

Kashi Q2 2011 Equity

# Get Real/Stand Up for Real Food Revised Contact Strategy

12.07.10

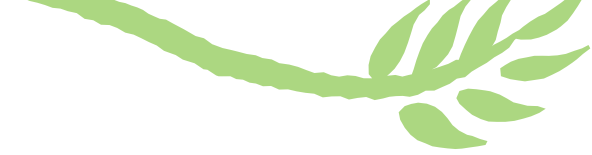


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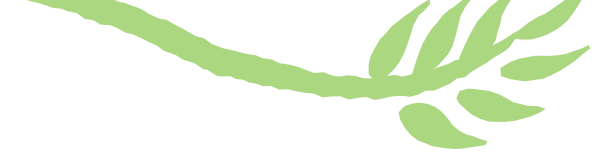
thebarbariangroup





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





## How we got here

- Aligned on communication strategy/platform 10/27
- ILT presented recommended contact strategy 11/18
- Kashi provided full feedback 11/29

## Presentation of revised contact strategy based on full feedback

- Revised Path-to-Purchase overview
- Revised touchpoint ideas/follow ups
  - How best to utilize incremental funds beyond already funded (TV, OLV, Search)
- Discussion/feedback on revised touchpoint ideas/follow ups
- Need to solidify media by end of week

## Next steps



# Revised contact strategy and recommendation

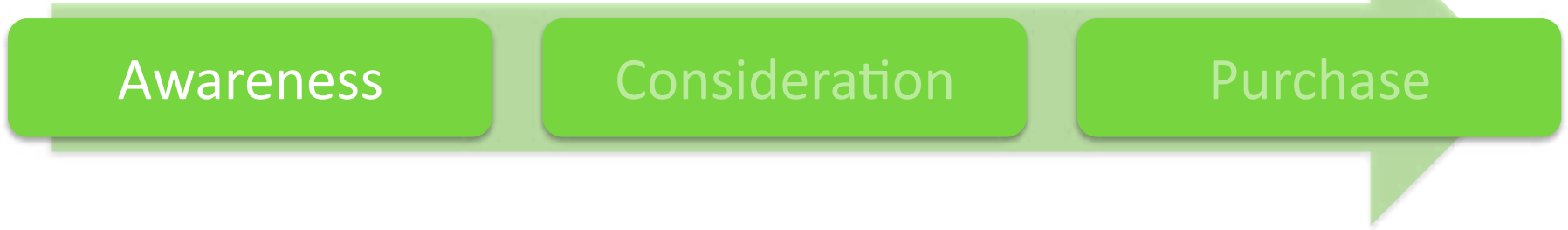
# Path-to-Purchase Overview



Health Club TV

In-Store Demos

Coupons



Contact	Role of Contact	Ideas	Key Consumer Takeaway
<b>Linear TV</b> (High)	Share Kashi news within broad-reaching content / richer, less-cluttered content	<b>4 TV Concepts for Testing</b> <ul style="list-style-type: none"> <li>•Reality Check</li> <li>•What is Real Food?</li> <li>•Take it Out</li> <li>•Real Food Stands Up for Us</li> </ul>	Kashi is passionate about Real Food, which makes me more interested in trying/ buying their products
<b>Online Video</b> (High)	Share Kashi news within broad-reaching content / richer less-cluttered content	<i>Same as Linear TV</i> :30 & potential :15 version	Kashi is passionate about Real Food, which makes me more interested in trying/ buying their products
<b>Health Club TV</b> (Med)	Share Kashi message within relevant environment	<i>Same as Linear TV</i>	Kashi is passionate about Real Food, which makes me more interested in trying/ buying their products
<b>Print</b> (High)	Share news within broad-reaching content they're passionate about	<b>3 Print Concepts for Testing (Full Pages)</b> <ul style="list-style-type: none"> <li>•Masterbrand</li> <li>•What Does Real Food Mean to You?</li> <li>•How Do We Keep Food Real?</li> </ul>	Kashi is passionate about Real Food, which makes me more interested in trying/ buying their products

