



CAPITAL CITY COLLECTIVE

Campaign Plan Book

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The Kashi logo is located on the left side of the page. It consists of a green vertical bar on the left, a white circle in the middle containing the word "Kashi" in green, and a green curved shape on the right that partially overlaps the circle. The word "Kashi" is written in a bold, sans-serif font with a small green leaf icon above the 'i'.

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Meet Our Agency Team

Mia Shapiro
Research Director



Lindsay Herber
Account Director



Maia Groom
PR Director



Thamyres Costa
Creative Director



Elijah Perez
Media Director





CAPITAL CITY COLLECTIVE

Situation **Analysis**

Mia Shapiro

Kashi[®]



Client Background & History

Kashi was founded in the early 1980s by Philip and Gayle Tauber to help people eat healthier. The brand name is inspired by Kosher food standards and the macrobiotic diet laid out by Japanese philosopher Michio Kushi, blending these concepts to make “Kashi.” The brand is best known for its plant-based protein cereals, originally marketed under the name Kashi GOLEAN. The company changed its name to Kashi GO to reflect their consumers' busy and active lifestyle. In 2000, Kashi was acquired by Kellogg’s, which later split into two companies – Kellogg’s and Kellanova – with Kellogg’s retaining the cereal products and Kellanova taking over snacks. Despite this split, the two companies remain closely linked.



Kashi.

Kellogg’s was founded in 1906 and is currently the leading company in the cereal industry. Cereal sales began to grow rapidly during the postwar period, propelling Kellogg’s as a leading company. Kellogg’s is currently in debt, and the brand faced controversy in 2012 when a Rhode Island grocer discovered Kashi used genetically engineered, non-organic ingredients, leading to product removal from shelves. In 2013, Kashi was sued for misleading claims that their products were “all-natural” and “nothing artificial.” However, in 2016, Kashi supported farmers transitioning to organic agriculture. The brand continues to market its cereals as high in protein and fiber, with keto-friendly options, and has generally received positive reviews for taste. Beyond cereals, Kashi has expanded into other categories, such as granola bars, waffles, and frozen meals.

Industry Trends

Over the past five years, sales and volume in the breakfast cereal market have steadily increased, driven primarily by consumer demand for healthier options. Cereal sales have grown +1.5% from 2023-24. Additionally, the cereal industry is expected to experience an annual growth rate of 7.76% for 2024-2029. Thanks to inflation, many consumers are looking for the cheapest option of cereal, but cereal will remain a staple for many thanks to its convenience and cheaper prices than other breakfast foods such as meats or eggs. General Mills and Kellogg make up over half of the cereal market with 50.5% of the market between them. Kellogg’s leads the way in launching cold cereal products, followed closely by General Mills.

The most popularly consumed ready-to-go cereal types are corn breakfast cereals, wheat, grain, and oat breakfast cereals. Since the rapid increase in sales in the cereal industry that began around the 1950s, the top four firms earned at least 85% of sales, making it difficult for new companies or brands to enter the industry. However, health is the main factor influencing the recent increase in cereal consumption, with over half of consumers seeking options with claims of high fiber, natural ingredients, low sugar, and high protein. This has opened the door for new cereal companies and brands to emerge.

In addition, there has been a rise in the use of recyclable packaging and ethical, environmentally friendly claims on new cereal products. Active health and sustainability claims continue to grow in importance within the market. The global breakfast cereal market is projected to expand at a compound annual growth rate (CAGR) of 3.5% from 2024 to 2030 as customers increasingly seek high-protein, whole-grain cereals. The rise in single-person households also contributes to market growth, with convenience playing a significant role. However, fewer people are eating traditional breakfasts due to time constraints and changing habits. Around a third of consumers, particularly younger ones, are snacking more often, which poses a challenge to the cereal market.



Consumer Analysis

According to data from MRI Simmons Catalyst, adults ages 25-34 are 15% more likely to consume Kashi GO, and men and women are equally likely to consume this cereal brand. There is a positive correlation between household income and consumption of Kashi GO, with people receiving an income of \$100,000-\$150,000 being 30% more likely to consume this brand. People who received higher levels of education are also more likely to consume this product. White people are 11% more likely than other racial groups to consume Kashi GO, while African Americans are 42% less likely. Kashi GO is consumed most by people living in the Northeast and Western regions of the United States. Furthermore, people who work full or part-time are 13% more likely to consume this product.



Shifting from demographics to health attitudes, Simmons's data also shows that people who reported that they frequently eat meals on the go, try to eat a healthy breakfast every day, and often check the nutritional content of food are more likely to consume Kashi GO. Additionally, people who believe in a healthy lifestyle over traditional dieting and who regularly eat organic foods are more likely to consume Kashi GO. Kashi GO users are 39% more likely to say that nutritional value is the most crucial consideration when choosing what to eat. People who report spending more on food products that treat animals ethically and humanely are more likely to consume this product, indicating that the type of people consuming Kashi GO is considerate of sustainable and ethical food practices. Furthermore, Kashi GO users are 29% more likely to read the recipes that come with products. This may provide an opportunity for Kashi to expand on the advertising toward the recipes they have listed on their website.

Sarah

28
Napa CA
Married
No Children
University of CA
Berkeley

Sarah, 28, is a white woman living in Napa, California. Sarah is married to her husband, Travis, and has no children. She is active when she can, due to her busy work life. She wakes up, does a morning pilates workout, eats a quick bowl of Kashi GO, and then heads to work as an attorney. Sarah went to law school at the University of California Berkeley and was a member of the Sustainability Club all four years of college. Because she is interested in fitness and health, she values a healthy and balanced lifestyle rather than traditional dieting.

Travis, 33, is a white man living in Napa. He is working at a tech start-up. He has a more flexible schedule but focuses more on his fitness and health. He is focused on healthy eating, is always at the gym if not at work, and takes care of their two active dogs. He went to UCLA and has lived in California his whole life. As a couple, they frequent the farmers market due to their commitment to clean and sustainable eating. When they cannot get their food directly from local vendors, they shop at Whole Foods almost exclusively. Their total household income is anywhere from 200k to 250k, and without kids, they are focused on making choices for themselves.

Travis

33
Napa CA
Married
No Children
UCLA University
Tech Start-Up

Jamie

25
College Student
Studying
Nutrition
Good Up Bringing

Jamie, 25, is a college student in the Northeast. He's studying nutrition and values good quality and healthy food. He is involved all over campus in clubs, his on-campus job, and recreational activities, meaning he is always on the go and needs fast but healthy choices. He comes from a well-off family with an average income of around 100k-150k. In a small college town, he uses Target for most of their groceries but is still very cautious about what he wants to consume. He doesn't cook much, but when he does, he looks for easy and delicious meals.

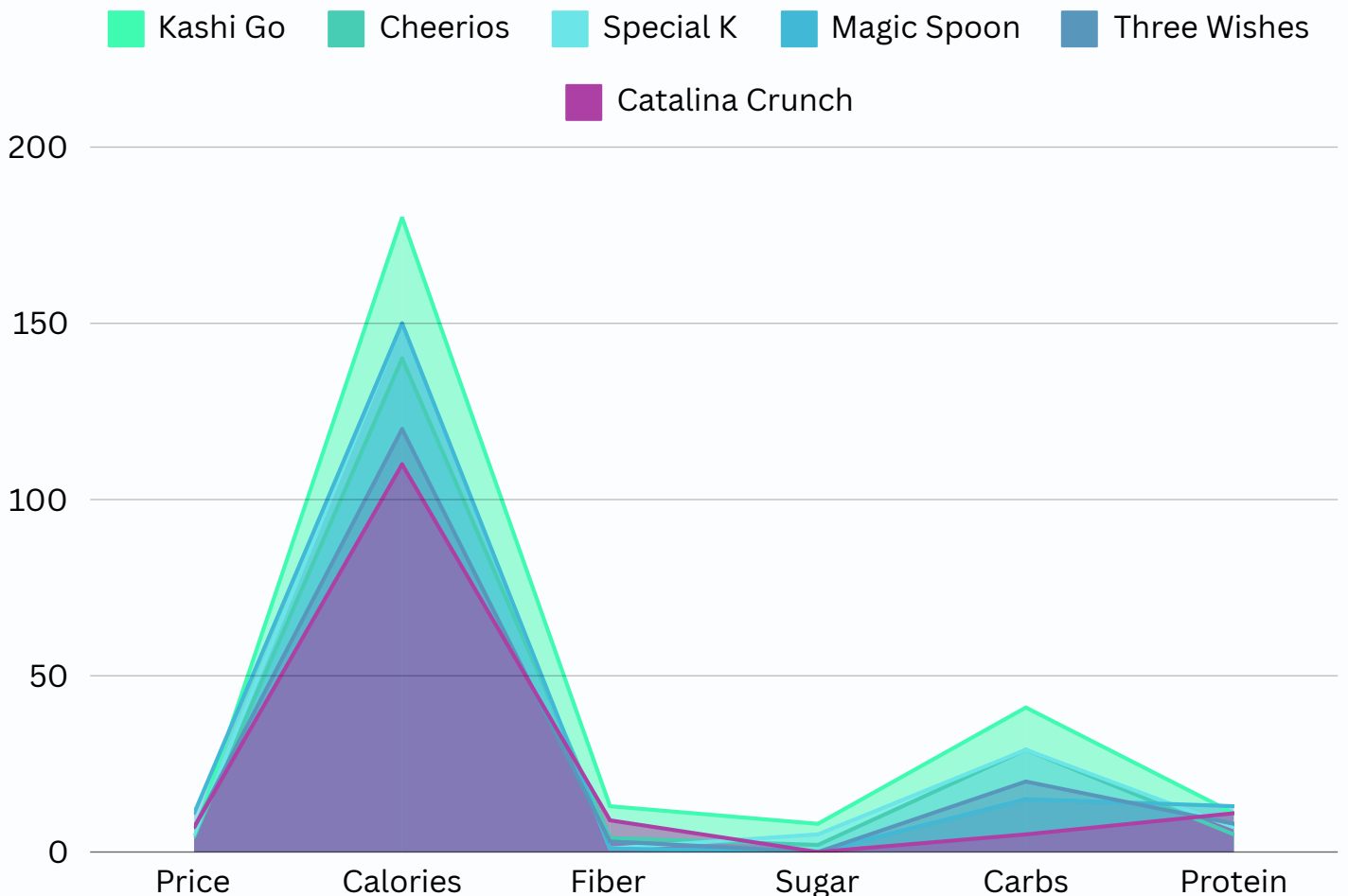


Competitive Analysis

Due to the growing demand for healthier cereal options, Kashi's faces major competition from brands prioritizing nutritional value in their production and marketing. Enhancing the health quality of cereal often results in higher prices, which makes cheaper options that are still generally considered to be healthy, significant competitors. Brands such as Special K, also owned by Kellogg's, and Cheerios, owned by General Mills, are key rivals. These well-known, budget-friendly brands have developed relationships with consumers who rely on them for a healthier breakfast. Kashi GO can be found at most common retailers such as Target, Whole Foods, Walmart, CVS and more. Similar to its other competitors owned by Kellogg's and General Mills, it can be conveniently found at most grocery stores.



