

Kashi

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SITUATION ANALYSIS





Company History



Kashi¹ is a United States cereal company headquartered in Solana Beach, California. The company was founded in 1983 by Gayle and Philip Tauber in La Jolla, California. The name “Kashi” is a combination of two words – the Kosher food standard (Kashruth) and the last name of Japanese philosopher Michio Kushi, who championed the macrobiotic diet. The company produces around 100 products², which are sold in the US and Canada. Their original cereal, which was discontinued in 2021, used the tagline “Seven Whole Grains on a Mission”.

The Taubers initially started the company to market a whole grain cereal, called Kashi Pilaf³, which was a special blend of seven whole grains and sesame. However, this business model was not popular with bankers, and the Taubers failed to get a loan. As a result, they decided to invest their \$25,000 life savings into the start-up. Finally, in October 1983, the cereal finally launched, but was not successful with consumers due to its difficulty to make, taking over 25 minutes.

The company saw slow sales after being founded, but grew after they began offering free samples of their cereal to athletes and attendees of the 1984 Olympics⁴ in Los Angeles. Kashi was built on the mission to “nourish people and planet with plant powered passion”, which was advertised throughout the Olympics.

Over the 1980s and 1990s, the company shifted its focus on the items it sold. Kashi was a vegetarian food company in the 80s, a grain based specialty food producer in the late 80s, then by the mid-90’s, a gourmet specialty cereal⁵ maker. In 1998, the first version of Kashi Go was released, quickly becoming the brand’s most popular item, and helping the company generate a 115% increase in sales in 1999 and \$25 million in revenue. It was similar to products in the 1980s, however this time it was already cooked, packaged in a container, and served in 6 flavors. This drastically reduced the time it took consumers to make the product and helped it become widely popular.

In 2000, the company was acquired by Kellogg for \$32 million. The move was made to help the Kellogg brand position itself in the natural cereal and convenience categories. For Kashi, this helped put their brand in more of a mainstream market position alongside other Kellogg Products⁶. The company now had a much larger advertising budget and distribution network. Through the 2000s, the company continued to expand, spending \$25 million in advertising in 2004, expanding internationally to the UK in 2005, and expanding beyond breakfast foods in 2006. This included frozen pizzas, dinners, and new products.

Today, Kashi continues to market themselves as a healthy and nutritional cereal brand, with marketing quotes such as “At Kashi, we believe the path to wellness doesn’t have to be a complicated one.” The company also uses the slogan “For the Love of Good Food” on their website⁷, focusing on food that is nutritious but also tastes good and makes you feel good. The company highlights a flavorful, healthy lifestyle promoted by their cereals.

In recent years, the company has modernized its marketing⁸, utilizing platforms such as Instagram Reels and TikTok to appeal to more of a Gen Z audience. Additionally, the brand has introduced more cereals, waffles and frozen foods to appeal to a broader range of customers, including Kashi Go keto and protein waffles.

1. <https://www.kashi.com/about-us>

2. [https://en.wikipedia.org/wiki/Kashi_\(company\)](https://en.wikipedia.org/wiki/Kashi_(company)).

3. <https://www.encyclopedia.com/books/politics-and-business-magazines/kashi-company>.

4. <https://www.mashed.com/714111/how-the-olympics-helped-kashi-become-successful/>

5. <https://www.supermarketnews.com/grocery-operations/kashi-co-is-purchased-by-kellogg>

6. <https://www.supplysidesj.com/market-trends-analysis/kellogg-acquires-kashi>

7. <https://www.kashi.com/>

8. <https://www.modernretail.co/retailers/health-and-wellness-culture-has-evolved-how-cereal-brand-kashi-modernized-its-marketing-to-stay-relevant/>



Industry Trends

The cereal industry has seen slow growth⁹ over the past five years, expecting to grow in sales between \$12.4 billion and \$13 billion by 2030. Additionally, in 2025, the value of hot and cold cereals decreased by 1.9%, reflecting a stagnant pattern in the profit growth of cereal brands.

One factor that may be influencing this stagnation in growth are the changing routines of young adults, with a preference in snacking and on the go meals over longer eating in the morning. With the release of more portable options like Nutri-Grain bars and Clif Bars in the 1990s, it has become much easier for consumers to grab food on the go. Additionally, there have been changes¹⁰ in the idea of what a traditional breakfast should be, with items such as yogurt and shakes replacing the traditional bacon, eggs and cereal.

Additionally, nearly 30% of consumers find cereal too expensive currently, opting for cheaper options such as fruit, yogurt, and granola bars to have in the morning instead. Less than 25% of consumers actively try new cereals, preferring to stick to the kind they know and not branch out beyond that. This has come as a result of grocery prices going up 27% in the past year alone. Low income households are often spending over a third of their income on food, which has made it more difficult to go to the grocery store routinely. As a result, items such as cereals that are on the more expensive end are bought less frequently than ever.

There also have been numerous health concerns about the nutritional value of cereals, and added items such as artificial dyes¹¹, which the US Government and Kellogg's are seeking to slowly phase out. The US recently announced it would be banning eight of these commonly used food dyes, which are used in cereals such as Kashi's, which has drawn more attention to the ingredients in these items.

Due to recent tariffs on items imported from China, production costs for US cereal manufacturers are increasing¹². This includes imports of steel and aluminum that go into the machinery and packaging for cereal products. Brands such as General Mills have experienced 32% increases in internal costs in the past few years, causing price raises of 4%¹³. Additionally, while corn based cereals currently dominate the market, there has been financial strain on the agricultural sector due to China's potential 15% tariff on wheat and corn. Oat based cereals are on the rise as a result of increasing consumer awareness of the health benefits of oats and the popularity of plant based diets.

Protein cereals are on the rise, with Kellogg coming out with the "Eat Your Mouth Off" brand aimed at millennials and Gen Z consumers. The plant based cereals include 22 grams of protein¹⁴ and zero sugar. This comes on the heels of a report by the International Food Information Council, that stated that nearly 75% of consumers are increasing their protein intake. Kashi now offers various protein and fiber cereals¹⁵, including peanut butter crunch, honey almond flax crunch, mixed berry crunch, chocolate crunch, cinnamon crunch, and original. These cereals were launched¹⁶ just a couple of years ago, alongside Kashi protein waffles.

9. https://clients.mintel.com/report/hot-and-cold-cereal-us-2025?fromSearch=%3Ffilters.category%3D67%26last_filter%3Dcategory%26resultPosition%3D2

10. <https://www.usnews.com/news/best-states/michigan/articles/2025-07-11/breakfast-cereal-sales-declined-for-decades-before-kelloggs-sale-to-italian-company>

11. <https://apnews.com/article/fda-artificial-food-dyes-kennedy-6f6c1aa08aafdae1925718804f360c0b>

12. <https://my.ibisworld.com/us/en/industry/31123/key-success-factors>

13. <https://www.fooddive.com/news/general-mills-elevated-operating-costs-ceo-jeff-harmening-cereal-inflation/710984/>

14. <https://www.mheducation.com/highered/blog/2025/01/the-rise-of-protein-cereal-reinventing-breakfast-for-the-modern-consumer.html>

15. <https://www.kashi.com/cereals>

16. <https://www.modernretail.co/retailers/health-and-wellness-culture-has-evolved-how-cereal-brand-kashi-modernized-its-marketing-to-stay-relevant/>

Overall, the stagnating consumer base, especially with the younger generation, gives the Kashi brand the opportunity to shift to more sophisticated flavors and packaging. Kashi's reputation as a health and wellness brand could be used to its advantage, and promotion of its fiber and protein rich flavors could help it remain profitable in the coming years.

Brand Analysis

Kashi GO is known for offering nutritious cereals and snacks that cater to consumers seeking healthy and active lifestyles. The "GO" in its name emphasizes movement, energy, and progress – which aligns to its energetic and health-conscious brand personality. Kashi GO positions itself for people who are not just eating breakfast, but fueling their day – whether it's for a workout, a hike, or just to stay alert at work or a busy morning. The brand often appeals to a demographic that cares about wellness, whole ingredients, and clean eating, but still appreciates good flavor.

Kashi GO's packaging demonstrates this active, modern brand personality. It uses a clean, minimalistic design, with earthy tones with pops of vibrant color (like reds, greens, and oranges) to show they use natural ingredients and high energy. The typography is bold but approachable, reinforcing confidence without being aggressive. The visuals usually highlight grains, seeds, and other ingredients. Overall, Kashi GO communicates a message of a healthy lifestyle, encouraging consumers to "go" do more – with food that supports their goals.

Brand	Manufacturer	Price	Products	Place	Promotion
Kashi GO	WK Kellogs	Usually around \$5.42 for a 12.3 oz box	12g Protein and 12g Fiber cereal, made with a blend of honey toasted whole grain puffs, crunchy cereal sticks, and crispy squares Whole grains, low fat.	Mainstream grocery chains like Target, HyVee, Walmart, Costco Also via online channels like Amazon Grouped with other healthy/premium cereals, mid to upper shelves (eye-level or just above), rather than on the floor or topmost shelves.	Advertising emphasizes the health/nutrition claims: "12 g protein + fiber," whole grains, "power your morning," Packaging graphics and claims themselves act as promotional tools, highlighting the "GO" (action, energy) and nutritional benefits.
Cheerios	General Mills	Price ranges from about \$3-\$7	Whole-grain oat cereal in the "O" shape Emphasis on nutrition, whole grains, low sugar (for some variants), heart health 12 vitamins/minerals to keep full	In various retail stores, grocery stores, online, international distribution, smaller convenience stores Placing boxes at eye level on the shelf for good visibility	Advertising (TV, print, digital) highlighting health benefits, family, "heart health," Newspapers, commercials on TV, the "cheerios kid" mascot Partnerships with well known people like Ellen Degeneres "Spoonfuls of Stories" program and branded campaigns tying Cheerios to stories, families, and emotional appeal.

Brand	Manufacturer	Price	Products	Place	Promotion
Fiber One	General Mills	Average to be about \$5 per box	High fiber breakfast cereal Large portion of ones daily fiber with minimal sugar Fiber One has reduced sugar and updated recipes, and rebranded packaging to appeal to more modern or younger consumers	Distributed in mainstream supermarkets, convenience stores, e-commerce (amazon, other online stores) Positioned near the "fiber/health/better for you aisle"	Fiber One has run campaigns to reposition its image, including the 2019 rebrand with "Work Done" video and using reality TV stars to draw attention. The messaging emphasizes that health (fiber) does not have to sacrifice taste; for example, one of its taglines or themes is "delivers fiber in a low-calorie / low sugar package." Recent rebrand had new packaging, and used media to show these new attributes
Puffin Cereal	Barbara's Bakery	Around \$5.99 for a box	Puffed oat + corn cereal marketed as a "better for you" choice: whole grain, good source of fiber, non-GMO, vegan, kosher. 6 g dietary fiber, 6 g sugar Non GMO Fun shape, elevates eating experience.	Mainstream grocery chains, health food / natural stores (or the natural / organic sections), and online retailers (Amazon, specialty food sites) Specifically whole foods National U.S. distribution (Barbara's being based in Petaluma, CA) for many regions. Use of point of purchase displays when able to. Amazon	Emphasizes that Puffins are "fun," "crunchy," but still good for you Bring a grin to your breakfast table" is a tagline used on their brand site. Emphasizes non-GMO, whole grain, fiber content, "no artificial stuff" (or clean claims). The "all natural" claim has been especially prominent (though it has faced legal scrutiny- some consumer trust issues) Packaging and in-store ads. Coupons

Kashi GO	Cheerios	Fiber One	Puffin Cereal
			

In conclusion, Kashi GO stands out from its competitors by focusing on high-protein, high-fiber nutrition for people who want to stay active and energized. Unlike Cheerios, which leans into family and heart health, or Puffins, which focuses on being natural and fun, Kashi GO speaks more to adults looking for a healthy, goal-oriented breakfast. Its clean packaging, bold nutrition claims, and energetic branding help it stand apart as a cereal that's both good for you and meant to fuel you for the day. However, Kashi GO's competitors are slightly more well known due to better promotional materials, which is really the area that Kashi needs to focus on in order to really position themselves amongst them well.



Consumer Analysis

A consumer analysis was conducted utilizing MRI Simmons to analyze the demographics, geographics, psychographics and buying behavior of consumers. There are slightly more men than women that use KashiGo, with 51.5% men and 48.5% women users. Consumers aged 50-54 represented the highest consumer base with 9.7% of users. The largest family type for KashiGo consumers was married couples, representing 27.4% of the consumer base. 30.9% of consumers identified as Democrats, with 28.2% Republican, as well as 38.6% identifying as independent or no party affiliation. 10.5% of consumers worked in management occupations, with 5.7% working in healthcare practitioner/technical roles. 11% of consumers earned between \$75,000 and \$99,000 annual income, while 8.4% earned \$100,000-\$150,000. 83% of consumers were white, with only 5% being black and 4% Asian.

Consumers were widely spread regionally, with 20% being located in the South Atlantic region of the US, 16.6% from the Pacific region, and 16.2% from the Mid-Atlantic region. California had more Kashi Go consumers than any other state with 9.2%, followed by Pennsylvania (6.6%) and Florida (5.8%).

Consumers tended to be more health conscious, with 61.9% stating that they always checked the nutritional labels on products before buying. Additionally, 70.3% stated they try to eat a healthy breakfast every day. Respondents also showed a distaste for on the go meals, with 68% saying they do not like to eat meals on the run, implying they prefer to sit down and eat their meals in the morning. 81.5% disagreed that they prefer buying only name brand foods, suggesting that Kashi consumers prefer more of the quality and nutritional value of their groceries rather than branding.

Consumers also tended to live quieter, more leisurely lives. 89.5% of respondents said they most preferred spending a quiet evening at home. They also valued family time, with 86.8% saying spending time with their family was their top priority. Personality wise, respondents appeared to be educated, with 73.4% saying they stay up to date with current news and affairs. 53.6% disagreed on considering themselves outspoken, 82.2% disagreed about liking being the center of attention and 57% were interested in home decor. The most popular activities for consumers included watching newscasts, and reading the newspaper mornings and nights. This reflects a quieter, homebody type of lifestyle in the consumer base of Kashi, which would be reflective of an older consumer base.

In regards to buying behavior, Kashi consumers were more educated in their purchases, with 71.2% researching what they bought online first before purchasing. Additionally, 84.3% of consumers stated that they had already decided what they wanted before buying. Besides doing research on the products before going, buyers were wary of advertising tactics, with 76.7% disagreeing that advertising paints a true picture of the product, and 85.9% disagreeing they were more likely to buy products if they were affiliated with a sports team. The majority of users also disagreed that it was important to buy a brand they like regardless of the price, reflecting a sensitivity to cost rather than need for the brand they like. This reflects the educated consumer base for Kashi about what they are buying when they enter a grocery store.

