

Kashi Q1 2011

Trial Event Execution Review

09.30.10

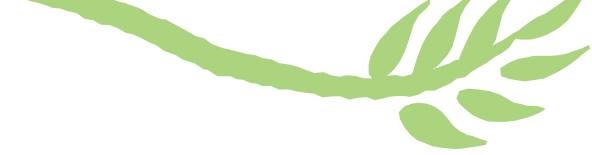


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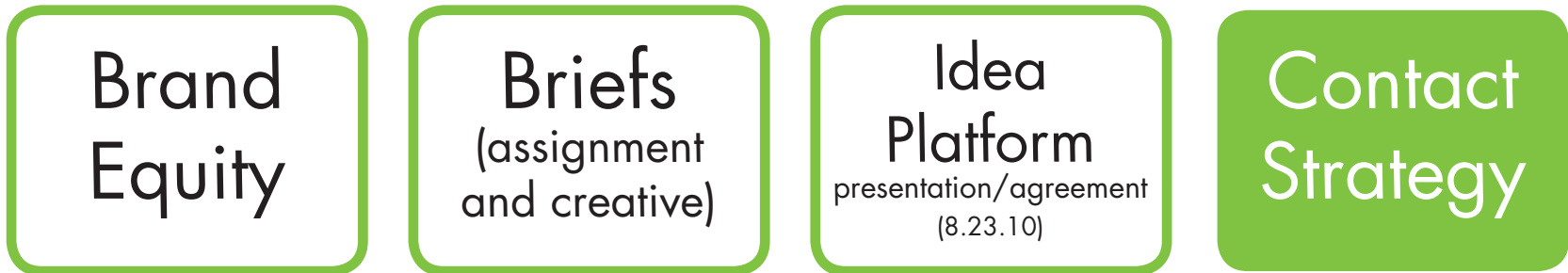


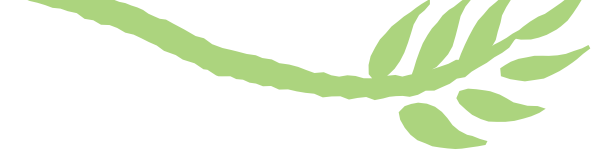
thebarbariangroup





Brand Strategy —————→ **Activation of Ideas in Market**





Recap of how we got here:

- Creative brief highlights
- Approved idea platform

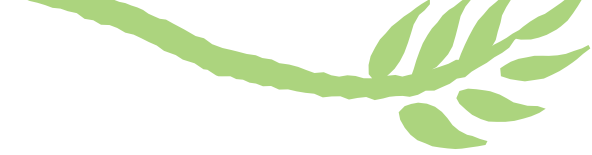
Presentation of contact strategy:

- Roles of media vehicles
- Creative visualization for potential touchpoints
- ILT recommendation
 - How best to utilize incremental funds beyond TV (already funded)

Discussion/feedback

- Goal to align today on vehicles moving forward
- Feedback on creative work

Next steps

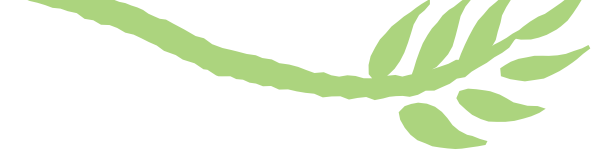


What's the main business challenge?

- Increase overall Kashi cereal sales and share by addressing non-user and lapsed user taste barrier.

What are we trying to accomplish through this effort? What behavior are we trying to change in people?

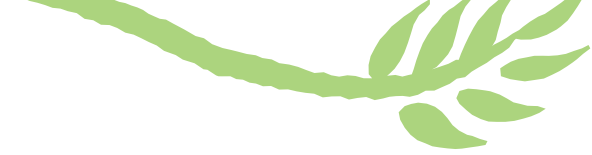
- Disrupt their perception that Kashi doesn't make tasty cereals and woo them to try one.



Who are we talking to and what do we know about them?

- NI DMI Women – either aware of Kashi but have never tried or haven't used in 6 months +
- She's trying to eat healthier, but doesn't enjoy it – the taste sacrifice makes it a chore.
- She chooses the tastier versions of healthy cereals, like Chocolate Cheerios or Fiber One Honey Clusters.
- Kashi cereals are a risk because she doesn't think they'll taste good and they're expensive. She wants to feel like her money is being well-spent, so she's afraid to take a gamble on Kashi.