Despite the presence of less expensive, name-brand cereals that appear healthier than other popular options, the demand for high-protein, low-carb cereals has led to the emergence of new competitors. Brands such as Magic Spoon and Three Wishes center their marketing around their products' high protein, low carb, and low sugar content. While these brands can be found at Whole Foods, Target, and Walmart, they are less commonly sold at more local grocery stores than Kashi GO. These newer brands pose a substantial threat to Kashi, mainly because they are ahead in connecting with Gen Z and Millennials through social media platforms like Instagram and TikTok. Magic Spoon, in particular, has gained traction on Instagram and has over 400,000 followers. Their vibrant, eye-catching packaging helps set them apart, while their engagement with their consumers, who they have labeled "spooners," creates a strong brand relationship.





Magic Spoon, Kellogg's Special K, and Three Wishes are three big competitors for Kashi GO cereal. Magic Spoon is known for its nostalgic appeal and modern nutritional profile. The cereal offers a high-protein, low-carb cereal aimed at adults who want a healthier version of their childhood favorites. Magic Spoon competes with Kashi GO by targeting fitness enthusiasts and individuals seeking a guilt-free, indulgent breakfast option. Special K targets primarily women who are health-conscious, looking to lose or maintain weight, and those interested in low-calorie and high-protein meals. It is positioned as a "diet" cereal, often associated with weight management and balanced nutrition. Some weaknesses Kellogg's Special K has is their lower emphasis on natural ingredients compared to Kashi, and they may not appeal to consumers looking for plant-based or minimally processed options. Lastly, Three Wishes is a grain-free, plant-based cereal that differentiates itself with its use of chickpea, tapioca, and pea protein, making it an appealing option for those looking for gluten-free and higher-protein cereals. Three Wishes competes with Kashi GO by appealing to both health-conscious families and individuals focused on clean, natural ingredients.



What differentiates Kashi GO from these competitors is its High Protein and Fiber, Natural ingredients, sustainability, and overall lifestyle. Kashi GO cereals contain higher amounts of protein (up to 10-13g) and fiber compared to many traditional cereals, making them appealing to those aiming to stay fuller longer and manage their weight or fuel physical activity. Their use of whole grains, nuts, and seeds is a major selling point for the brand. It also aligns with current consumer trends favoring less processed foods. Kashi GO promotes its sustainability efforts, by sourcing organic ingredients, which appeals to environmentally conscious consumers. The brand also emphasizes that its products fuel active, healthy lifestyles, resonating with busy individuals who view food as fuel for their day.

However, Kashi remains more affordable than its emerging high-protein rivals. Additionally, Kashi's high fiber content and high protein offer distinct health benefits to help set the brand apart from its competitors. Kashi's marketing surrounding environmental sustainability is another factor that makes the brand unique and provides an opportunity for a future marketing strategy to set itself apart from the competition further. Kashi GO is in many different retailers to appeal to an array of consumers. Some of their best known include Amazon, Target, Whole Foods, Walmart, and Kroger. Competitors such as Special K, Magic Spoon, Three Wishes, and Cheerios can be found at the same locations.





Brand Analysis

Kashi GO's journey began in the late 1980s as a healthier alternative to traditional cereals. Since its start, the brand message has emphasized health, nutrition, and natural ingredients. Over decades, although its packaging has evolved, its brand identity has remained steady. One of the most significant changes was in 2019 when Kashi rebranded from GoLean to Kashi GO, which included changes to packaging design, product formulations, and marketing messages. The new packaging featured a clean, modern design with white space to create a contemporary look that stands out on shelves and earth tones, evoking a natural feel. It displays cereal, whole grains, and nuts, relying on this imagery to appeal to consumers who are concerned about the nutritional quality of their food.



This action shows Kashi GO's adaptability, reflecting its ability to alter marketing strategies to engage with changes in consumer preference, particularly as more people embrace dietary trends like keto and high-protein diets. The Kashi GO brand, under the Kashi Company and subsidiary Kellogg's, is known for its focus on healthy, plant-based, and whole-grain products. The brand targets healthy-conscious consumers looking for a nutritious option with high protein and fiber content. The Kashi GO product line emphasizes energy, maintaining a balanced lifting, and making it a popular choice for active individuals. The overall target audience of the brand is mostly fitness enthusiasts, individuals focused on plant-based diets, Millennials, and Gen Z seeking sustainable food options, and busy people looking for a nutritious breakfast



option. Kashi GO brand often markets and highlights the natural ingredients, low sugar content, and high protein and fiber levels to cater to consumers who prioritize health and wellness. Kashi GO markets itself by targeting health-conscious consumers who value natural ingredients, and high protein, and fiber content. Compared to other cereal brands, Kashi GO stands out with its strong focus on protein, plant-based nutrition, and sustainability. Kashi GO emphasizes a balanced and active lifestyle supported by high protein, high fiber foods, this aligns with modern dietary trends where people look for specific nutrients, like protein, to complement their fitness or weight management goals. It also typically prices higher than other cereal brands due to its premium ingredients and positioning as a healthy, clean-label cereal. This can be a

barrier for some price-sensitive consumers by appealing to those willing to invest in their health. Similar to its competitors, Kashi GO benefits from being widely available in mainstream grocery stores, health food markets, and online. However, it competes with bigger cereal brands in terms of visibility and presence in mass-market grocery chains. Growing consumer interest in plant-based, protein-rich diets provides Kashi GOO with opportunities to expand its market share. The trend toward eco-conscious and sustainable food products aligns with Kashi's brand values. The biggest threat to Kashi GO is the bigger mainstream brands that have begun introducing healthier variations (e.g. protein-enhanced, gluten-free) that could attract Kashi's audience. Price sensitivity among consumers could lead to people opting for more affordable brands that still promote health benefits.

In conclusion, Kashi GO holds a strong position in the healthy cereal market, differentiated by its high protein content, commitment to natural ingredients, and alignment with active, eco-conscious consumers. While it faces stiff competition from bigger and more established brands, Kashi GO's emphasis on performance and clean eating allows it to maintain a distinct, premium niche.



Category Creative Analysis

Compared to other mainstream cereal brands, Kashi GO has minimal advertising reach and awareness. Kashi GO's online advertising presence is desolate compared to its competitors, with its last nationally aired commercial airing in January 2021. Kashi GO's creative message promotes a natural and fitness lifestyle and positions the brand as an option for dynamic, energetic individuals who lead busy, on-the-go lifestyles but still prioritize health and nutrition. This focus on a plant-based, nutritious, natural, and active life is evident in many of Kashi GO's marketing campaigns, emphasizing the cereal's role in supporting a fitness lifestyle. For example, the "Not Just Any Cereal" campaign shows a woman highlighting the nutritional benefits of the product – such as the 10 grams of protein per serving in the "Kashi GO Peanut Butter Crunch" cereal – while trying to generate desire

through close-up shots of the cereal content. Relying on the imagery of outdoor activities, like surfing in the previous example, reinforces its brand image that appeals to active consumers. In line with this, Kashi GO has sought to differentiate itself portraying its product as not only nutritious but also enjoyable. Campaigns like "Must There Be Hell in a Healthy Breakfast?" aimed to debunk the stereotype that healthy eating means eating something that lacks taste. Through those efforts, it tries to impose the idea that Kashi GO is not just a product but a lifestyle choice, inviting consumers to join an "inner circle" of health-conscious individuals. Moreover, Kashi GO's competitors have adapted their messaging to meet changing consumer preferences. Special K, for example, has shifted from weight-loss-focused campaigns to more inclusive messaging, celebrating diverse body types and life experiences in campaigns like "Special for a Reason," positioning the brand as a nutritious part of a balanced lifestyle rather than a diet. Magic Spoon, a competitor targeting health-conscious Millennials and Gen Z consumers, uses colorful and playful branding and social media to lean into nostalgia for childhood cereals while emphasizing low carbs, high protein, and a keto-friendly profile.

Three Wishes appeals to the imagery of families, highlighting allergen-friendly ingredients and combining nostalgia for classic cereal flavors with health-focused products. Cheerios highlights its heart health benefits with whole grain oats and soluble fiber. Its ads often feature multi-generational families, promoting the cereal as a nutritious choice for all ages. Recently, Cheerios expanded its offerings with Veggie Blends, a new line incorporating vegetables into breakfast cereal to meet healthier food trends. Catalina Crunch is another competitor, positioning itself as a low-carb, keto-friendly option. The brand offers several flavors and emphasizes its use of plant proteins and fibers designed to promote satiety. Catalina Crunch's marketing strategy focuses on delivering a casual, relatable, and fun brand voice. Kashi GO has responded to these industry shifts by, in recent marketing efforts, targeting younger, fitness-oriented consumers and families looking for a nutritious breakfast, such as the "Wake Up to Kashi" campaign. The brand has also used its social media to share recipe ideas and health tips through visually appealing videos and images, an approach that helps build a community and reinforces the lifestyle it promotes.

Kashi GO is currently active on Instagram, Facebook, X, and YouTube. While this approach aligns with the brand's overall strategy, Kashi GO's social media presence has declined in recent years. On their official Instagram, Kashi Foods has not posted since April 24th, 2023. On Facebook, they have not posted since April 10th, 2023. On X, dormant since September 30th, 2024, therefore, more could be done to leverage these platforms for engagement, especially given that younger generations are more interested in dietary requirements.





Kashi GO needs to increase efforts in its advertising and marketing if it wants to stay afloat. There are numerous opportunities for this cereal brand to not only reach its target audience but also reach potential consumers. In a world that is becoming increasingly digitized, Kashi GO needs to revive its social media presence and connect with its younger audience. Not only does this increase exposure and impressions, but it creates a groundwork for engagement, connection, and recognizability for a newer target audience that may be unfamiliar with Kashi and its products. Overall, Kashi GO's strategy extends beyond simply selling cereal. The brand markets a lifestyle, positioning itself not just as a breakfast option, but as a partner. Whether through its packaging, marketing campaigns, or social media, Kashi GO consistently conveys the message that it is not just offering a product, but a way of life for those who value wellness and natural ingredients.



Media Usage Analysis

Kashi GO consumers have a diverse pool of media usage. Kashi GO consumers are actively online. 97% of consumers average an hour or more on the internet per week. 84% of Kashi GO consumers have visited or used a social media platform in the past 30 days, compared to only 15% of consumers not using social media. When analyzing consumer media usage, television and radio also come into play. 47% of consumers currently subscribe to cable or fiber optic television, with 84% listening to an hour or more of radio/audio per week. Due to the rise of streaming services and its dominance over the entertainment market, Kashi GO consumers are most active on streaming platforms. These platforms include YouTube TV (57%), Netflix (70%), Prime (56%), Hulu (35%), Disney+ (33%), Apple TV (12%), and Peacock (15%). This identifies an audience that is actively online, specifically social media. Our audience also utilizes radio, television, and streaming services.

An opportunity for Kashi GO to maximize their advertising placements is to focus on television, audio, and social media platforms. Of Kashi GO consumers, 90% averaged over 1 ½ hours of television consumption per week, 82% averaged over 1 hour of social media consumption per week, and 84% averaged over 1 hour of radio/audio consumption per week. 38% of Kashi GO consumers reported Facebook as their most used social media, followed by 15% on YouTube. Instagram fell at 13%, TikTok at 4%, and X with 3%. This data indicates the opportunistic market that Kashi GO inherits. Integrating these insights into our target audience data of 24-35 year olds, a primary platform for Kashi GO to maximize advertising is on Facebook, YouTube, Instagram, and TikTok. Digital Advertising campaigns through website and app advertisements would drive traffic to Kashi GO consumption and sales.



