



CAPITAL CITY COLLECTIVE

Creative Plan

Thamyres Costa

The Kashi logo, featuring the word "Kashi" in a green, serif font with a small green leaf icon above the letter 'i'. The logo is centered within a white circle that is set against a green background.

Kashi[®]



Overview

Kashi GO is a nourishing breakfast cereal that provides health-conscious consumers with high-protein, high-fiber, non-GMO, and organic options that support their commitment to a sustainable, nutritious lifestyle. Kashi GO is the best option for people who wish to feel good while helping the environment because it promotes an active lifestyle and balanced diet.

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Kashi

Creative Concept

The big idea is that Kashi GO is a reliable partner that fits perfectly with your busy lifestyle, making it more than just a breakfast choice. "With you for every moment" is our primary campaign slogan, emphasizing how Kashi GO is always available for nourishment and energy. This campaign emphasizes that Kashi GO is always there to help your journey toward a healthier, more sustainable lifestyle, whether starting your day, refueling before exercise, or managing a hectic schedule. The current tagline, "For the love of good food," will be maintained to continue to highlight the brand's dedication to sustainable practices and high-quality ingredients.

Our campaign will leverage social media and streaming platforms to reach our target audience, which spends most of their time on them. In order to boost brand awareness in strategic suburban locations, we will also use regional billboards and TV and radio commercials. The ads will feature inspiring scenarios to show how Kashi GO fits in with our customer's busy lifestyles and how it satisfies their desire for healthier options without sacrificing convenience. We will highlight Kashi GO's unique selling points: high plant-based protein content, organic ingredients, and commitment to sustainability.

The campaign will use vibrant, nature-inspired imagery that conveys enthusiasm, vibrancy, and energy. By including pictures of active, healthy people savoring the product in various contexts, we want to convince customers to view Kashi GO as their preferred clean energy source. We will keep the current Kashi GO logo, which embodies the brand's well-established identity in the health food industry. To increase recognition and visibility, all platforms will use the same version of the logo.

Through these elements, we will solidify Kashi GO's position as a company that supports sustainability, wellness, and health. This will make Kashi GO a reliable staple in the daily lives of our target market and entice them to choose it as their go-to choice for their busy lives.

Kashi

With you for every moment.



CAPITAL CITY COLLECTIVE

Executions

Social Media Sponsored Short Video



Scene 1 (0–3 seconds)
Visual: The creator stretches in bed and opens the blinds to let in natural light.
Voiceover: “Good morning! Let’s get ready for the day. I’ve got a lot to do, so let’s get moving!”
Sound: Gentle background music with ambient sound.



Scene 2 (3–6 seconds)
Visual: Quick clips of the creator splashing water on their face, applying moisturizer, and brushing their hair.
Voiceover: “First, skincare. It’s non-negotiable for me.”
Sound: Music continues with ambient sounds.



Scene 3 (6–9 seconds)
Visual: The creator tries on an outfit, checking their look in a mirror.
Voiceover: “Now for the outfit. Something comfy but cute.”



Scene 4 (9–12 seconds)
Visual: The creator walks to the kitchen and opens the pantry, showing a box of Kashi GO.
Voiceover: “Breakfast is a must before a workout. I always go for something light but energizing.”
Sound: The pantry opening blends with background music.



Scene 5 (12–16 seconds)
Visual: The creator pours Kashi GO cereal into a bowl, adds almond milk, and tops it with fresh berries.
Voiceover: “I’ve been loving Kashi GO lately. It’s quick, easy, packed with plant-based protein and fiber.”
Sound: Pour sound as the cereal hits the bowl, timed to match the voiceover.



Scene 6 (16–20 seconds)
Visual: The creator is mid-activity, smiling, and energized.
Voiceover: “Workout time! I always feel so much better after moving my body. And eating the right breakfast makes all the difference.”
Sound: Music picks up tempo to match the movement.



Scene 7 (20–24 seconds)
Visual: The creator sits back at home, towel around their neck.
Voiceover: “This morning’s exercise was great! Honestly, having Kashi GO for breakfast made sure I stayed focused, but now I need to shower.”
Sound: Music softens to a relaxed, slower beat.