Our agency has conducted primary research, interviewing four students. Our analysis indicated that only one had actually tried Kashi Go cereal, however was not a regular buyer. Two of the students remembered seeing Kashi at local grocery stores, but were not familiar with the taste of the cereal. When asked about their morning eating habits, students preferred getting quick pastries and snacks at coffee shops, rather than making a full bowl of cereal. These interviews reflected Kashi's difficulties reaching a younger audience that prefers quick, on the go foods.

Primary Targets

According to our agency's MRI Simmons report, Kashi's primary consumer demographic is a white married professional male between the ages of 50-54. This consumer is on the wealthier side, working in a management occupation, and most likely based in the South Atlantic region of the United States. This consumer is extremely health conscious and always checks nutritional labels before buying food and favors organic food. This consumer prefers a quieter life with family, preferring to spend time to sit down and eat their meals as well as spend their weekends with an evening at home. They prefer to plan out what they want to buy before they begin shopping and do not fall for simple advertising techniques or colorful packaging. This consumer is extremely active and enjoys exercising daily and eating healthy.

Secondary Targets

According to our agency's MRI Simmons report, Kashi's secondary consumer demographic is a younger professional female between the ages of 30-34. This consumer is on the less wealthy side, working more in a health care practitioner role such as a doctor or nurse. This consumer is single and living in the Pacific region, enjoying a busier lifestyle where they frequently eat meals on the go. Additionally, this consumer is less active and less health conscious, preferring to quickly stop at the store and buy whatever labels or products jump out at them with little preparation. This consumer is more active socially, preferring to hang out and socialize frequently and be more extroverted.

The Kashi logo is displayed in a bold, green, sans-serif font. The letter 'i' in 'Kashi' has a small green leaf icon above it. A registered trademark symbol (®) is located at the bottom right of the logo.



Media Usage Analysis

MRI Simmons was used to analyze the media usage of KashiGO's consumers. According to an MRI Simmons report on KashiGo consumers in the last 6 months, consumers were likely to have interacted with the media platforms Facebook, Youtube, Amazon and Google. Other statistically significant for KashiGO consumers include Pinterest and Twitter, which were more popular among a high number of KashiGO consumers than cold cereal consumers. Additionally, KashiGO consumers utilize media channels like BuzzFeed and MTV, as well as streaming platforms like Apple TV, Disney +, Hulu, Netflix, Paramount Plus and Prime Video. KashiGo consumers consume this media primarily during evenings during the weekday and weekend.

Of the people who used KashiGo in the last 6 months, 53.83% used Youtube in the past 30 days. This data comes from over 2.8 million respondents. According to an MRI Simmons report on consumers of cold cereal in the last 6 months and heavy consumers of cereal, these statistics are comparatively similar to KashiGO consumers. The high number of respondents who are both KashiGO consumers and Youtube consumers reveal that advertisements on Youtube may reach a broad audience of current KashiGO consumers and potential consumers.

According to an MRI Simmons report on KashiGO consumers in the last 6 months, platforms such as Google, Amazon and Facebook are popular among KashiGO consumers. Of the people who used KashiGo in the last 6 months, 91.17% used Google as a search engine in the past 30 days. This percentage comes from over 4.6 million respondents. Of the people who used KashiGo in the last 6 months, 81.42% visited Amazon in the past 30 days. This response comes from over 4.1 million respondents. Of the people who used KashiGo in the last 6 months, 64.07% used Facebook in the past 30 days. Facebook had an index of 131 and almost 3.3 million respondents. In comparison to heavy consumers of cold cereal (those eating over 9 bowls of cereal a week), respondents using Google, Amazon and Facebook in the past 30 days show comparable numbers to KashiGo consumers.

However, MRI Simmons data showed KashiGO consumers in the last 6 months used Google, Amazon and Facebook more than cold cereal consumers in the last 6 months. Of cold breakfast cereal consumers in the past 6 months, 84.92% used Google as a search engine. Of the breakfast cereal users in the past 6 months, 77.92% used Amazon as a search engine. Of the people who used cereal in the last 6 months, 63.66% used Facebook in the past 30 days. KashiGO should use these platforms to reach their consumers because of the high number of respondents and to differentiate from the general cold cereal market.

MRI Simmons indicated that Twitter and Pinterest were statistically significant platforms for KashiGo consumers. Of the people who used KashiGo in the last 6 months, 21.73% used Twitter in the past 30 days. This comes from over 1.1 million respondents and is a higher vertical percentage (18.2%) than those who consumed breakfast cereal in the last 6 months. This is also a higher percentage (16.99%) than heavy consumers of cold cereal a week.

Of the people who used KashiGo in the last 6 months, 21.26% used Pinterest in the past 30 days. MRI Simmons data showed Pinterest had an index of 121, composed of over 1 million respondents. Of the people who consumed breakfast cereal in the last 6 months, 17.91%, used Pinterest in the past 30 days. Of the people who heavily consumed cereal in the past 7 days, 13.12% used Pinterest in the past 30 days. The number of KashiGo consumers who reported use of Pinterest and Twitter are lower than those who use Youtube, Google, Amazon and Facebook. However, KashiGo can use these platforms to differentiate themselves from the cold cereal market and increase the amount of KashiGo consumers through Twitter and Pinterest.

According to an MRI Simmons report on KashiGo consumers in the last 6 months, media channels such as BuzzFeed and MTV were popular among KashiGo consumers, healthy cereal consumers, and heavy cereal consumers. Of the people who used KashiGo in the last 6 months, 7.57% used BuzzFeed in the past 30 days. MRI Simmons indicated a statistically higher average of KashiGo users consuming BuzzFeed, shown through an index of 169 composed of 389,000 respondents. In comparison to healthy cereal consumer use of BuzzFeed in the past 30 days (6.09% vertical) and heavy breakfast cereal consumers use of BuzzFeed in the past 30 days (4.81% vertical), BuzzFeed was more popular among KashiGo consumers.

Data also concluded that KashiGo consumers in the last 6 months have a higher consumption of MTV, with an index of 134. Additionally, 17.29% of MTV consumers in the last 30 days are also heavy cereal consumers, with an index of 144. MTV may be an ideal platform to reach heavy cereal consumers who are potential KashiGo consumers as well. Streaming services were also popular among KashiGo consumers. Of the KashiGo consumers in the last 6 months, 16.57% used Apple TV + in the last 30 days. Apple TV+ had an index of 132, in comparison to healthy cereal consumers (index of 120) and heavy cereal consumers (index of 98). Other instances where KashiGo consumers in the past 6 months used streaming services were Disney+ (42.72%, index of 116), Hulu (43.90%, 2.25M respondents), Netflix (71.81%, 3.6M respondents), Paramount+ (26.12%, 1.34M respondents) and Prime Video (56.14%, 2.48M respondents).

Additionally, MRI Simmons was used to identify when KashiGo consumers consume their media. The data revealed that KashiGo consumers prefer to consume their media in the evenings, with morning preference for weekdays at 7-9 a.m. (all time zones). Of KashiGo consumers in the last 6 months, 14.08% of respondents consumed TV during this time. With an index of 115, KashiGo consumers had the most preference for this time. Heavy cereal consumers and health cereal consumers had considerably lower indexes and vertical percentages, with heavy cereal having an index of 97 and healthy cereal 83.

KashiGo consumers favor media consumption between 4 and 11 pm eastern/pacific time on weekdays. This data was composed into three different segments, with the highest vertical percentage being 45.77% from 7:30-8 pm eastern/pacific, composed of 235,300 respondents. The lower end of this segment was from 4-6 pm, with a vertical percentage of 22% and composed of 1.1M respondents.

During the weekends, KashiGo consumers favored watching TV Saturdays at 7:30-10 pm and Sundays from 7-10 pm. 37.85% of KashiGo consumers watch TV from 7:30-8 pm and 43.96% of KashiGo consumers watch TV from 8-10 pm. MRI Simmons data showed that 40.96% of KashiGo consumers watch TV from 7-10 pm.

KashiGo should target social media platforms, online websites and streaming services, as well as evening TV to increase consumers. These insights are more likely to increase heavy consumers of KashiGO.



Creative Category Analysis

Kashi's Existing Marketing

Kashi's print advertising is essentially nonexistent. They don't do anything special on their boxes, or on billboards or in any notable publications. This is definitely a section of advertising on the decline, but still an area Kashi Go must improve upon to naturally capture consumers' attention, as print advertising can be the time people feel the least directly marketed to.

Kashi's video advertising is characterized by its focus on the cereal's literal components as if you were reading the box. For example, they rolled out a commercial supposedly positioning themselves as 'not just any cereal'. However, they can only mention their numbers and not tap into visceral emotion or imagery. It's a straightforward approach to sell the product to those looking for it, but it isn't very useful in targeting young consumers or being creative with the medium. The ads also don't have a clear focus, which is an overall issue with Kashi's product marketing.

Kashi's digital advertising has little to no social media presence and a lack of authenticity. They haven't posted on X/Twitter since the Fall of 2022. Their Instagram has had success with sponsoring other creators, but much of its original content is the same lazy, simple graphics that aren't catching anybody's eye. For example, their Instagram post from July 31 of this Summer is a picture of the box surrounded by some graphics and titles. It's formatted in a stop motion way to give it some life, but it is still largely plain and soulless, unmoving to audiences. Finally, their TikTok just reposts the Instagram posts that are original videos, thus being unoriginal and once again not taking advantage of the medium. They have had success with several videos with over one million views, but it hasn't translated into anything. Digital advertising must be improved upon to target young people.

Competitor's Existing Marketing

Kashi competitors' print advertising brought us to Wheaties and how they turned the cereal box, the thing that every purchase comes with, into print advertising, characterized by its connection to athletes and being a healthier cereal. This example highlights that the cereal box can draw people in with partnerships or associations. Additionally, sugary cereals boast their mascots on their boxes that are plastered across their forms of marketing.

Looking at some competitors' video advertising, specifically of health-conscious cereals like Fiber One and Raisin Bran's marketing of their less healthy frosted option, there is a much clearer focus on the main feature instead of relaying all of the information. Fiber One focuses on its health benefits while Frosted Raisin Bran puts the eyes on its sugary glaze. More importantly, though, both spots take advantage of the medium, uniquely adding charm and humor. For example, the Fiber One commercial features a man upset over bland, boring celery while trying to stay healthy. He is so happy and amazed to come across Fiber One for its taste, which causes a visceral reaction, even though it's health-conscious. It is unique, creative, and only able to be conveyed through this medium.

Many competitors' digital advertising is fairly similar to Kashi Go. Cheerios is the most recent major cereal brand on X/Twitter, and they haven't posted in more than nine months. It's possible the platform's ownership is an issue, but it is a highly used social media site. Similarly, Cheerios and Kellogg's Instagram accounts are not very good at creating traction or being original. For example, a Cheerios Instagram post from August 22 of this year features a two-picture slideshow connecting different flavors of cereals, while the caption highlights Cheerios as an option for back-to-school snacking. Not very creative, but it does at least play to the medium with the connected pictures and the effective caption, phrasing a question. Kellogg's is the parent of many cereals, including Kashi, but Kashi is not featured on their Instagram. However, Cheerios' TikTok was taking advantage of the medium with creative, short-form content before they abandoned the platform. For example, a TikTok that Cheerios created showcases a fun video of rollerblading on a sunny day and spreading good vibes from a Cheerios box. The combination of music, video, editing, and emotional appeal makes it a good digital marketing post. Digital marketing remains the key in getting young people and it is a glaring hole the whole cereal market has largely ignored.

Cereal Brand	Instagram Followers (Posts Per Week)	X Followers (Posts Per Week)	TikTok Followers (Posts Per Week)
Kashi	23.9k (0-2)	10.1k (0)	2,615 (0-1)
Fiber One	17.9k (0-1)	16.8k (0)	15.1k (0-1)
Cheerios	77.3k (0-2)	97.2k (0)	114.4k (0)



Public Opinion and Stakeholder Analysis

The public's dietary focuses have shifted greatly in recent years. A low-carb, keto-friendly diet used to be the priority of many adults in the United States. In 2019, Kashi GO rebranded from the previous name of Kashi GOLEAN. With the market research the company conducted, they found that "people are changing the way they think about healthy eating and that they want to invest in brands that not only reflect their food values, but also inspires them."¹⁷ With the new product name, Kashi GO hoped to focus more on encouraging their customers to eat foods that nourish and fuel their active lifestyles, rather than focusing on weight loss.¹⁸ Kashi also capitalized on the public's focus on prioritizing protein in their daily diets, especially in their morning breakfasts. According to a 2025 survey conducted by the International Food Information Council, 1 in 3 Americans¹⁹ say they've increased their protein intake in the last year. Additionally, 44% say they prioritize this protein during breakfast, compared to 42% during lunch and 17% for snacks. In this regard, the public appreciates the company's recipe, as Kashi Go's Protein & Fiber cereals have at least 10 grams of protein included.

While the nutritional benefits of food are important to most Americans, so is taste. In fact, 66% of Americans say taste is one of the factors they consider when choosing their sources of protein, followed by price and healthfulness. With this in mind, it's important to Kashi GO's consumers that they provide excellent taste along with protein and fiber dense recipes. Reviews on Kashi GO from online spaces show a wide range of satisfaction from consumers on the taste. Many reference the health of the ingredients and praise the amount of fiber and protein provided in each serving. However, the added sugar puts a lot of consumers off. Additionally, many are dissatisfied with the recent change in recipe.

The cereal market has experienced a decline in sales, dating back to the mid 1990s. Researchers suggest this to be due to a rise in popularity of portable breakfast options (such as Nutri-grain bars and various protein bars), as well as a concern over added sugars and processed ingredients in many cereal recipes.²⁰ With this in mind, Kashi GO introduced its new program titled SPOONS in February of 2025. The goal is to place health and wellness at the center of the cereal market. The company said the acronym represents the "health credentials" of its cereal: more Simple than you think," "as much Protein as an egg in a bowl with milk," "number One source of fiber for kids," "brings Other foods along" (such as milk and fruit), "more key Nutrients than those that don't eat cereal" and "no more added Sugar than those that don't eat cereal."²¹ Kashi GO's recent package design and ingredient composition, the product "now delivers consumers the unique benefit of 10 grams of protein and 10 grams of fiber, with single-digit sugar (content). This is the type of food that should resonate well with our health-focused consumers," said WK Kellogg Co. Chief Executive Officer, Gary Pilnick.

17. <https://www.prnewswire.com/news-releases/kashi-rebrands-the-best-selling-golean-line-to-kashi-go-300849414.html>

18. <https://www.fooddive.com/news/kashi-go-rebrand-targets-active-millennials-and-gen-zers/554978/>

19. <https://ific.org/wp-content/uploads/2025/07/IFIC-Spotlight-Survey-Protein-Perceptions.pdf>

20. <https://finance.yahoo.com/news/breakfast-cereal-sales-declined-decades-203826122.html>

21. <https://www.foodbusinessnews.net/articles/28243-wk-kellogg-touts-health-attributes-to-revive-cereal-sales>

Stakeholders

WK Kellogg Co. and Ferrero

Kashi GO is a product owned and produced by WK Kellogg Co., one of two companies that formed after Kellogg split in October 2023. Recently, WK Kellogg Co. was acquired by Ferrero²², an Italian food distribution company. With a total value of \$3.1 billion, Ferrero company is to take over all of WK Kellogg's portfolio of breakfast cereals in the United States, Canada and the Caribbean.