A weakness within Kashi GO's advertising and media usage is its lack of advertising compared to its competitors. With numerous healthy and nutrient-focused cereals being launched every year, Kashi GO has fallen drastically behind its competitors. Compared to Kashi GO's main competitor, Special K, Kashi GO trails in every percentage in terms of advertising. Owned by the same company, Kashi GO consumers lack the average time spent on social media platforms, television, and radio/audio. Kashi GO must engage audiences through advertising in order to compete with competitors and drive consumers to their brand.

With an almost dormant digital presence since 2021, Kashi GO needs to prioritize advertising through television, radio, and social media mediums. Digital advertisements and digital commercials are imperative to reach consumers in the new digital age. The revival of national television commercials is also essential to reaching their target audience. Social platforms that foster more target audience demographics should be a priority. Facebook, YouTube, and Instagram should be the focus



platforms to drive advertisements and content. TikTok is another platform that has the potential for a younger target audience. With a spending budget of 633 million dollars in 2023 in advertising, Kellanova needs to increase spending on advertising and marketing for Kashi GO in order to reach their target audiences.

Public Opinion & Stakeholder Analysis

Right now, cereal is in a period of slow growth. Post-Covid, rising prices for key ingredients such as wheat, oats, and sugar have incurred increased production costs for cereal manufacturers. Post-pandemic, the International Food Information Council's annual food and health survey found that 1 in 5 individuals are making "healthier choices". Statista, a database company, has found that even in 2024, 60% of consumers are actively trying to "eat healthier". Research from the

Business World suggests that there is now a focus on healthy consumption and consumers have different criteria for buying certain products than 10 years ago. There has been an increase of interest in plant-based options, superfoods (or foods with lots of health benefits packed in), and convenience. Even more so, people are worried about where their food comes from, and want full transparency from these companies to ensure they know what they are feeding themselves and their families. McKinsey and Company also conducted their own research on consumer health trends and found similar results, but noted those who talked about changing and improving their diet were the younger generation (ages 18-24). Additionally, they found that health actually triumphs over sustainability, meaning that consumers are more interested in knowing what they consume than how ethical the creation of their food was. This trend is particularly obvious among the older generation, who may be in favor of sustainability but are not willing to switch or pay higher prices for a more sustainable substitute.

Kashi has a few scandals. One of which was in 2011 when Kashi was sued over using terms such as "all natural" on their packaging when they used synthetic ingredients. They ended up removing the terms "all-natural" and "nothing artificial" from their packaging alongside a payout of 5 million. While this was one of the first publicized cases for Kashi, it found itself in some hot water when it voiced its opposition and helped prevent Proposition 37 which would've made food companies label genetically engineered food or ingredients. Kashi was in hot water again in 2012 when concerns were raised over Kashi's use of GMO and non-organic products despite the organic label on their products. Kashi recovered and partnered with the Non-GMO Project. They released a press release promising that by 2014, all Kashi GO cereal would be Non-GMO Project verified, and by 2015, all products created by Kashi would be made of 70% organic ingredients and as a result, would also be Non-GMO Verified. The Non-GMO Project is the leading independent verifier of non-GMO foods and the only third-party verification system in the U.S, meaning it truly has the stamp of approval. This helped mend a little bit of Kashi's image but these stories still follow them around.



Kashi GO. Do More of What You Love.

WHERE TO BUY





As for 2021, there was another federal lawsuit that suggested that Kashi was misleading consumers about the protein amount. They suggested that this was misleading because the protein was “low quality”, and the body cannot absorb this low quality protein. Ultimately, the court sided with Kashi but this still adds another scandal to Kashi GO’s cereal image and the validity of their claims. All of these together make it clear the average consumer knows Kashi for its scandal regarding the “cleanliness” of its ingredients and may cause issues of trust towards the company and its claims. Currently, the website has many sections talking about Kashi’s commitment to sustainability. It has information on its carbon footprint and the steps it takes to reduce its impact on the environment. They also partnered with Quality Insurance International and HESCO, two USDA-accredited organic certifications, to help support farmers who are attempting to transition into organic farming.

By using produce from these farms, Kashi is helping assist those farmers with business during their 3-year transition before they can be USDA-certified organic. In recent years, there hasn’t been much coverage on Kashi GO except for new flavors. When it shifted from GoLean to Kashi GO, many food outlets covered this transition but since then, Kashi GO has stayed consistent in its branding. However, there has been an uptick in conversation from consumers about the cereal. Many consumers have taken to Kashi’s website to leave comments about the new rebrand of the cereal. Recent comments feel the cereal was changed and now have complaints about the taste, texture, health benefits, price, and size. They feel everything except the price has shrunk which has left a lot of consumers disappointed and promising to find an alternative even despite being loyal consumers for years. Kashi GO has a good constant theme throughout their social media. Most of their content is recipe content created with Kashi products. Kashi is pushing a positive, health-conscious, and delicious tone across the platforms. Though most social media has low engagement, the engagement is relatively positive, with people expressing interest in the recipe or expressing love for the brand. However, it is important to note that on their most popular social media, Instagram, they haven’t posted since April 2023.



Stakeholders

First, WK Kellogg, its parent company, has a big say. WK Kellogg has 20 different brands under its name and has a range in their content such as Froot Loops and Special K being owned by the same company. Special K is a competitor for sales, and if Kashi GO begins to fall in sales, there may be more interest and investment in Special K in the future. There are also the consumers. Obviously, for Kashi to stand out among the saturation of the cereal market, they need to be appealing to customers over other brands. Additionally, there are organic certification providers. They currently work with Quality Insurance International and HESCO. Due to Kashi’s healthy and organic branding, Kashi needs to continue to meet these criteria or else they could lose their certification which would take away from a key part of the identity of Kashi cereal. Finally, farmers are a key part of Kashi’s success. As mentioned, Kashi prides itself on being organic and clean and to do so, they must be purchasing products from farmers who are certified organic. This helps the farmers but also is important for Kashi to use this resource to maintain their image.





Key Issues and Implications

- **Lack of Marketing Presence:** Kashi GO Cereal does not have significant advertising on social media or TV, limiting its visibility to potential consumers.
- **Intense Competition:** The brand faces strong competition from other protein cereals like Three Wishes and Magic Spoon, making it harder to differentiate itself in the market.
- **Reputation Issues:** Misleading advertisements have damaged Kashi GO's reputation, leading to consumer distrust and negatively impacting the brand's image.



SWOT Analysis

Strengths

- The product is nutritional, high in protein, fiber-rich, non-GMO
- The brand maintains consistent messaging across its platforms, cohesively promoting the cereal's nutritional value and targeting its audience of healthy-lifestyle individuals
- Transparent about their environmental footprint and established their priority of environmental sustainability
- Work closely with farmers to support the transition into organic farms

Weakness

- Minimal advertising
- Poor social media presences, nonexistent on Instagram since 2023

Opportunities

- Emphasis on sustainability offers a unique selling point
- Consumer demand for healthy cereal options is increasing in the cereal industry, which provides an opportunity for Kashi to grow its market share
- The growing interest in convenience for consumers can lead to Kashi to develop forms of the cereal on the go
- Increasing interest among consumers for sustainable and environmentally friendly products
- Use Fitness influencers to start a campaign on social media, increasing social media presence

Threats

- Other trendy high-protein cereal brands - Magic Spoon, Three Wishes, Catalina Crunch- are more effectively reaching their target market of young adults through social media advertising
- Special K is the 4th most popular cereal brand since 2004, and they also market their cereal as nutritional and high in protein
- On-the-go substitutes to cereal such as snack options at coffee shops or protein bars generate competition in the cereal industry.
- Lawsuits harm the credibility and trust among consumers



CAPITAL CITY COLLECTIVE

Campaign **Strategy**

Lindsay Herber

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[®]



Objectives

Influencing behavior is the main goal of Kashi GO's campaign strategy. The goal is to increase Kashi GO's Instagram and Facebook followers by 25% in the upcoming six months by regularly publishing content, collaborating with influencers monthly, and implementing targeted advertising efforts. Additionally, we want to boost the average engagement rate (likes, comments, shares) across Facebook, Instagram, TikTok, and Pinterest by 15% over the next quarter by using interactive features like polls and questions, more video content, and optimized post timing. Kashi GO's primary target market is 143% more likely to use Instagram, 55% more likely to use TikTok, 48% more likely to use Pinterest, and 12% more likely to use Facebook. Considering the media consumption of our target consumers, increasing our presence and dominance in such platforms should lead to a bigger impact on the market. Lastly, having an influence on social media, we want to convert that engagement into sales that will generate revenue for Kashi Go.



Target Consumers

Sarah, 28, is a white woman living in Napa, California. Sarah is married to Travis, and has no children. She is active when she can, due to her busy work life. She wakes up, does a morning pilates workout, eats a quick bowl of Kashi GO, and then heads to work as an attorney. Sarah went to law school at the University of California Berkeley and was a member of the Sustainability Club all four years of college. Because she is interested in fitness and health, she values a healthy and balanced lifestyle rather than traditional dieting. Travis, 33, is a white man living in Napa. He is working at a tech start-up. He has a more flexible schedule but focuses more on his fitness and health. He is focused on healthy eating, is always at the gym if not at work, and takes care of their two active dogs. He went to UCLA and has lived in California his whole life. Together, they frequent the farmers market due to their commitment to clean and sustainable eating. When they cannot get their food directly from local vendors, they shop at Whole Foods almost exclusively. They love to cook with their fresh ingredients and share their meals on Instagram. Their total household income is anywhere from 200k to 250k, and without kids, they are focused on making choices for themselves. They love to have a relaxing weekend, curled up with some healthy treats while watching Apple TV, Disney+, and Hulu. When they do go on weekend excursions, they listen to podcasts on the car ride there or on their long hikes.

Jamie, 25, is a graduate student in the Northeastern. He's studying nutrition and values good quality and healthy food. He is involved all over campus in clubs, his on-campus job, and recreational activities, meaning he is always on the go and needs fast but healthy choices. When he runs from class to work, he loves to grow his mind and listens to a range of podcasts. He loves to stay in some nights and curl up in his dorm watching his favorite binge-able shows on Hulu, Netflix, and Amazon Prime Video. He comes from a well-off family with an average income of around 100k-150k. In a small college town, he uses Target for most of their groceries but is still very cautious about what he wants to consume. He doesn't cook much, but when he does, he looks for easy and delicious meals.

Sarah



Travis



Jamie





Demographics

Adults ages 25-34 are 15% more likely to consume Kashi GO, and men and women are equally likely to consume this cereal brand. Additionally, adults ages 18-25 are 30% more likely to consume. There is a positive correlation between household income and consumption of Kashi GO, with people receiving an income of \$100,000-\$150,000 being 30% more likely to consume this brand. People who received higher levels of education are also more likely to consume this product. White people are 11% more likely than other racial groups to consume Kashi GO, while African Americans are 42% less likely. Kashi GO is consumed most by people living in the Northeast and Western regions of the United States. Furthermore, people who work full or part-time are 13% more likely to consume this product. Based on these demographics, we are choosing to target younger adults living on the East and West Coast, particularly in the mid-Atlantic area. We will target people who live closer to the big cities in these regions, who are more likely to have received higher education and receive a higher income.

