

HONEY BUNCHES OF OATS: 360° MARKETING CAMPAIGN

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Communications Manager



Agenda

- Post Consumer Brands
 - Honey Bunches of Oats
 - THIS. IS. EVERYTHING. Campaign
 - Results
 - Key Learnings
 - Questions
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Post Consumer Brands



Post Consumer Brands — Something for Everyone



Boxed Cereal

Value Brands (Bags)	All Family	Kid	Adult	Private Label	Natural Organic	Hot
<ul style="list-style-type: none"> ✓ Taste ✓ Value ✓ Big sizes 	<ul style="list-style-type: none"> ✓ Taste 	<ul style="list-style-type: none"> ✓ Variety ✓ Taste 	<ul style="list-style-type: none"> ✓ Functional health 	<ul style="list-style-type: none"> ✓ Low cost 	<ul style="list-style-type: none"> ✓ Simple ingredients ✓ Natural flavors/colors 	<ul style="list-style-type: none"> ✓ Healthy ✓ Dietary needs



#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

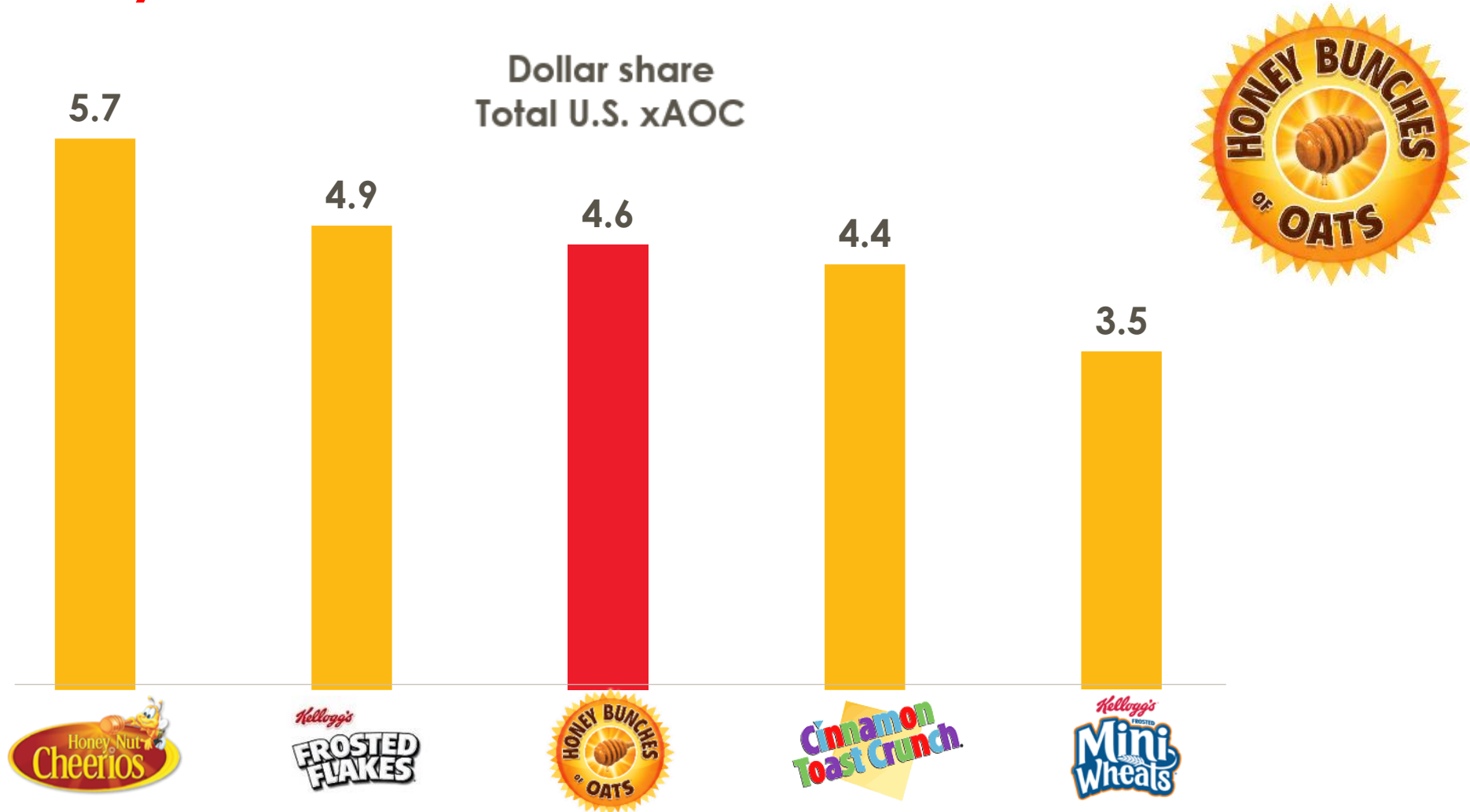