WK Kellogg Co. Shareholders

11.59%²³ of shares are held by company insiders, while 93.53% are held by institutions. With the recent acquisition approved by shareholders, they are set to receive \$23 per share they owned prior to the shift in ownership. WK Kellogg Co is no longer listed on the New York Stock Exchange and has stopped trading.²⁴

WK Kellogg Co. Employees

According to 2024 reporting, WK Kellogg Co. has 3,280 corporate employees²⁴. The company has its code of ethics published on its website. The company's core values include "acting with integrity, showing respect, being accountable and winning with purpose by being passionate about our Company, our community, our brands and our foods."²⁶

Kashi GO Current and Future Consumers

To continue growing successfully as a company, Kashi GO needs to take consumer feedback and reviews into consideration throughout every step. Consumers are leaving reviews on the company website, distributor websites and making social media videos about their experiences with the brand. There is an overall satisfaction among consumers, but there are areas of improvement like taste and accessibility of the product itself.

Public Media

To reach current and potential consumers, Kashi GO will need to prioritize its media connections. The biggest area of media that Kashi GO should reach is social media. Because of the lack of younger consumers, building a presence and a following on TikTok, Instagram and potentially Facebook would be beneficial for the brand and its future announcements of campaigns. Traditional media could also be beneficial, and Kashi GO could utilize health media outlets such as Today.com Health and Wellness news or Verywellhealth.com.

22. <https://www.ferrero.com/int/en/news-stories/news/ferrero-to-acquire-wk-kellogg-co>

23. <https://finance.yahoo.com/lookup/?s=KLG>

24. <https://wwmt.com/news/local/ferrero-wk-kellogg-sale-rocher-nutella-battle-creek-cereal-city-shareholders-economy-purchase-acquisition-calhoun-county-west-michigan>

25. <http://www.referenceusa.com/UsBusiness/Detail/Tagged/9033b154722b412891d2ee16e0bcdefd?recordId=804248051>

26. <https://www.wkkellogg.com/who-we-are/ethics-and-compliance>



SWOT Analysis

Strengths

Healthy and nutritious (high in fiber, high in protein, low in sugar)
Loyal consumer base
Brand has existed for over 30 years, has a strong brand image

Weaknesses

Not popular among younger generations, especially kids
Consumers identify KashiGO does not taste good
Not selling themselves well (marketing), lacking brand position

Opportunities

KashiGO is in the process of being acquired by a large distribution company (Ferrero)
Rise in popularity of high-protein foods
Relatively popular, consumer recognition of the KashiGO name

Threats

Shrinking cereal consumption, caused by the rise of on-the-go breakfasts
Intense competition within protein and nutrient-dense cereals
Cultural shift toward consuming whole foods

3 Key Issues & Implications

Based on the research insights gathered, and the above SWOT analysis, the following is what we see as the three key issues for Kashi GO, and the implications for each.

Key Issues

- #1** Less people are choosing cereal as their breakfast choice.
- #2** Kashi GO is not a top breakfast choice for younger adults.
- #3** Kashi GO has no one differentiation point.

Implications

- #1** - We must showcase the nutrition and the benefits of Kashi GO to encourage people to buy cereal again.
- #2** - We must focus marketing efforts on a younger demographic, making Kashi GO an appealing choice for them.
- #3** - We will capitalize on the "normal" positioning Kashi GO currently has by using messages that appeal to an audience that considers themselves "average" or "normal"

CAMPAIGN STRATEGY





Objectives

This campaign aims to increase Kashi GO sales through improving brand awareness, brand approval, and gaining traction on social media platforms. These objectives address the key issues of Kashi GO cereal through setting realistic goals intended to progressively build Kashi GO sales over time.

Our primary objective is to increase brand awareness of Kashi GO cereal by 20%. We found that Kashi GO lacks positioning, but more so brand recognition. To do this, we hope to build consumer recognition of Kashi GO through repetition messaging on digital and print mediums. By the end of the campaign, we will increase frequency in digital media to 10 and print medium to 5. Brand awareness will also be tracked through the number of visits to Kashi GO's website from the start of the campaign to the end of the campaign, which should increase by at least 20%.

Additionally, we hope to increase brand approval on digital platforms. Kashi GO receives a considerable amount of negative reviews on digital platforms, including their own website. Kashi GO original cereal currently has 145 reviews on their website. 14 consumers rated Kashi GO one star, 9 consumers rated Kashi GO two stars, and 11 consumers rated Kashi GO three stars. By the end of the campaign, we aim to measure brand approval by a decrease in one and two star ratings, and an increase in 3-5 star ratings. Our goal is for one and two star ratings to increase at a slower rate of 1-2%, with three to five star ratings increasing by 8%.

This campaign also aims to increase social media interaction on Kashi GO platforms by 300%. Kashi GO's social media, specifically their Instagram page, averages a mere 20 likes per post with 23.9k followers. By the end of the campaign, we expect Kashi GO's likes on Instagram should increase by 300% or more. Additionally, we aim to increase social media followers by 10%. This objective focuses on building a digital relationship with current Kashi GO consumers as well as prospective customers. This objective should contribute to boosting brand approval and brand awareness of the product.

With these objectives in mind, Kashi GO sales should increase by 2%, generating minimal increases in sales while establishing consumer recognition that may help establish a trajectory over time.



Primary Consumer

Parents - Ages 50 - 54

Kashi is already a popular cereal with middle aged parents who enjoy exercise and a quiet lifestyle. These parents are on the wealthier side and tend to live in the South Atlantic region of the US. Therefore, our primary target will be white, upper middle class married males who enjoy family time and exercise.

While our primary target enjoys eating Kashi, their kids are less enthused about the cereal and prefer more sugary brands with colorful packaging. However, we want to address that the cereal's marketing efforts have shifted to be more engaging toward younger generations.

James and Sarah Smith and the Smith Family



Meet James and Sarah Smith and their two children, a family living in Myers Park, an upper middle class suburb of Charlotte, North Carolina. James is a working man in his early 50s who works at Bank of American in downtown Charlotte as a regional manager, making around \$150,000 a year. James is hardworking, but in his free time leads an active and healthy lifestyle, enjoying weekend hikes and bike rides. He values family time, and spends most of his nights enjoying movies or playing board games with his wife and kids, as well as golfing from time to time.

His wife, Sarah Smith, works part time as a teaching assistant at Selwyn Elementary School near their home. When she's not working, however, she's busy running her kids to and from school and to their various after school activities. Their 15 year old son, James, is a freshman at Myers Park high school and an avid soccer player, playing both club and high school soccer. Their 17 year old daughter, Julia, is a junior who plays on the tennis team and enjoys bike rides with her dad.

James and Sarah are both very health conscious, and shop mostly at organic food grocery stores such as Whole Foods and Trader Joes. They always make sure to check nutritional labels when shopping, and tend to make lists before they go to the grocery store. Additionally, they prefer more quality foods rather than recognizable brands when selecting their items. Additionally, they are both firm believers in having a healthy breakfast each morning, and both eat Kashi on a regular basis each morning. However, they have had trouble getting their children to eat the cereal, and James and Julia often prefer more colorful, sugary cereals to have for their breakfast.

Secondary Consumer

College Students - Ages 18 - 24

We plan to target the group of 18-24 year olds as they are not consuming Kashi Go very much, however we feel it would offer a healthier alternative to snack and junk foods they tend to consume. Additionally, many college students often go without eating breakfast, and we believe Kashi offers a quick, healthy and filling way for them to start their mornings. We want to target college towns such as Madison, as well as major cities. Additionally, within college campuses, we want to expand the reach of Kashi at dormitories or college dining halls. We found that our secondary consumer base mainly resides in the Pacific region of the United States.

Mia Schultz



Mia is a 20 year old student at the University of California-Berkeley studying psychology and journalism. We picked this school as it is concentrated in the highly populated Bay Area of California, and Berkeley specifically has a large population of 18-24 year olds with the college located there. She is involved in numerous extracurricular activities, and is extremely busy every day, rarely finding time to get exercise. Additionally, she is very social and spontaneous, loves going out, and loves hanging out with her friends.

Because of her busy lifestyle, Mia often struggles to find the time to cook at home and grocery shop for long periods of time. She often goes to the local convenience stores to pick out quick snacks and goes out to eat with her friends frequently. For breakfast, she usually chooses an on the go snack such as a granola bar that she can eat on the way to class. As a result, she usually chooses not to buy brands of cereal at the store. Additionally, as a college student, she is on a tight budget, and often chooses the items that are the least expensive rather than the highest quality. However, we believe that Kashi Go offers a cheaper, healthier option than other popular cereals and would appeal to her busy lifestyle.



Campaign Messaging

Kashi GO's competitive advantage definitely revolves around its clear alignment with an energetic, health-conscious lifestyle. The brand differentiates itself by targeting consumers who view breakfast not just as a meal, but as fuel for their day – whether that means getting through a workout, staying focused at work, or keeping up with a busy schedule. Unlike many other mainstream cereals that emphasize family appeal or comfort, Kashi GO appeals to adults who prioritize wellness, performance, and balance. Its product offerings – such as high-protein, high-fiber blends made with whole grains and natural ingredients – are made to meet the needs of consumers who desire both taste and functional nutrition.

Visually, Kashi GO's packaging demonstrates this modern, active personality through its clean and minimalistic design. The combination of earthy tones with bright, energetic accents, along with bold yet approachable typography, signals vitality and natural goodness. This design doubles as a marketing tool, communicating the brand's "GO" philosophy of movement and energy directly from the shelf. Compared to competitors like Cheerios, which focuses on family and heart health, or Puffins, which promotes fun and all-natural simplicity, Kashi GO stands out by connecting its nutritional benefits to a goal-oriented lifestyle. While its competitors may have broader recognition due to extensive promotional campaigns, Kashi GO's edge comes from its strong brand personality, clear nutritional positioning, and authentic appeal to those who want their food to support an active, empowered way of living.

Brand Personality

Kashi GO's current brand personality primarily can be described with characteristics such as energetic, health-driven, and modern. The "GO" emphasizes movement, productivity, and an active lifestyle, positioning the brand as fuel for people on the move. The company actually used to be called, "Kashi GO Lean." It's known for being wholesome and nutritious, and contains whole grains, protein, and fiber. Its packaging and tone demonstrate a clean, minimalist, and functional look; it is simple, yet confident. Consumers recognize Kashi GO as a "better-for-you" breakfast or snack option that combines health benefits with good taste, appealing especially to adults who value wellness, balance, and performance in their daily lives.

However, some ways that the brand's personality could improve would be to become more warm, distinctive, and emotionally engaging. Right now, Kashi GO feels somewhat serious and too focused on its benefits rather than actually connecting with the consumer and giving them something to remember Kashi by. Some of its competitors like cheerios or puffins have distinct known mascots and connections with their consumers that evoke nostalgia and create connection and awareness around the brand. To stay relevant and resonate with younger audiences (our secondary target), it could benefit from infusing more playfulness, creativity, and authenticity into its voice and visuals. Adding a sense of community, fun, and spontaneity would make it feel more human and relatable.

Additionally, as cereal consumption continues to change, Kashi GO should embrace its “on-the-go” potential more strongly, positioning itself as an anytime, anywhere fuel rather than just a breakfast item. Overall, by becoming bolder, more transparent, and emotionally engaging, Kashi GO can modernize its brand personality and become more relevant in the industry while staying true to its core values of health and nutrition.

Positioning of Kashi

Kashi is currently positioned poorly as a brand among other cereals, snacks, and more that are all vying for consumers’ attention and money. They try to be the option that provides a little bit of everything, which leaves no target audience feeling wanted or persuaded. They are also positioned as an option primarily for adults older than forty, and not as a cereal for kids or young adults, who are the future spenders and drivers of the market. Kashi is very bland in its appeal in every way, and they refuse to expand beyond the breakfast cereal market, even as cereal and breakfast itself are both dwindling.

This is where our campaign can improve the positioning that Kashi currently has against its competition. By using niche, segmented marketing on social media, and putting real experiences that leave a lasting impact on consumers at the forefront of our strategy. Kashi can be positioned as something for everyone, since everyone likes something a bit normal in these crazy times. This focuses on both a unique, individual experience and broader communities that bring people together and should help reach our goals of increasing brand awareness, brand approval, and social media interactions.

This campaign strategy can expand our positioning to reach into these niches, while still being a cereal for everybody, anytime. Kashi’s main issues are its lack of differentiation, cereal is fading as an everyday option, and they don’t have many young consumers. These are all able to be handled with improved brand positioning.

To tackle their absence of differentiation, a social media strategy aimed at promoting Kashi’s protein boost alongside joggers and fitness influencers can position itself as a choice for an active lifestyle, while increasing brand awareness and social media presence. Similarly, utilizing social media to highlight Kashi’s valuable fiber to the main target audience who may struggle with being regular will position the cereal as a choice for gut health, while working toward all three goals of better brand awareness, approval, and more social media interactions.

To deal with the problem that all cereals are dealing with, the decline in breakfast cereal sales, Kashi can use packaging and social media campaigns to try and win consumers over in other food areas. By introducing single-serve bags, the brand can position itself as an option as a snack at any time of day or for those on the go. This can apply to many markets as these bags can be used in a rush, after a workout, on a hike, waiting at the DMV, or wherever else. In addition to these bags, this strategy recommends positioning Kashi as more of a snack option and as an ingredient through a social media campaign with recipes like Krispy Kashi bars (rice crispies with Kashi). Implementing these approaches will help Kashi position itself as more than a breakfast cereal, increasing brand awareness, approval, and social media interactions.

The final issue to address is that young consumers frequently choose other options and cereals over Kashi. By launching pop-ups in college towns that focus on these all-important potential buyers, Kashi can position itself as a premium and exciting option for young adults. In turn, this is bound to increase the brand’s awareness, approval, and overall social media presence as students naturally share their experiences with others.



Timing, Scope, & Duration

Our campaign will utilize a pulsing advertising strategy, combining constant advertising with bursts of increased media exposure to our consumers. The campaign will run from January 2026 to December 2026, with pulses of campaign deployment during August-September 2026, when our consumers will be met with the “back-to-school” season. Because our largest consumer base is married men with children, we decided a campaign surrounding a healthy start to the school season would be the most impactful, and generate the greatest increase in sales.

To reach our primary and secondary targets, our campaign plan will use a variety of media. The majority of our media budget will be used to promote our campaign through social media. Our target audience shows significant usage of social media platforms. The largest social media platform used by customers of Kashi GO was Facebook, followed by Pinterest and Twitter. Using this Simmons data, we plan to employ social media advertising Kashi GO to continue contact with our primary target consumers. To reach our secondary target consumers, adults aged 18-24, our campaign will use social media advertisements, but focused more closely on YouTube, Instagram and TikTok. According to a Pew Research Center²⁷ study conducted in 2024, 93%, 76% and 59% of adults aged 18-29 used the above platforms, respectively. By utilizing these platforms with messaging tailored to both our primary and secondary consumer targets, our campaign has the potential to reach the maximum scope of consumers.