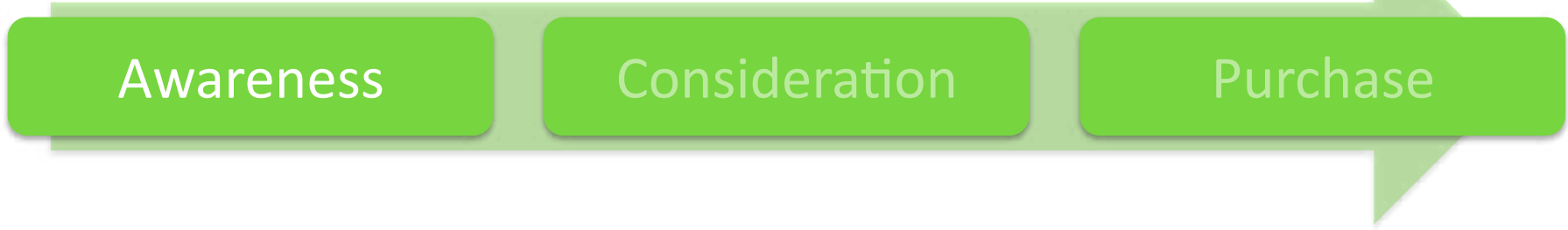


Contact	Role of Contact	Ideas	Key Consumer Takeaway
<b>Digital OLM</b> (High)	Share Kashi news within broad-reaching content / richer, less-cluttered content	Awareness driving banners that introduce Kashi's Real Food movement	Kashi is passionate about Real Food, which makes me more interested in trying/ buying their products
<b>Media Training</b> (Overall consumer PR: High)	Ensure consistent messaging for press interviews and speaking ops	Arm brand spokespeople to deliver core messaging and anticipate challenges concerning Kashi Natural Guidelines	I feel more informed about Real Food, which makes me think Kashi is a smart choice
<b>Top-Tier Media Briefings</b>	Share Kashi Natural Guidelines with high-profile national media	Pre-brief key national news reporters in advance of public announcement in order to seed more comprehensive story; consider offering exclusive to one outlet	
<b>Expo West Speaking Engagement</b>	Announce Kashi Natural Guidelines to natural industry players and provide forum for open discussion	Secure opportunity for Kashi spokesperson (Jeff Johnson) to participate as a conference speaker to highlight need for change and demonstrate industry leadership	
<b>Press Release</b>	Generate media coverage for Kashi Natural Guidelines	National news announcement within targeted, top-tier outlets to formally launch Kashi Natural Guidelines in March	



Contact	Role of Contact	Ideas	Key Consumer Takeaway
<b>Satellite Media Tour</b>	Secure regional and national broadcast media coverage for Kashi Natural Guidelines	Conduct national broadcast tour with third-party credible industry expert to share announcement and approved Kashi messaging	I feel more informed about Real Food and Kashi, because I heard it from a trusted source
<b>NY Deskside Media Briefings</b>	Seed articles that target wide-reaching consumer audiences with Kashi Natural Guidelines	Secure one-on-one briefings with top-tier national press and brand spokesperson to outline Kashi Natural Guidelines, industry impact and relevance to consumers	I feel more informed about Real Food, which makes me think Kashi is a smart choice
<b>Mommy Bloggers</b>	Share Kashi news among respective network of influence	Host educational webinar to help mommy bloggers learn Kashi Natural Guidelines and how to read labels with a more discerning eye	
<b>ADA Website</b>	Educate food/nutrition professionals about Kashi Natural Guidelines and valuable info to spread to clientele and multiple touch points	Purchase ad space on the ADA website, <a href="http://www.eatright.org">www.eatright.org</a> in March announcing Kashi Natural Guidelines, including call-to-action for members to join a webinar for more info	I feel more informed about Real Food and Kashi, because I heard it from a trusted source