Honey Bunches of Oats

- ✓ **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**

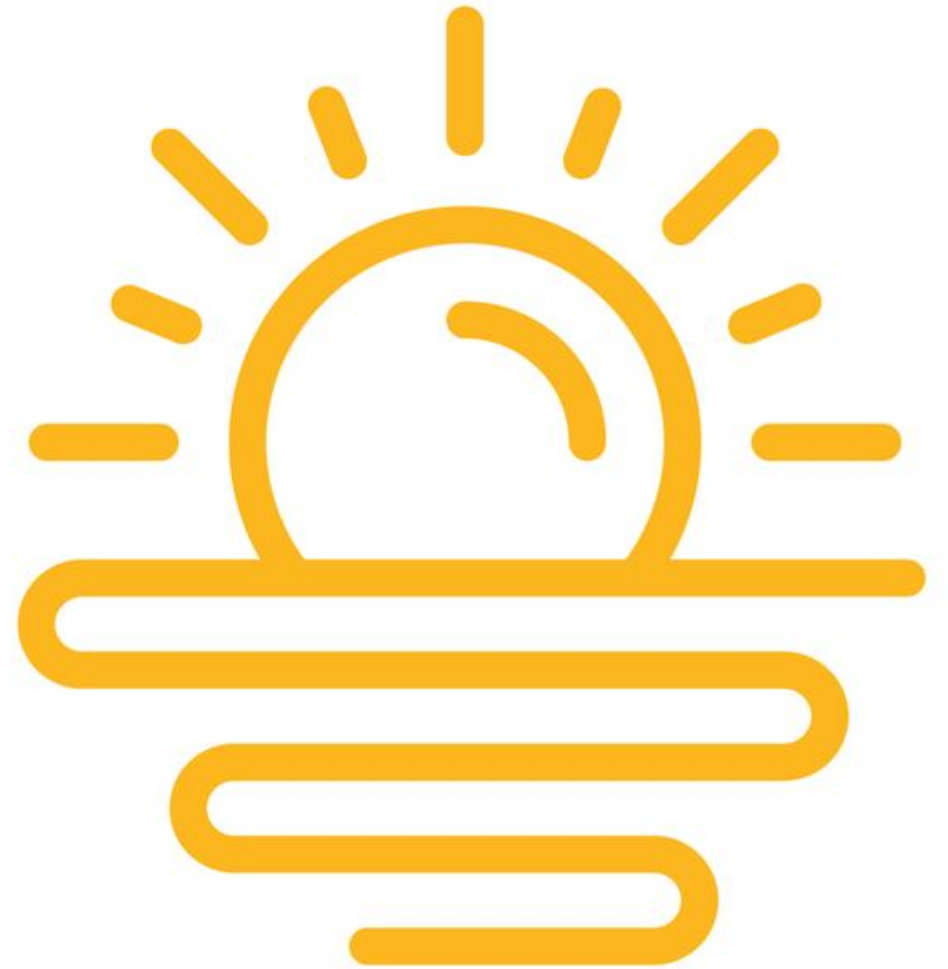


Honey Bunches of Oats is a power brand in all-family RTE cereal





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



Mobile Sampling

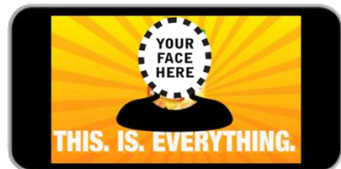


Media Partnerships

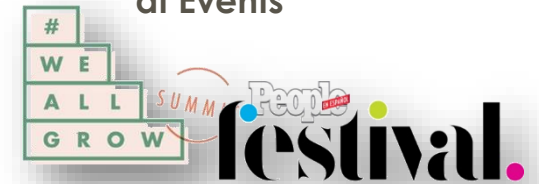


Video Ad

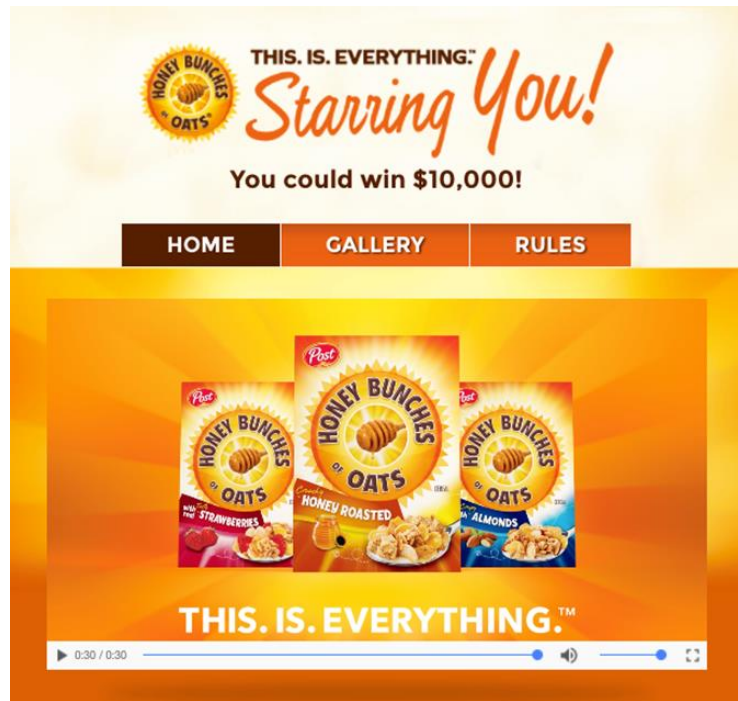
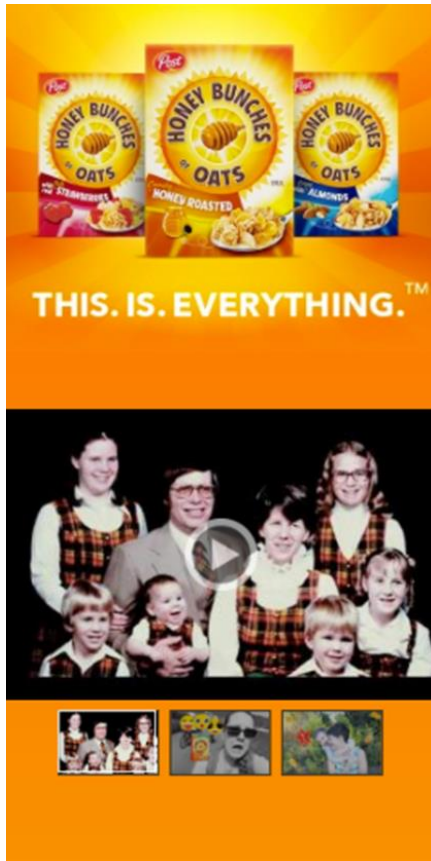
Social & Digital Engagement



