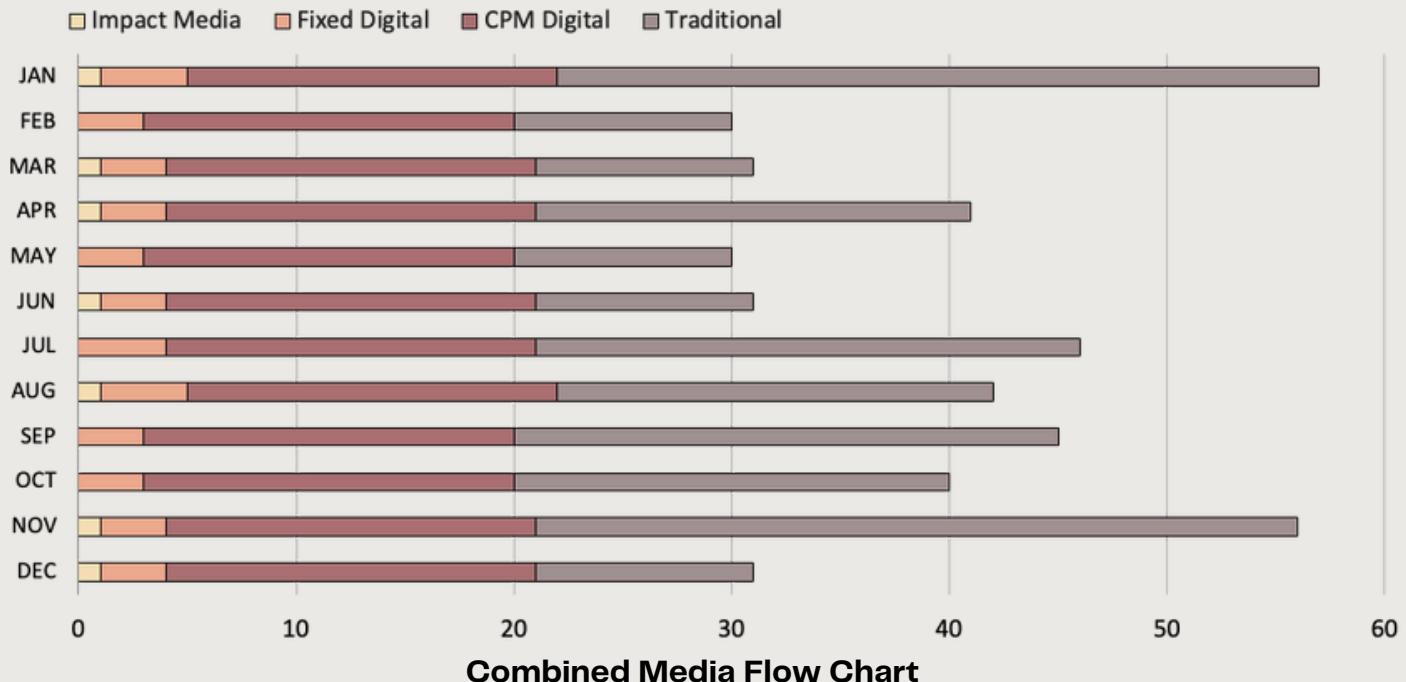
Instagram

- Like TikTok, Instagram is also very popular with our secondary audience Zen Gen, with an index of 302.
- The campaign will focus on having an ad twice a month for the 12 months of the campaign with 5,000,000 impressions once.

Tik Tok

- Tik Tok is very popular with our secondary audience Zen Gen, with an index of 341 for usage and engagement.
- The campaign will focus on showing a sponsored ad twice a month for the 12 months of the campaign with 8,000,000 impressions once.

MEDIA FLOW



- January and November show higher media spending across all categories. These months coincide with key periods for our target audiences, such as New Year's resolutions, back-to-school, and holiday seasons, which are pivotal for engagement and sales.
- February to October have steady but moderate spending. Maintaining a consistent presence ensures ongoing engagement and reinforces brand messaging throughout the year.
- December has lower spending compared to the high and moderate months. After the peak in November, a slight reduction helps manage budget while still capturing holiday attention.

Impact Media

- Consistent spending maintains steady brand visibility throughout the year.
- High-priority weeks receive additional focus to maximize impact during key periods (Appendix 4).

Traditional Media

- Strategic distribution across TV and regional magazines targets key audiences effectively.
- Increased spending aligns with major sports events and back-to-school season to enhance engagement (Appendix 4).

Digital Media

- Balanced allocation across platforms ensures a comprehensive online presence each month.
- Various ad formats like videos, banners, and native ads are used to engage audiences effectively (Appendix 5).