Values/Behaviors

Shifting from demographics to health attitudes, Simmons's data also shows that people who reported that they frequently eat meals on the go, try to eat a healthy breakfast every day, and often check the nutritional content of food are more likely to consume Kashi GO. Additionally, people who believe in a healthy lifestyle over traditional dieting and who regularly eat organic foods are more likely to consume Kashi GO. Kashi GO users are 39% more likely to say that nutritional value is the most crucial consideration when choosing what to eat. People who report spending more on food products that treat animals ethically and humanely are more likely to consume this product, indicating that the type of people consuming Kashi GO is considerate of sustainable and ethical food practices. Furthermore, Kashi GO users are 29% more likely to read the recipes that come with products. This may provide an opportunity for Kashi to expand its advertising toward the recipes it has listed on its website.

Strategies: Competitive Advantage

Kashi GO stands out from its competitors with its commitment to clean ingredients, environmental sustainability, and affordability compared to other high-protein cereal options. This is key to making this nutritious option more accessible to a wider range of consumers. Not only does Kashi GO contain high protein, but it is also high in fiber, non-GMO verified, and offers organic options. The brand's emphasis on nutrition caters to health-conscious consumers seeking clean foods. Additionally, Kashi GO places a strong emphasis on the environment, as they prioritize transparency about their sustainability efforts. The brand has partnered with the nonprofit organization 1% of the Planet and has promised to donate 1% of its yearly sales to a variety of environmental nonprofit organizations. Their dedication to both product quality along with their environmental impact gives Kashi GO a unique advantage in the market.





Our unique selling point is that Kashi GO not only markets their breakfast cereals, but they're also selling a healthy, active lifestyle that comes with it. Kashi GO's protein and fiber content allows the brand to market toward an on-the-go lifestyle that many people live. Rather than emphasizing traditional dieting or diet trends such as no carbs, Kashi GO encourages a well-rounded lifestyle and healthy eating combined with activeness. Additionally, their emphasis on sustainability further attracts individuals who strive to live an environmentally friendly lifestyle, which is a growing concern for many. Overall, unlike its competitors, Kashi offers the health benefits of high protein and fiber along with a balanced, active, and sustainable lifestyle.



Brand Personality

Kashi Go is known for its clean, nutritious, and active brand personality, appealing to health-conscious consumers who prioritize natural, minimal processed ingredients. While inflation has consumers searching for affordable cereals, cereal remains a staple due to its convenience and relative affordability compared to pricier breakfast options like meat and eggs. Kashi Go differentiates itself by catering to the growing demand for health-focused foods, with more than half of consumers now seeking cereals that are high in fiber, low in sugar, and packed with protein. Perceived as wholesome and natural, Kashi Go reinforces its commitment to wellness by prioritizing purity in its ingredients.



The brand resonated particularly with active individuals, positioning itself as a fuel source for fitness enthusiasts and those with energetic lifestyles. Its dedication to sustainability, including organic ingredient sourcing, appeals to environmentally conscious consumers, enhancing Kashi Go's responsible and ethical image. With high-protein, and high-fiber options, Kashi Go empowers consumers to maintain balanced diets that support fullness and weight management, making it a reliable choice for those with fitness goals. The brand's forward-thinking alignment with modern dietary trends, such as plant-based nutrition and clean eating, attracts health-minded millennials and Gen Z consumers. Through a commitment to transparency in ingredients and sourcing, Kashi Go fosters trust and loyalty, building a brand that consumers can truly believe in.

Brand Positioning

Kashi Go strategically positions itself as the go-to cereal choice for health-driven consumers who are seeking a high-protein, plant-based nutritious start to their day, unlike competitors such as Magic Spoon, which focuses on indulgent low-carb options with nostalgic flavors, Kashi Go champions whole, natural ingredients that support sustained energy for active lifestyles. Where Kellogg's Special K centers on weight management, Kashi Go differentiates itself by offering a nutrient-dense option with higher protein and fiber, appealing to those who value a more balanced approach to wellness without compromising ingredient quality. Compared to Three Wishes, which highlights family-friendly, allergen-free ingredients, Kashi Go stands out with its commitment to sustainability and broader market presence, making it an ideal choice for consumers who value both health and environmental responsibility. By emphasizing clean-label ingredients and nutritional density, Kashi Go carved out a niche for itself as a premium cereal for health-conscious consumers who seek breakfast as an important step towards an active, balanced lifestyle, rather than a simple diet or indulgence.



Geographical Strategies

When segmenting geographical regions for Kashi GO, a majority of Kashi consumers fall into the county-size C bracket. This means within the counties that fall into the selected regions where Kashi GO has high consumer trends, county populations bracket between 40,000 and 150,000. Kashi GO has a high concentration of consumers on the east and west coasts of the United States. More specifically, Kashi GO consumers have high concentrations in the Northeast and Western regions. Additionally, within those targeted regions where Kashi GO consumers reside, hyper-targeted areas for Kashi GO to concentrate their media include the Mid-Atlantic (Pennsylvania, New Jersey, New York City, DC, Maryland), New England (New Hampshire, Vermont, Maine, Massachusetts, Connecticut, Delaware and Rhode Island), Mountain (Colorado, Montana, Wyoming, Utah, and Idaho), and the Pacific (Washington, Oregon, Northern-California, Alaska). States that also have prominent Kashi GO consumer populations include New Mexico, West Virginia, Arizona, and Nevada. With these prominent areas in which Kashi GO consumers reside, we will streamline advertisements, multimedia, promotions, and digital marketing to these regions. As Kashi GO embraces the healthy and active lifestyle brand persona, these regional markets provide viable areas to push increased consumption, recognition, and media presence.



Seasonal Strategies Go Beyond With Kashi

Because consumer interest in health topics increases during the warmer months, according to the Consumer Food Insights report by the Center for Food Demand Analysis and Sustainability of Purdue University. Kashi GO will launch a summer strategy designed to engage and inspire individuals to embrace an active lifestyle, positioning the brand as a partner in consumers' summer activities. The "Go Beyond with Kashi" campaign is focused on aligning Kashi GO's mission of promoting nutrition and wellness with the seasonal enthusiasm for outdoor activities and health-conscious choices. Starting in late April and running through the end of August, the campaign will have several initiatives emphasizing Kashi GO's high protein content and ability to fuel various summer activities.

Furthermore, due to the digital habits of Kashi GO's target audience, social media will be a significant focus. Considering that Kashi GO consumers are 37% more likely to use social media during the morning, between 6 a.m. and 11 a.m., a key part of the social media plan is using Instagram Stories to build daily engagement and interactions with the brand. This includes interactive pools asking followers questions or quizzes about the nutritional benefits of Kashi GO products, and stories showing influencers using Kashi GO products in their summer routines to provide authenticity and humanize the brand. Kashi GO can drive traffic to product pages, recipes, or campaign-related content by posting during peak engagement hours to align with consumer behavior and increase reach.

The "Go Beyond with Kashi" campaign is a strategic initiative that positions Kashi GO as an essential part of consumers' summer routines. It employs the seasonal demand for health-conscious choices and outdoor activities and emphasizes the brand's commitment to wellness, nutritious ingredients, and fitness activities. The Instagram Stories strategy boosts real-time engagement, keeping the brand at the lead of consumer attention and encouraging frequent, meaningful interactions. This campaign strengthens the brand's presence and reinforces its mission to support consumers in living their healthiest, most active lives.





Go Beyond With Kashi

As consumers enter the fall season, we see many people fall back into the craze of going back to school or the daily events and chaos of life. Kashi GO will then focus on helping people who are on the go, making sure they never need to substitute health for convenience. This strategy is to remind people that healthy eating and caring for your health is a year-round goal, and not to lose it all during the chaos of the year. Kashi GO makes sure taste, convenience and health all remain factors in their food with no sacrifices to any. This promotion would run from the end of August, to work with our summer campaign, to the beginning of October. The primary goal is to get people who feel rushed to choose Kashi GO as their go-to cereal, through promotional samples in stores and a commitment to donations towards education foundations through the W.K. Kellogg Foundation.

While the product itself will remain consistent, ad efforts will begin to focus on the idea that life isn't simple, but your food can be. A particular emphasis will be put on the convenient nature of the food, and how it allows for the perfect set of nutritional values in a small package, making it the perfect snack for your day. Due to this, the ads will also begin to position Kashi GO as not only a breakfast option but a perfect snack for busy days. By starting this at the end of the summer campaign, we are ensuring people are still thinking Kashi GO when they go grocery shopping. We would then attempt to work with retailers again to push these samples back into our traditional flavors,

While a large part of Kashi GO's tone revolves around being healthy and active, this campaign would instead put a focus on the range of people who may be consumers of our cereal. Busy parents, active dog parents, college students, or the average corporate worker are also our consumers, not just the hyperactive ones. We want to be there for all stages and help make life simpler by being the best choice. That is why we will employ a multitude of partnerships across different platforms but a heavier emphasis on Instagram and TikTok due to the influencer culture on these sites. Influencers who produce day-in-the-life content will be a heavy focus, especially those who are college students or have a 9-5 corporate job. Additionally, we will aim for family channels that have school-aged children. There will also be a push with food creators, especially those whose content focuses on easy and delicious snacks. Ensuring a range of influencers will help make sure we reach the range of audiences who are busy and are the ones looking for a way to simplify a part of their life.

Research on media habits for our target audience found that Kashi GO consumers are 69% more likely to be checking emails between 6-7 p.m. As such, we will make sure to add in email promotions, with digital coupons giving customers an incentive to purchase Kashi GO. We know our consumers are busy and might not always have the time to scroll through other social media. Giving them a reason to choose Kashi GO straight into their inbox helps us work with and for the consumer.



Creative Brief

Who are we talking to?

Our target audience includes health-conscious individuals—Millennials—who prioritize nutrition and sustainability in their food choices. They value transparency and look for brands that align with their commitment to an active, balanced lifestyle and environmental impact.

What's the keyword?

Nourishing.

What's your point?

Kashi Go is the ideal cereal choice for those who want a nutritious, sustainable, and satisfying breakfast that supports their active lifestyle without sacrificing ingredient quality.

What do you want me to do?

Choose Kashi Go as your breakfast staple for a nutritious start that aligns with both your health and sustainability goals.

Why should I believe you?

Kashi Go's focus on clean, natural ingredients and high nutrition value is backed by our commitment to using whole grains, plant-based protein, and organic sourcing. This dedication to quality has earned Kashi a reputation as a trustworthy brand among wellness-focused consumers.

Why should I care?

As more people aim to eat consciously, Kashi Go offers a high-protein, plant-based option made from whole, minimally processed ingredients. With Kashi Go, you don't just get cereal; you get a product that respects your body and the planet.

How should I feel?

Kashi Go is the best option for a cereal that fuels your body, supports your lifestyle, and respects the planet.



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Creative Plan

Thamyres Costa

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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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.



With you for every moment.



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.