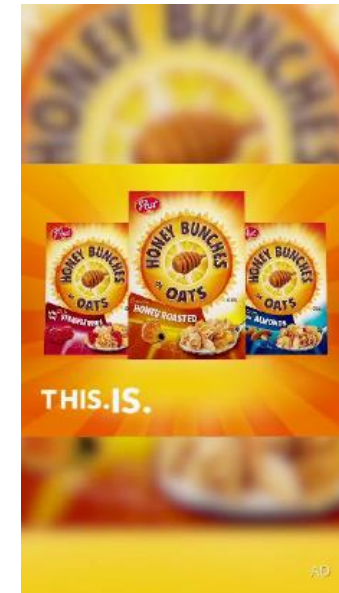
Sponsorship & Presence at Events



Digital & Social Engagement



Social Testing - Snapchat



Sponsorship & Presence at Events



Mobile Sampling

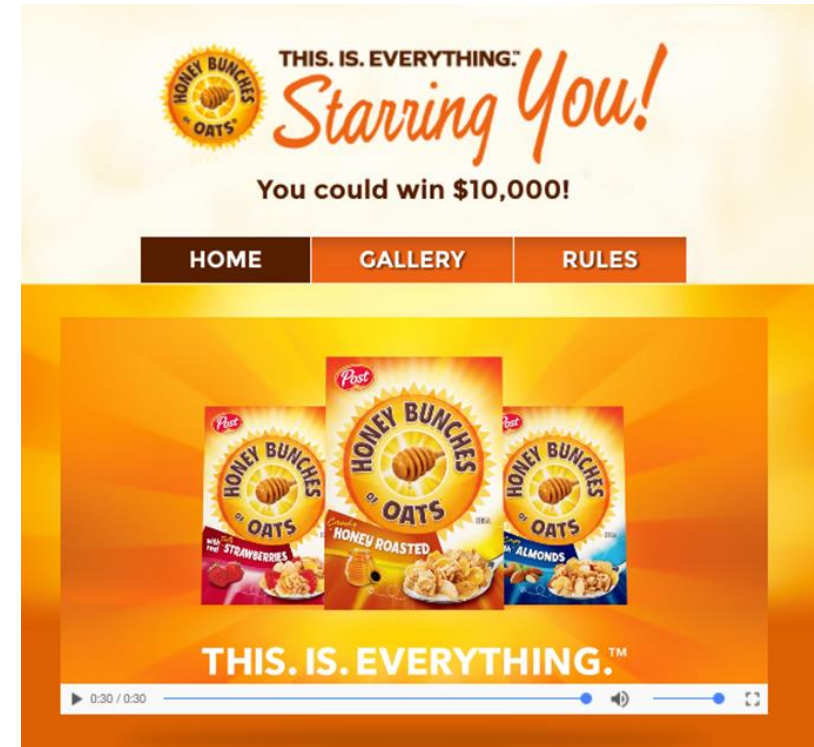
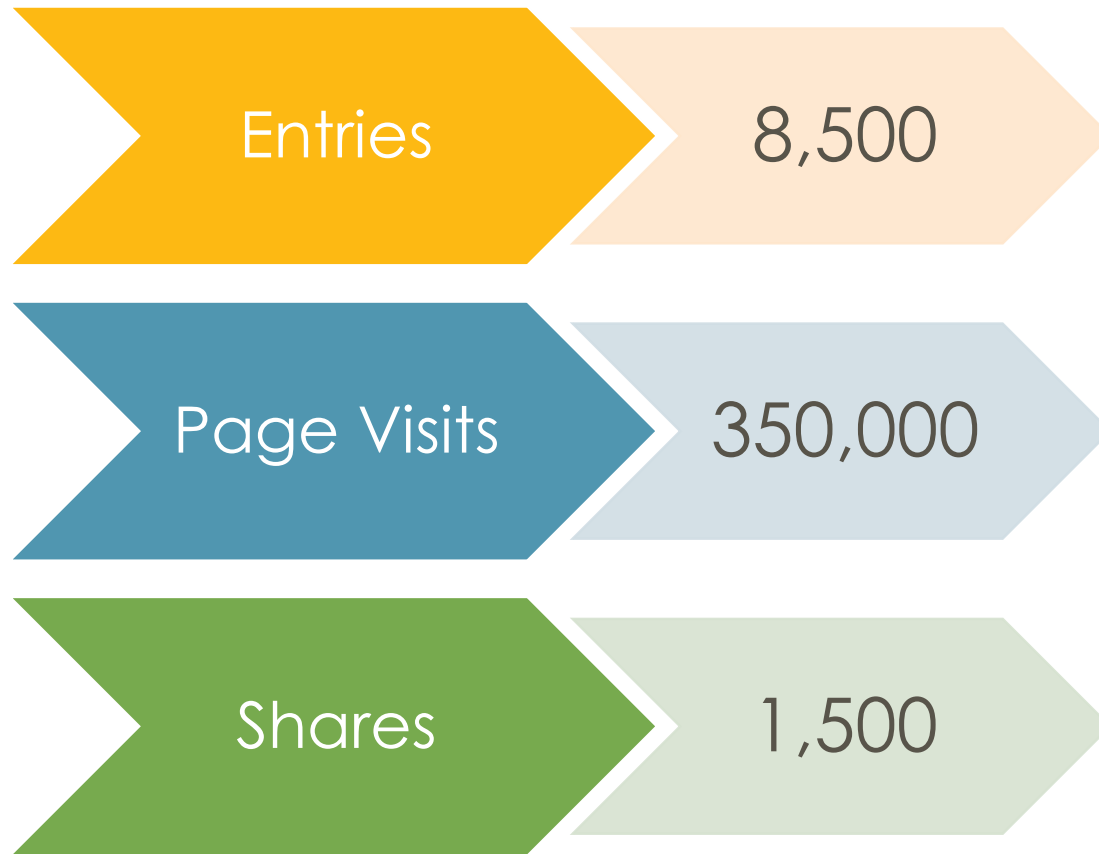