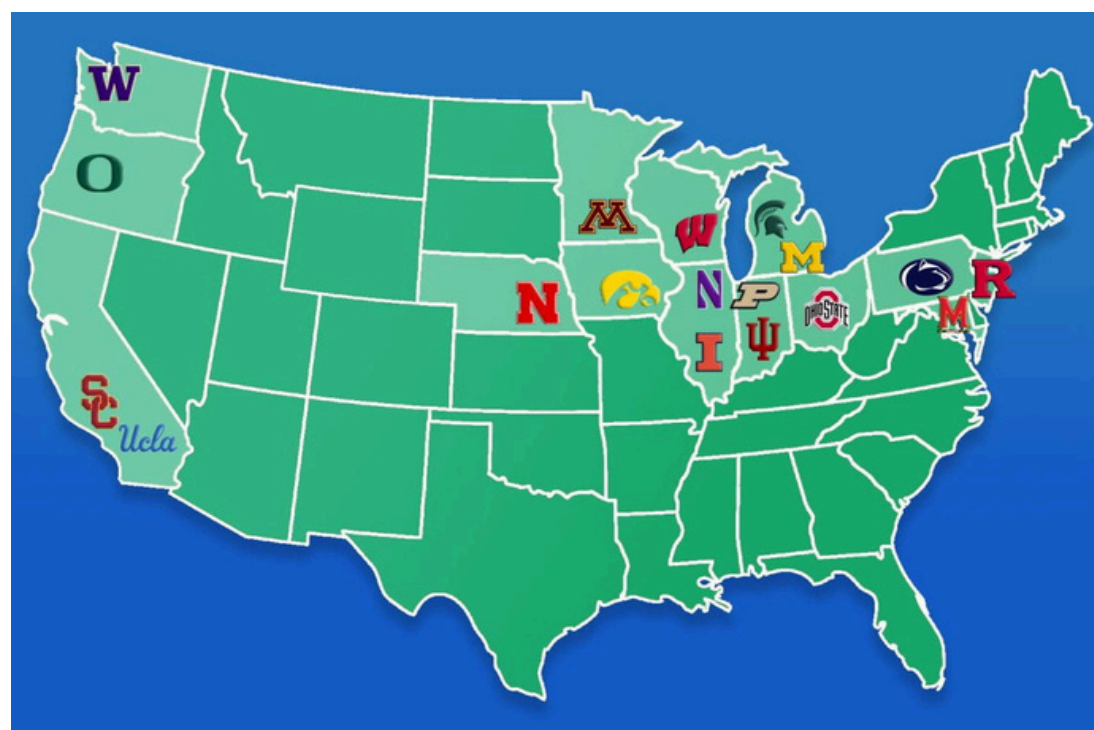
In addition to social media advertisements, our campaign will also utilize traditional media to reach the primary consumer target. According to our Simmons data, our primary target audience showed a significant amount of usage of streaming services, and a notable amount of TV consumption. Services such as Apple TV, Disney+, Hulu, Netflix and Prime Video were all popular among our primary consumer target, based on our Simmons data. More specifically, Kashi GO consumers consumed TV the most between the hours of 7:00 A.M. and 9:00 A.M. for all time zones. Our campaign will use this data to create TV commercials tailored to our primary target audience and air during this time. Not only will these commercials reach our current, primary target audience, but will also provide the opportunity to reach new, secondary target audiences.

Geographic Strategy

Other forms of advertising will include pop-up events on college campuses to reach a younger audience. Signs, billboards and grocery store displays will also be used in our campaign - bringing the Kashi GO brand and name in front of as many consumers as possible.

27. <https://www.pewresearch.org/internet/fact-sheet/social-media/>

As for the location of our campaign, TV and print advertisements will be focused on the Atlantic and Pacific regions. After analyzing our Simmons data, these areas are where our primary target audience is located most densely. By promoting the traditional media here, we will remain in the public eye for current Kashi GO customers. Our campaign also plans to utilize in-person events, with ambassadors aged 18-24 representing the brand to reach our new, secondary target audience. For these events, our campaign will focus on visiting each of the Big10 university campuses, hoping to reach the largest number of potential consumers. Visiting campuses will also work hand-in-hand with the campaign timing, capitalizing on the back-to-school buzz of a college campus. To combine all of these efforts, we will also use Kashi GO social media targeting customers nationwide. Facebook, YouTube, Instagram and Pinterest are used heavily by both our primary and secondary target consumers, making them efficient and effective platforms for our campaign advertisements. Utilizing influencers, hashtags and other interactive social media strategies will keep Kashi GO catered toward our current customers, while also reaching new, potential customers.



Creative Brief

Who are we talking to?

Our campaign is built around connecting with people in a way that feels real and personal. We're primarily talking to middle-aged men and women, since they're the ones most likely to relate to our message and take action. Our secondary audience is 18-24-year-olds because they're highly engaged and socially aware of trends which could help bring attention to Kashi.

What's our point?

We want people to know what Kashi is and address the fact that there's a lack of awareness surrounding this cereal amongst its competitors. We want to attract both of our target audiences using humor, memorability, and authenticity.



Our Keyword:

Kashi.

Kashi is a cereal ready to take the market by storm, once it can get the recognition it deserves. The name needs to get out there, to be a staple like all of the big cereals. By using the name at the forefront, we can normalize Kashi products to gain brand awareness and produce organic marketing.

Why consumers will care:

Fiber is an undervalued part of the diet that Kashi can help supplement.

- a. Especially as you get older, gut health is key.

Kashi is full of protein and nutrients that can help sustain health.

- a. If you work out, Kashi is a great choice for your lifestyle.

Why consumers will believe us:

Kashi's health benefits speak for themselves, especially compared to competitors. Kashi's commitment to the consumer and the environment is real. They pledge 1% of their annual sales²⁸ to nonprofits focused on the environment.

What we want the consumer to do:

To consider Kashi as an option for breakfast and beyond:

- **Eat more Kashi.**

To see Kashi as protein and fiber-packed, in addition to delicious:

- **Promote Kashi via word of mouth.**

To associate Kashi with positive emotions and experiences:

- **Feel joy with Kashi.**

To check out Kashi on social media:

- **Connect with Kashi.**

How do we want the consumer to feel?

Intrigued.



Create awareness of the Kashi brand and create a desire for consumers to try it for themselves

Connected.



Create nostalgia and connect with our audiences emotionally.

28. <https://www.foodbusinessnews.net/articles/18410-kashi-strengthens-commitment-to-environment>

CREATIVE PLAN





The BIG Idea

Normalize Kashi.



Boils down to...

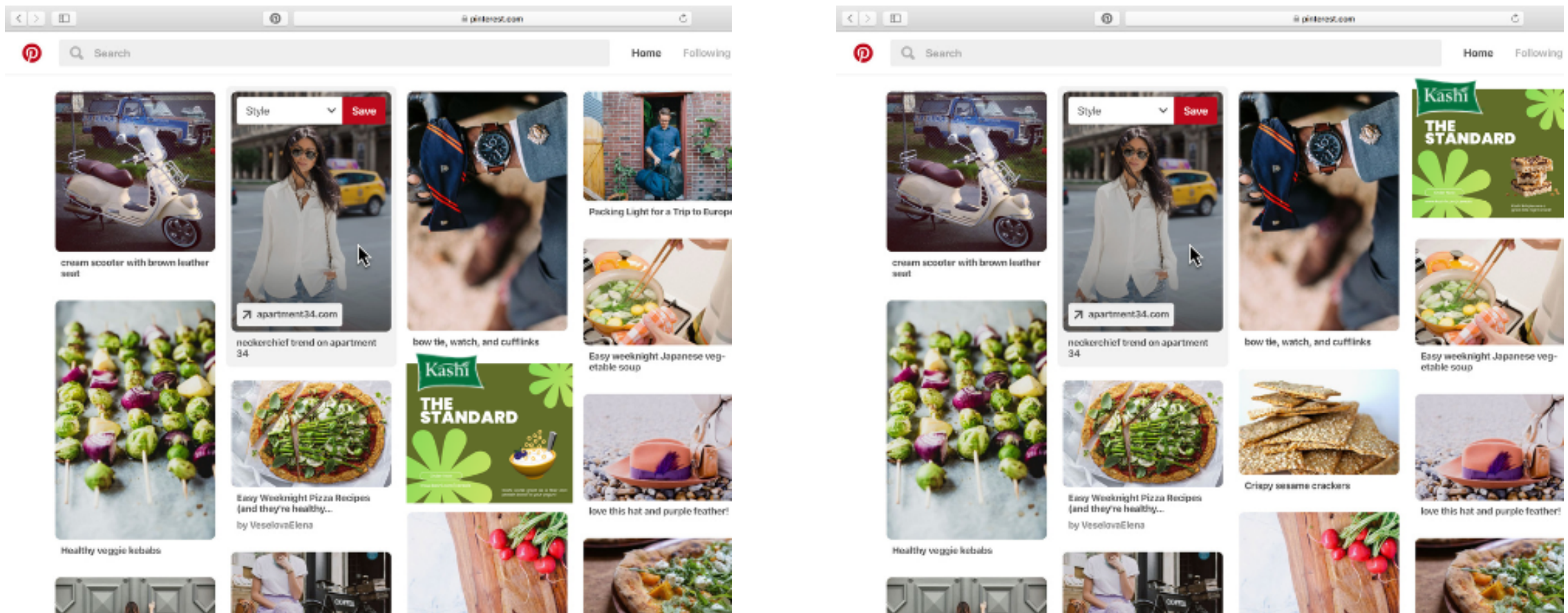
Kashi: The Standard.

The big idea behind our campaign is to normalize Kashi as we target our existing and an expanded consumer base. We want to eventually position Kashi as a classic cereal that you wouldn't bat an eye at, like Frosted Flakes or Raisin Bran.

To accomplish this, we have formulated the tagline "Kashi: The Standard". It's concise, repeatable, and memorable. The uses are endless as Kashi looks to be an everyday cereal brand.



Execution #1: Pinterest Posts



What is the intended message of this creative piece?

The message of this piece is to showcase Kashi as more than just a cereal. It can be put on yogurt for a protein and fiber boost or can be used to substitute rice krispies with a more health-conscious cereal.

What is the intended message of this creative piece?

The intended target audience is both older adult women and Gen-Z women as both use Pinterest, and use Pinterest for interesting food ideas. It's a social media with constant traffic and is ahead of the curve many times, possibly now for Kashi to assert itself as more than a cereal.

Why would your target audience pay attention to this message?

Our target audiences would pay attention to these because they pop and offer a fun experience on top of a typical snack or cereal. They would be inclined to share if they tried these recipes.

Execution #2: Twitter Posts



What is the intended message of this creative piece?

That Kashi is a fun, playful brand, but more importantly it's a great source of fiber.

What is the intended message of this creative piece?

The intended audience is older men and women who may be struggling to get enough fiber, but the comedic tone should help it reach younger audiences, as well.

Why would your target audience pay attention to this message?

The audience would pay attention to this message because $\frac{1}{3}$ of your daily fiber in one serving is a great stat to sell them after the humor grabs their attention. It's interactivity would also help it gain traction.



Execution #3: New Pouches



What is the intended message of this creative piece?

The intended message is to showcase Kashi as both a single-serving snack, or an easy pouch to take on the go. This specific graphic is more something that would be on the Kashi website, as other ways would be used to advertise the new product. But, the slim, individual packaging still gets the message across that Kashi is for anyone on the go, too.

What is the intended message of this creative piece?

The intended audience is working adults and Gen Z students who live fast-paced lifestyles that don't always leave time to sit down and make a bowl of cereal.

Why would your target audience pay attention to this message?

This message is effective because everyone is busy and wants more convenience. From the things we have to do like work, to the things we want to do like exploring nature, Kashi is there for you and your active lifestyle.

Execution #2: Twitter Posts



What is the intended message of this creative piece?

That Kashi is a fun, playful brand, but more importantly it's a great source of fiber.

Who is the intended target audience of your message?

The intended audience is older men and women who may be struggling to get enough fiber, but the comedic tone should help it reach younger audiences, as well.

Why would your target audience pay attention to this message?






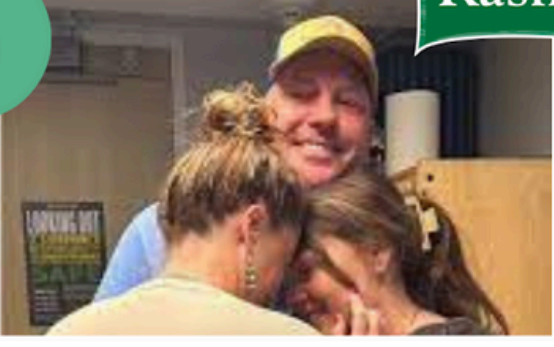
The audience would pay attention to this message because $\frac{1}{3}$ of your daily fiber in one serving is a great stat to sell them after the humor grabs their attention. It's interactivity would also help it gain traction.



Execution #4: Back to School Commercial + Billboard Still

BACK TO SCHOOL STORYBOARD

KASHI COMMERCIAL

<p>1 (0:00-0:05)</p> 	<p>2 (0:06-0:12)</p> 	<p>3 (0:13-0:15)</p> 
<p>A Mom and Dad are moving their daughter in to college for the first time.</p>	<p>"You're growing up, you need to take care of yourself." - Mom "I know how to do my laundry Mom" - Kid</p>	<p>"It's a crazy world, you need a more standard cereal now that you're living on your own" - Mom</p>
<p>4 (0:16-0:19)</p> 	<p>5 (0:20-0:24)</p> 	<p>6 (0:25-0:30)</p> 
<p>The Mom knocks over a generic cereal box with a box of Kashi. "It's the standard. It tastes good, has protein, and fiber" - Mom</p>	<p>Dad chimes in, "IBS runs in the family y'know" "Thanks Dad" - Kid</p>	<p>They all hug to sappy music as Kashi: The Standard and more graphics appear with the website's URL.</p>

What is the intended message of this creative piece?

That Kashi is a fun, playful brand, but more importantly it's a great source of fiber.

Who is the intended target audience of your message?

This commercial reaches our target audiences of older adults as well as members of Gen Z by using a family that naturally has all three.

Why would your target audience pay attention to this message?

This commercial reaches our target audiences of older adults as well as members of Gen Z by using a family that naturally has all three.