Key insight: While she's open to new healthy eating options, she views Kashi cereals as being too healthy to taste good. She needs something abruptive – newsy or compelling – to discover about either Kashi and/or the taste of Kashi cereals to change that mindset.



How can the brand address this issue in the context of this assignment?

- Kashi needs to provide her a reason to engage with us; a reason to put our cereals in her consideration set. Let her know that one of the aspects of the Kashi mission is to have her enjoy eating healthy.

What is the one thing the brand must communicate to create/reinforce its role?

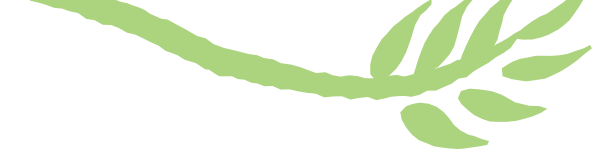
- We're out to show you how great our cereals taste.

Why should they believe this?

- Our passion is to make healthy eating something you enjoy.
- Tasty ingredients like nuts (almonds, walnuts), fruits (blueberries, strawberries), flavors (cinnamon, vanilla)

What do we want the target to feel/think?

- I've got some familiar cereal choices that I purchase, so I just haven't been thinking about taking a chance on Kashi. But now I have the confidence to try one because it's no risk. They could just taste better than I think they do.



What's the idea?

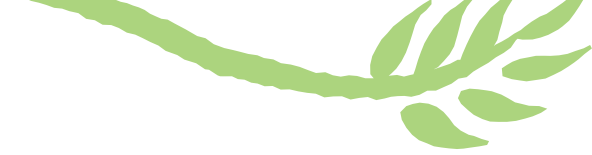
Kashi's getting the real truth about the taste of our cereals from real people.

Why is it right?

By showing real, relatable people enjoying the taste of Kashi cereals, we make our taste claim believable.

How does it work?

Using the Kashi Smile Guarantee, we'll help people discover the great taste of Kashi cereals. Testimonials from real people will provide proof that Kashi cereals taste great and the guarantee offer will encourage immediate purchase.



Contact strategy and recommendation

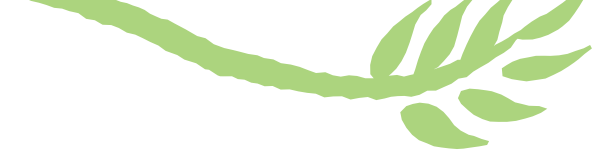


Contact

Role of Contact



* Already approved/funded for Q1/Q2 2011



The Work



ADDIS CRESO



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Open on Kashi employee on a park bench SUPER: Julie Sweet, Kashi Foods



Julie (to camera): Can the taste of Kashi® cereals actually make you smile?

Cut to home video footage of woman reviewing Kashi® Heart to Heart® Oat Flakes and Blueberry Clusters.



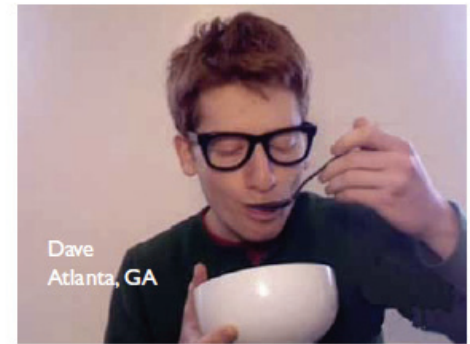
Woman: I was not expecting this to be so good.

Laura smiles to camera.



I give it a (big smile)

Another home video reviewer, Dave, tastes Organic Promise® Strawberry Fields®



Man: The strawberries are really good.

He smiles to camera.



I give it a (big smile)

Cut to beauty shots of cereal in bowls: GOLEAN Crunch!® Honey Almond Flax



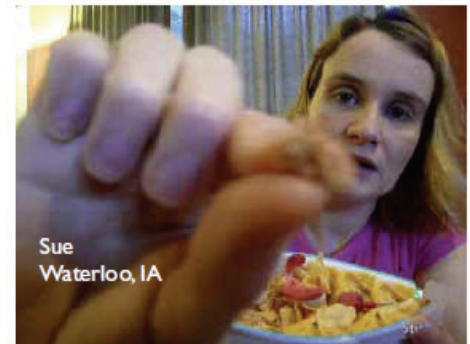
Julie VO: At Kashi, we make great tasting cereals so

and Heart to Heart® Oat Flakes and Blueberry Clusters.



people can eat healthier, with a smile.