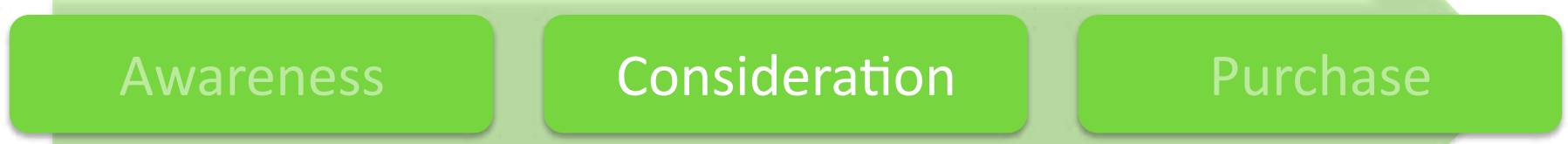
Contact	Role of Contact	Ideas	Key Consumer Takeaway
Third Party Nutritionists	Lend third-party credibility and support of Kashi's news through media interviews	Part 1: Host webinar to introduce nutritionists to Kashi Natural Guidelines so they feel equipped to share the news among their respective clientele  Part 2: To build momentum, host a consumer survey to identify HFCS perceptions and unveil results via webinar to arm nutritionists with Real Food message	I feel more informed about Real Food and Kashi, because I heard it from a trusted source
Nutritionist Spokes-person	Lend third-party credibility and create national awareness of natural guidelines	Identify corps of paid nutritionist spokespersons (max of 5) charged with delivering Kashi Natural Guidelines in media interviews	



Contact	Role of Contact	Ideas	Key Consumer Takeaway
<p><b>Kashi.com</b></p> <p>(High)</p>	<p>Engage consumers with the message through this centralized hub and motivate them to consider Kashi</p>	<p><b>Real Food Standards: Explore Kashi foods and learn about other Real Food.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Kashi's Real Food definition and what it means to them</li> <li>•Ingredient scanner/decoder</li> <li>•Farmer stories to help tell the story of Real Food</li> </ul>	<p><b>I learned more about Kashi and why Real Food is better</b></p>
		<p><b>Rally for Real Food: Online "home base" for the Real Food Rally.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Introduce Kashi's Real Food Manifesto and invite consumers to participate/join the movement</li> <li>•Personal stories and expressions motivated by Real Food (words, video, sound, images)</li> <li>•Offer coupon as reward for participation</li> </ul>	<p><b>I learned more about Kashi and why Real Food is better</b></p>
		<p><b>Real Food Stands Up for Us: Discover the benefits of Real Food and how it helps you be your best.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>• Explore physical/mental benefits that Real Food offers (e.g. brain power from chocolate, blueberries for the heart)</li> <li>•Testimonials from Kashi employees, outdoor enthusiasts and real people about how Real Food has benefitted them</li> <li>•Invitation to visitors to tell their story</li> <li>•Offer coupon as reward for participation</li> </ul>	<p><b>I learned more about Kashi and why Real Food is better</b></p>