Execution #5: Football Gameday Commercial + Billboard Still

FOOTBALL GAMEDAY STORYBOARD

KASHI COMMERCIAL

<p>1 (0:00-0:04)</p>  <p>Extreme closeup of Dad with son "Y'know son. It's okay to experiment in college"</p>	<p>2 (0:05-0:09)</p>  <p>Dad takes a deep breath. "You can use kashi as a snack or dessert, not just breakfast."</p>	<p>3 (0:10-0:14)</p>  <p>Zooms out to reveal... "Dad we're at a football game"</p>
<p>4 (0:15-0:20)</p>  <p>"Yea surrounded by too much salt and sugar", Dad says, before we see vendors and junk food</p>	<p>5 (0:21-0:24)</p>  <p>Dad pulls out new Kashi pouches. "Now this is the standard."</p>	<p>6 (0:25-0:30)</p>  <p>We zoom back out as the stadium cheers as Kashi: The Standard and more graphics appear on screen with Kashi's website.</p>

What is the intended message of this creative piece?

The message is that Kashi can be used beyond breakfast, as it's a good tasting option that can give you more protein, fiber, and energy for your life. It also showcases the single-serve pouches.

Who is the intended target audience of your message?

Once again, this commercial hits both older and younger audiences, although it may skew as being targeted more toward men because of football, but there are plenty of women who will see this commercial, as well.

Why would your target audience pay attention to this message?

The audience will pay attention as they're roped in with the humor of the initial conversation of experimentation and then hit with more subversion of this occurring during a football game. By then, they've seen the pouch and all of the wonderful benefits Kashi brings. The billboard utilizes a comedic frame of the Dad eating his Kashi surrounded by people being less healthy to showcase and capture the attention of audiences.

Execution #6: Influencer Marketing with Bria Lemirande



What is the intended message of this creative piece?

That Kashi is an option for anyone, even if it is unfamiliar to others. Kashi is a cool, 'fresh' cereal that can be used in multiple delicious ways while boosting your health, especially if you live an active life.

Who is the intended target audience of your message?

This message is targeted toward college-age women. This message is important as it helps Kashi balance messaging that is football and male heavy. This partnership is sure to be effective and ignite casual social media interactions that with Kashi.

Why would your target audience pay attention to this message?

The target audience will pay attention to these videos because they won't feel like ads, and will just be another video Bria posts to her large audience. They will hopefully feel themselves being interested in Kashi beyond what Bria presents.

MEDIA PLAN





Media Objectives

Our objective is to disperse messaging to our primary and secondary targets through a variety of platforms, amplifying brand awareness of Kashi GO throughout the school year. The campaign will run from January 2026 to December 2026, with pulses deployed from August 2026 to September 2026 during back to school season. Media will be allocated heavily during August and September to reach grade-school families and college-age students and disperse evenly throughout the rest of the campaign. Given most schools are on Summer break during the month of July, Kashi GO messaging will stop during this month. Following our campaign's objectives, Kashi GO will be communicated as a healthy and nutritious food that creates a sense of normalcy in consumer's daily lives.

Advertisements aim to redefine Kashi GO as more than a breakfast cereal, focusing on Kashi GO's high protein and fiber content that can act as a fuel-packed snack throughout the day. Our target audiences primarily reside in the Atlantic and Pacific regions of the United States. While newspaper, radio and television advertisements will be aired nationally, spot cable television primetime and spot television primetime will be used to target these two regions specifically.

In addition to pulses in August and September 2026, media will pulse in January, March and April to coincide with essential sporting events like Monday Night Football, college bowl games, and NCAA Final Four championships. Advertisements running during these times are essential to growing our secondary target audience, college-aged students, as well as maintaining our primary targets in families. These times act as aperture moments because our primary and secondary targets are both susceptible to messaging during sporting events, especially during college football and basketball events.

Another objective of this campaign is to grow Kashi GO's social media platforms and increase consumer interaction with them. A large portion of digital media is allocated to Instagram, TikTok and Twitter advertisements in efforts to grow our secondary target through capitalizing off of healthy eating trends on social media platforms.

Media Expenditure and Budget Allocation

Our total budget is \$50 million, and after allocating a contingency budget of \$1 million, we have a budget of \$49 million to use for media buying.

Impact Media

We will spend \$5,513,400 on impact media, placing advertisements during Monday Night Football, college bowl games, NCAA Final Four and Nickelodeon Kid's Choice Awards. According to data from MRI Simmons, adults aged 18-34 and males aged 25-54 are likely to stream and watch ESPN and Fox Sports channels. These sporting events will pulse in January, March and April, helping us maintain interaction with our primary and secondary targets throughout our campaign.



Of Kashi GO consumers in the last 6 months, 86.8% said their top priority was to spend time with their family. Kashi GO will also pulse in June, aligning with the Nickelodeon Kids' Choice Awards in efforts to increase brand recognition in Kashi GO's primary target audience, families. This event creates a moment where parents are attentive toward their children's interests. Messaging will be used to appeal to parents through calling on Kashi GO's convenience and nutrition.

We also plan to build consumer awareness and familiarity of Kashi Go through using national newspaper advertisements and outdoor billboards. Our research shows that our primary audiences enjoy reading the newspaper during morning and night. Kashi GO will run a national newspaper ad for one month in correlation with the back to school season. Billboards will be placed in proximity to health-centered grocery stores, such as Whole Foods, in suburban areas of the Atlantic and Pacific regions. These billboards will run in 10 cities; New York City, Philadelphia, Boston, Baltimore, Washington D.C., Los Angeles, Seattle, San Francisco, San Diego, and Portland. Billboards will appeal to our primary target audience and aim to build consumer familiarity of Kashi GO the next time consumers peruse grocery store aisles.

Digital Media

We will spend \$3,205,000 on fixed digital media costs and \$17,978,000 on CPM digital media costs for a total of \$21,183,000 on digital media spending.

For a 12-month period, we will use Search Engine Marketing for Google, Bing and Yahoo, as well as Search Engine Optimization. Keywords included in Search Engine Marketing will be "Kashi GO," "Cereal," "Healthy," "Snack," "Breakfast," "Protein," "Organic," "Fiber," "Low-sugar," and "Clean." Based on our MRI Simmons research, we found that 94.14% of adults aged 25-54 and 90.52% of adults aged 18-34 use Google as a search engine. Our primary and secondary audiences are likely to use Bing and Yahoo as secondary search engines behind Google. Additionally, we promote the Twitter trend, "#HaveYouPoopedYet" for 12 months to encourage consumers to prioritize their health. This trend will run for the whole year in effort to communicate that Kashi GO is a consistent and staple product. According to MRI Simmons, Twitter is a popular social media platform for Kashi GO consumers, attracting over 1.1 million people. This trend aims to draw attention to Kashi GO's high fiber and protein content and promote Kashi Go as part of a healthy diet, as well as appeal to our secondary target audience through the trend's lighthearted tone.

-
1. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Age and Utilization of Cable and Satellite Networks in the Past 30 Days, "Yes," Index numbers "Fox Sports" 18-34 (205), 25-54 (151), and "ESPN" 18-34 (163), 25-54 (119)
 2. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Kashi GO consumers in the past 6 months and Websites used in the Past 30 Days, "Yes," Index numbers "Google" 18-34 (104), 25-54 (107), and "Bing" 18-34 (111), 25-54 (132) and "Yahoo" 18-34 (80), 25-54 (88)
 3. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Kashi GO consumers in the past 6 months and Social media used in the Past 30 Days, "Yes," Index numbers "Twitter" study universe (119)



Media spending will be heavily allocated toward expanding Kashi GO on social media platforms and building relationships with our secondary target audience across Pinterest, Facebook, Instagram and TikTok platforms. We found that 91.62% of our secondary audience, aged 18-34, uses social media in their daily lives. Targeted Pinterest ads, TikTok native ads, Instagram native ads and Instagram reels will be used to reach this younger audience and run for 11 months. In an attempt to boost Kashi GO consumption at the start of the school season, all advertisements will pulse during August and September. Facebook native ads, Twitter promoted tweets, and Facebook video ads will also run for 11 months. Our research shows that Facebook and Twitter are popular among our primary target audience, with 92.23% of adults aged 25-54 using social media and 3.3 million Kashi GO consumers using Facebook. These advertisements will also be distributed heavily during August and September.

Our research shows that both primary and secondary targets of Kashi GO are avid consumers of streaming platforms such as Netflix, Youtube, ESPN+, Amazon, Disney+, Paramount+, HBO, Peacock and Hulu. All streaming services indicated an index of over 115 with a minimum of 1.34M respondents that communicate a large pool of potential Kashi GO consumers. In an effort to create consumer awareness of Kashi GO, we will place advertisements on these streaming platforms to reach a variety of potential consumers and interlap our messaging. Advertisements will air for a total of 11 months, from August to June.

Traditional Media

A budget of \$22,303,600 will be allocated to network television primetime, national radio morning drive, spot cable television primetime and national newspapers. These locations and timings will help us reach primary and secondary target audiences, as well as increase brand awareness in targeting the Atlantic and Pacific regions of the United States.

Our research found that our primary audience enjoys consuming news channels and are likely to be listening to the morning radio during their drive to work. Morning radio stations like NPR are ideal for reaching this audience. Messaging will also pulse on iHeartRadio stations during August and September in an attempt to catch audiences with families, who may be listening to music with their families before dropping off their kids at school.

4. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Kashi GO consumers in the past 6 months and Social Media used in the Past 30 Days, "Yes," Index numbers "Any Social Media" 18-34 (104)

5. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Kashi GO consumers in the past 6 months and Social Media used in the Past 30 Days, "Yes," Index numbers "Twitter" 25-54 (124), and "Facebook" 25-54 (103)

6. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Kashi GO consumers in the past 6 months and Streaming Services used in the Past 30 Days, "Yes," Index numbers "Netflix" 18-34 (107), 25-54 (105), "Youtube" 18-34 (), 25-54 (106), "ESPN+" 18-34 (100), 25-54 (111), "Amazon Prime" 18-34 (116), 25-54 (112), "Disney+" 18-34 (114), 25-54(114), "Paramount+" 18-34 (132), 25-54 (105), "HBO" 18-34 (131), 25-54 (117), "Peacock" 18-34 (96), 25-54 (214), "Hulu" 18-34 (118), 25-54 (105)



Additionally, MRI Simmons data indicated that a majority of our primary target audience consumes television from 8-10:00 pm Eastern/Pacific time, or during primetime television. In addition to using network television primetime to grow brand awareness nationally, we will use spot cable television primetime and spot television primetime to maximize interaction with our primary and secondary audiences in the Atlantic and Pacific regions of the United States. Network television primetime and spot television primetime advertisements will air during the August and September, with spot cable television primetime airing for the entire duration of the campaign to maintain audience awareness of Kashi GO. Popular channels for adults aged 25-54 include ABC, CBS and CNN, which align with our assessment of our target audience enjoying newscast media. Kashi GO advertisements will run on these channels, alongside sports channels like ESPN and Fox Sports that have high indexes in our primary target audience, to disperse messaging across channels.

Lastly, advertisements will be placed on national newspapers for two months at the start of the school season to reach our primary target audience. Messaging will highlight the nutritional value and consistency of Kashi GO and encourage audiences to purchase Kashi GO as a healthy breakfast and snack. By combining Kashi GO messaging across traditional media, we intend to increase the frequency in which audiences interact with Kashi GO to create brand awareness and familiarity.

7. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Kashi GO consumers in the past 6 months and Average Half Hour Audience: Television, "Yes," Index numbers "8:00 pm-10:00 pm Eastern/Pacific" 25-54 (117)

8. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Kashi GO consumers in the past 6 months and Cable and Satellite Networks Watched in the last 30 Days, "Yes," Index numbers "ABC" 25-54 (156), "CBS" 25-54 (137), "CNN" 25-54 (130)

9. Simmons OneView Data-Spring 2023 Adult Study 12-month: Crosstab of Age and Utilization of Cable and Satellite Networks in the Past 30 Days, "Yes," Index numbers "Fox Sports" 25-54 (151), and "ESPN" 25-54 (119)



Total Budget	Impact Total	Digital Total	Contingency	Remainder
\$50,000,000.00	\$5,513,400.00	\$21,183,000	\$1,000,000.00	\$22,303,600.00

IMPACT MEDIA

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
Monday Night Football	50	\$35,674	\$1,783,700	Two ads for 5 months
College bowl games	25	\$25,674	\$641,850	Two ads for 2 months
NCAA championships/final four	25	\$35,674	\$891,850	Two ads for 2 months
Kids Choice Awards	12	\$28,000	\$336,000	One ad
Newspaper ad - national	1	\$1,160,000	\$1,160,000	Runs nationally for 1 month
Outdoor billboard	20	\$35,000	\$700,000	10 markets for 2 months
SUM TOTAL			\$5,513,400	

DIGITAL MEDIA - Fixed Cost

MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
Twitter trend	12	\$200,000	\$2,400,000	12 months
Google	12	\$50,000	\$600,000	12 months
Bing	12	\$10,000	\$120,000	12 months
Yahoo	12	\$5,000	\$60,000	12 months
SEO	1	\$25,000	\$25,000	One-time cost
SUM TOTAL			\$3,205,000	