Links to media plan



[Media Buying Spreadsheet](#)



[Media Buying Flowchart](#)

Creative Plan

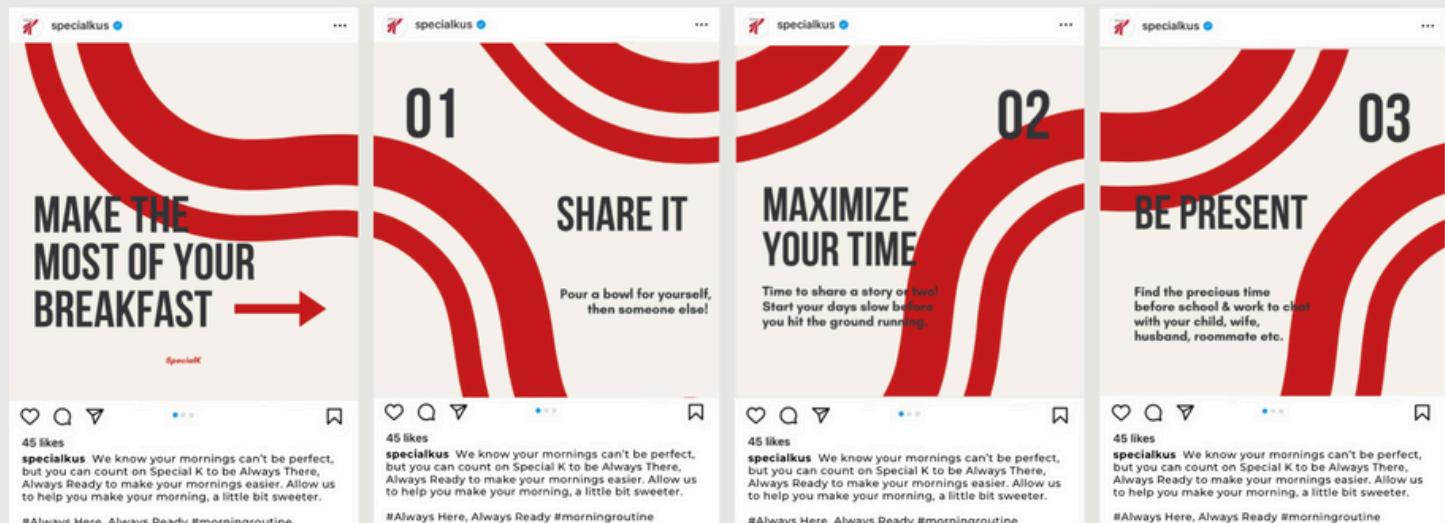


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CREATIVE IDEA

We believe that a healthy lifestyle starts with the choices we make everyday. For dads who are balancing work, family, and their own well-being, we offer a delicious and nutritious way to start the day for you and your kids. Special K is more than a breakfast, it's a way to create connections with those you share it with. Our Always Here, Always Ready campaign not only works to reach our target audience of caring fathers, but aims to create bonding moments for fathers and their children. Grab a bowl of cereal, and enjoy it with those you love.

Digital Advertisements - Instagram



Instagram

Our Instagram carousel post as seen above, will showcase our idea of the perfect morning with Special K. Sharing a bowl with a loved one, being present, and enjoying the quality time together. This will encourage customers to use the hashtag #AlwaysHereAlwaysReady and share their morning routines alongside our partners such as Isaac Rochelle. This static Instagram post to the left aims to convey our audience to share their unique special moments with Special K. The post features a photo sent by a daughter to her dad upon receiving a box of Special K he had sent her. This post targets caring fathers and Gen Z, offering an idea for fathers missing their kids at college and serving as a reminder of home for college students. While this is just one example of a featured consumer post, future spotlights will include a plethora of other family oriented stories and morning routines with Special K.

Digital Advertisements - Snapchat



Snapchat

This Snapchat ad highlights one of the many ways we have displayed special moments with Special K. It features a caring father gifting a box of Special K, accompanied by our consistent slogan, "Love, dad." This ad will be strategically posted during the holiday season, symbolizing not just the act of giving, but also the gift of family and togetherness. The iconic Kellogg's red is eye-catching and aligns seamlessly with the classic Christmas colors, making the message a perfect fit for the holiday tradition of gift-giving and being with your loved ones.

The "shop now" swipe up feature on Snapchat story ads provides an actionable element to the ad. Utilizing such a simple avenue to purchase the cereal is a way to increase consumer purchasing and company revenue.

Digital Advertisements - Tik Tok



Tik Tok

The intended message of this Tik Tok is to create a connection among the Special K consumer community. By encouraging individuals to share their morning routines featuring Special K, we aim to build a connected and engaged community. This ad specifically aims to reach parents, inviting them to use #AlwaysHereAlwaysReady to share their unique morning routines with their loved ones. Given Tik Tok's popular morning routine content, this hashtag trend is bound to captivate a large audience and create significant consumer generated buzz for Special K.

This Tik Tok video aims to start a trending hashtag that increases consumer-brand interaction and overall buzz for the cereal. This light-hearted campaign is relatable and evokes emotion that our consumers will feel compelled to interact with.

