# HONEY BUNCHES OF OATS: 360° MARKETING CAMPAIGN

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#### Agenda

Post Consumer Brands

Honey Bunches of Oats

• THIS. IS. EVERYTHING. Campaign

Results

Key Learnings

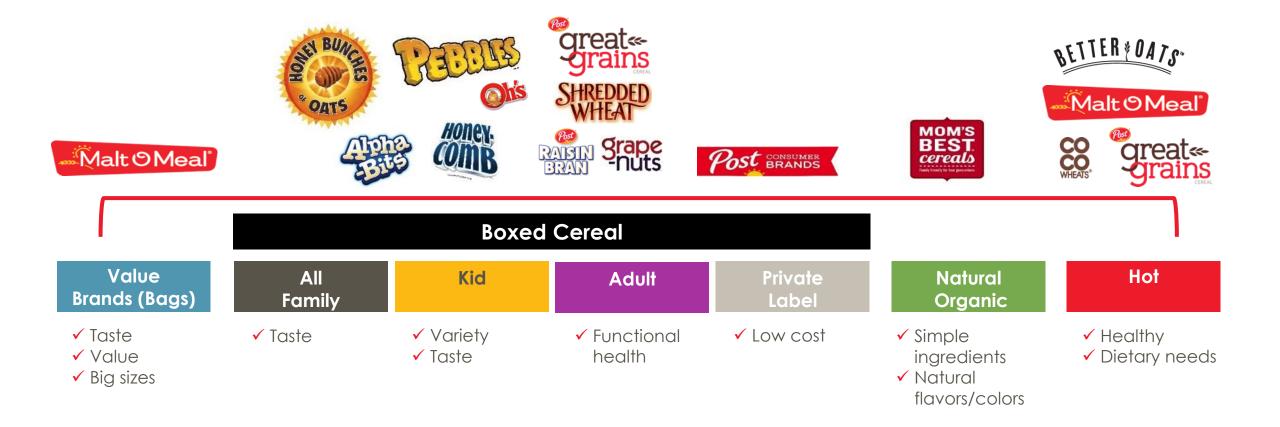
Questions



## Post Consumer Brands



#### Post Consumer Brands — Something for Everyone







#1 in RTE cereal category growth

#1 big family brand

#1 kids' growth brand











#1 Hispanic brand

#1 in hot cereal category growth

Most WIC eligible items







## There are still growth opportunities in RTE cereal

#### 3 demographic trends positively impacting cereal



#### America's Hispanics: From minor to major

- 1 in 6 Americans is now Hispanic
- Share of wealth, spending power on the rise
- 114 dollar index in RTE cereal



#### Millennials: The next generation to watch

- Now the largest U.S. generation
- Settling down, starting families
- 116 dollar index in RTE cereal

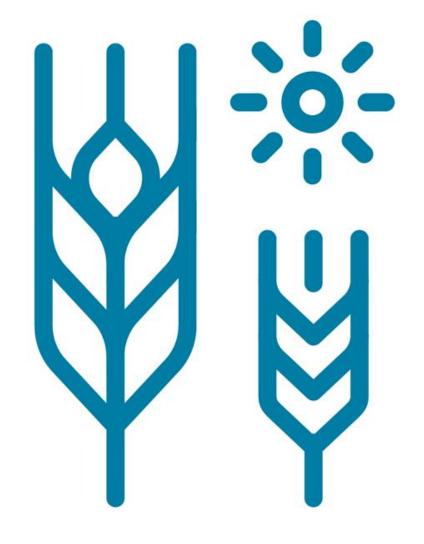


#### Large households: On the rise

- A record 60 million+ Americans (19% of the U.S. population) live in multi-generational households
- 13.3% of families have 5+ members
- 189 volume index in RTE cereal



## Honey Bunches of Oats

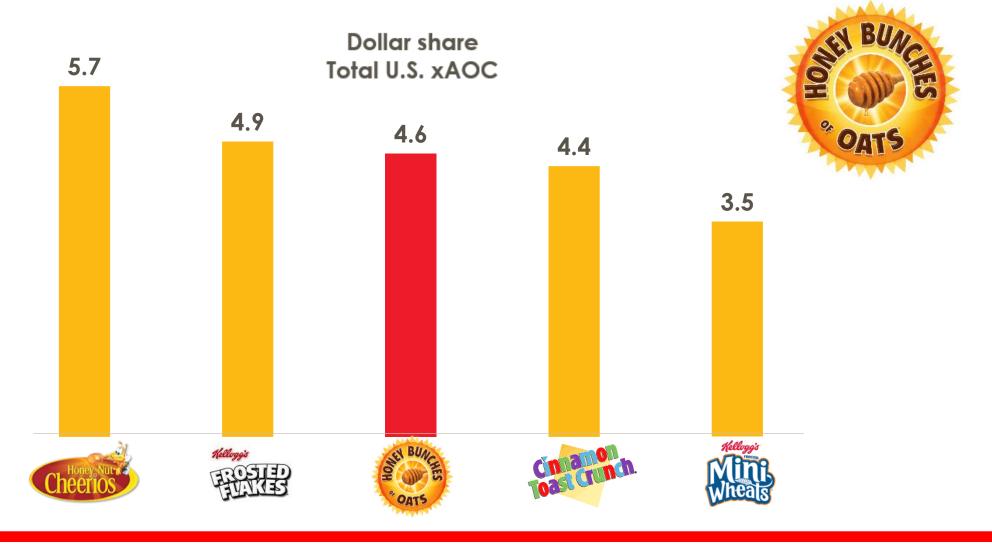


#### **Honey Bunches of Oats**

- ✓ One-of-a-kind cereal choice
- ✓ Unmistakable tasty crunch
- ✓ Perfect combination of crispy flakes and tasty, crunchy granola oat clusters with just a touch of honey