Cut to another home video reviewer holding a cluster of GOLEAN Crunch!® Honey Almond Flax to camera then she gives a huge smile.



Woman 2: Clusters...almonds...it's really crunchy.

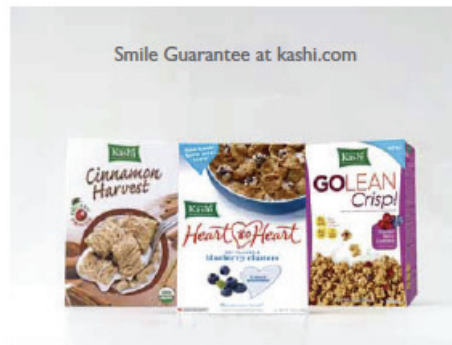


We see Julie at the park.



Julie (to camera): In fact, we'll guarantee it.

Cut to box shot. SUPER: Smile Guarantee at kashi.com



Julie VO: Try a Kashi® cereal.

Quick cuts of smiling video reviewers.



If it doesn't make you smile,



you can try a

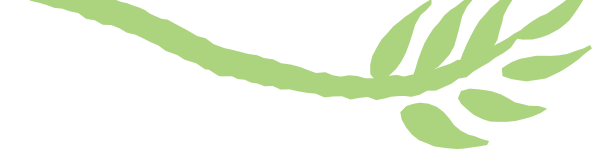
Flag logo and tag up.



different box on us.



VO: Kashi. 7 whole grains on a mission



We've explored different "ways in"/communication emphases to support the Smile Guarantee.

Testimonials as proof –
seeing how Kashi has
made others smile.

Tools to help you find
a Kashi cereal that will
make you smile.



kashi.com Landing Page

The screenshot shows the kashi.com landing page for the Smile Guarantee. The page features a navigation bar with links for 'Log in', 'Sign up', 'Tour our community', 'Store Locator', and 'Shop Online'. Below the navigation is a search bar and a menu with categories like 'Our Foods', 'Natural Learning', 'Recipes', 'Lifestyle Tools', 'Meet Us', and 'Events'. The main content area is titled 'Our Foods / Cold Cereal' and features a large central graphic with the text 'smile GUARANTEE' and the tagline 'If our great tasting Kashi cereals don't make you smile, try a different box on us.' The graphic is divided into three columns: the left column says 'you'll or try a smile different box on us' with an image of a cereal bowl; the middle column shows a bowl of 'berry crunchy almond vanilla granola clusters'; the right column features three testimonials from Jon Ichikawa, Cairenn Miller, and Amanda Nichols, each with a small image of the cereal box and a photo of the person. At the bottom of the graphic are three buttons: 'LEARN ABOUT OUR SMILE GUARANTEE', 'FIND THE CEREAL THAT MAKES YOU SMILE', and 'SEE HOW OTHERS ARE SMILING'. The footer of the graphic includes a 'KASHI SMILE GUARANTEE' logo and links for 'LEARN MORE', 'FIND A CEREAL', and 'CEREAL REVIEWS'.



kashi.com Smile Finder

The screenshot shows a web browser window titled "The Kashi Smile Guarantee". The page features the Kashi logo and navigation links: "Log in", "Sign up", "Tour our community", "Store Locator", and "Shop Online". A secondary navigation bar includes "Our Foods", "Natural Learning", "Recipes", "Lifestyle Tools", "Meet Us", and "Events", along with a search bar for "Search Kashi.com". Below this is a search area with "Find a Kashi food" and "Find a Kashi brand" dropdown menus.

The main content area is titled "Our Foods / Cold Cereal" and features the "smile GUARANTEE" logo. A message reads: "If our great tasting Kashi cereals don't make you smile, try a different box on us." Below this, instructions state: "Tell us what you like, and we'll match you with a cereal that will make you smile. Drag and drop the words from the left into the bowl on the right." A list of 24 cereal attributes is provided in colored buttons: ALMONDS, CRISP, COCOA, COCONUT, CRANBERRIES, VANILLA, PUFFS, ACAI, TART, RAISINS, GRAHAMS, STRAWBERRIES, WALNUTS, CINNAMON, SWEET, GRANOLA, CLUSTERS, KIWIS, BLACKBERRIES, O'S, MAPLE, BLUEBERRIES, NUGGETS, HONEY, CURRANTS, FLAKES, PECANS, and CRUNCHY. To the right is a white bowl and a "GET MY CEREAL MATCH" button.