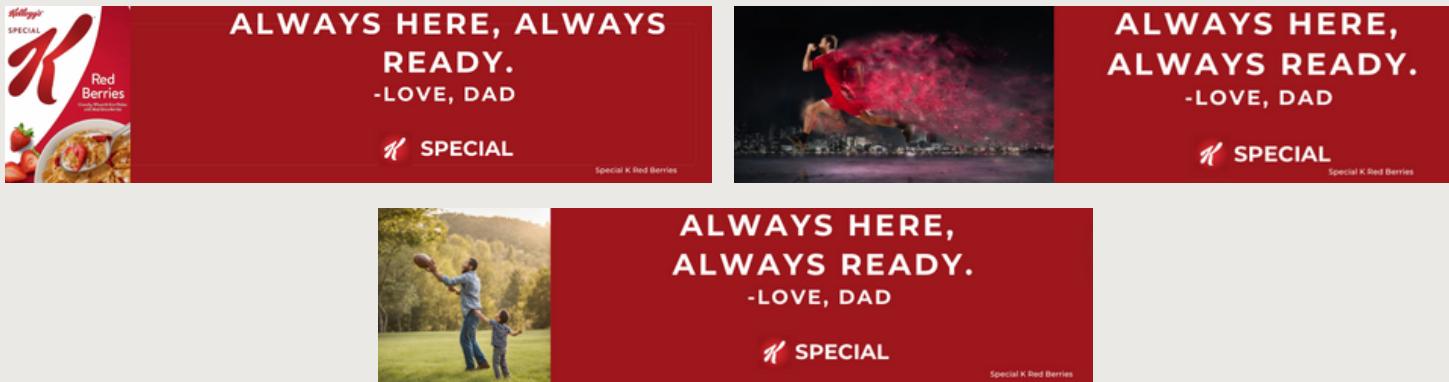
Billboard Advertisements

When designing these billboards, we wanted to cut right to the chase, short and simple.. By using our classic red color and simple font, we are able to convey our bid idea using a simple photo. Our main billboard will showcase a father and son to create a visual representation of the big idea of this campaign. These images will be changed overtime to show the progression through generations as well.



Banner Advertisements

Many of our advertisements highlight sports; as seen in our 30 second commercial ad, there is a father and son playing catch before school, as well as several athletes included in our PR plan. This is why there is a seamless incorporation of this campaign and ESPN, to further highlight the role that sports plays in this campaign. This will primarily attract our primary audience of caring fathers who are often consumers of ESPN networks similar to college level males, who make up a portion of our secondary audience. Our audiences are likely to pay attention to this message due to its emotional appeal to playing sports as a young kid, and serves as a reminder of those memories with your dad.



30 - Second Creative Commercial Advertisement

This commercial, airing during key impact times such as the NFL playoffs, Monday Night Football, and major NBA and NCAA games, shows the journey from looking up to your dad as a young kid to becoming one. It encourages fathers to start memorable morning routines with their kids, creating traditions that can be passed down through generations. Special K displays the lasting impact of these experiences and highlights the longevity of this campaign.

How will viewers understand this change in generations and age growth over time?

- The music will change throughout the commercial suggesting a specific point in time – the commercial will begin in the 90's when the son is young therefore 90's music will be playing. When he begins college, the music will shift to early 2000's classics. Finally, the music will shift to current pop music.
- The first two scenes of the commercial will have a camcorder overlay, suggesting it is an older film. The resolution will progressively increase throughout the commercial.

30 - Second Creative Commercial Advertisement Storyboard



BGM: fun 80's music playing
SOT: kid laughing, cereal pouring
VO1: Rise and shine!
Scene: father bonds with son over sharing a bowl of Special K



BGM: 80's music continued
SOT: dad laughing, outdoor sounds
VO1: Ok fine, one game before school.
Scene: father and son laughing and bonding after their ritual morning cereal



BGM: early 2000's music plays (slower)
SOT: loud library, busy students
VO2: I miss you dad
Scene: Years later, son is at college and missing his dad and their special bond and traditions.



BGM: 2000's music plays upbeat
SOT: quiet room, spoon hitting bowl
VO2: Thank you dad
VO1: Always here for you, son.
Scene: father sent his son a box of Special K to cheer him up



BGM: current new pop music beings
SOT: cereal pouring
VO2: Try this!
Scene: son now has child of his own and reminiscing



BGM: pop music continues
SOT: kid laughing
VO1: This is love.
Scene: grandpa does voice over while son and grandson bond

Overall Creative Strategy Plan

- The “Always Here, Always Ready” campaign will aim to increase Kellogg’s Special K brand by 5% year-by-year by increasing Special K’s reach to caring fathers
- While carrying the values of trust, health, and empowerment, the need to reframe the product from external threats through bringing “care” into the brand is essential
- By providing the story of fatherhood, the product will become more favored by those within our target audience, and maintaining the values of care will provide a path of new category entrants
- Across various media outlets, our creative vision will be cohesive through the visualizations of caring fathers with their children

Media Kit



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BACKGROUNDER

Kellogg's® Special K® Red Berries Cereal has been a staple in American households since its introduction. Known for its crunchy whole grain wheat, rice flakes, and real strawberries, it quickly became a popular choice for those seeking a healthy and delicious breakfast. Over the years, Special K® has consistently innovated to meet its consumers' changing needs and preferences, introducing new flavors and formulations to maintain its relevance in the competitive breakfast cereal market.