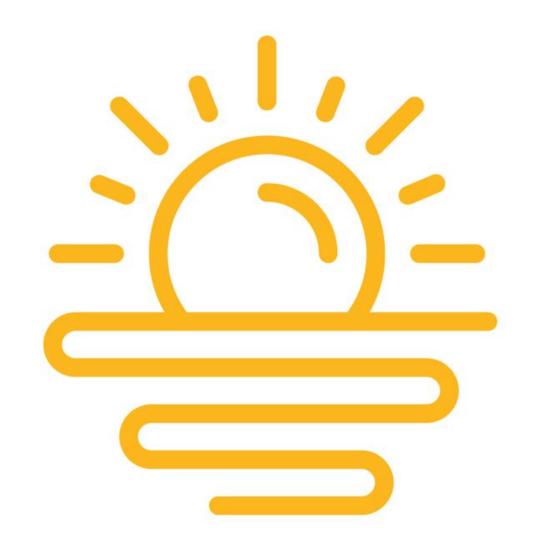


#### Honey Bunches of Oats is a power brand in all-family RTE cereal





## THIS. IS. EVERYTHING. Campaign



#### This. Is. Everything. Campaign

Honey Bunches of Oats is the brand that celebrates the ultimate in...everything. Because HBO is more than just different from other cereals. It's beyond other cereals. It's the original. It's the ultimate. A multiplicity of tastes, textures, and awesomeness for an experience that isn't just one thing, it's everything



#### **Bringing Creative to Life**

- Ensuring creative is consistent across channels requires agency collaboration
  - All Agency brainstorm session to talk about our consumer and creative idea
  - Discuss how big ideas could be brought to life across various channels/tactics
  - Brainstorm how 1 small idea could become something more
  - Find cohesion across tactics by building off of each other
- Requires that agencies are working as 1 team, versus focusing on their scoped area of expertise

#### **Agency Collaboration**

#### **Activation Criteria**

1

Multi-sensorial: heightens the best sights, sounds, experiences and flavors

2

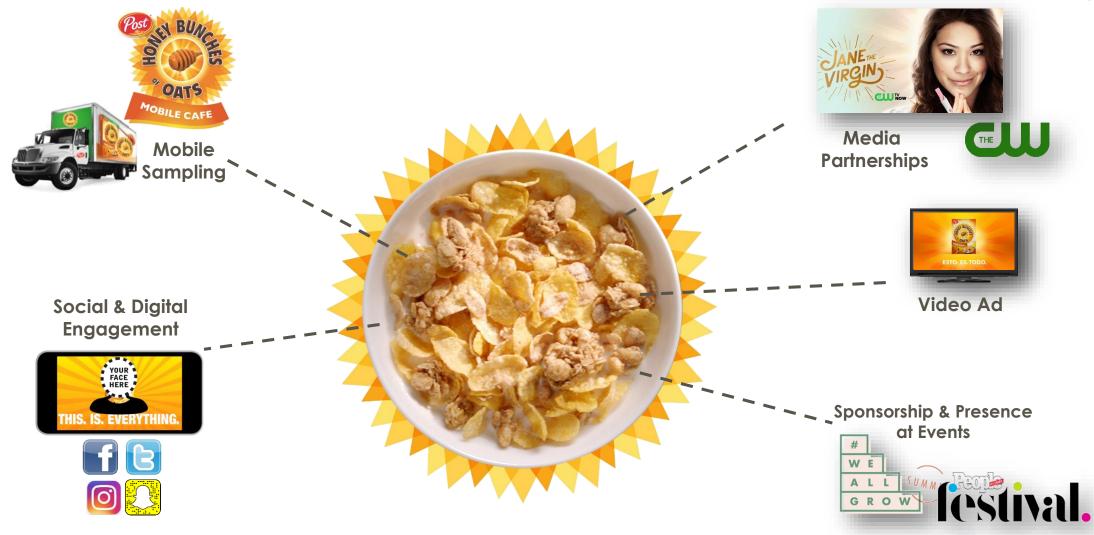
Delights on more than one level

3

Brings taste to the forefront

#### 360° Campaign Targeting Millennials

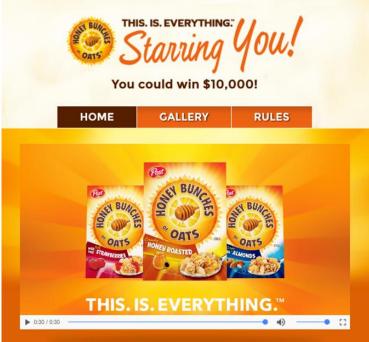




#### Digital & Social Engagement









and plenty of that, but what about YOU?