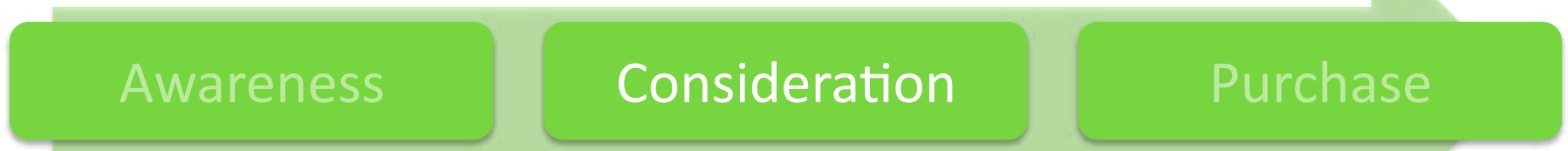
Contact	Role of Contact	Ideas	Key Consumer Takeaway
<p><b>Kashi.com Community</b></p> <p>(High)</p>	<p><b>Engage existing Kashi Community members</b></p>	<p><b>Email Newsletter.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Introduce the Real Food movement and invite members to participate</li> </ul> <p><b>"Real Food" Challenges.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Encourage community members to "become part of the movement" by participating in challenges</li> <li>•Incentivize participation with a special Real Food accomplishment badge and coupon</li> <li>•Tease out the offer/special challenges throughout the site to get new consumers to join the community</li> </ul> <p><b>"Real Food" Recipes.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Offer seasonal recipes that use whole, real ingredients</li> <li>•Include nutritional/health benefit information about featured ingredients and encourage consumers to tell us about their cooking/eating experiences in the comments section</li> </ul> <p><b>Natural Nearby.</b> Thought starters:</p> <p>Seed Real Food places and encourage to:</p> <ul style="list-style-type: none"> <li>•Find their local Real Food spots</li> <li>•Add their favorites</li> </ul> <p>•Feature "Real Food on Natural Nearby" throughout the site and on Facebook to drive consumers to it</p> <p><b>"Real Food" Articles.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Feature natural learning articles</li> <li>•Point to organizations that are part of the Real Food movement</li> </ul>	<p><b>I feel more affinity towards Kashi after learning about/ participating in its Real Food movement</b></p>



Contact	Role of Contact	Ideas	Key Consumer Takeaway	
<p><b>Kashi.com/ Mobile</b></p>	<p><b>Share Kashi content on Kashi.com and on-the-go</b></p>	<p><b>Optical Character Recognition (OCR)</b></p> <ul style="list-style-type: none"> <li>•Enabled app that reads ingredient labels (which have been photographed) and gives definitions of "scanned" ingredients</li> <li>•Lives on Kashi.com and optimize for mobile browsing</li> </ul>	<p><b>I feel more informed about Real Food, which makes me think Kashi is a smart choice</b></p>	
<p><b>Facebook/ YouTube</b></p>	<p><b>Engage social media communities with Kashi's message and enable them to participate</b></p>	<p><b>Real Food Consumer Stories</b></p> <p>Thought starters:</p> <ul style="list-style-type: none"> <li>•Consumers share their stories on Facebook via writing or videos and invite other members to like, comment, share their own</li> <li>•Create Real Food Channel on YouTube</li> </ul>	<p><b>I feel more affinity towards Kashi after learning about/participating in its Real Food movement</b></p>	
<p><b>Facebook</b></p> <p>(High)</p>		<p><b>Facebook Profile Banners</b></p> <ul style="list-style-type: none"> <li>•Consumers add a Real Food banner to their profile picture to visually become a part of the movement</li> </ul>		
		<p><b>Partner with Real Food Businesses</b></p> <p>Thought starters:</p> <ul style="list-style-type: none"> <li>•Partner with businesses like Whole Foods and offer coupon incentives when consumers "check in" with the Facebook Places app</li> <li>•Consumers can "tag" their friends who get notified and also receive the coupon</li> </ul>		<p><b>I feel inspired to get involved with/find out more about Kashi's Real Food movement</b></p>
		<p><b>Facebook Meetups</b></p> <ul style="list-style-type: none"> <li>•Tie with relevant, existing Kashi events (DOC, Wellness Hub) or likeminded events</li> </ul>		



Contact	Role of Contact	Ideas	Key Consumer Takeaway
<b>Twitter</b>  (High)	Engage social media communities with Kashi's message and enable them to participate	<b>Real Food tweets</b> Thought starters: <ul style="list-style-type: none"> <li>• <i>Rally for Real Food</i>: What does #RealFood mean to you, in 140 characters or less?</li> <li>• <i>Real Food Stands Up for Us</i>: How does #RealFood make you feel, in 140 characters or less?</li> <li>• Guest Tweets from Real Food experts (e.g. Jamie Oliver)</li> </ul>	I feel more affinity towards Kashi after learning about/ participating in its Real Food movement
<b>Paid Search</b>  (High)	Always be on, driving consumers to relevant content	Provide relevant Kashi copy against key Paid Search terms, driving consumers to find out more on Kashi.com	I want to learn more about Real Food from Kashi
<b>Mobile Search</b>  (High)	Always be on, driving consumers to relevant content on-the-go	Provide relevant Kashi copy against key Paid Search terms, driving consumers to find out more on Kashi.com while they're on-the-go	I want to learn more about Real Food from Kashi