In today's fast-paced world, breakfast habits have evolved. Families now juggle multiple responsibilities, making it challenging to find time for a nutritious meal that brings everyone together. Despite this, the need for a wholesome start to the day remains vital, and this is where Special K® Red Berries steps in.

Kellogg's® Special K® Red Berries Cereal is excited to launch the "Always Here, Always Ready" campaign, emphasizing its role in providing a nutritious and delicious start to the day while fostering meaningful family connections. This initiative targets Caring Fathers and Gen Z college students, highlighting the cereal's whole grains, real strawberries, and essential vitamins and minerals.

The campaign celebrates everyday moments of love and care, whether it's a father sharing breakfast with his child or a college student finding comfort in a bowl of cereal. Executed through a mix of traditional and digital media, the campaign will leverage engaging content on social media platforms like Instagram, TikTok, and Facebook, Prime-Time TV slots, billboards, public transport ads, and experiential marketing such as pop-up events and collaborations with influencers like Isaac Rochell. Key events include the Washington DC Cherry Blossom Festival, where festival-goers can enjoy tasting experiences and interactive activities, all reinforcing Special K®'s commitment to nourishing both body and soul.

FAQs

What is Special K®?

- Special K® is a healthy breakfast cereal with a great number of vitamins, nutrients and health benefits. Beyond the macro/micro focus of the ingredients, Special K® is a relationship. In the morning, before work, school and the day begins, a calm bowl of Special K® is guaranteed to start the day on the right foot. Special K® fosters a great time where a dad is able to bond with his kid.

What is the "Always Here, Always Ready" campaign about?

- This campaign emphasizes the role of Special K® Red Berries Cereal in providing a healthy, convenient breakfast option that fosters connection and memories between fathers and their children.

How will the campaign be executed?

- Through a mix of traditional and digital media, public relations efforts, and experiential marketing activities such as pop-up events and partnerships with influencers.

Why is Special K®, a dieting cereal, involved in the NFL?

- Special K® is partnering with Isaac Rochell, a valuable player for the Las Vegas Raiders. While partnering with Isaac, Special K® will follow his season as it progresses. As a whole, Isaac is a new girl dad. His messaging through any and all of his visible social media, Isaac, promotes a positive identity of what it means to be a dad. From one of his new campaigns for his personal brand, "this isn't babysitting," meaning being a present father is not being a babysitter while taking care of and bonding with your child.

PRESS RELEASE 1

FOR IMMEDIATE RELEASE
January 1, 2025

Issued by: Kellogg's® Special K® Red Berries Cereal

Contact: xxx xxxx
xxx@wisc.edu
(123)456.7890

Kellogg's® Special K® Red Berries Cereal Launches "Always Here, Always Ready" Campaign

MADISON, Wis. – Kellogg's® Special K® Red Berries Cereal is thrilled to announce the launch of its new "Always Here, Always Ready" campaign. This initiative underscores the cereal's commitment to providing a nutritious and delicious start to the day while celebrating the meaningful connections formed over breakfast.

In a world where breakfast habits are evolving, Special K® Red Berries remains a beloved choice, known for its crunchy whole grain wheat and rice flakes combined with real strawberries. Packed with essential vitamins and minerals, including Vitamin C, Vitamin D, Vitamin E, and several B vitamins, Special K® Red Berries offers a wholesome and tasty option for any meal.

The "Always Here, Always Ready" campaign is designed to resonate with two primary audiences: dads and Gen-Z college students. Dads who prioritize nutritious and convenient options for their families will find Special K® Red Berries to be an ideal choice for busy mornings. Gen-Z students, at a formative stage in their lives, will appreciate the cereal's quick, healthy, and delicious nature as they navigate their on-the-go lifestyles.

This campaign will be executed through a strategic mix of traditional and digital media, including engaging content on social media platforms like Instagram, TikTok, and Facebook, prime-time TV slots, billboards, and public transport ads. Additionally, experiential marketing activities such as pop-up events and collaborations with influencers like Isaac Rochell will bring the campaign to life. One of the key events includes a Special K® pop-up at the Washington DC Cherry Blossom Festival, offering festival-goers complimentary samples, interactive games, and exclusive branded merchandise.

For more information about the campaign, please visit
https://www.specialk.com/en_US/home.html.

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SAVOIR

PRESS RELEASE 2

FOR IMMEDIATE RELEASE

January 1, 2025

Issued by: Kellogg's® Special K® Red Berries Cereal

Contact: xxx xxxx

xxx@wisc.edu

(123).456.7890

Kellogg's® Special K® meets the Cherry Blossom Festival

MADISON, Wis. – Kellogg's® Special K® Red Berries® cereal will join the fun at the Cherry Blossom Festival this season in 2025, reporters said.