At the bottom, there are links for "LEARN MORE", "FIND A CEREAL", and "CEREAL REVIEWS", along with a small "KASHI SMILE GUARANTEE" logo.



kashi.com Smile Finder

The screenshot shows a web browser window titled "The Kashi Smile Guarantee". The page features the Kashi logo and navigation links: "Our Foods", "Natural Learning", "Recipes", "Lifestyle Tools", "Meet Us", and "Events". A search bar is present with the text "Search Kashi.com" and a "GO" button. Below the navigation, there are two dropdown menus: "Find a Kashi food" and "Find a Kashi brand". The main content area is titled "Our Foods / Cold Cereal" and features the "smile GUARANTEE" logo. A quote reads: "If our great tasting Kashi cereals don't make you smile, try a different box on us." Below this, instructions state: "Tell us what you like, and we'll match you with a cereal that will make you smile. Drag and drop the words from the left into the bowl on the right." On the left, there are several categories of cereal attributes, each with a right-pointing arrow: CRISP, COCOA, COCONUT, VANILLA, PUFFS, ACAI, GRAHAMS, STRAWBERRIES, TART, WALNUTS, CINNAMON, SWEET, CLUSTERS, KIWIS, BLACKBERRIES, O'S, MAPLE, BLUEBERRIES, NUGGETS, CURRANTS, FLAKES, and PECANS. On the right, a white bowl contains several attributes with an 'X' icon, indicating they have been selected: CRUNCHY, GRANOLA, RAISINS, CRANBERRIES, HONEY, and ALMONDS. A "GET MY CEREAL MATCH" button is located below the bowl. At the bottom of the main content area, there are links: "LEARN MORE", "FIND A CEREAL", and "CEREAL REVIEWS".



kashi.com Smile Finder

The Kashi Smile Guarantee


Log in | Sign up | Tour our community | Store Locator | Shop Online

Kashi

Our Foods | Natural Learning | Recipes | Lifestyle Tools | Meet Us | Events | Search Kashi.com GO

Find a Kashi food or Find a Kashi brand

Home / Our Foods / Cold Cereal




smile

GUARANTEE


If our great tasting Kashi cereals don't make you smile, try a different box on us.


Tell us what you like, and we'll match you with a cereal that will make you smile. Drag and drop the words from the left into the bowl on the right.

- ALMONDS > CRISP > COCOA > COCONUT >
- CRANBERRIES > VANILLA > PUFFS > ACAI >
- TART > RAISINS > GRAHAMS > STRAWBERRIES >
- WALNUTS > CINNAMON > SWEET > GRANOLA >
- CLUSTERS > KIWIS > BLACKBERRIES > O'S >
- MAPLE > BLUEBERRIES > NUGGETS > HONEY >
- CURRENTS > FLAKES > PECANS > CRUNCHY >



Your cereal match is:
Kashi Granola Mountain Medley



 [LEARN MORE](#) · [FIND A CEREAL](#) · [CEREAL REVIEWS](#)



Facebook

The screenshot shows a Facebook news feed interface. At the top, there's a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The user's profile information for Nora Snyderman is visible on the left. The main news feed contains several posts:

- Sam Kramer:** "I used Kashi's cereal finder and love the Heart to Heart Oat Flakes and Blueberry Clusters it suggested!" with a photo of cereal and a link to www.kashi.com. It has 7 likes.
- Eric Bailey:** "So, my Halloween costume this year is a little more conceptual. It's a group costume, meaning that I need your help to pull it off!" with a link to a website. Below the post is an event titled "Horrible Horse Head Halloween Hoedown" on Sunday, October 31, 2010, at 8:30pm in Central Square, Cambridge.
- Jenna Matecki:** "is now friends with howie ray and 2 other people."

The right sidebar includes sections for Events (F/2.8 The Photo Show, Harvest Fest 2010), Sponsored Ads (Facebook Ads), Requests (2 group invitations, 5 page suggestions), and Get Connected (Who's on Facebook?, Who's not on Facebook?, Who's here because of you?, Connect on the go).