Contact	Role of Contact	Ideas	Key Consumer Takeaway
<b>Events</b>	<p><b>Showcase Kashi's Real Food proposition in an existing effort</b></p> <p>(High)</p>	<p><b>DOC Integration.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Hand out guide with info on Real Food and how consumers can Keep it Real</li> <li>•Ingredient Decoder visualization (real vs fake ingredients), plus hand out wallet guide</li> <li>•Invite consumers to tell us what Real Food means to them (write on/around tents, video recording booth – project on site or show online)                             <ul style="list-style-type: none"> <li>•Makeover Your Pantry with Real Food demos/education</li> </ul> </li> <li>•Pledge to Keep it Real for free reusable bag/samples/coupons</li> </ul>	<p><b>I learned more about Kashi and why Real Food is better</b></p>
	<p><b>Showcase Kashi's Real Food proposition in a relevant environment</b></p> <p>(Med)</p>	<p><b>Sponsor Farmers Market.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Show 5 Real Foods you've purchased and get an "I Keep it Real" reusable bag or chance to win free year of CSA</li> <li>•Ingredient Decoder interactive learning game (e.g. which ingredients are real vs fake)</li> <li>•Invite consumers to tell us what Real Food means to them (like above)                             <ul style="list-style-type: none"> <li>•Provide Real Food recipes</li> </ul> </li> </ul>	<p><b>I feel more affinity towards Kashi after learning about/participating in its Real Food movement</b></p>
	<p><b>Showcase Kashi's Real Food proposition in a relevant environment</b></p>	<p><b>CSA's.</b> Thought starters:</p> <ul style="list-style-type: none"> <li>•Include Kashi samples/coupons/recipes in CSA orders to thank them for Keeping it Real (seal with Kashi stickers and include cereal for office orders)</li> <li>•Provide Real Food recipes using ingredients from CSA box and Kashi products                             <ul style="list-style-type: none"> <li>•Sponsor U-Pick (e.g. Kids' field trip)</li> </ul> </li> <li>•Twitter: Guest Tweets from LocalHarvestOrg/farmers, plus LocalHarvestOrg to Tweet about Kashi</li> </ul>	<p><b>I feel more affinity towards Kashi after learning about/participating in its Real Food movement</b></p>



Contact	Role of Contact	Ideas	Key Consumer Takeaway
<b>In-Store POS</b>	Share Kashi news close to point of purchase	We use real ingredients, never HFCS 	I want to eat Real Food (no HFCS) so I'm going to try/buy Kashi
<b>On-Pack</b>	Share Kashi news on product to finalize purchase decision	Kashi 25 Years of No HFCS 	I want to eat Real Food (no HFCS) so I'm going to try/buy Kashi
<b>In-Store Fruit Packaging (High)</b>	Leverage other Real Food to share Kashi message in purchase environment	Simple POS message linking Kashi to Real Food, like fruit 	I want to eat Real Food (no HFCS) so I'm going to try/buy Kashi
<b>Demos</b>	Showcase Kashi's Real Food proposition in an existing in-store effort to drive purchase	<b>Get Real In-Store Integration</b> Thought Starters: <ul style="list-style-type: none"> <li>•Hand out guide with info on Real Food and how consumers can Keep it Real</li> <li>•Ingredient Decoder visualization (real vs fake ingredients), plus hand out wallet guide</li> </ul>	I want to eat Real Food (no HFCS) so I'm going to try/buy Kashi