hansghrk YUM WHERE CAN I GET SOME

circlesocks Our fav

sam\_2708 https://www.instagram.com/p/8

J.shines \*

jaydin\_@mr\_greeen

travelnurseantics Having a bowl now and flipping thru Instagram wtfxupjoy Love you too!! \* @theimsss

the\_ach845 Start selling the Apple one at



Honey Bunches of Oats

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HBOats and it won't be so bad!) #HBOisEverything

Honey Bunches of Oats ②

Our fans are EVERYTHING to us. That's why we want to give YOU a chance to win \$10,000! Click here to learn more: http://www.honevbunchesthisiseverything.com/



Honey Bunches of Oats: crispy flakes, crunchy bunches, and lots of wow THIS. IS. EVERYTHING. #HBOisEverything



#### **Social Testing - Snapchat**









#### Sponsorship & Presence at Events





IS. EVERYTHING.

CUTE











#### **Mobile Sampling**















#### Results



#### **Digital Engagement**





#### **Social Engagement**

**Impressions** 

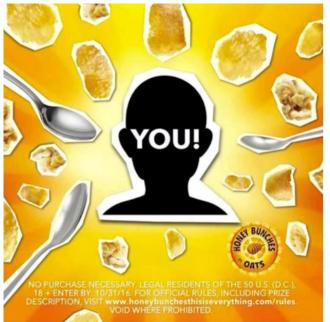
27MM

Video Views

3.2MM

Engagement

2,000





Honey Bunches of Oats

210k views

Honey Bunches of Oats has loads of this and plenty of that, but what about YOU? Enter our #StarringYou contest for a chance to win \$10,000.

http://www.honeybunchesthisiseverything.c

view all 48 comments

hansghrk YUM WHERE CAN I GET SOME

circlesocks Our fav

iandodd2271 @jayrosexox 💛

sam\_2708 https://www.instagram.com/p/B K7K7RRh\_PV/

J.shines \*

jaydin\_ @mr\_greeen

travelnurseantics Having a bowl now and flipping thru Instagram 😊

wtfxupjoy Love you too!! wathelmsss

the\_ach845 Start selling the Apple one at

Add a comment...

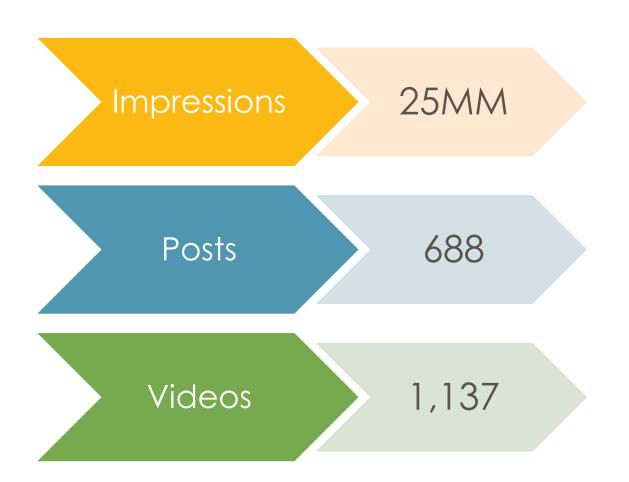
#### **Social Testing - Snapchat**

**Impressions** 

4.3MM



#### Sponsorship & Presence at Events







#### **Mobile Sampling**

Impressions 747k 51k Samples Photo Opp's 26k



#### **Media Integration Summary**

TV Impressions

14MM

Social Impressions

2.4MM

Social Video Views

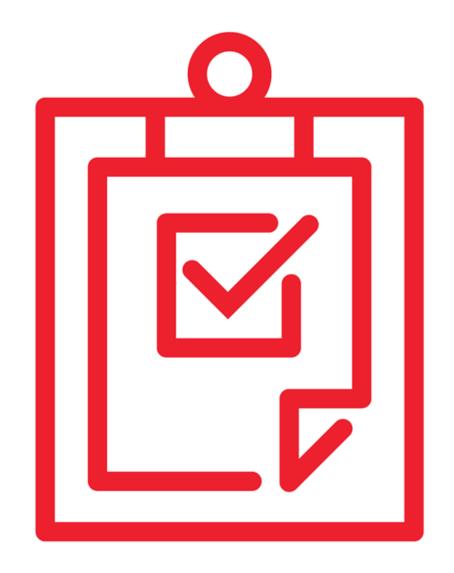
613,500







#### **Key Learnings**



#### **Key Learnings**

#### Watch-Outs

- FollowingTrends
- Tried and True Only
- Stay True to Your Brand

#### Opportunities

- Test & Learn
- Build Collaborative Team
- EngageAuthentically

#### Challenges

- Changing Media Landscape
- Selling in Tactics
- Taking creative risks



#### Questions