Mobile





Online Banner

KASHI SMILE GUARANTEE *If the great taste of our cereal doesn't make you smile, try a different box on us!*

sweet
berry **crunchy**
delicious
crisp honey
clusters

Kashi

FIND THE CEREAL THAT MAKES YOU SMILE

KASHI SMILE GUARANTEE *If the great taste of our cereal doesn't make you smile, try a different box on us!*

Kashi

FIND THE CEREAL THAT MAKES YOU SMILE



kashi.com Landing Page (loading)

The Kashi Smile Guarantee

Log in | Sign up | Tour our community | Store Locator | Shop Online

Kashi

Our Foods | Natural Learning | Recipes | Lifestyle Tools | Meet Us | Events

Search Kashi.com GO

NO. OF PEOPLE PARTICIPATING IN THE KASHI SMILE GUARANTEE:

134,198

“IS THERE ANYTHING BETTER THAN KASHI CEREAL WITH A BANANA?”
#KASHISMILEGUARANTEE

TWEET >

CURRENT SMILE RATING:

RATE ?

EVERYONE IS SMILING ABOUT KASHI CEREAL! YOU WILL TOO, OR TRY A DIFFERENT BOX ON US!

GO EXPLORING >

GUARANTEE DETAILS >

“A smile is a curve that sets everything straight.”
- Phyllis Diller



kashi.com Landing Page (loading)



kashi.com Landing Page

The screenshot shows the kashi.com landing page for 'The Kashi Smile Guarantee'. The page features a navigation bar with links for 'Our Foods', 'Natural Learning', 'Recipes', 'Lifestyle Tools', 'Meet Us', and 'Events'. A search bar is also present. The main content area is a grid of promotional tiles:

- Top Left:** 'NO. OF PEOPLE PARTICIPATING IN THE KASHI SMILE GUARANTEE: 134,198' with a photo of two women eating cereal.
- Top Right:** 'CURRENT SMILE RATING: [5 smiley faces]' and 'DIFFERENT FRUITS IN KASHI CEREALS: nine' with images of various fruits.
- Middle Left:** A quote: '“IS THERE ANYTHING BETTER THAN KASHI CEREAL WITH A BANANA?” #KASHISMILEGUARANTEE' with a 'TWEET >' button.
- Middle Center:** '3 NO. OF CERTIFIABLE NUTS' with a nut character and a 'PUSH ME' button.
- Middle Right:** 'EVERYONE IS SMILING ABOUT KASHI CEREAL! YOU WILL TOO, OR TRY A DIFFERENT BOX ON US!' with a 'GO EXPLORING >' button.
- Bottom Left:** 'BROWSE OUR TASTY CEREALS:' with a 'Heart of Fruit' cereal box and a 'PRODUCT INFO >' button.
- Bottom Center:** A quote: '“A smile is a curve that sets everything straight.” - Phyllis Diller'.
- Bottom Right:** A Facebook widget showing '37 people like this' and a 'Like' button.



Mobile





Online Banner 1

"KASHI'S NOT KIDDING ABOUT THIS SMILE GUARANTEE. STRAWBERRY FIELDS HAD ME GRINNING FROM EAR TO EAR! DELICIOUS!" #KASHISMILEGUARANTEE

If the great taste of our cereal doesn't make you smile, try a different box on us.

GET THE SCOOP >



Online Banner 2



CURRENT SMILE RATING:
😊😊😊😊

Kashi smile
SUSTAINABLE

*FIND THE CEREAL
THAT MAKES YOU SMILE*

GET THE SCOOP >

**TRY A TASTY KASHI CEREAL
YOURSELF. IF IT DOESN'T MAKE
YOU SMILE YOU CAN TRY A
DIFFERENT BOX ON US.**

Kashi smile
SUSTAINABLE

*THAT'S OUR SMILE
GUARANTEE AT KASHI.COM*

GET THE SCOOP >



The taste of Kashi cereals will make you smile. Guaranteed.

Crunchy clusters. Big pieces of almonds. Honey. It definitely made me smile.
Josh
Manchester, MO

My son loves it! And he's picky.
Max
The Rock, AK

CHEESE
Lizbeth
Denver, CO

Here is my review:
Sonja
San Jose, CA

My wife said it was good and she was right, as usual.
Anthony
Austin, TX

OUR GUARANTEE:
Try a tasty Kashi cereal yourself. If it doesn't make you smile you can try another box on us. That's our *Smile Guarantee at kashi.com*

7 whole grains on a mission™

The taste of Kashi cereals will make you smile. Guaranteed.