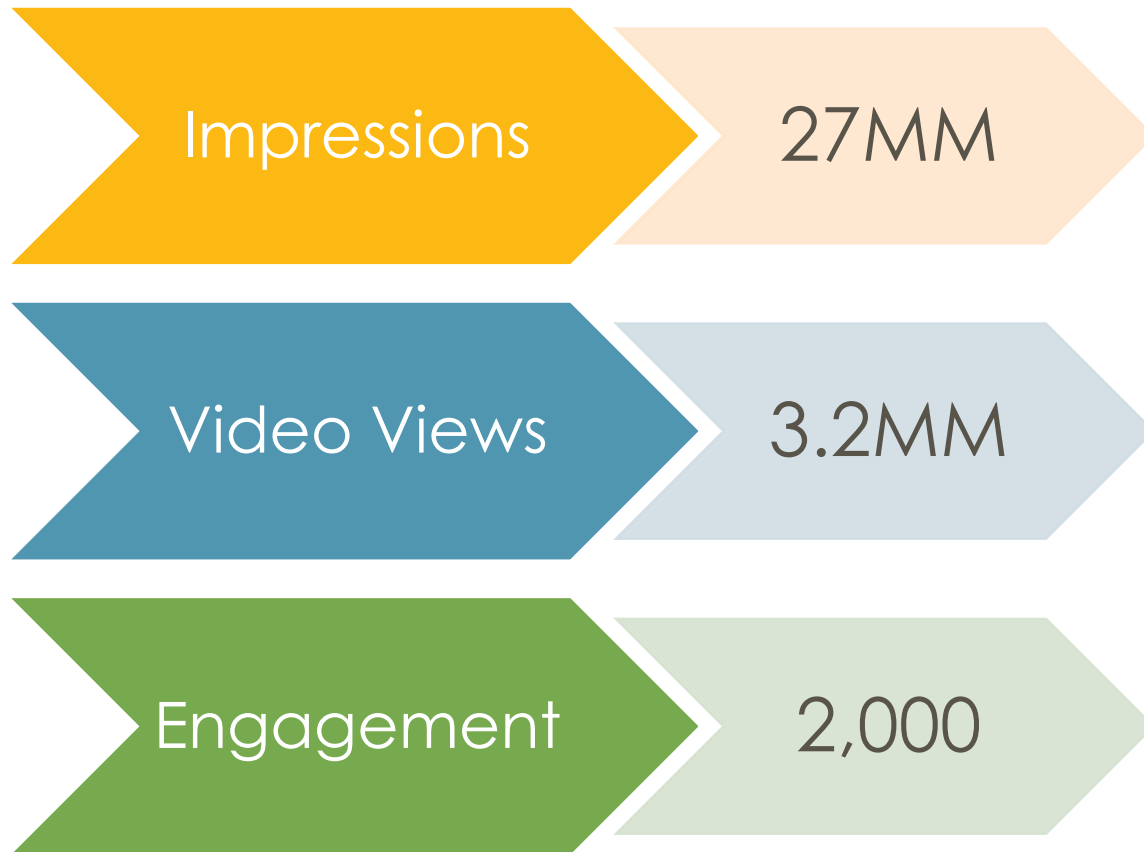
Results



Digital Engagement



Social Engagement



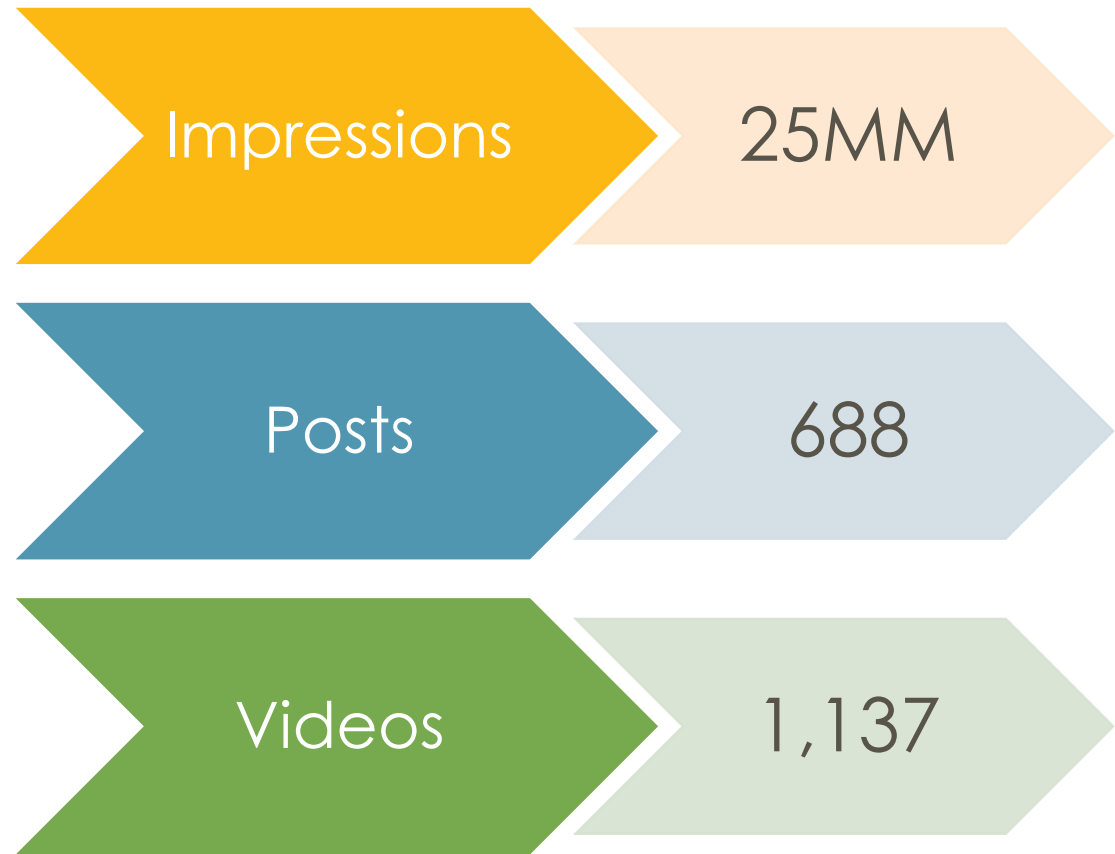
Social Testing - Snapchat

Impressions

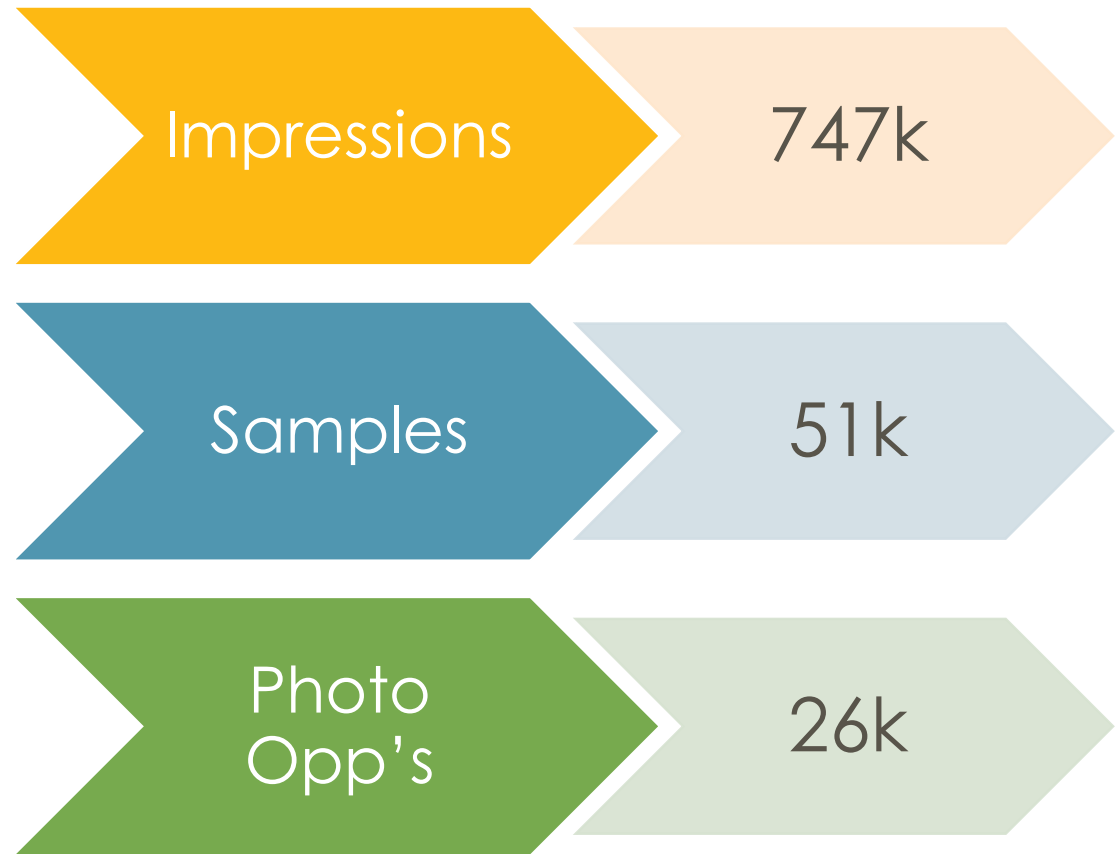