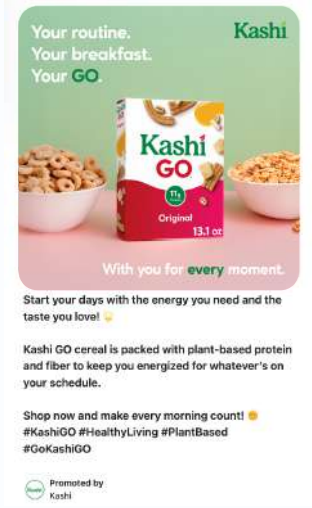
Scene 9 (27–30 seconds)
Visual: The creator sits at their desk with a laptop. The Kashi GO box is subtly visible in the background.
Voiceover: “Now it’s time to get to work! My mornings always feel productive when they start with Kashi GO. It keeps me full and ready for the day.”
Sound: Music fades out.

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.



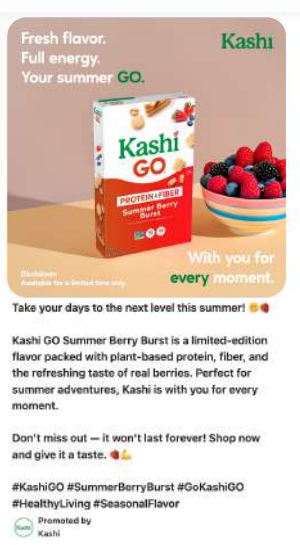
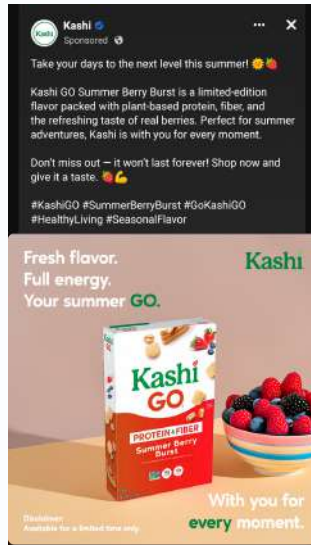
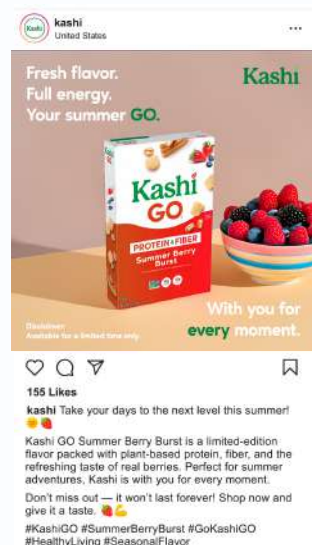
Social Media Sponsored Advertisement



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."



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! 🍌

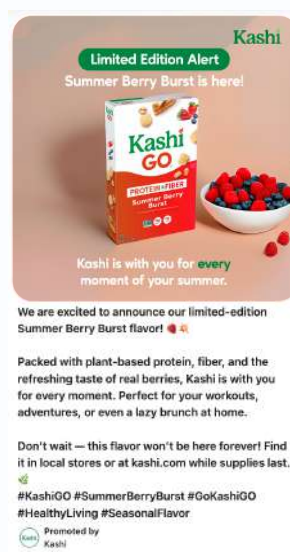
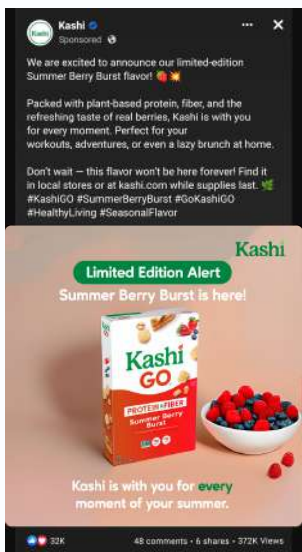
#KashiGO #HealthyRecipes #BreakfastGoals #GoKashiGO #WithYouForEveryMoment



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”

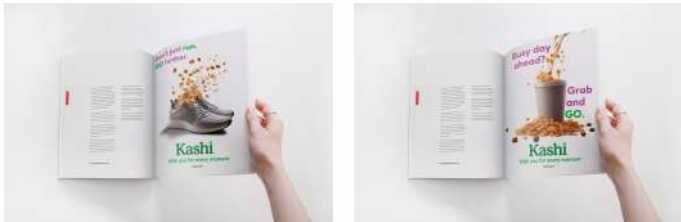
format appeals to busy, health-conscious people, reaffirming that Kashi GO supports them in all facets of their lives. Because it emphasizes energy and movement for summertime activities while also addressing the need for food and focus during the busier fall schedules, this structure works for both 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.



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Media Plan

Elijah Perez

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[®]

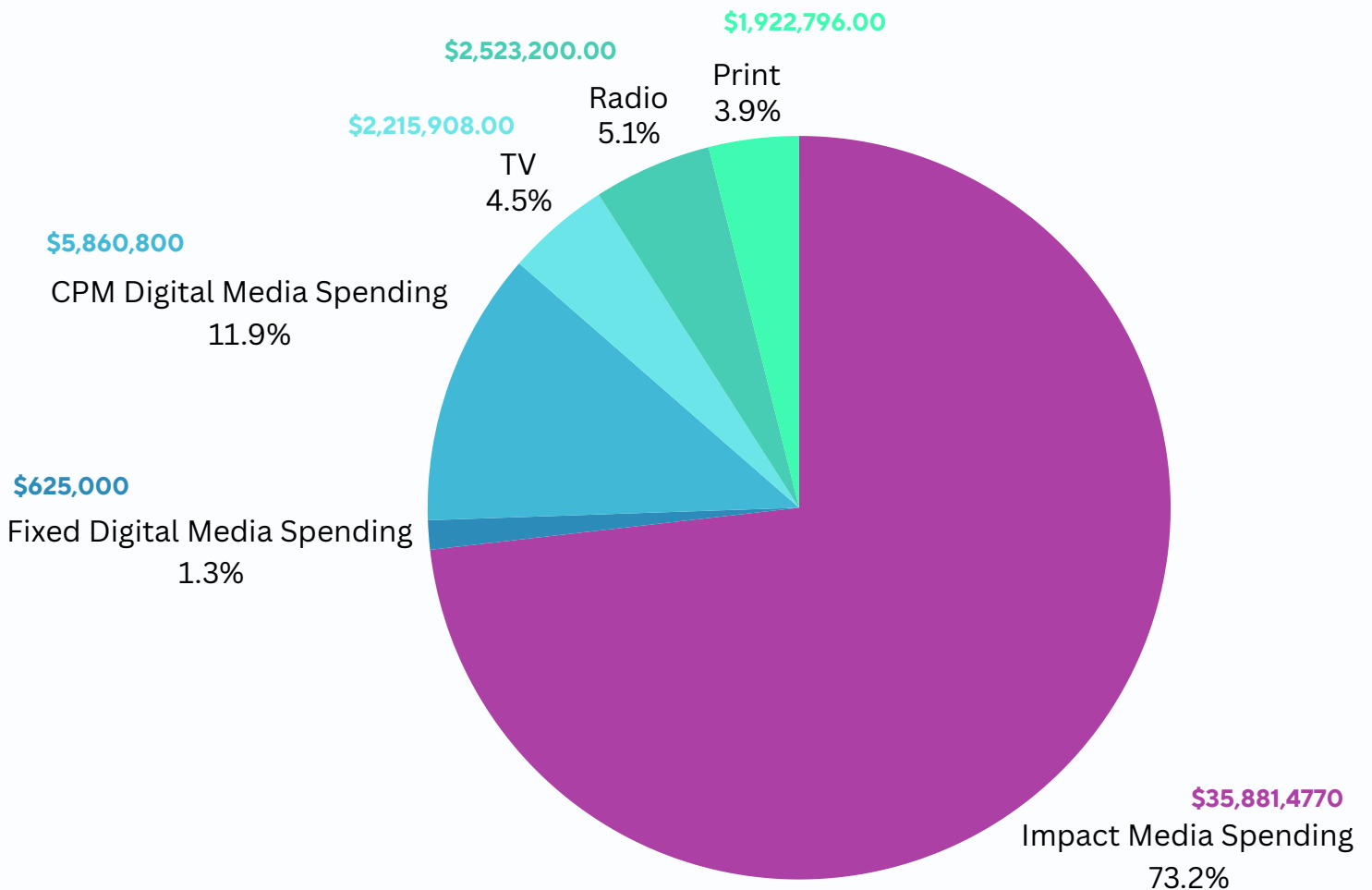


Media Architecture

Our media plan objectives consist of the following. We plan to increase Kashi GO's Instagram and Facebook followers by 25% in the upcoming six months by regularly publishing content, collaborating with influencers monthly, and implementing targeted advertising efforts. We also want to boost the average engagement rate (likes, comments, shares) across Facebook, Instagram, TikTok, and Pinterest by 15% over the next quarter by using interactive features like polls and questions, more video content, and optimized post timing. Additionally, we want to increase the conversion rate from social media ad clicks to product purchases on the Kashi GO website by 2% within 3 months. This will be achieved through retargeting campaigns and optimized landing pages, with performance measured by the direct response generated from social media advertising efforts.