Use the free Stickybits application on your Smartphone to see if the taste of Kashi cereals is making people smile.

Insert Card Front

Introducing the Smile Guarantee.

Now it's your turn to try a tasty Kashi cereal. If it doesn't make you smile you can try a different box on us. *Smile Guarantee at kashi.com*

7 whole grains on a mission™

Insert Card Back



Find a Kashi cereal that makes you smile, guaranteed.



Use the wheel to find a Kashi cereal that matches your taste. Then give it a try. If it doesn't make you smile you can try a different box on us. *Smile Guarantee at kashi.com*



Bottom Layer of Wheel



Option A: Taste Wheel



Option B: Stickybits

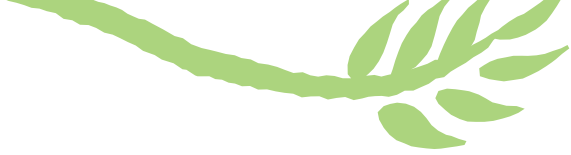


Can the taste of
Kashi cereal make
you smile?



Kashi Smile Guarantee





The taste of Kashi cereals will make you



(If it doesn't, try a different box, on us!)

Crunchy clusters. Big pieces of almonds. Honey. It definitely made me smile.
Josh Manchester, MO

Here is my review:
Sonja San Jose, CA

My wife said it was good and she was right, as usual.
Anthony Austin, TX

My wife said it was good and she was right, as usual.
TX

Crunchy clusters. Big pieces of almonds. Honey. It definitely made me smile.
Josh Manchester

Here is my review:
sonja San Jose, CA

OUR GUARANTEE: Try a tasty Kashi cereal yourself. If it doesn't make you smile you can try another box on us. That's our *Smile Guarantee at Kashi.com*.

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The taste of our cereals will make you smile,

if not, you can try a different box, on us!

OUR GUARANTEE: Try a tasty Kashi cereal yourself. If it doesn't make you smile you can try another box on us. That's our *Smile Guarantee* at Kashi.com.

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Nutritionist Influencers

- **"Smile-it-Forward" Mailings.** Registered dieticians receive product samples, several Kashi smile t-shirts and coupons in single package. Invited to share/forward to clientele: "The taste of Kashi makes me smile and is guaranteed to make your body smile, too."



Media

- **Breakfast Deliveries for Key NYC-based Contacts.** Hand delivered product samples with smile-themed Kashi branded cereal bowl, Tetra Pak organic milk and fresh-cut flowers to reinforce Smile Guarantee message.
- **Smile Finder Media Mailer.** Product samples accompanied by taste finder tool to be shipped to broader list of media and blogger contacts.
- **5 Things to Make You Smile Editorial Pitches.** Highlight the taste of Kashi cereals among other simple items.



Social Media

- **Who Makes You Smile? Blogger Contest.** Consumers submit stories or photos of a person that makes them smile in exchange for a product sample or coupon. Automatically entered for a chance to win a full year of tasty cereal (and smiles), compliments of Kashi.



Brand Activation

- **“Smile-it-Forward” Mobile Food Truck.** In conjunction with National Share a Smile Day (March 1), activation teams visit key markets via branded food truck while distributing cereal samples and taking photos of smiles/reactions to be posted on Facebook or streamed via webcam for Kashi website. Consumers can track whereabouts through tweets and Facebook updates.



** This item to be budgeted for outside of PR retainer.*

Stunt

- **World Record for Smiles in One Place.** Promote largest gathering of people smiling in conjunction with National Share a Smile Day. Distribute samples and smiley masks resembling Kashi Smile Finder throughout morning event. Consider hosting in New York City's Strawberry Fields to play tribute to great tasting cereal. Drive attendance through national news announcement, Facebook posts and Twitter.





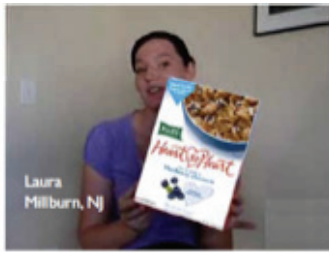
Smile Guarantee communication emphasis determined by what's most relevant for each tactic.