Scene 8 (24–27 seconds)
Visual: The creator steps out of the bathroom post-shower, hair neatly styled.
Voiceover: “Nothing beats starting the day feeling fresh. I always make sure to fit in time for myself.”
Sound: Calm, uplifting background music continues.



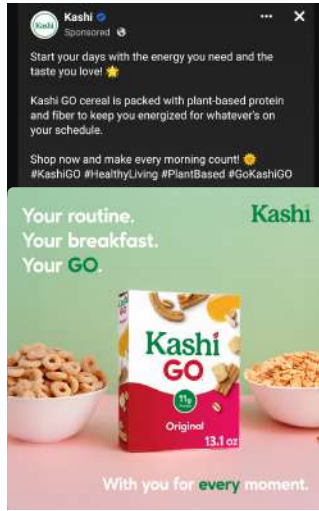
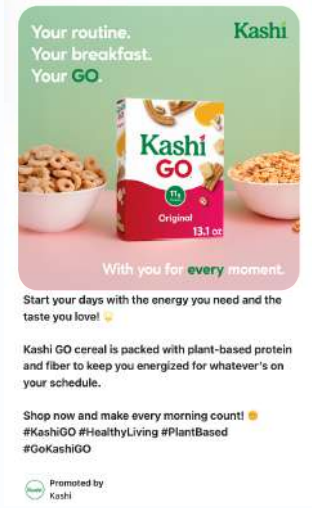
Scene 9 (27–30 seconds)
Visual: The creator sits at their desk with a laptop. The Kashi GO box is subtly visible in the background.
Voiceover: “Now it’s time to get to work! My mornings always feel productive when they start with Kashi GO. It keeps me full and ready for the day.”
Sound: Music fades out.

Rationale

This short video uses the popular and relatable “Get Ready With Me” (GRWM) content style to show how Kashi GO supports a healthy, active morning routine. Featuring Ilona Maher, an influencer known for wellness and fitness, the ad creates authenticity and trust, resonating with health-conscious audiences who follow influencers for lifestyle inspiration. The influencer’s role ensures a personal, approachable tone. The advertisement emphasizes Kashi GO’s comparative advantages through organic product placement and realistic storytelling. The video appeals to audiences who value sustainability and wellness by combining fitness, self-care, and nourishment with peaceful, clean visuals. It reaffirms the brand’s tagline, “With you for every moment,” and establishes Kashi GO as the go-to breakfast food. This works for both summer and fall strategies by emphasizing active lives and energy for the summertime while also fitting in with the structured routines and concentration needed for the fall season.



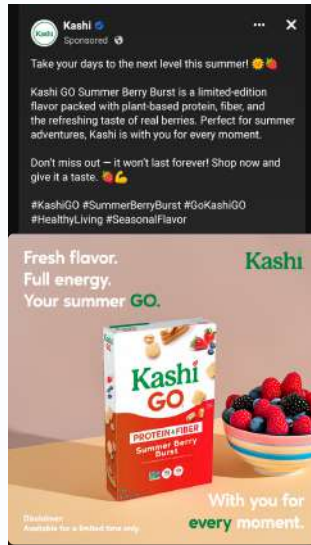
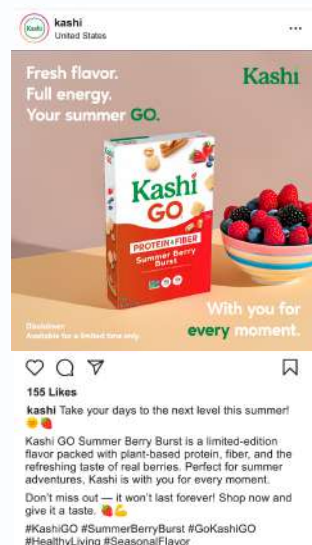
Social Media Sponsored Advertisement



Rationale

By promoting Kashi GO as the perfect breakfast to support an active and productive lifestyle, this sponsored post on Instagram, Facebook, and Pinterest aims to inspire and engage health-conscious consumers. The attention-grabbing headline reinforces the brand's message of offering energy and nourishment throughout the day. The bowl of cereal serves as a visual representation of simplicity and wellness, and the Kashi GO packaging guarantees high brand recognition. By highlighting the cereal's advantages and portraying it as the ideal way to start a busy day, the caption adds to the image. It appeals to the audience's need for both taste and practicality. While the hashtags used guarantee discoverability and connect with the health-conscious audience, the call to action promotes interaction and increases visitors to buy the goods. By avoiding a particular seasonal focus, the advertisement appeals to consumers' constant need for a dependable, nourishing breakfast to start the day and keeps its relevance throughout the year.