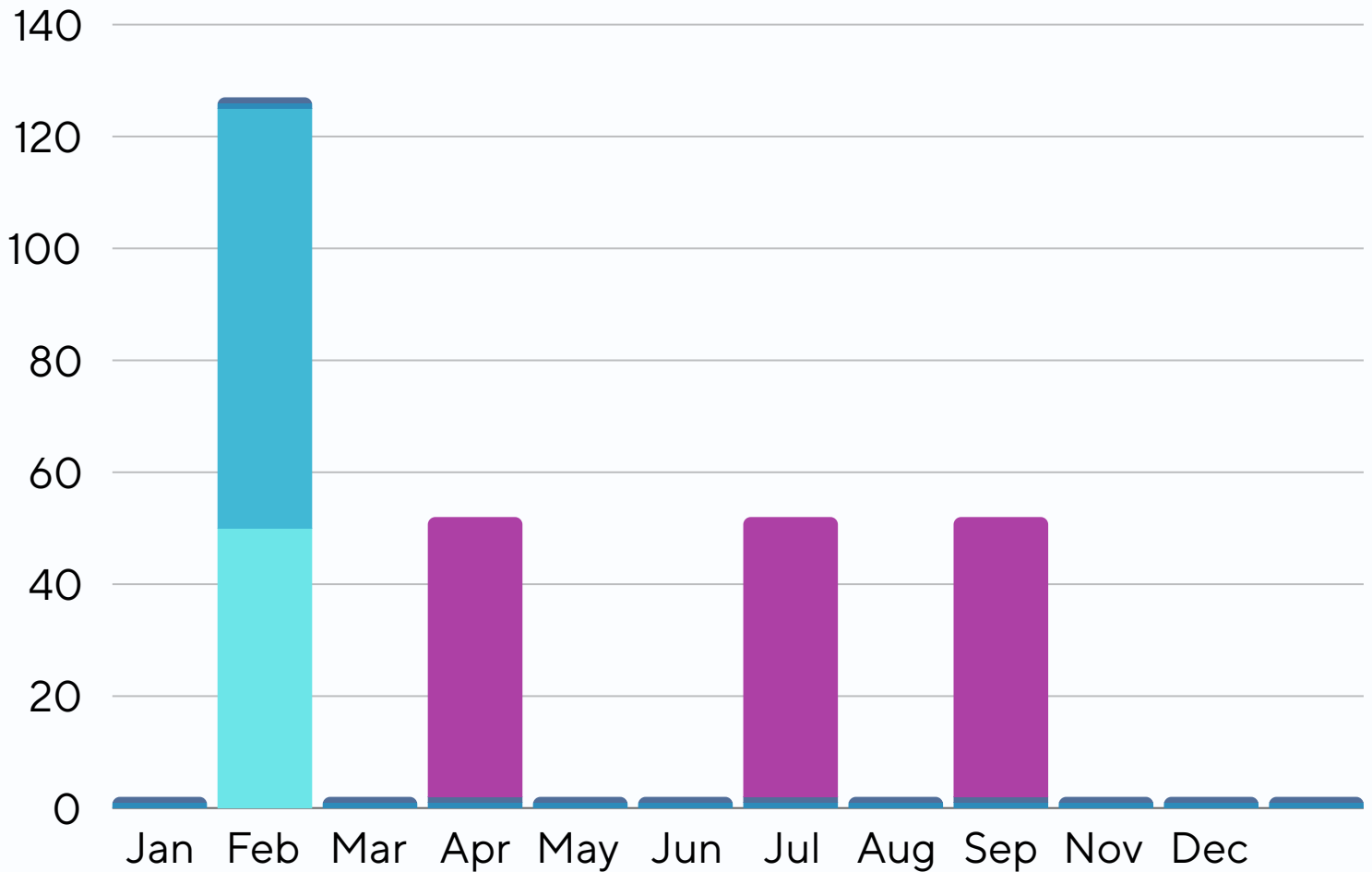
Our campaign will run from January 2025 through December 2025. We want this campaign to build upon itself and create lasting connections with our consumers. As we market Kashi GO as a healthy cereal that promotes healthy living, we identified apertures within the spring and summer seasonal months to prioritize allocations of advertising funds. This window provides a prime opportunity to market our cereal that promotes a healthy and active lifestyle, as data indicates that more individuals engage in outdoor and healthy-lifestyle activities in the spring and summer months. Prioritizing these seasons within the spheres of advertising and marketing will result in increased exposure and overall sales for the product. Below are various charts defining the specific media mediums we plan to advertise on and the exact funds of our allocations.





Impact Media Flow Chart

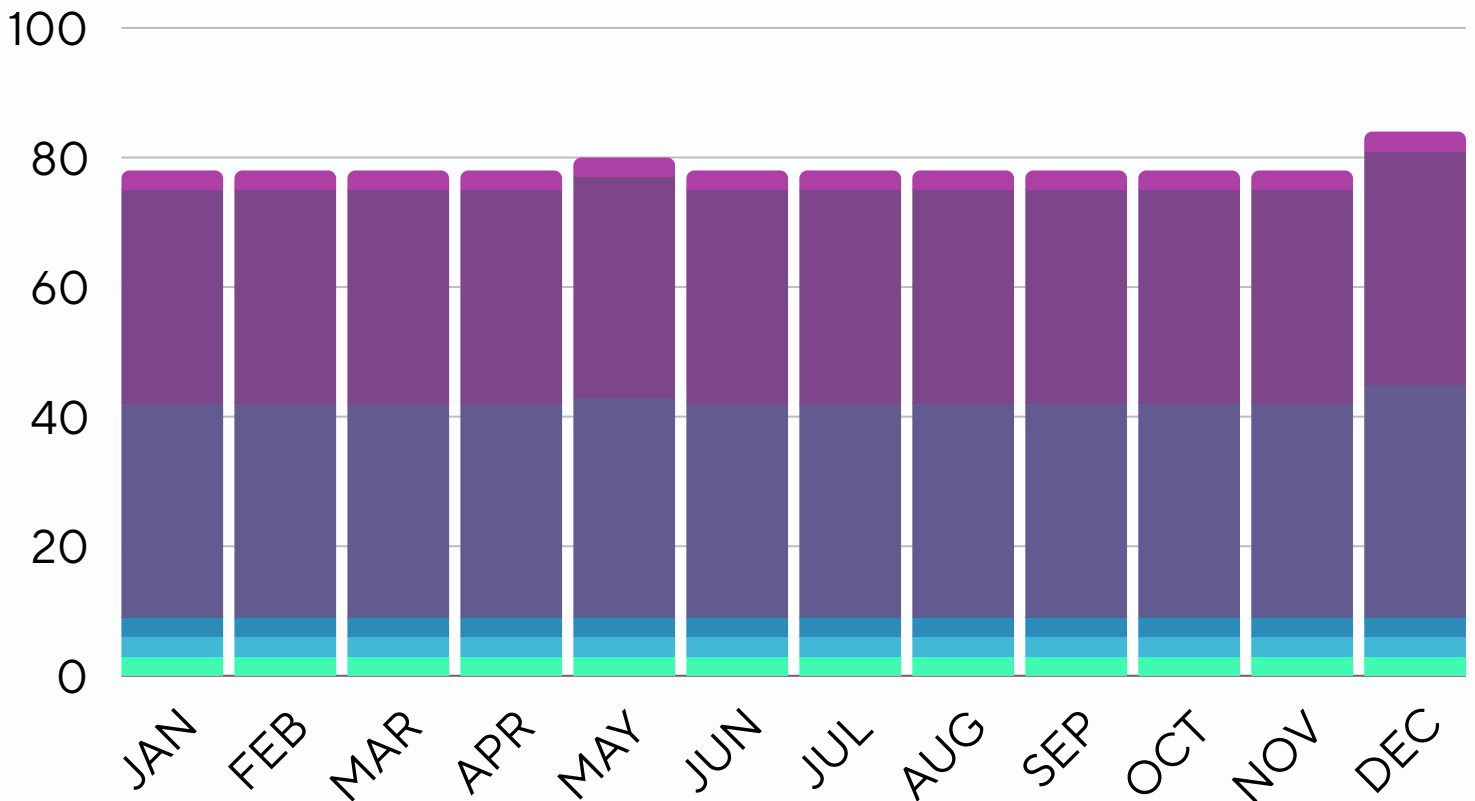
Our impact media budget was \$35,881,470 Million. Most of these funds went toward commercial spots during the airing of the Grammys and Super Bowl in February. We allocated funds to market through direct mail every month of our campaign and additionally will run three billboards across 50 states during the seasonal months of April, July, and September.





Traditional Media Flow Chart

Our traditional media budget was \$6,661,904.00. This covered our national television advertising spots, our regional television spots, regional magazine ads, and national radio advertisements. As Kashi GO has a small online and marketing presence, we decided the best way to increase exposure and familiarity with our product was through consistent television and radio advertising spots.





Combined Media Flow Chart

This chart defines the specific allocation of units for our campaign. February is the highest allocation as the Super Bowl, and Grammys occur during that period. Our seasonal months from April to September serve as our prioritized apertures, with impact advertising taking precedence.

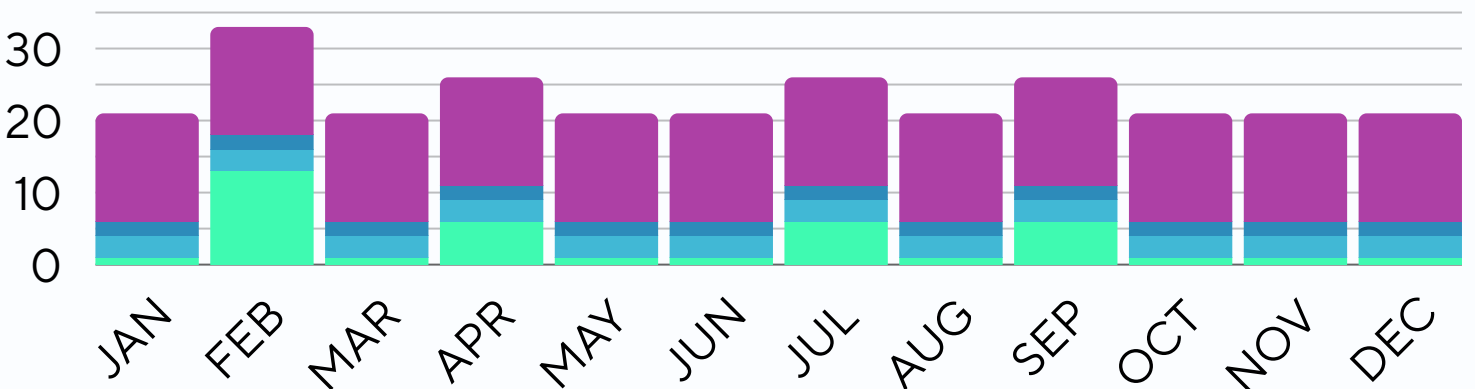
- Sum**
- January:** 122
- February:** 246
- March:** 121
- April:** 168
- May:** 120
- June:** 118
- July:** 168
- August:** 118
- September:** 168
- October:** 121
- November:** 121
- December:** 127

- Impact Media** Total: 299
- Fixed Digital** Total: 205
- CPM Digital** Total: 288
- Traditional** Total: 962



Media Strategies

Our media campaign plans to run from January 2025 to December 2025. This allows us to utilize a calendar year to optimize our seasonal marketing priorities. We chose a high-frequency plan as Kashi GO does not have a strong media presence and does not run national commercials advertising its products. Our campaign reach is geared toward adults aged 18-35 with more middle-class income. Our scope reach is prioritized to specific regions: northwest, west, and east coasts. These have been identified as hot spots for our consumers. We also engage in national advertising on several platforms. This allows Kashi GO to reach audiences outside our target market and those who may be unfamiliar with the product. Our frequency has a high pulse during the ramping-up of spring to summer months, with the highest pulse occurring during summer and slowly decreasing into fall. Our media selection varies. Under Impact Media, we selected direct mailing ads, three seasonal billboards across 50 states, MailChimp email marketing, a Grammy-awards television spot, and a Super Bowl television spot. Within our digital media, we utilize SEO and SEM Marketing and run advertisements on Instagram, Facebook, TikTok (Sponsored Ad), Pinterest (Targeted), Spotify Audio Ad, YouTube Ad In-Stream, Hulu Ad, Netflix Ad, Amazon Prime Ad, and Disney+ Ad. Finally, for our traditional media, we selected regional television spots for daytime and evening, a daytime national television spot, national radio spots during commuting time and daytime, and year-long regional magazine ads.





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Public Relations Plan

Maia Groom

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.

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Stakeholder and News Media Relations Strategy: Discussion of the status of public opinion and stakeholders

Currently, Kashi GO is currently combating its previous reputation as a brand that produced misleading content regarding the quality of its ingredients. With three scandals related to organic ingredient advertising, Kashi GO needs to mend this. Recent data and polling show that clean eating is incredibly important to many consumers and eating healthy. Kashi GO's work with farmers and Non-GMO Project has ensured its quality but due to limited social media presence, few consumers are aware of the power of Kashi GO. This means Kashi GO must work to rebuild trust, mainly through accurate advertising regarding our products and events to showcase our commitment to health. Kashi Go will begin to regain a positive association among consumers, and we will work to remind consumers that although life is crazy, Kashi GO is the simple choice.