Awareness

Consideration

Purchase





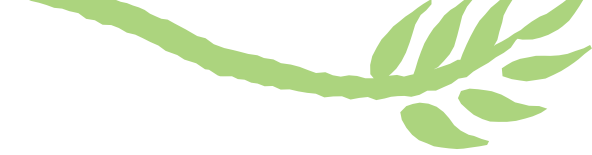
Contact	Role of Contact	Messaging Focus	Delivery	Working Media Spend
Video (Linear TV/OLV)*	Share Kashi news within broad-reaching content / richer less-cluttered content	Persuade her to try Kashi by proving taste & backing it up with our Smile Guarantee	TV: 45-50% R Wkly, 204MM Impressions OLV: 2% R Wkly, 7MM Impressions	TV: \$2,694M OLV: \$250M
kashi.com Landing Page	Inform and engage those looking for more information	Deliver information about the Smile Guarantee and show her how great our cereals taste	185M visitors	n/a
Online Media	Drive high awareness of new Kashi message to target	Clearly communicate Smile Guarantee offer and reinforce the great taste of Kashi cereals	25% R Mthly, 84MM Impressions	\$ 450M
Print	Share information within broad-reaching content they're passionate about	Reinforce the great taste of Kashi cereals and communicate the Smile Guarantee offer	36-48% R Wkly, 33MM Impressions	\$ 450M
In-Store OOH	Share Kashi news close to point of purchase	Drive immediate purchase by helping her find a cereal she likes	Top 20 markets, 6,574 Units	\$ 315M
Paid* Search	Always be on, driving consumers to relevant content	Pique interest in the Smile Guarantee and drive to kashi.com to learn more	100% SOV TE, 80% SOV non-branded terms	\$55M
Mobile Search	Always be on, driving consumers to relevant content on the go	Pique interest in the Smile Guarantee and drive to kashi.com to learn more	100% SOV	\$ 2M

* Already approved/funded for Q1/Q2 2011

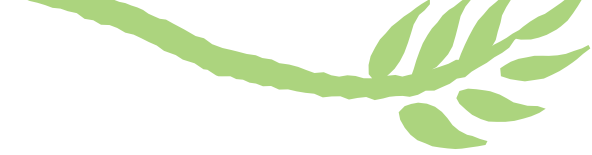
Total Q1 Trial Event:

85% Reach
325MM Impressions

\$ 4,216M
(\$1,217M out of original \$1,175M earmarked for additional contacts)



Discussion/Feedback



Next Steps

- Feedback on all executions – today
- Agencies present revised media reco and creative – w/o 10/4
 - Kashi approves media vehicles so Starcom can start negotiating



Appendix



Contact	Role of Contact	Delivery	Working Media Spend	Metrics
Video (Linear TV/OLV)*	Share Kashi news within broad-reaching content / richer less-cluttered content	TV: 45-50% R Wkly, 204MM Impressions OLV: 2% R Wkly, 7MM Impressions	TV: \$2,694M OLV: \$250M	Proven Recall, Ad Impact on Purchase Intent Did message break through, impact purchase intent?
kashi.com Landing Page	Inform and engage those looking for more information	185M visitors	n/a	TBD with selected concept Custom Foresee Questions
On-Line Media	Drive high awareness of new Kashi message to target	25% R Mthly, 84MM Impressions	\$ 450M	Impressions, Message Recall Did consumers recall message?
Print	Share information within broad-reaching content they're passionate about	36% R Wkly, 33MM Impressions	\$ 450M	Ad Recall, PI, Brand Attributes Did message break through, impact purchase intent/attributes?
In-Store OOH	Share Kashi news close to point of purchase	Top 20 markets, 6,574 Units	\$ 315M	Sales Lift Did advertising result in sales lift?
Paid* Search	Always be on, driving consumers to relevant content	100% SOV TE, 80% SOV non-branded terms	\$55M	Trial Event Portal Traffic, Maintain CPC Did Kashi see traffic to portal and maintain CPC?
Mobile Search	Always be on, driving consumers to relevant content on the go	100% SOV	\$ 2M	Increased Traffic Did Kashi see increase in traffic via mobile search?

* Already approved/funded for Q1/Q2 2011 **Total :** 85% Reach 325MM Impressions **\$ 4,216M**