Special K®, the once-known dieting cereal, is flipping the script. In January, Special K® began pushing the narrative of "Always here, Always ready." Not only is the cereal quick, easy, and nutritious, but it is also reliable. Special K® has wiggled within the festival as an act of a family company.

The Cherry Blossom Festival, located in the heart of Washington, DC, is a festival focused on celebrating the city's 3,000 cherry blossoms. The trees were given as a gift from the mayor of Tokyo back in 1921, Washington.org said. The festival houses countless events, including live music, competitions, giant blown-up kite parades, parties and delicious food from local restaurants. The Cherry Blossom Festival is truly one of a kind and occurs from March 20th until April 13th, 2025.

Special K® has set up a tent in the heat of the Blossom Festival and is showing its involvement with the Buy One, Give One Box to a Child in Need and showing the business partnership with Malk Organics®. Malk is a milk alternative with little ingredients and mysterious additives. Special K® is giving guests the opportunity to taste test different flavors of non-milk, "milk," with their Red Berries® line of cereal.

Special K® Red Berries® has found itself within the Cherry Blossom Festival as a giant blown-up cereal bowl walks the downtown street. Accompanied by many other blown-up kites, the parade is surely one to see!

Special K® has involved itself with the Washington, DC festival to show its deep-rooted family ties. Back in January, Special K® was pushing the dynamic that it is a cereal to share between a father and child. Gone are the days of checking the scale after a week of strictly Special K®! The special red berries are an act of bonding two different generations over a healthy breakfast.

Special K® has shown its true colors as well as parting ways with the culture of dieting. Special K® has flipped the narrative for the better. Keep an eye out for Special K® Red Berries® at your local store.

For more information about the campaign, please visit
https://www.specialk.com/en_UW/home.html.

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Appendix



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APPENDIX 1

Paid Media Analysis: Digital Media

Special K®: Utilizes online video ads and social media campaigns, sharing health tips and user-generated content on platforms like Instagram and Facebook. They also have a notable presence on YouTube, where they create health-focused content but lack influence on social media, where Gen-Z is mainly on.

Cheerios employs a robust digital advertising strategy that includes online ads and active social media campaigns. It collaborates with popular figures and launches limited-edition products to create engagement across platforms like Instagram, Facebook, and X.

Quaker: Promotes recipes and healthy eating tips through social media, actively engaging with consumers by sharing versatile meal ideas on Instagram, Pinterest, and Facebook.

Magic Spoon: Maintains a strong digital presence with engaging social media campaigns, influencer partnerships, and targeted online advertising to reach health-conscious and keto-diet followers. Their marketing spans Instagram, Facebook, YouTube, and influencer blogs.

Kashi Focuses on digital advertising and social media engagement. It shares content about sustainability, natural ingredients, and healthy lifestyle tips. It is active on Instagram, Facebook, and Pinterest, where it engages with its audience through interactive posts and community-driven content.

APPENDIX 2

Visualization of the Influencer, Brand, Business Partnerships start time.