Headlines

 The New York Times
<https://www.nytimes.com/2014/05/09/business/kellogg-agrees-to-alter-labeling-on-kashi-line>


Kellogg Agrees to Alter Labeling on Kashi Line
 May 8, 2014 — The settlement, which includes a \$5 million payment, comes at a time when food companies are facing a number of lawsuits over ingredients and ...

2014- 1 of 2 scandals regarding marketing claims by Kashi being FALSE

 PR Newswire
<https://www.prnewswire.com/news-releases/kashi-rebrands-the-best-selling-golean-line-to-kashi-go>

Kashi Rebrands the Best-Selling GOLEAN Line to Kashi GO
 May 14, 2019 — PRNewswire/ — Today, Kashi officially announces its product redesign to its best-selling GOLEAN line which is now called **Kashi GO**.

2019- Kashi is having LIMITED but natural coverage

 San Francisco Chronicle
<https://www.sfchronicle.com/politics/court-sides-with-kellogg-kashi-in-suits-over-cereal-nutrition>

Court sides with Kellogg, Kashi in suits over cereal nutrition
 ...
 Aug 14, 2023 — Consumers are not being misled by cereal package labels that list their protein levels, a federal appeals court ruled Monday.

2023- Kashi is in another court case, although they won the suit it brought negative attention to Kashi during the lawsuit

Statement of PR Strategy

As mentioned, Kashi GO has had a bad track record regarding consumer opinion and trust. Additionally, based on our media review, Kashi GO has stalled its social media marketing efforts which prevents the average consumer from rethinking their stance on Kashi GO. Consumer-wise, preferences for health and sustainability are increasing. Over the past five years, sales and volume in the breakfast cereal market have steadily increased, driven primarily by consumer demand for healthier option. Post-pandemic, the International Food Information Council's annual food and health survey found that 1 in 5 individuals are making "healthier choices". Statista, a database company, has found that even in 2024, 60% of consumers are actively trying to "eat healthier". Research from the Business World suggests that there is now a focus on healthy consumption and consumers have different criteria for buying certain products than 10 years ago.

There has been an increase of interest in plant-based options, superfoods (or foods with lots of health benefits packed in), and convenience. Even more so, people are worried about where their food comes from, and want full transparency from these companies to ensure they know what they are feeding themselves and their families. McKinsey and Company also conducted their own research on consumer health trends and found similar results, but noted those who talked about changing and improving their diet were the younger generation (ages 18-24). Additionally, they found that health actually triumphs over sustainability, meaning that consumers are more interested in knowing what they consume than how ethical



Kashi

Stakeholders

First, WK Kellogg, its parent company, has a big say. WK Kellogg has 20 different brands under its name and has a range in their content such as Froot Loops and Special K being owned by the same company. Special K is a competitor for sales, and if Kashi GO begins to fall in sales, there may be more interest and investment in Special K in the future. There are also the consumers. Obviously, for Kashi to stand out among the saturation of the cereal market, they need to be appealing to customers over other brands. Additionally, there are organic certification providers. They currently work with Quality Insurance International and HESCO. Due to Kashi's healthy and organic branding, Kashi needs to continue to meet these criteria or else they could lose their certification which would take away from a key part of the identity of Kashi cereal. Finally, farmers are a key part of Kashi's success. As mentioned, Kashi prides itself on being organic and clean and to do so, they must be purchasing products from farmers who are certified organic. This helps the farmers but also is important for Kashi to use this resource to maintain their image.



the creation of their food was. This trend is particularly obvious among the older generation, who may be in favor of sustainability but are not willing to switch or pay higher prices for a more sustainable substitute. With all of these insights, we are going to put Kashi GO back in the forefront of the media's mind as a nourishing, delicious, and convenient choice. In addition to a new creative set of advertisements, we will hold press conferences, host exciting new events, and begin promotional events, such as tastings in grocery stores to generate buzz. We will return to social media with influencers collaborations and an overall consistent stream of content on platforms such as TikTok and Instagram.

Objectives for this PR Campaign

The saturation of the protein cereal market has made it difficult for brands to stand out among the noise. That being said, Kashi GO is a clean, and delicious brand, all at a more affordable price than competitors. As such, we want to remind Kashi GO is the right choice for any busy lifestyle, and we aim to never make that consumer choose between clean eating, efficiency, or taste. However, due to a lack of media presence alongside a potentially damaged reputation, Kashi GO fails to stand out as the right choice for consumers. Our new commitment to nourishment, not just for you but for the environment, needs to be highlighted alongside the following objectives.

Number 1

Put Kashi GO back in the Media spotlight by nourishing media connections and hosting publicity events meant to put Kashi GO back on the consumers mind

Number 2

Position Kashi GO as the best choice for protein cereals based on our clean and sustainable ingredients and fair price point

Number 3

Current Kashi GO is strong in its sustainability claims and is eager to win back the consumers' trust despite previous scandals





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Public Relations Tactics: Publicity Programs, Opinion Management, etc.

Magazines



Bon Appétit

Sam Stone- creates easy and quick meals for life. Has a lot of grocery store reviews



The New York Times

Ali Slagle, focuses on " low effort, high reward" recipes, already has a few associated with cereal



San Francisco Chronicle

Amy Machnak , writes food content, has one about recipes to be made with cereal.

TV Stations



Food Network

Amy Reiter, writes on food and pop culture intersection, would bring Kashi GO promotion to the center



KABC-TV

Jordan Arseneau, a senior programmer who covers food.



NBC NYC

Eric Mullin. Covered the Kelce brothers collaboration for cereal, emphasis on pop culture content and food.

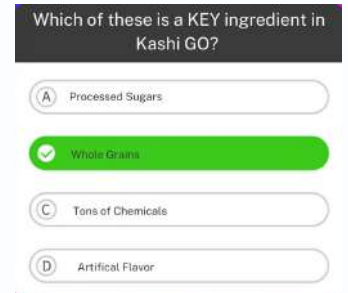


Discussion of Promotion Activities

Kashi GO will launch a summer strategy designed to engage and inspire individuals to embrace an active lifestyle, positioning the brand as a partner in consumers' summer activities. The "Go Beyond with Kashi" campaign is focused on aligning Kashi GO's mission of promoting nutrition and wellness with the seasonal enthusiasm for outdoor activities and health-conscious choices. Starting in late April and running through the end of August, the campaign will have several initiatives emphasizing Kashi GO's high protein content and ability to fuel various summer activities. Additionally, for this campaign, there will be a limited edition flavor called Summer Berry Burst that will be on shelves for the duration of the campaign. This ad pairs with Kashi's commitment to be here during all time of the year, even the busiest of summers.



Furthermore, due to the digital habits of Kashi GO's target audience, social media will be a significant focus. Considering that Kashi GO consumers are 37% more likely to use social media during the morning, between 6 a.m. and 11 a.m., a key part of the social media plan is using Instagram Stories to build daily engagement and interactions with the brand. This includes interactive pools asking followers questions or quizzes about the nutritional benefits of Kashi GO products, and stories showing influencers using Kashi GO products in their summer routines to provide authenticity and humanize the brand. Kashi GO can drive traffic to product pages, recipes, or campaign-related content by posting during peak engagement hours to align with consumer behavior and increase reach.



The "Go Beyond with Kashi" campaign is a strategic initiative that positions Kashi GO as an essential part of consumers' summer routines. It develops the idea that Kashi GO can be with you at all points of life, even during the busy summer months. It employs the seasonal demand for health-conscious choices and outdoor activities and emphasizes the brand's commitment to wellness, nutritious ingredients, and fitness activities. The Instagram Stories strategy boosts real-time engagement, keeping the brand at the lead of consumer attention and encouraging frequent, meaningful interactions. The campaign will be branded with the hashtag #GoKashiGO, used on posts pertaining to Kashi GO in day to day lives. This campaign strengthens the brand's presence and reinforces its mission to support consumers in living their healthiest, most active lives.

As consumers enter the fall season, we see many people fall back into the craze of going back to school or the daily events and chaos of life. Kashi GO will then focus on helping people who are on the go, making sure they never need to substitute health for convenience. This strategy is to remind people that healthy eating and caring for your health is a year-round goal, and not to lose it all during the chaos of the year. Kashi GO makes sure taste, convenience and health all remain factors in their food with no sacrifices to any. This promotion would run from the end of August, to work with our summer campaign, to the beginning of October. The primary goal is to get people who feel rushed to choose Kashi GO as their go-to cereal, through promotional samples in stores and a commitment to donations towards education foundations through the W.K. Kellogg Foundation.

By starting this at the end of the summer campaign, we are ensuring people are still thinking Kashi GO when they go grocery shopping. We would then attempt to work with retailers again to push these samples back into our traditional flavors.



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While a large part of Kashi GO's tone revolves around being healthy and active, this campaign would instead put a focus on the range of people who may be consumers of our cereal. Busy parents, active dog parents, college students, or the average corporate worker are also our consumers, not just the hyperactive ones. We want to be there for all stages and help make life simpler by being the best choice. That is why we will employ a multitude of partnerships across different platforms, but a heavier emphasis on Instagram and TikTok due to the influencer culture on these sites. Influencers who produce day-in-the-life content will be a heavy focus, especially those who are college students or have a 9-5 corporate job. Additionally, we will aim for family channels that have school-aged children. There will also be a push with food creators, especially those whose content focuses on easy and delicious snacks. Ensuring a range of influencers will help make sure we reach the range of audiences who are busy and are the ones looking for a way to simplify a part of their life.

Research on media habits for our target audience found that Kashi GO consumers are 69% more likely to be checking emails between 6-7 p.m. As such, we will make sure to add email promotions, with digital coupons giving customers an incentive to purchase Kashi GO. We know our consumers are busy and might not always have the time to scroll through other social media. Giving them a reason to choose Kashi GO straight into their inbox helps us work with and for the consumer.

During both of these promotions, Kashi GO will partner with Costco for in-store samplings of our new flavor. By the end of this, we will integrate trade-market sale promotion where Kashi Go will be in Costco by the end of 2025. Additionally, both of these will employ influencer marketing for both. For the summer promotion, we would find influencers with content such as the following; body positivity, marathon training, or cooking content. Those in our fall promotion will use influencers with content such as the following; day in the life video content, students, and parenting content. This will be done to bring both campaigns to the front but will continue to encourage users to use the hashtag #GoKashiGO when creating their own content.