# 2011 Get Real Media Plan

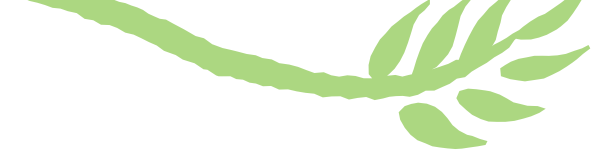


	Contact	Role of Contact	Environments	Timing	Delivery	Working Media Spend
Awareness	Video (Linear TV/OLV)	Share Kashi news within broad-reaching content / richer less-cluttered content	TV: 2011 Daypart Mix, Kashi Custom Cable, Billboards within Jamie Oliver at Home OLV: Full episode video. contextual content 	TV: P4-P7, P9 OLV: P4-P6, P9	TV: 35-50% R Wkly, 636MM Impressions OLV: 2% R Wkly, 13MM Impressions	TV: \$10,283M OLV: \$900M
	Health Club TV	Share Kashi message within relevant environment	Television feeds within health clubs 	P4	1 unit per hour 80MM Impressions	\$219M
	On-Line Media	Drive high awareness of new Kashi message to target	Demo & behavioral targeting on large portals / networks 	P4 & P9	24% R Mthly, ~3.0 F 132MM Impressions	\$1,000M
	Print	Share news within broad-reaching content they're passionate about	Leverage magazines within Insight & Perspective, Clever Entertainment, Good Wins Out, Immersed in a Passion territories 	P4-P7, P9	35-40% R Monthly, 206MM Impressions	\$2,268M
Consideration	Paid Search	Always be on, driving consumers to relevant content		P4-P7, P9	100% SOV branded terms, 80% SOV non-branded terms	\$247M
	Mobile Search	Always be on, driving consumers to relevant content on the go		P4-P7, P9	100% SOV	\$6M
Purchase	In-Store Fruit Packaging	Leverage other real food to share Kashi message	Blueberry packaging, chains across the US 	P5	5MM Units	\$260M

**Total Spend: \$15,183M**

Current All Contact Get Real Flowchart Budget = \$15,188M net





## **Touchpoint ideas with costs beyond working media spend and existing agency non-working budgets**

### **PR**

- If all ideas move forward, it's an incremental \$30K (if not available through non-working, could find in working budget)

### **Digital**

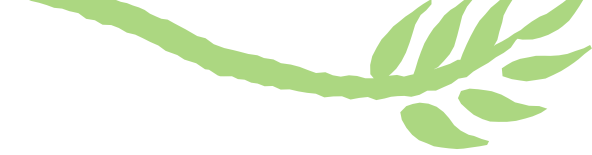
- 2011 scope is TBD

### **Farmers Market/CSA**

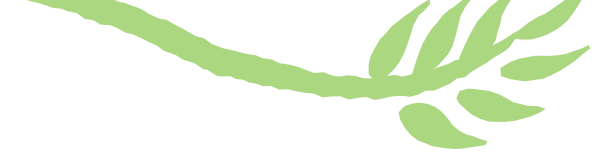
- Not currently included in working media spend plan/reco

### **Coupons**

- Would come out of overall annual coupon budget, so need to be judicious about where used (digital, events, fruit packaging)



# Discussion/Feedback



## Touchpoint ideas

- Week of 12/6: Need to solidify media by end of week
- Week of 12/13: ILT moves into touchpoint creative development per approved TV
- January:
  - TBG to present concepts w/o 1/3 (could reinvest dollars in mid-January, if necessary)
  - Regroup about Health Club TV once marketing mix results received (could reinvest dollars in January, if necessary)
  - Regroup about iPad once aligned on print/digital (test money set aside in 2011)

## TV concepts

- Week of 12/6: Photomatic reviews
- F 12/10 EOD: Deliver materials for testing
- W 12/15: AdSelector
- F 12/17: Align on TV spot to produce

## Print concepts

- F 12/10: APR feedback due
- W 12/15: Deliver materials for testing
- M 1/10: Align on test results