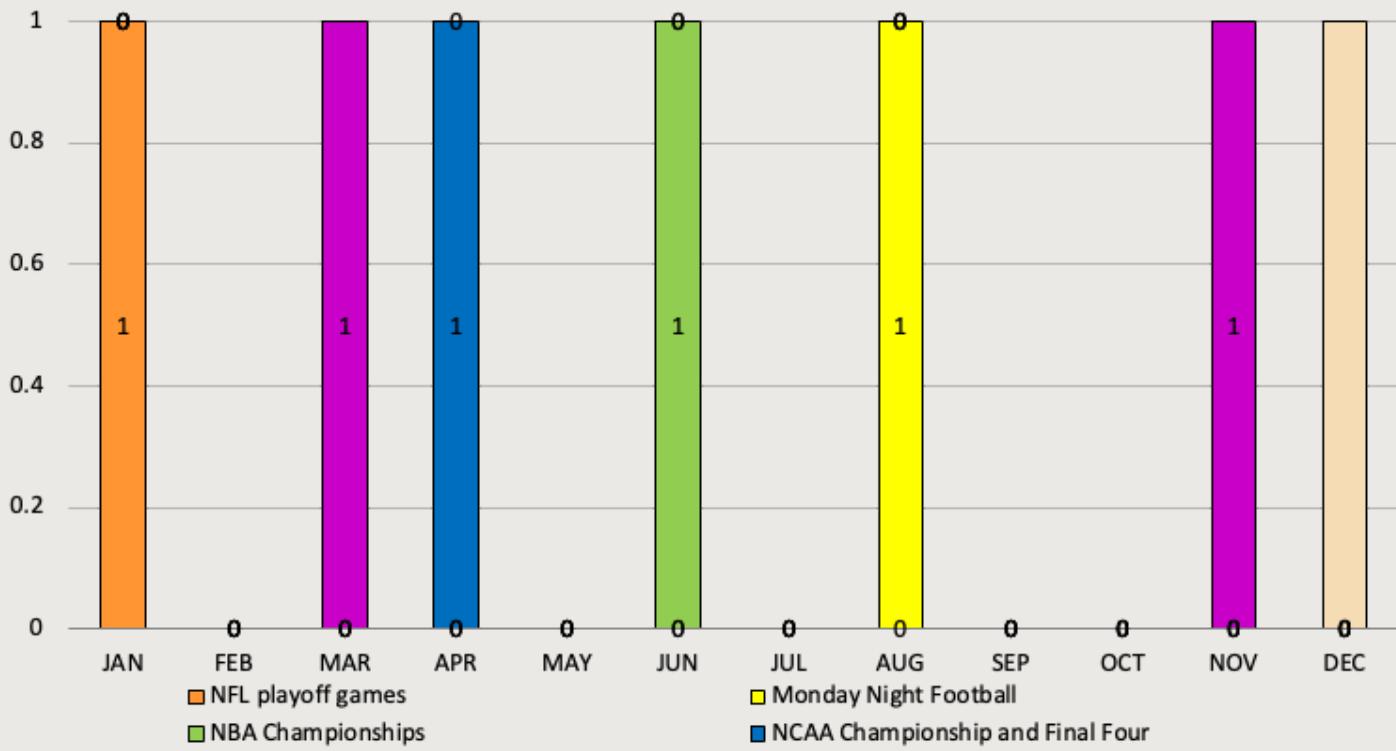
APPENDIX 3

	Q1												Q2														
	JANUARY					FEBRUARY				MARCH			APRIL				MAY				JUNE						
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27
Impact Media	\$114,350					\$0				\$365,460			\$891,850				\$0				\$891,850						
Sports events (NFL playoff games + Monday Night Football + NBA Championships + NCAA Championship and Final Four + MLB regular season game + NBA regular season game)																											
Fixed Digital Media	\$760,000					\$260,000				\$260,000			\$260,000				\$260,000				\$760,000						
Twitter (Promoted Trend)						\$200,000				\$200,000			\$200,000				\$200,000				\$200,000						
Snapchat	\$500,000																				\$50,000						
Google (SEM)	\$50,000					\$50,000				\$50,000			\$50,000				\$50,000				\$50,000						
Bing	\$10,000					\$10,000				\$10,000			\$10,000				\$10,000				\$10,000						
CPM Digital Media	\$872,267					\$872,267				\$872,267			\$872,267				\$872,267				\$872,267						
CPM New York Times	\$2,000					\$2,000				\$2,000			\$2,000				\$2,000				\$2,000						
CPM ESPN	\$10,000					\$10,000				\$10,000			\$10,000				\$10,000				\$10,000						
CPM YouTube in-stream video	\$100,000					\$100,000				\$100,000			\$100,000				\$100,000				\$100,000						
CPM Hulu Streaming	\$30,000					\$30,000				\$30,000			\$30,000				\$30,000				\$30,000						
CPM Facebook (Video-native+banner)	\$23,600					\$23,600				\$23,600			\$23,600				\$23,600				\$23,600						
CPM Instagram ad	\$40,000					\$40,000				\$40,000			\$40,000				\$40,000				\$40,000						
CPM TikTok native, sponsored or challenge ad	\$666,667					\$666,667				\$666,667			\$666,667				\$666,667				\$666,667						
Traditional Media	\$41,917					\$16,871				\$16,871			\$16,871				\$16,871				\$16,871						
TV (ESPN, NBC, CBS, AMC)	\$41,917					\$16,871				\$16,871			\$41,946				\$16,871				\$16,871						
Regional Magazine- Outdoor Recreation																	\$53,411										
	Q1												Q2														
	JANUARY					FEBRUARY				MARCH			APRIL				MAY				JUNE						
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27
	\$114,350					\$0				\$365,460			\$891,850				\$0				\$891,850						
Impact Media																											
Sports events (NFL playoff games + Monday Night Football + NBA Championships + NCAA Championship and Final Four + MLB regular season game + NBA regular season game)																											
Fixed Digital Media	\$760,000					\$260,000				\$260,000			\$260,000				\$260,000				\$760,000						
Twitter (Promoted Trend)						\$200,000				\$200,000			\$200,000				\$200,000				\$200,000						
Snapchat	\$500,000																				\$50,000						
Google (SEM)	\$50,000					\$50,000				\$50,000			\$50,000				\$50,000				\$50,000						
Bing	\$10,000					\$10,000				\$10,000			\$10,000				\$10,000				\$10,000						
CPM Digital Media	\$872,267					\$872,267				\$872,267			\$872,267				\$872,267				\$872,267						
CPM New York Times	\$2,000					\$2,000				\$2,000			\$2,000				\$2,000				\$2,000						
CPM ESPN	\$10,000					\$10,000				\$10,000			\$10,000				\$10,000				\$10,000						
CPM YouTube in-stream video	\$100,000					\$100,000				\$100,000			\$100,000				\$100,000				\$100,000						
CPM Hulu Streaming	\$30,000					\$30,000				\$30,000			\$30,000				\$30,000				\$30,000						
CPM Facebook (Video-native+banner)	\$23,600					\$23,600				\$23,600			\$23,600				\$23,600				\$23,600						
CPM Instagram ad	\$40,000					\$40,000				\$40,000			\$40,000				\$40,000				\$40,000						
CPM TikTok native, sponsored or challenge ad	\$666,667					\$666,667				\$666,667			\$666,667														