Social Media Summer Berry Burst Advertisement



Rationale

The Instagram, Facebook, and Pinterest advertisement uses a simple message, an actionable call-to-action, and an eye-catching design to sell Kashi GO's limited-edition Summer Berry Burst cereal. Fresh berries and vivid, bright colors immediately evoke images of summer, freshness, and flavor, attracting health-conscious customers. The caption creates a sense of urgency and exclusivity, highlighting the cereal's benefits while stressing the limited availability. The disclaimer subtly addresses the product's seasonality, while the ad's clean, modern design guarantees

that the product stays the focal point. On social media sites like Instagram, the ad's friendly tone and eye-catching design appeal to millennial consumers, promoting interaction and reiterating Kashi GO's mission to be "with you for every moment."



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Unpaid Social Media Short Video



Caption

Learn how to make a peanut butter breakfast oatmeal bowl 🥜🍓

Ingredients:

- 1/2 cup oats
- 1 cup almond milk
- 1 tbsp peanut butter
- Fresh berries
- 1/4 cup Kashi cereal for crunch
- Optional: Sliced bananas, chia seeds, or a drizzle of honey

With Kashi’s plant-based protein and fiber cereal, this bowl is the perfect way to start your day. Try it out and tag us with your creations! 🍌

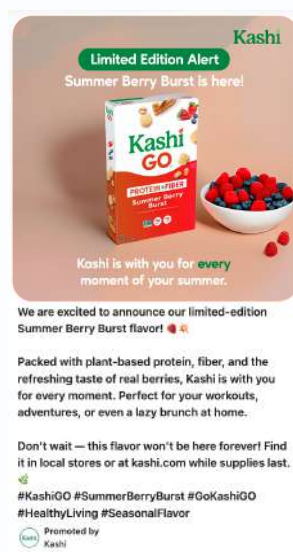
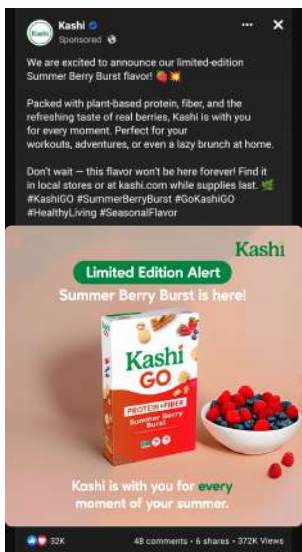
#KashiGO #HealthyRecipes #BreakfastGoals #GoKashiGO #WithYouForEveryMoment



Rationale

This execution shows how the product fits into a healthy routine, consistent with Kashi's campaign theme, "With you for every moment." The video centers on an aesthetically pleasing, aspirational recipe that appeals to millennials, portraying Kashi as a nourishing and flexible ingredient. The ingredients and simple recipe reflect a convenient, balanced, and health-conscious lifestyle. Posting recipe videos like this on Instagram, Pinterest, and TikTok is a strategic approach for Kashi's social media presence. The recipes can be adapted based on the season, and Kashi can maintain its relevance throughout the year and further its mission of promoting balanced, health-conscious lifestyles. The content encourages organic interaction, creates a sense of community, and increases Kashi's presence in user-generated content by asking viewers to copy the recipe and tag the brand.

Social Media Summer Berry Burst Announcement



Rationale

Through an eye-catching and captivating Instagram, Facebook, and Pinterest post, the Summer Berry Burst announcement displays Kashi GO's limited-edition seasonal flavor. The caption emphasizes the product's main advantages and reaffirms how Kashi GO fits with active and health-conscious lifestyles. The post speaks to a variety of customer needs by highlighting adaptability. The use of urgency in the call-to-action and limited-edition content promotes instant interaction and increases traffic to the Kashi website and local retailers. Hashtags

guarantee reach and discoverability among the brand's target market. By presenting Kashi GO as a trustworthy partner for boosting summer days and embracing the season, this post reinforces the campaign's message, "With you for every moment." This post fits perfectly with Kashi's seasonal campaign strategy since it increases awareness and motivates action.