DIGITAL MEDIA - CPM Cost

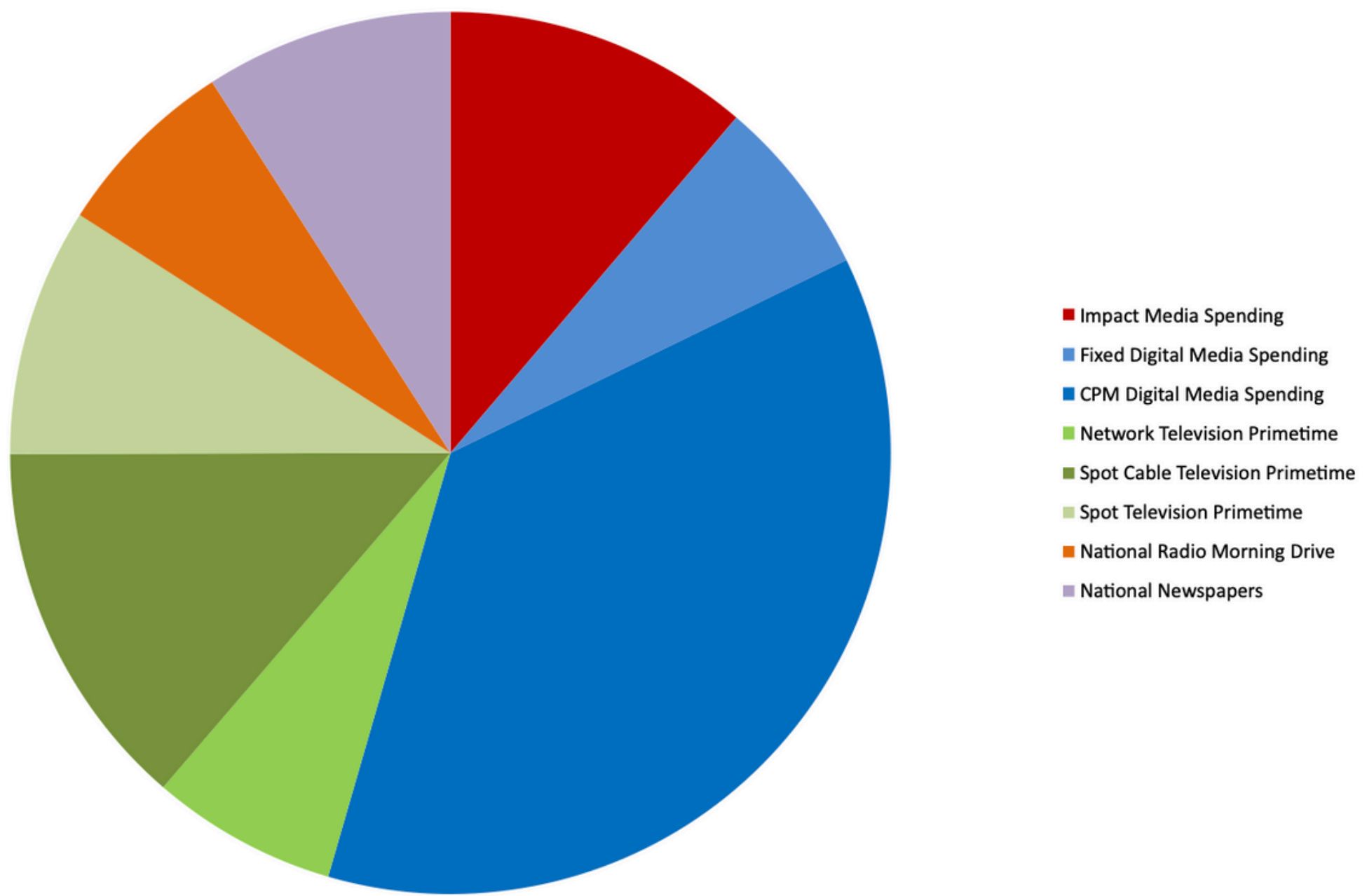
MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS	\$ ALLOCATION	NOTES
Pinterest banner ad - targeted	40	\$10.00	3,000,000	\$1,200,000	Three ads for 11 months
Facebook native ad	40	\$7.00	3,500,000	\$980,000	Three ads for 11 months
twitter promoted tweet	15	\$1.30	4,000,000	\$78,000	11 months
ESPN	30	\$10.00	1,000,000	\$300,000	Two ads for 11 months
Youtube in-stream video	30	\$10.00	3,000,000	\$900,000	Two ads for 11 months
Netflix	30	\$35.00	5,000,000	\$5,250,000	Two ads for 11 months
Amazon Prime	15	\$25.00	5,000,000	\$1,875,000	11 months
Disney+	15	\$35.00	3,000,000	\$1,575,000	11 months
Paramount+	15	\$20.00	2,000,000	\$600,000	11 months
HBO	15	\$30.00	1,000,000	\$450,000	11 months
Peacock	15	\$20.00	1,000,000	\$300,000	11 months
Hulu	15	\$30.00	3,000,000	\$1,350,000	11 months
Typical video ad on app	30	\$8.00	5,000,000	\$1,200,000	Two ads for 11 months
TikTok native/video ad	30	\$8.00	1,500,000	\$360,000	Two ads for 11 months
Instagram native ad	30	\$4.00	1,000,000	\$120,000	Two ads for 11 months
Instagram reel (30 seconds)	30	\$12.00	1,000,000	\$360,000	Two ads for 11 months
Facebook video (30 seconds)	30	\$12.00	3,000,000	\$1,080,000	Two ads for 11 months
SUM TOTAL				\$17,978,000	

TRADITIONAL MEDIA (Television, Radio, Print)

MEDIA CATEGORIES	% ALLOCATION	CPP TOTAL	\$ ALLOCATION	GRPS	Notes
Network Television Primetime	15%	\$33,103	\$3,345,540.00	101	2 months
National Radio Morning Drive	15%	\$2,913	\$3,345,540.00	1148	11 months
Spot Cable Television Primetime	30%	\$12,324	\$6,691,080.00	543	11 months
Spot Television Primetime	20%	\$32,066	\$4,460,720.00	139	2 months
National Newspapers	20%	\$32,719	\$4,460,720.00	136	2 months
SUM TOTAL	Must = 100%		\$22,303,600.00	2068	Note: Use this GRPS calculation for flowchart



TOTAL MEDIA SPENDING	\$ ALLOCATION	% ALLOCATION
Impact Media Spending	\$5,513,400	11.25%
Fixed Digital Media Spending	\$3,205,000	6.54%
CPM Digital Media Spending	\$17,978,000	36.69%
Network Television Primetime	\$3,345,540.00	6.83%
Spot Cable Television Primetime	\$6,691,080.00	13.66%
Spot Television Primetime	\$4,460,720.00	9.10%
National Radio Morning Drive	\$3,345,540.00	6.83%
National Newspapers	\$4,460,720.00	9.10%
Total Spending	\$49,000,000	

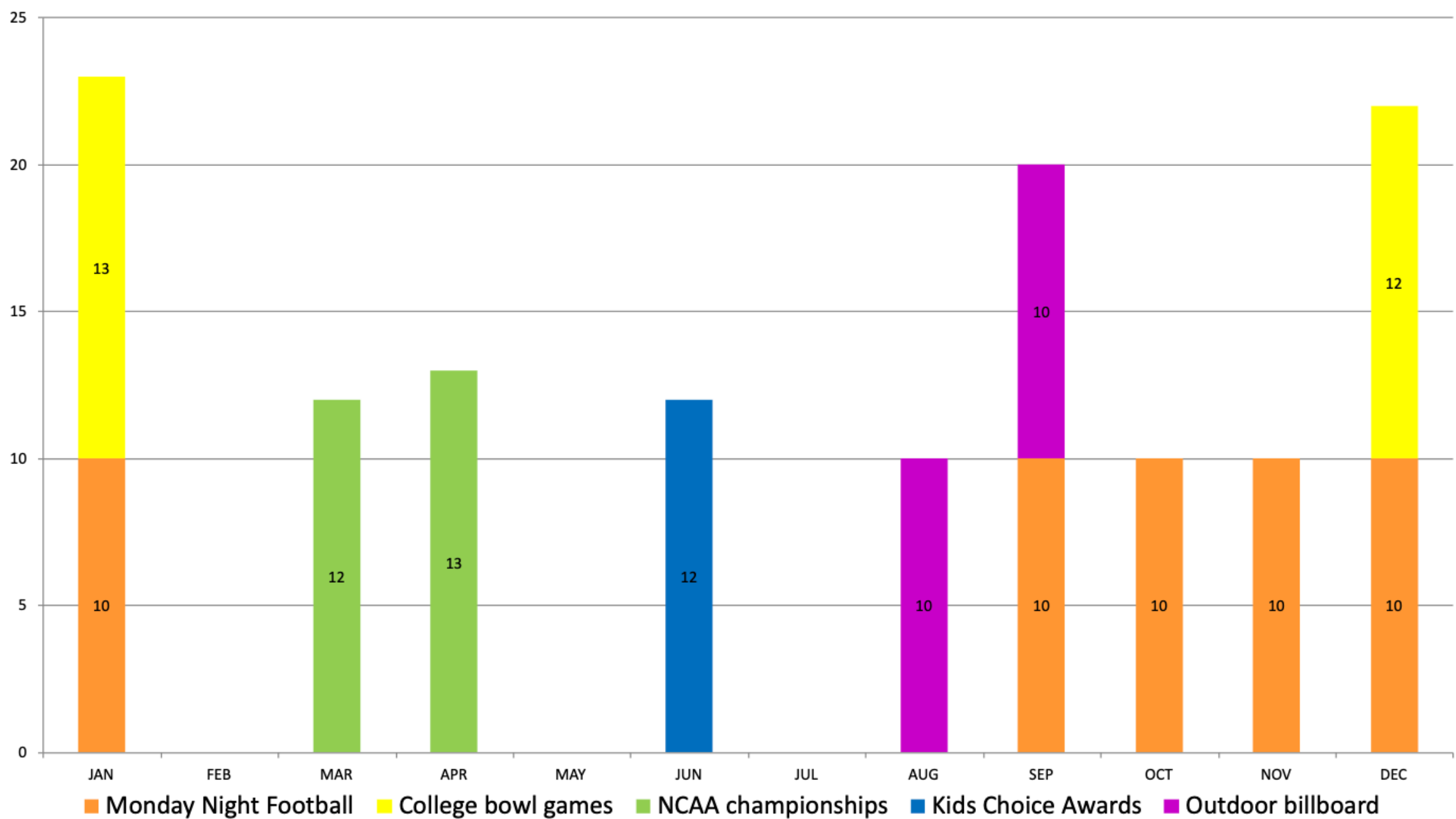




Media Flow Chart Worksheet

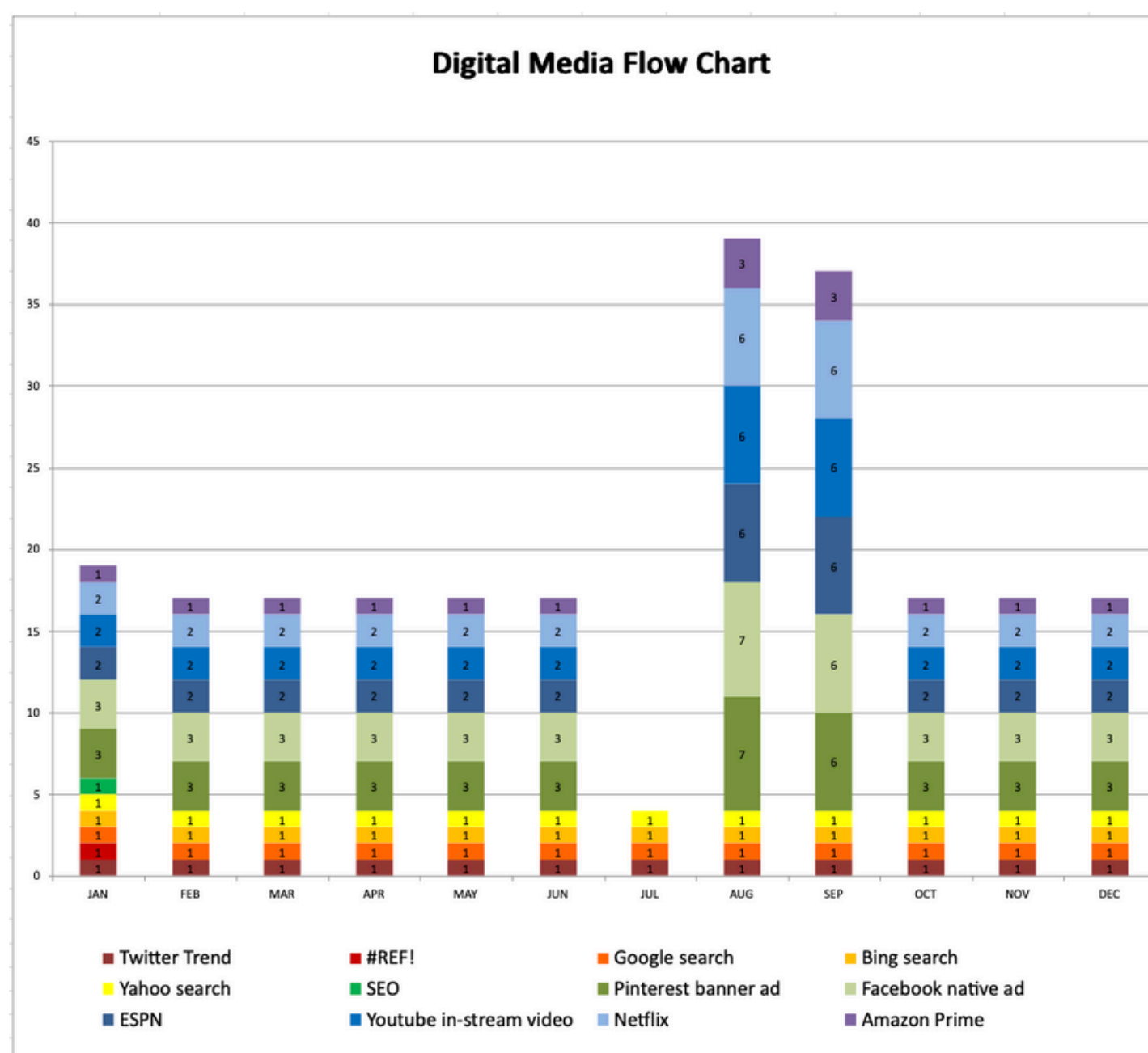
IMPACT MEDIA		(in units)											
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Monday Night Football	10								10	10	10	10	50
College bowl games	13											12	25
NCAA championships			12	13									25
Kids Choice Awards						12							12
National newspaper ad								1					1
Outdoor billboard								10	10				20
SUM TOTAL	23	0	12	13	0	12	0	11	20	10	10	22	133