4.3MM



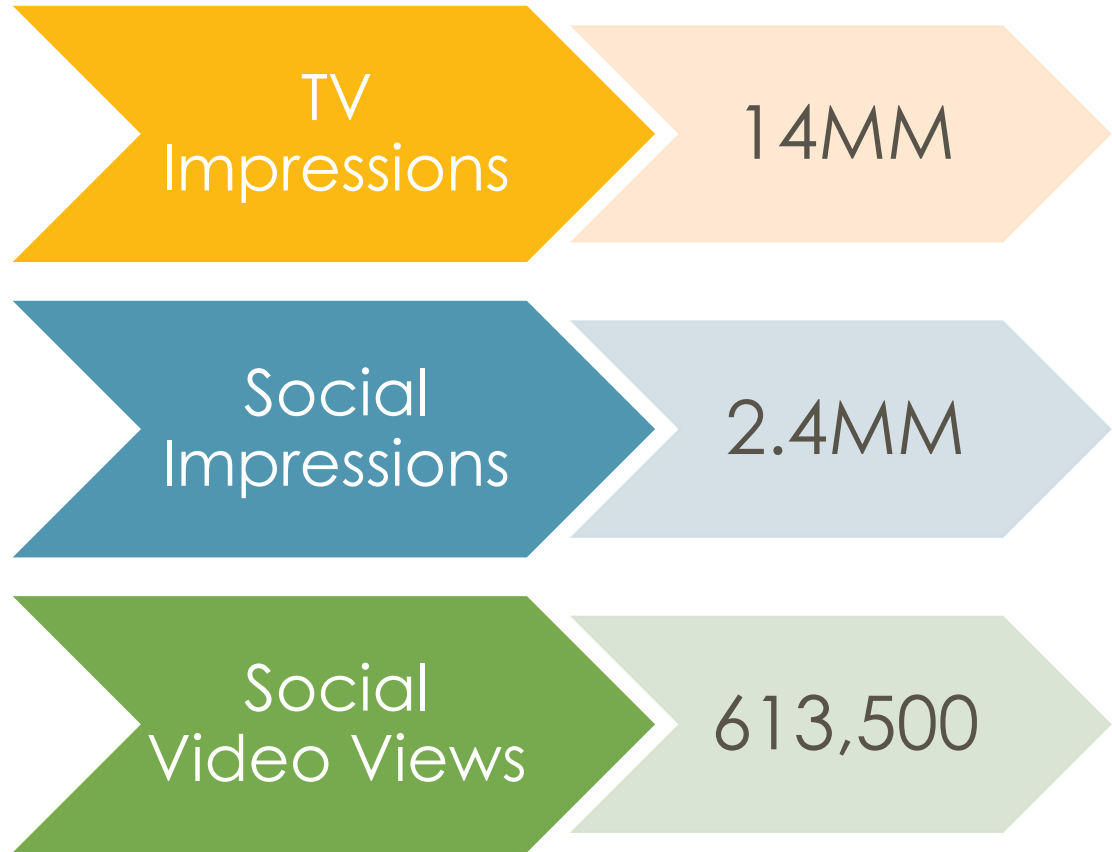
Sponsorship & Presence at Events



Mobile Sampling



Media Integration Summary





Key Learnings



Key Learnings

Watch-Outs

- Following Trends
- Tried and True Only
- Stay True to Your Brand

Opportunities

- Test & Learn
- Build Collaborative Team
- Engage Authentically

Challenges

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



Questions