Television Advertisement



Scene 1 (0-4 seconds)

Visual: A peaceful suburban neighborhood at sunrise.

Sound: Gentle, uplifting background music begins with soft ambient sounds.

Text on Screen: "Every journey begins with a first step."



Scene 2 (4-7 seconds)

Visual: A woman in her late 20s in her kitchen, taking a bite of Kashi GO, smiling.

Sound: Soft background music continues, with a subtle kitchen ambiance.



Scene 3 (7-10 seconds)

Visual: A man in his 30s eating a bowl of Kashi GO at his kitchen counter.

Sound: The music picks up slightly, incorporating a rhythmic beat.

Text on Screen: "Nourishing your mornings with what matters."



Scene 4 (10-13 seconds)

Visual: The woman is now cycling along a scenic trail, looking focused and happy.

Sound: The music switches to a rhythmic, faster beat that matches her pedaling pace.



Scene 5 (13-17 seconds)

Visual: A student eating Kashi GO. The phone receives a notification that says "Group Hangout."

Sound: The music softens to a relaxed but upbeat tone. Typing sounds on the laptop and a phone notification ding.

Text on Screen: "Making time for what counts."



Scene 6 (17-21 seconds)

Visual: The man is now running outdoors in a park, headphones on.

Sound: The background music transitions to an upbeat tempo, syncing with his running rhythm.



Scene 7 (21-24 seconds)

Visual: The student arrives at a café, greeting friends.

Sound: The background music transitions to a more relaxed, friendly tone. Café ambiance.



Scene 8 (24-28 seconds)

Visual: The woman who was cycling is now in her kitchen, putting the Kashi GO box away in her pantry.

Sound: Uplifting music reaches a crescendo, with the soft sound of a pantry door closing.

Text on Screen: "With you for every moment."



Scene 9 (28-30 seconds)

Visual: The screen fades to a clean, white background with the Kashi GO logo centered.

Sound: The music gently fades out, leaving a brief silence to emphasize the brand.

Text on Screen: "Kashi.com"

Rationale

This 30-second television advertisement is designed to communicate Kashi GO's campaign message, "With you for every moment," by showing how the cereal supports a variety of lifestyles and significant occasions throughout the day. Kashi GO is positioned in this advertisement as vital to their everyday life by using relatable imagery and emotional storytelling. Different people are highlighted throughout the narrative, illustrating how Kashi GO fits well with various lifestyles. The target demographic, which consists of active, health-conscious millennial customers, is reflected in the inclusion of activities like cycling, jogging, and socializing. Text overlays appeal to the audience's emotions while reiterating the product's advantages. The final scene ties the narrative together and gives the feeling that Kashi GO is a reliable partner for an active, balanced life. This advertisement guarantees that Kashi GO is seen as a year-round necessity by addressing the distinctive characteristics of each season while maintaining a unified message.



Streaming Video Advertisement



Scene 1 (0–2 seconds)

Visual: A young professional wakes up and stretches in bed.

Sound: Gentle, uplifting music starts with ambient morning sounds.

Text on Screen: “Every morning begins with a choice.”



Scene 2 (2–5 seconds)

Visual: In the kitchen, they open a pantry, grab a box of Kashi GO, and place it on the counter.

Sound: The sound of pantry door closing blends with the music.

Text on Screen: “Start your day the right way.”



Scene 3 (5–7 seconds)

Visual: Quick clips of them pouring Kashi GO into a bowl and adding almond milk.

Sound: Sounds of cereal pouring into the bowl.

Text on Screen: “Packed with plant-based protein and fiber.”



Kashi

Rationale

This 15-second streaming video advertisement conveys Kashi GO's message of being the ideal partner for an active, healthy lifestyle. The advertisement's realistic morning visuals draw in viewers. The commercial presents Kashi GO as a smart and thoughtful breakfast option by highlighting its plant-based protein, fiber content, and role in sustainable eating. The transitions show how Kashi GO sustains energy and attention throughout the day, reflecting



Scene 4 (7–10 seconds)

Visual: They're now cycling through a park, with sunlight filtering through the trees.

Sound: The music transitions to a rhythmic, faster beat, syncing with the pedaling motion.

Text on Screen: “Powering every step.”