Impact Media Flow Chart





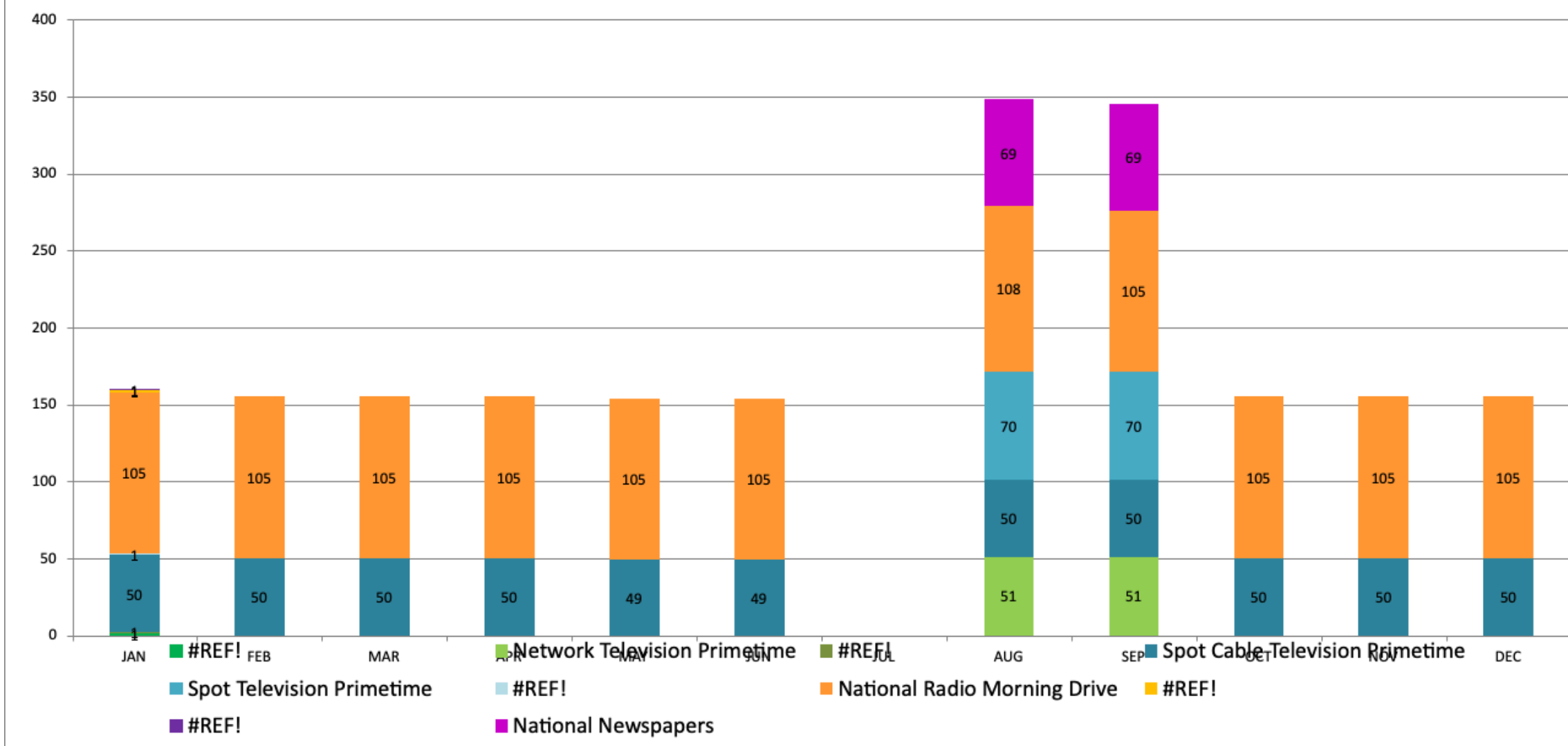
DIGITAL MEDIA		(in units)												
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	
Twitter Trend	1	1	1	1	1	1	1	1	1	1	1	1	12	
Google search	1	1	1	1	1	1	1	1	1	1	1	1	12	
Bing search	1	1	1	1	1	1	1	1	1	1	1	1	12	
Yahoo search	1	1	1	1	1	1	1	1	1	1	1	1	12	
SEO	1												1	
Pinterest banner ad	3	3	3	3	3	3		7	6	3	3	3	40	
Facebook native ad	3	3	3	3	3	3		7	6	3	3	3	40	
Twitter promoted tweet	1	1	1	1	1	1		3	3	1	1	1	15	
ESPN	2	2	2	2	2	2		6	6	2	2	2	30	
HBO	1	1	1	1	1	1		3	3	1	1	1	15	
Typical video ad on app	2	2	2	2	2	2		6	6	2	2	2	30	
TikTok native ad	2	2	2	2	2	2		6	6	2	2	2	30	
Instagram native ad	2	2	2	2	2	2		6	6	2	2	2	30	
Facebook video	2	2	2	2	2	2		6	6	2	2	2	30	
Instagram reel	2	2	2	2	2	2		6	6	2	2	2	30	
Hulu	1	1	1	1	1	1		3	3	1	1	1	15	
Disney+	1	1	1	1	1	1		3	3	1	1	1	15	
Youtube in-stream video	2	2	2	2	2	2		6	6	2	2	2	30	
Paramount+	1	1	1	1	1	1		3	3	1	1	1	15	
Peacock	1	1	1	1	1	1		3	3	1	1	1	15	
Netflix	2	2	2	2	2	2		6	6	2	2	2	30	
Amazon Prime	1	1	1	1	1	1		3	3	1	1	1	15	
Fixed Digital Total	5	4	4	4	4	4	4	4	4	4	4	4		
CPM Digital Total	29	29	29	29	29	29	0	83	81	29	29	29		
SUM TOTAL	34	33	33	33	33	33	4	87	85	33	33	33		





TRADITIONAL MEDIA	(in grps)													
MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	
Network Television Primetime								51	51				102	
Spot Cable Television Primetime	50	50	50	50	49	49		50	50	50	50	50	548	
Spot Television Primetime								70	70				140	
National Radio Morning Drive	105	105	105	105	105	105		108	105	105	105	105	1158	
National Newspapers								69	69				138	
SUM TOTAL	155	155	155	155	154	154	0	348	345	155	155	155		

Traditional Media Flow Chart

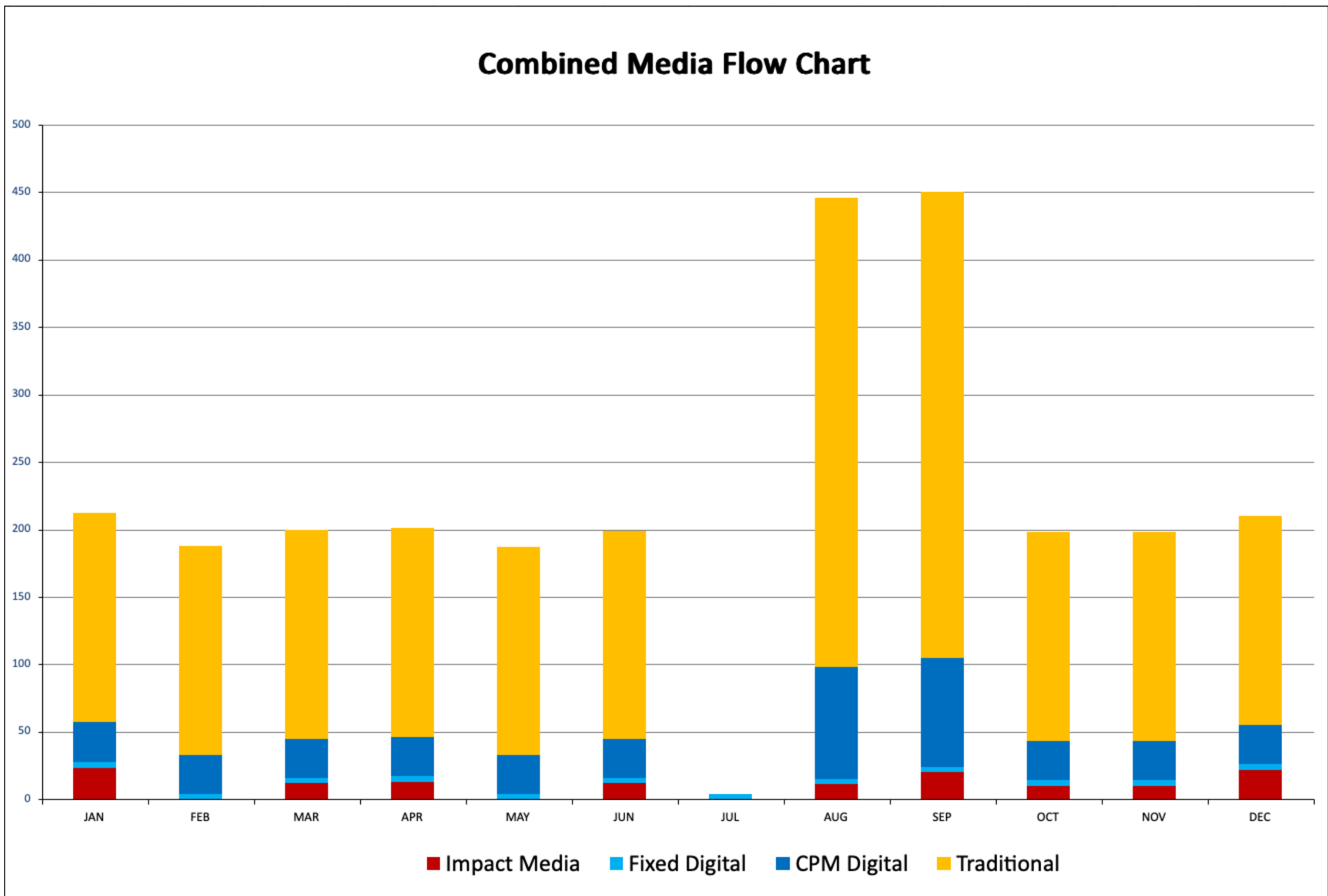




Combined Flow Chart

MEDIA CATEGORIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Impact Media	23	0	12	13	0	12	0	11	20	10	10	22	133
Fixed Digital	5	4	4	4	4	4	4	4	4	4	4	4	49
CPM Digital	29	29	29	29	29	29	0	83	81	29	29	29	425
Traditional	155	155	155	155	154	154	0	348	345	155	155	155	2086
Sum	212	188	200	201	187	199	4	446	450	198	198	210	

Combined Media Flow Chart



PR & PROMOTIONS PLAN





Current Opinion & Media Landscape

Recent media coverage of Kashi GO has revealed mixed opinions from previously loyal customers, and a new interest in the health benefits of the cereal's ingredients. Top headlines covering Kashi GO state, "7 Best Cereals to Eat for Weight Loss, According to Dieticians," and "Cody Rigsby Eats This Breakfast Before Every Workout." While Kashi GO is cited multiple times on health-conscious blogs and media outlets, customer reviews reveal a slightly different image. A look at Kashi GO's website reviews shows customers dissatisfied with the cereal's taste. 1-star reviews state, "I understand they've changed the recipe and it's awful. No flavor. Tastes like cardboard," and "I remember Kashi cereal from years back being flavorful - this is not that." This display of customer disappointment threatens the brand's image and the loyalty of future customers.

On social media, recent posts made by Kashi show Kashi GO as a quick and easy alternative to other breakfast options. Consumer comments are mixed, with some saying they "love this cereal" and "have been eating it for 20 years." Other comments say they would never replace their breakfast meal prep for Kashi's cereal. Again, customer reviews and comments show a range of satisfaction. Kashi's Instagram has over 24k followers, showing a moderate brand presence on the social media platform. Their Facebook has over 650k followers, signifying a larger customer base. However, with no TikTok page, Kashi is failing to maximize their consumer reach. While the brand does not have their own page, this does not remove them from conversations online. Kashi GO is featured in multiple TikToks from popular "fitness influencers" talking to their viewers about healthier breakfast options. Kashi GO is featured as a high-fiber option, but is often criticized for the amount of sugar added.

The mixed media coverage, polarized customer reviews and uneven social media engagement shows the areas of improvement for Kashi. While Kashi GO benefits from strong recognition in health-focused publications and among fitness influencers, consumer dissatisfaction with taste and concerns over sugar content pose a threat to long-term loyalty. At the same time, Kashi's limited presence on platforms like TikTok means the brand is missing key opportunities to shape its own narrative among a younger audience.





Stakeholder Analysis

FERRERO *WK Kellogg Co*

Kashi GO is a product owned and produced by WK Kellogg Co., one of two companies that formed after Kellogg split in October 2023. Recently, WK Kellogg Co. was acquired by Ferrero²⁹, an Italian food distribution company. With a total value of \$3.1 billion, Ferrero company is to take over all of WK Kellogg's portfolio of breakfast cereals in the United States, Canada and the Caribbean.

WK Kellogg Co **Shareholders**

11.59%³⁰ of shares are held by company insiders, while 93.53% are held by institutions. With the recent acquisition approved by shareholders, they are set to receive \$23 per share they owned prior to the shift in ownership. WK Kellogg Co is no longer listed on the New York Stock Exchange and has stopped trading³¹

WK Kellogg Co **Employees**

According to 2024 reporting, WK Kellogg Co. has 3,280 corporate employees.³² The company has its code of ethics published on its website. The company's core values include "acting with integrity, showing respect, being accountable and winning with purpose by being passionate about our Company, our community, our brands and our foods."³³

KashiGO **Current and Future Consumers**

To continue growing successfully as a company, Kashi GO needs to take consumer feedback and reviews into consideration throughout every step. Consumers are leaving reviews on the company website, distributor websites and making social media videos about their experiences with the brand. There is an overall satisfaction among consumers, but there are areas of improvement like taste and accessibility of the product itself.

Public Media

To reach current and potential consumers, Kashi GO will need to prioritize its media connections. The biggest area of media that Kashi GO should reach is social media. Because of the lack of younger consumers, building a presence and a following on TikTok, Instagram and potentially Facebook would be beneficial for the brand and its future announcements of campaigns. Traditional media could also be beneficial, and Kashi GO could utilize health media outlets such as [Today.com](https://www.today.com/health) Health and Wellness news or [Verywellhealth.com](https://www.verywellhealth.com).

29. <https://www.ferrero.com/int/en/news-stories/news/ferrero-to-acquire-wk-kellogg-co>

30. <https://finance.yahoo.com/lookup?s=KLG>

31. <https://wwmt.com/news/local/ferrero-wk-kellogg-sale-rocher-nutella-battle-creek-cereal-city-shareholders-economy-purchase-acquisition-calhoun-county-west-michigan>

32. <http://www.referenceusa.com/UsBusiness/Detail/Tagged/9033b154722b412891d2ee16e0bcdefd?recordId=804248051>

33. <https://www.wkkellogg.com/who-we-are/ethics-and-compliance>

PR Strategy

The overall objective of Kashi's PR plan is to build the brand's reputation as a nutritious, convenient and premium breakfast or snack option that fits into the everyday person's lifestyle. As a clean ingredient cereal, our goal is to showcase the brand's strengths and show consumers from all walks of life how Kashi GO can fit into their diet. Currently Kashi GO is not positioned in any niche segment or audience, and instead tries to provide a little bit of everything. In one way, Kashi positions its cereals as fuel rather than just a cereal, tapping into consumers who value healthy diets and lifestyles. However, this lack of positioning leaves Kashi GO without a primary audience to go after. This is where the PR strategy aims to improve the brand and its image. By pursuing customers of a younger demographic, portraying the brand as a product that can fit into any lifestyle, and utilizing the scope of opportunities that social media provides brands in today's world.

Kashi GO is already known for its clean ingredients: non-GMO, 12g of protein and 12g of fiber. But what consumers don't know is that Kashi can be used as much more than just a cereal. Through the PR strategy and campaign outputs Kashi will be seen as more than just a breakfast option; they'll be seen as the breakfast standard.

The PR strategy will consist of media relations between Kashi and popular health-conscious media outlets. Pop-up campus events and promotional events to generate publicity among stakeholders and potential customers. A large increase in social media use and employment of influencer partnerships. And finally, partnering with Feeding America, a non-profit organization, to increase positive public opinion and position Kashi as a brand for good social change. In the following sections, we will detail each point of the PR Strategy and discuss the benefits.

Media Contacts

Men's Health Magazine: Richard Dorment, Editor-in-Chief

Women's Health Magazine: Karen A. McDonnell, PhD., Editor-In-Chief

EatingWell Magazine: Brierley Wright, Nutrition Editor

BuzzFeed Food: Ross Yoder, Head of Content and Editorial Strategy

Food Network Magazine: Robb Riedel, Executive Managing Director

Bon Appétit Magazine: Jamila Robinson, Editor-in-Chief

Her Campus: Lexi Williams, Senior Editor

Well+Good: Abbey Stone, Executive Editor

Spoon University: Felicia LaLomia, Executive Editor





Media Relations Strategy

The goal of the media relations strategy is to earn coverage in health and wellness media, food magazines, lifestyle outlets and fitness blogs. Within these media outlets, our goal is to position Kashi GO as a nutritional cereal product for everybody, and showcase its strengths. For media outreach, our strategy will focus on engaging outlets that align with Kashi's positioning in health, wellness, and everyday lifestyle while also reaching younger audiences who influence emerging breakfast trends. National health and nutrition publications such as Men's Health, Women's Health, and EatingWell offer opportunities to highlight the cereal's nutritional benefits, address misconceptions around sugar content, and reinforce Kashi as a trusted, health-forward brand. Lifestyle and food outlets like BuzzFeed Food, Food Network Magazine, and Bon Appétit provide platforms for recipe integrations and taste-testing features.