Summer Influencers



Ilona Maher

@ilonamaher



Brett's Bites

@brettsbites



Elizabeth Cruz

@lizsmiles1





Fall Influencers



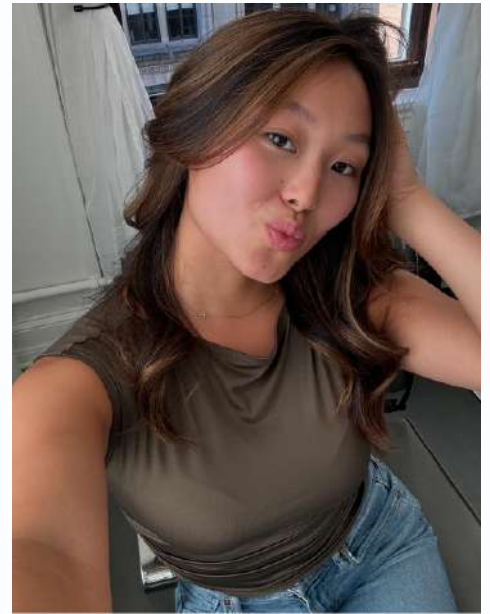
Sam

@shawtgal49



Jenn Lueke

@jenneatsgood



Issa Okamoto

@issaokamoto

Discussion of Buzz/Viral Marketing

Kashi’s commitment to revamping our social media presence is a key factor in these events. Despite having some big names at some of our events and managing media relations, Kashi is capitalizing on influencer and individual content. During all our events and promotions, we are employing popular influencers on social media to get it started. However, we are not relying on getting a general buzz, our events are new and exciting and encourage active conversation, not passive. Our events for consumers are focused on demonstrating Kashi’s commitment to being there for consumers. Our Kashi Kafe, a sustainable cooking class meant to give back to our consumers, is going to be taking all sorts of people from all across the country to a room with established celebrity chefs. More than that, we are leaving users with an experience, and in it, Kashi is aiming to assist those important to us with skills that transcend the cereal world. Additionally, actions speak louder than words and Kashi’s commitment to sustainability is evident in our symposium. Media will be invited, but we do not rely solely on the media getting the word out. While these are Kashi created events, we take the backseat and aim to let those attending learn and get the most out of these events. These new events alongside upgraded marketing tactics will keep Kashi GO relevant, and with enough content generated from our side alongside our incentives to have an average user of social media create content for us, Kashi GO will be a trending name on social media.



Discussion of Events & PR Support

Kashi Cafe

This event will be a pop-up shop in New York at Blue Hill Farm. This event is focused on helping consumers learn that delicious and healthy meals do not have to be hard. Kashi Go will be enlisting the work of Dan Barber and Melissa Kelly, two world-renowned chefs. Dan Barber is a Michelin-star chef who also considers himself an environmental activist. He has long promoted sustainable farming and even released a book about changing the way we eat and cook. Barber also Owns Blue Hill Farm. Melissa Kelly is also a decorated chef with a passion for sustainability. Both value farm-to-table ingredients to create delicious feats. These two will host a cooking class aimed at teaching the value of balancing quality ingredients, taste, and time. 15 participants will be randomly selected through a lottery system which people can enter by using the #GoKashiGo and creating a video on how Kashi fits into their busy lives.

Additionally, Kashi will invite 15 local farmers who work with Kashi GO. Finally, 15 content creators/influencers will be invited. These influencers will be chosen based on those whose content pertains to cooking, sustainability, and day-in-the-life videos. There, attendees will each receive a Kashi GO apron before starting the culinary experience. Barber and Kelly will speak about their personal experiences with sustainability and how important it is to them. From there, the audience will get to learn a full-course meal and cook it themselves as well. There will also be tastings and snacks interspersed throughout, such as Kashi Go’s new flavor. They will make appetizers, entrees, snacks, and desserts. At the end, they will be given branded Tupperware to take home their culinary creations alongside a Kashi gift bag. This gift bag will have samplers of all of Kashi Go cereal, a small recipe book filled with easy meals including ones that can be made with Kashi GO, a reusable water bottle, and a coupon for a free box of Kashi Go at Target. The entirety of the event will last 5 hours, and transportation to and from the event will be provided for those attending. This event is the first taste of how Kashi GO is here to support everyone in their own quest for sustainable and delicious food, assisted by Kashi.

Sustainability Symposium with Kashi and NCAT

Kashi will partner with the National Center for Appropriate Technology’s ATTRA Sustainable Agriculture program to help current and future generations promote a more sustainable world. This marks the first annual event in which Kashi will invite 30 farmers, 30 students, 30 eco-conscious influencers, and 15 Kashi employees to this event where representatives from NCAT will educate and lead a dialogue about sustainable farming practices. The farmers will be those who work with Kashi and are currently in the process of trying to obtain their organic certification. 30 students from across the country who are pursuing degrees in or are interested in any of the following topics; agriculture, sustainability, or environmental sciences. They can apply on the Kashi website with a one-page explanation of why sustainability in farming is important to them and to the world. Influencers with an emphasis on eco-friendly content will be invited to join this collaboration. Finally, 15 Kashi employees will be selected to attend this event. They will be chosen based on recommendations and characteristics from fellow co-workers or higher-ups. This will be a weekend-long event where everyone will have an opportunity to educate and learn from others there. NCAT will take the primary role as lecturers for the audience but there will be panels with farmers and Kashi executives. Kashi’s commitment to sustainability extends beyond our products, all the way to the next generation. Kashi’s commitment to sustainability is a long term plan intended to make life better for consumers, the earth, and more.



Kashi

A close knit, interactive class meant for all.



Sample gift basket for all participants.





Symposium Details and Events



Interactive and Informative Booths



Ending with a complimentary bag of sustainably treats for all guests



Panel with Kashi GO Executives and Sustainability Experts



We will invite 30 students, 30 farmers, and 30 influencers with 15 additional Kashi employees.



PR & Promo Budget



Kashi Cafe

Celebrity Appearance - **\$300,000 x 2**
Set up, gifts, ingredients, transportation- **\$100,000**



Summitt

Rental of space- **\$100,000**
Transportation and lodging- **\$250,000**
Donation to NCAT- **\$500,000**
Other- **\$50,000**



Summer/Fall Promotion

\$300,000



SEO, SEM, and Email Marketing

\$4,800,000

TOTAL

\$6,700,000



CAPITAL CITY COLLECTIVE

Press Release #1

FOR IMMEDIATE RELEASE

Issued by: Kashi GO

Contact: Maia Groom, PR and Promotions Director.
mgroom@wisc.edu

Kashi Partners With The National Center For Appropriate Technology To Host It's First Sustainable Farming Symposium



SAN FRANCISCO, Calif, 11/21/24 - WK Kellogg Company announced its plan to host the first Kellogg Sustainability Symposium this year in California. In attendance will be Kashi Go executives, local farmers, environmental and agricultural students, and The National Center for Appropriate Technology. The NCAT was created in 1976 to help educate, provide technical assistance, and offer vast opportunities and resources to support sustainable agriculture.

Lindsay Herber, Kashi GO's Account Manager, has expressed excitement for this symposium, focused on bringing sustainability to center stage for Kashi and associates.

"This symposium is a great opportunity for farmers, executives, and potential environmentalists to engage in educational discussions to find solutions and develop their own knowledge surrounding the topic of sustainability," Herber said. "Kashi is always looking for ways to grow with and for our consumers, and this symposium allows for mutually beneficial learning."

Kashi has been committed to sustainability and currently works with The Non-GMO Project, Quality Assurance International, and HESCO. All of these organizations work to promote clean and sustainable agriculture. Kashi works with farmers who are transitioning to USDA-certified organic farming, buying their produce to support them financially.

WK Kellogg also prioritizes education, and as such Kashi will host 50 students from across the country who have a passion for sustainability, agriculture, or the environment.

This symposium will take place in December of 2025, prior to the next farming season. This will become an annual event for Kashi, with new guests every year.

For more information on Kashi products and information on how to attend this Sustainability Symposium with Kashi, visit <https://www.kashi.com/>, or follow us on Instagram or Facebook @Kashi.



CAPITAL CITY COLLECTIVE

Press Release #2

FOR IMMEDIATE RELEASE

Issued by: Kashi GO

Contact: Maia Groom, PR and Promotions Director.
mgroom@wisc.edu

Kashi Opens First Kashi Kafe Cooking Session With Dan Barber and Melissa Kelly



NEW YORK CITY, New York, 11/21/24 - Kashi, a subsidiary of WK Kellogg, has announced a cooking pop-up in New York City this coming weekend. This pop-up, referred to as Kashi Kafe, will feature both Dan Barber and Melissa Kelly, world-renowned chefs and sustainability activists focused on farm-to-table cooking. Joining them will be the first 20 individuals in line, local farmers, and influencers.

Participants will join Barber and Kelly to learn that good food doesn't need to be hard. They will be led through a range of recipes using clean ingredients sourced from local farms. This pop-up serves as a celebration of sustainable cooking practices, reminding us that healthy cooking doesn't have to be complicated.

Lindsey Herber, Kashi GO's Account Manager, shares her excitement for Kashi Kafe and what it will bring to our consumers.

"Life is busy, and many of us often find ourselves having to choose between quality, convenience or taste," says Herber. "Kashi is passionate about providing solutions that never make you choose what to prioritize, and helping you find a delicious balance."



Key aspects of this event include the following

- Live recipe demonstration from world-renowned chefs
- Fresh and organic ingredients from local farms
- A physical pamphlet with all the recipe information alongside a variety pack of Kashi GO cereal.
- Kashi covered costs for transportation
- An iconic Kashi gift basket to help remember the experience at Kashi Kafe

This is a free event that invites anyone interested in learning more about the intersection between cooking and sustainability. Whether this is your first class or you're a seasoned home chef, Kashi Cafe welcomes anyone willing to be inspired who is unwilling to swap taste for convenience.

For more information on Kashi products and information on how to enter the Kashi Kafe giveaway, visit <https://www.kashi.com/>, or follow us on Instagram or Facebook @Kashi



CAPITAL CITY COLLECTIVE

Press Release #3

FOR IMMEDIATE RELEASE

Issued by: Kashi GO

Contact: Maia Groom, PR and Promotions Director.
mgroom@wisc.edu

Kashi GO Introduces New Limited-Edition Flavor: Summer Berry Burst

SAN FRANCISCO, Calif, 11/21/24 - Kashi GO is kicking off this summer with the launch of a new flavor Summer Berry Burst, a limited edition flavor created to add a sweet, vibrant flavor to the season. This flavor will be in stores from late April to the end of August, so don't miss the chance to dive into a world of flavor.

Created with real berries, organic whole grains, and the beloved nutritional benefits of Kashi GO, the flavor offers the perfect nourishment for your body and soul this summer season. Made for all-day munching, this cereal is made to join you on all your favorite activities this summer and pairs perfectly with that cold glass of lemonade.

As part of this summer promotion, Kashi GO is giving yet another reason to try this new flavor with a chance to win a spot at Kashi Kafe, the first sustainable cooking pop-up. All fans have to do is create a video showing how Kashi GO fits into their busy life using the hashtag #GoKashiGO. At the Kafe, fans will learn from decorated chefs Dan Barber and Melissa Kelly who will lead them through a full-course meal where fans can learn these innovative recipes that balance quality, taste, and time.

"Kashi Go has always found a way to balance taste, quality, and convenience in every bowl," says Thamyres Costa, Kashi GO's Creative Director. "Summer Berry Burst is simply a vibrant extension of the great taste and nutrition consumers know Kashi for."

To help bring this flavor nationwide, Kashi will be hosting tasting of these at select retailers near you. Don't miss out on this opportunity to enter a world of flavor- this limited edition cereal will only be available this summer and when the temperatures begin to drop, the cereal will too.

For more information on Kashi products and information on how to enter the Kashi Kafe giveaway, visit <https://www.kashi.com/>, or follow us on Instagram or Facebook @Kashi





Kashi®

Sources

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