Scene 5 (10–12 seconds)

Visual: The person is working at their desk, with the Kashi GO box subtly visible on a shelf in the background.

Sound: The music softens, blending with typing sounds.

Text on Screen: “Nourishment for you, care for the planet.”



Scene 6: (12–15 seconds)

Visual: Closing shot of the Kashi GO cereal box on a clean kitchen counter.

Sound: Music crescendos and softly fades out.

Call to Action on Screen: “With you for every moment. Start your day with Kashi GO. Find it at Kashi.com”

the organic flow of a productive day. These actions are reflected in the music's rhythm, which keeps the advertisement dynamic and captivating while highlighting the product's adaptability. Text overlays draw attention to Kashi GO's practical and ethical benefits, attracting customers concerned about their health and the environment. By avoiding season-specific imagery and focusing on universal routines, it is a versatile and effective year-round campaign.

Audio Advertisement

[Uplifting music fades in with the sound of birds chirping.]

Narrator (calm, warm): “Every morning starts with a choice. A chance to fuel the moments that matter most, from family and work to physical health.”

[Sound of cereal pouring and a splash of milk.]

Narrator (motivational): “Kashi GO is packed with plant-based protein and fiber. It's the cereal that gives you energy for every part of your day.”

[Music crescendos slightly as the sound of sneakers hitting the pavement fades in.]

Narrator (uplifting): “Because mornings aren't just about food. Kashi GO – with you for every moment.”

[Music fades out with a brief silence.]

Voiceover (inviting): “Find your flavor at kashi.com”

format appeals to busy, health-conscious people, reaffirming that Kashi GO supports them in all facets of their lives. Because it emphasizes energy and movement for summertime activities while also addressing the need for food and focus during the busier fall schedules, this structure works for both summer and fall strategies. This advertisement highlights Kashi GO's function as a flexible partner for year-round lifestyles.

Rationale

By emphasizing the product's emotional connection, this streaming audio advertisement communicates Kashi GO's campaign message, “With you for every moment.” The advertisement strongly emphasizes empowerment and choice in line with the audience's need for focused, nourishing routines that support their busy, active lifestyles. The ad demonstrates how Kashi GO helps customers throughout the day by combining relatable events with inspirational content. Kashi GO is positioned as a partner in gaining energy and attention for every significant moment, and the warm, upbeat tone creates a sense of possibility. The call-to-action makes the advertisement aspirational and captivating by offering a concrete next step. This



Print Advertisements



Rationale

Both advertisements link the product to productive and action-oriented moments by using strong headlines and simple images to establish a deep emotional and practical connection with the viewer. The "Don't just run. GO further." ad targets health-conscious people who want to maintain an active lifestyle

throughout the warmer months. Kashi GO is associated with endurance and fitness through the intelligent use of the image of cereal spilling into running shoes. The cereal is positioned as the ideal summertime food, encouraging customers to push themselves while enjoying its advantages. The "Busy day ahead? Grab and GO." advertisement is designed for the fall campaign when work, school, and family commitments tend to make calendars busier. The picture of cereal being put into a cup emphasizes how convenient Kashi GO is, making it the perfect answer for busy mornings.

Summer Berry Burst Billboard



Rationale

This billboard uses a 3D effect to create a dynamic, eye-catching design where the visual explosion of ingredients seems to pop out of the box. This effect creates the impression that the food is truly falling, drawing viewers in and engaging the advertisement. The billboard communicates energy, abundance, and freshness by employing this strategy, consistent with Kashi GO's Summer Berry Burst theme. Health-conscious people in crowded outdoor environments are drawn in by the visual display, which sparks their interest and motivates them to act before this limited-edition product runs out. This billboard effectively conveys the energy and freshness of Summer Berry Burst while making a lasting impact by combining creative design, seasonal relevance, and product messaging.

Street Billboards



Rationale

These two street billboards bring Kashi GO's campaign message, "With you for every moment," to life through captivating motion and dynamic visuals. The summer billboard grabs attention with animated sneakers that seem to walk while cereal explodes in mid-motion. The fall billboard features animated milk spilling into a to-go cup while cereal and nuts splash around it. The movement represents the rushed fall activities and conveys a sense of urgency and convenience. Both advertisements are more memorable than static images because of their animation, which captures attention and engages viewers.