One of our main objectives is to transition Kashi GO away from being just a cereal and towards being an ingredient that consumers can use in a variety of ways. To reach college-aged consumers specifically, media such as Her Campus, Well+Good and Spoon University targets Gen Z. This can amplify Kashi's relevance among younger demographics and support awareness for the "Klub Kashi" pop-up events, which will be discussed later. Additionally, securing local coverage in campus newspapers, relevant campus media pages, and city news outlets during our college campus event tour will help drive attendance and community engagement at each activation site. This mix of national health media, lifestyle outlets, and youth-focused publications will allow Kashi to shape key narratives, rebuild credibility, and broaden its impact across diverse consumer segments.

For each of these media outlets, it's important that their coverage of Kashi GO remains authentic and tied to their own brand tone and voice. With this in mind, certain story pitches and angles that Kashi would provide outlets include: "Healthy On-the-Go Breakfast for the Modern Professional / Student," "3 Influencer-Approved Breakfast Bowls Using Grocery-Store Staples," and "The High-Fiber Breakfast Gen Z Is Actually Eating." Headlines like this push Kashi as a brand towards a specific target audience: younger, everyday consumers.



Events & Publicity Strategy

A core component of our PR strategy is the **Klub Kashi Campus Tour**, a high-energy, experiential pop-up designed to bring the Kashi brand directly to younger consumers. With growing competition in the health-food space and mixed sentiment from longtime customers, Kashi must reintroduce itself to a new generation in a way that feels fresh, fun, and culturally relevant. This tour positions Kashi not just as a breakfast cereal, but as a lifestyle brand that aligns with students' values of convenience, wellness, and community. The tour will travel to all Big10 universities, setting up immersive pop-up experiences in high-traffic locations such as student unions, recreation centers, and green spaces. Each Klub Kashi activation will include taste-testing stations, where students can sample multiple Kashi cereal flavors and vote on their favorites. Interactive recipe booths will demonstrate easy, budget-friendly ways to incorporate Kashi into everyday meals like yogurt bowls, smoothie toppers, and on-the-go mixes to reinforce the versatility of the product. Event staff will also distribute branded merchandise, such as tote bags, stickers, water bottles, and gym accessories to increase visibility on campus after the event ends.

To further strengthen reach and reputation, the tour will strategically invite relevant micro- and mid-tier influencers who attend the universities or live in nearby metros. While these influencers may not individually have massive followings, their campus-specific credibility will help drive authentic engagement. Moreover, their identity as a relatable individual will further drive the point that Kashi GO is built for the everyday consumer and their everyday lifestyle. The goal of the incorporation of influencers is to get the Kashi brand on TikTok and Instagram, where students are most active. This approach gives Kashi organic, student-driven visibility at a low cost while positioning the brand as socially plugged-in and responsive to youth culture.

Overall, the Klub Kashi Campus Tour serves as a multifaceted publicity program aimed at increasing awareness, promoting trial, and rebuilding positive brand associations among young consumers. By meeting students where they are and giving them a hands-on, memorable experience with Kashi, we can cultivate long-term brand loyalty and generate the authentic word-of-mouth enthusiasm necessary for the success of the broader PR campaign.





Events & Publicity Strategy Cont.

In addition to the Klub Kashi campus tour, the publicity strategy includes a strategic **cause partnership with Feeding America**, one of the nation's largest and most-trusted hunger-relief programs. This partnership directly aligns with Kashi's mission statement - "At Kashi, we believe the path to wellness doesn't have to be a complicated one³⁴" - by helping make nutritious food more accessible to communities facing food insecurity. Partnering with Feeding America allows Kashi to demonstrate that wellness is not just a marketing promise, but a commitment to real, tangible impact.

Through this partnership, Kashi will pledge a portion of proceeds from Kashi GO product sales to Feeding America during key campaign windows, such as the launch of the Klub Kashi Campus Tour and seasonal promotional pushes. At each activation, students will be encouraged to participate in "give-back" moments. For example, every bowl sampled at an event could trigger a cereal donation to Feeding America food banks in the surrounding region. This creates a direct, meaningful connection between the brand experience and a larger social good. Gen Z is known for prioritizing brands with purpose-driven missions and campaigns³⁵, and by partnering with a nonprofit organization such as Feeding America, Kashi GO will deepen its relationship with the next generation of consumers.

The partnership will also be woven into media outreach and content creation. Joint press releases, co-branded graphics, and storytelling around food accessibility will help position Kashi as a leader in brand social responsibility. In addition, Kashi and Feeding America can collaborate on social media posts, videos, and spotlight stories that showcase the values and impact of the collaboration. This strengthens the credibility of the campaign, offers media outlets a compelling angle to cover Kashi, and another way to reach potential consumers.



Kashi



FEEDING
AMERICA

34. <https://www.kashi.com/about-us>

35. <https://catalystmarketing.io/blog/gen-zs-hunger-for-authentic-marketing-and-purpose-driven-brands/#:~:text=Gen%20Z%20is%20often%20referred,responds%20well%20to%20compelling%20narratives.>

Social Media Strategy

A strong and deliberate social media strategy is essential to rebuilding Kashi GO's reputation, increasing product trial, and expanding its presence among younger consumers. Because Gen Z relies heavily on digital platforms for decision-making, the campaign will focus on authentic, short-form content that reframes the conversation around Kashi. Our primary goals are to increase brand awareness, encourage trial through engaging recipe inspiration, and strengthen Kashi's position as an accessible option for everyday consumers.

TikTok will serve as the main social media platform for this strategy, as it is the dominant platform for college audiences and a space for trend-driven food content. Launching a TikTok presence allows Kashi to control its own narrative, counter negative taste assumptions, and participate in viral formats that resonate with students. Instagram will complement TikTok by offering a slightly more polished environment for Reels, Stories, and event recaps, while also reaching older Millennials and parents who still make up a substantial portion of Kashi's existing consumer base. Content will also be repurposed for YouTube Shorts to extend reach, and Facebook will maintain communication with Kashi's legacy audience, particularly for updates about community impact through Feeding America.

Content across these platforms will center on several key themes. Videos focusing on the taste of Kashi will include student reactions at Klub Kashi activations and creative recipe ideas with relevant, micro-influencers will combat the negative customer reviews discussed previously. Nutrition-focused content will feature registered dietitians to provide clarity around ingredients, fiber, and sugar content, helping build credibility with health-conscious audiences. Social storytelling will also play a major role, with posts highlighting the Klub Kashi tour, behind-the-scenes moments at campus pop-ups, and updates on Kashi's contributions to Feeding America. To create a sense of community around the brand, we will employ user-generated content strategies through hashtag challenges and engaging with TikTok trends.

To further combat customer dissatisfaction, Kashi's own social media team will be encouraged to manage their community and repair their reputation. By responding quickly and professionally to negative comments or questions about taste, Kashi can demonstrate transparency and customer care. Offering sampling opportunities or inviting critics to visit a Klub Kashi event provides a tangible way to convert skeptics into supporters. By listening to their customers individually, Kashi will build up its existing relationships with loyal customers disappointed by recipe changes, and show potential new customers how they value empathy and customer service.

Overall, the social media strategy will meet young consumers where they are with content that feels genuine. We will build a dialogue around simple, accessible wellness while still supporting the broader PR goals of the campaign. Together, the promotional and PR elements are designed to generate buzz by creating moments that are shareable and visually interesting. Live reactions during taste tests, TikTok challenges and influencer appearances at pop-ups all offer high potential for viral spread. By integrating on-campus experiences with social media content, Kashi GO features do not end when the pop-up is over. The brand will continue to circulate online through student posts, influencer recaps, and branded hashtags.



Sample Press Releases

FOR IMMEDIATE RELEASE

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Release Date:

Jun. 01, 2026

Kashi Launches “Klub Kashi” Big10 Campus Tour to Reintroduce Kashi GO to the Next Generation

MADISON, Wis. – Kashi, the WK Kellogg Co. brand known for its clean ingredients and nutrition-forward cereals, has announced the launch of their Klub Kashi Big10 Campus Tour. This experiential activation is designed to reconnect Kashi with younger consumers and position Kashi cereal at the center of college students’ breakfasts.

The tour will travel to all Big10 universities, bringing the immersive pop-up events across the nation. Each campus stop will feature taste-testing of Kashi’s most popular cereal flavors, interactive recipe stations showcasing new ways to use Kashi GO as a versatile ingredient, and campus-specific influencer appearances. Students will be able to sample flavors of Kashi GO, try out new recipes, and have the opportunity to purchase exclusive branded merch. The events will transform Kashi GO into a vibrant college experience.

“With Klub Kashi, we’re stepping beyond the cereal aisle and straight into students’ daily lives,” said Kashi Senior Brand Manager, Laura Lefkowitz, “Gen Z wants wellness that feels fun, easy, and accessible. This tour makes nutrition something to experience.”

By offering real-time sampling and feedback opportunities, Kashi is giving students the chance to engage with the brand authentically and help shape its future. The Klub Kashi Big10 Campus Tour will kick off at the University of Wisconsin-Madison in September 2026, with full schedule details available at kashi.com/klubkashi.

FOR IMMEDIATE RELEASE

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Release Date:

Jun. 15, 2026

Kashi Announces Partnership with Feeding America to Combat Food Insecurity Through National Campaign

MADISON, Wis. – Kashi announced today a new partnership with Feeding America, the nation’s largest hunger-relief organization, as part of its mission to make nutritious foods available for communities across the country.

Through this collaboration, Kashi will donate a portion of its sales of Kashi GO cereal products to Feeding America. During key campaign windows, such as the newly announced Kashi Klub Big10 Campus Tour, Kashi will encourage consumers to help them in raising awareness and donations for Feeding America.

“At Kashi, we believe wellness shouldn’t be complicated,” said CEO David Denholm, “This partnership allows us to extend our commitment to nutrition beyond store shelves and into communities that need support the most.”

To amplify the reach of this initiative, Kashi will also debut a series of dedicated commercials produced exclusively for the Feeding America collaboration. These spots commercials will spotlight real stories of community impact and emphasize how every purchase of Kashi GO contributes to hunger-relief efforts. The commercials will feature a mix of students, community leaders, and Feeding America representatives to reinforce the power of collective action.

Working alongside the Klub Kashi Big10 Campus Tour, students attending these on-site events will be encouraged to participate in “give-back” moments, including donation-based challenges and co-branded activations highlighting the impact of food accessibility.

The campaign will include joint social content, televised and digital commercial placements, impact updates, and co-branded storytelling throughout the semester, reinforcing Kashi’s commitment to positive social change.

FOR IMMEDIATE RELEASE

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Release Date:

Jun. 30, 2026

Kashi GO Unveils New Social Media Strategy to Engage Gen Z and Claim its Position as a Modern Wellness Staple

MADISON, Wis. – Kashi has announced a change in their social media strategy to reshape its public image, uplift customer trust and establish Kashi GO as a go-to breakfast and snack option for Gen Z.

After a wave of mixed customer reviews regarding taste and recognizing a shift in consumer's digital usage, Kashi is launching a comprehensive revamp that includes:

- An official company TikTok debut with trend-forward, short-form content
- Influencer partnerships with micro- and mid-tier creators at major college campuses
- Real-time taste test reactions from Klub Kashi tour participants
- Nutrition education featuring registered dietitians

This digital shift is timed with the launch of the Klub Kashi Big10 Campus Tour, ensuring that in-person experiences fuel content momentum online. Organic posts from students, influencer reactions and hashtag challenges will help Kashi expand its digital reach across TikTok, Instagram Reels and YouTube Shorts.

“Our goal is to spark authentic conversations around Kashi GO,” said Kellogg Company Social Media Director Kayla Howard, “We want to show that Kashi GO fits the lifestyle of everyday people.”

By amplifying student voices and expanding their social media presence, Kashi aims to build a new generation of brand advocates and reaffirm its identity as a clean, trustworthy and versatile product.



Budget and Resources

Klub Kashi Big10 Campus Tour

The largest portion of the budget will be dedicated to the Klub Kashi Big10 campus tour. We estimate these interactive, experiential activations will combine to a total cost of **\$200,000-\$300,000**. This will include expenses for transportation, event setup, branded signage, sampling materials, product shipments, and staff needed to operate each pop-up event. This budget will also include the merchandise offered at each activation which would include tote bags, stickers, fitness gear, and apparel. **(\$15,000-\$20,000)**

Influencer Integration

The second portion of the budget will go towards supporting influencer integration. We estimate the compensation of influencers will combine to a total cost of **\$40,000-\$70,000**. This budget will fund the compensation of the influencers invited to each activation of Klub Kash. paid collaborations will be essential for securing high-quality content and consistent messaging.

Social Media Strategy

In addition to the influencer compensation for Klub Kashi events, the social media strategy will receive an additional budget. We estimate the cost of paid social media promotion will come to a total of **\$50,000-\$80,000**. This budget will cover the cost of boosting high-performing social media content, running targeted ads at each Big10 campus prior to their designated Klub Kashi event, and promoting the Feeding America campaign. Paid social media promotion is crucial to the campaign so that it not only reaches students, but the broader online audience.

Feeding America Collaboration

Finally, the budget will allocate a portion to the collaboration with Feeding America. We estimate the cost of this campaign will combine to a total of **\$20,000-\$50,000**. This budget will include the design and creation of co-branded assets, donation-tracking systems, and communication assets for press releases and social updates. This investment ensures that the collaboration is cohesive and effective for both Kashi as a brand and the initiative the campaign stands for.

Total PR Costs: \$325,000-\$520,000

Ultimately...

Collectively, the strategies outlined in this PR campaign plan position Kashi to reestablish itself as a relevant brand among younger consumers. By combining engagement through the Klub Kashi Big10 campus tour with a revamped social media presence, targeted influencer partnerships, and a thoughtful collaboration with Feeding America, the campaign creates a multi-dimensional approach that meets the next generation of consumers where they are. These efforts work together to address mixed customer perceptions and rebuild credibility around taste and nutrition. This reinforces Kashi's presence among its current consumers, and persuades new consumers to try the product.

Through storytelling, meaningful impact, and student engagement, the campaign strengthens brand affinity while driving product trials and fostering long-term loyalty. Paid and organic social media strategies amplify the reach of campus activations, while media relations and promotional activities ensure that Kashi's messaging remains visible, newsworthy, and culturally relevant. The integration of purpose-driven impact with Feeding America further elevates the brand beyond its product, aligning Kashi with values that resonate deeply with Gen Z and Millennial audiences.

Ultimately, this campaign not only revitalizes the image of Kashi GO but also lays the foundation for sustained brand growth. Through this campaign, Kashi will emerge as a modern, mission-driven leader in the health-food category, positioned to inspire the next generation of consumers while staying accessible and true to who really matters: the standard consumer.



Kashi

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