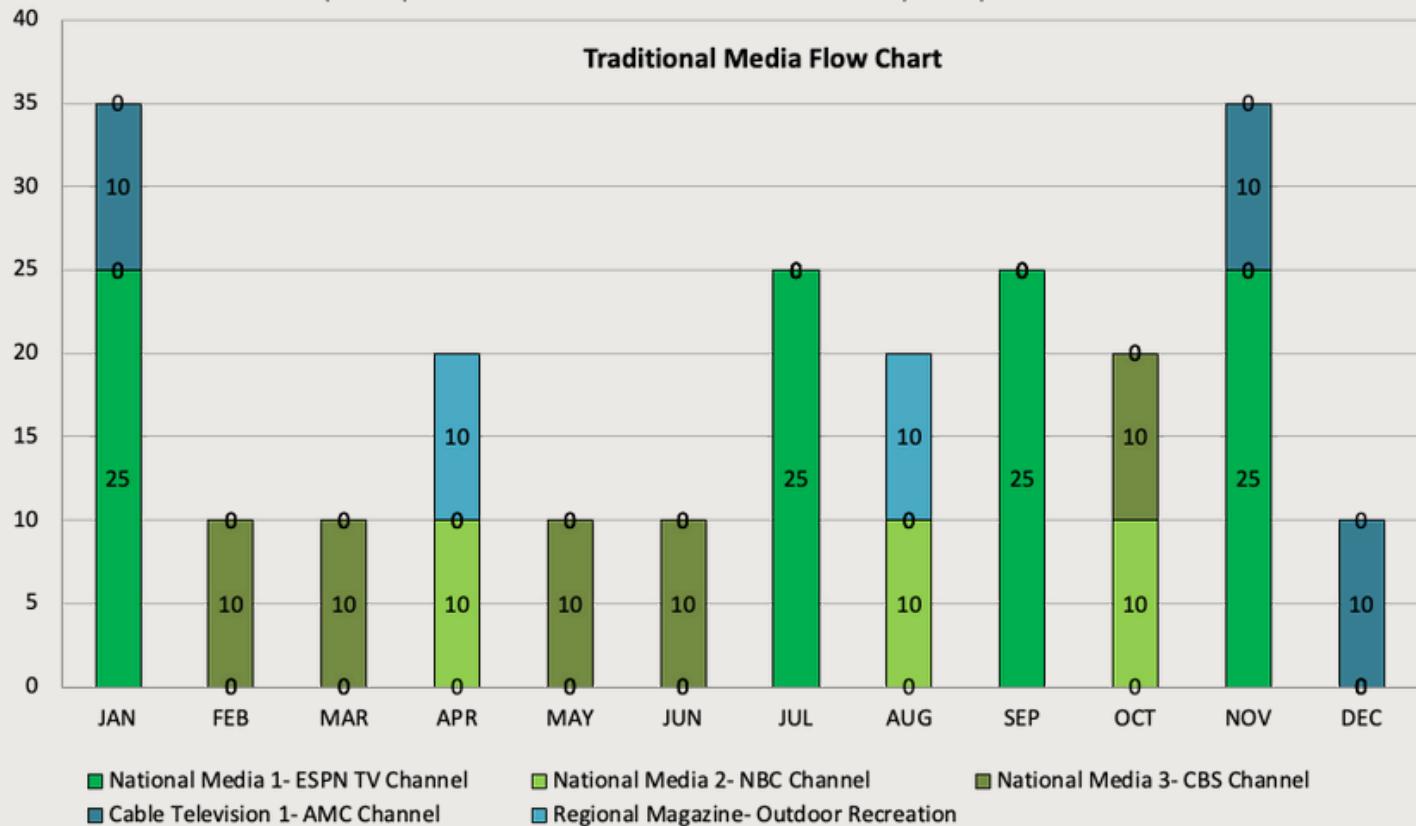
APPENDIX 4

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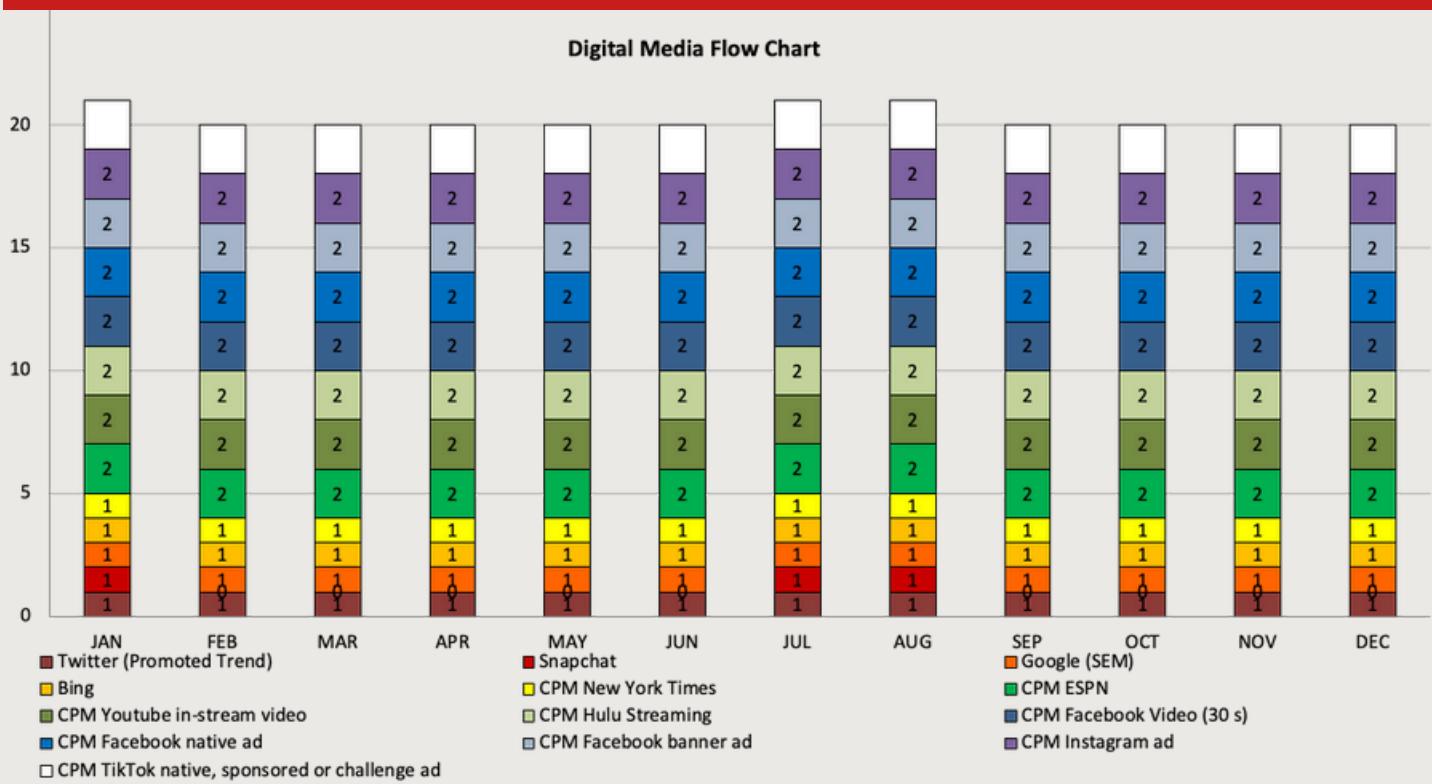
Impact Media Flow Chart



Traditional Media Flow Chart



APPENDIX 5



APPENDIX 6

More About Pop-Up Events

During seasonal events, such as summer festivals, fall professional and college level sports games, and more, Special K® will travel to different locations to host a “booth” promoting Special K® cereal. These booths will feature different games, such as cereal eating contests and Special K® flavor guessing games. These will foster a fun environment that encourages customers to try the cereal and ultimately get them hooked on the delicious and nutritious breakfast.

The prizes for these events will include vouchers for a free box of Special K® cereal and vouchers for 25% off Malk Organics products. This sponsorship with Malk will highlight our partnership with them and attract our secondary audience of Gen Z. Gen Z participants, a generation highly aware of food alternatives and healthier eating, who will excitedly join our games to win a Malk Organics voucher.

- The voucher for a free box of Special K® will highlight our efforts to reach our primary target's caring fathers and family audience. Sharing a free bowl of cereal is a benefit that most families wouldn't pass up.
- By offering either of these vouchers for prizes, we are targeting multiple audiences at once and ensuring that we offer a benefit that will attract both of our target audiences.

These promotional games will create a buzz in the social and PR world for their funny and inviting approach. Videos of the cereal eating contest have the potential to go viral for their chaotic charm and hilarious approach to the everyday activity of eating cereal. Additionally, when the games occur at college sports events, it will encourage other students on campus to join the trend and compete with their friends and fellow students, targeting our secondary audience, which is extremely active across social media platforms.

We will also invite various influencers to our pop-ups to participate in the games, record content, and run the stands to encourage others to join. Some of these influencers are from the East Coast, while others are from out of state. We will invite Eater DC, who covers food news and dining guides for local events; Shannon Morschke, who is a lifestyle influencer who posts fun games, personal challenges, and healthy recipes; DK Metcalf, who is a football player for the Seattle Seahawks with a large online presence where he shares his football career, personal life, and motivational posts, as well as our current partners who include Joe Mele, The Leighton Show, and Caden Prieskorn. Combining these influencers will create a buzz across all social media platforms, highlighting our events and pop-ups.