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Media Brief: Post Shredded Wheat

Due Date: November 26<sup>th</sup>, 2014

Professor: Colin Robey

## Product Identification – Post Shredded Wheat

### **Post Foods**

**Shredded Wheat** belongs to **Post Foods** and they focus in healthy dietary foods. They strive to ensure their product offers high levels of potassium and low amounts of sodium to help reduce the risk of high blood pressure, a risk or factor for stroke and heart disease. (Foods P. , Post Shredded Wheat, 2014)

**Post Foods** launched a new product called **Honey Bunches of Oats** in January 29, 2014. Along with launching new products, **Post Foods** also have a line extension on **Shredded Wheat Original**, including **Shredded Wheat** Original Spoon Size and **Shredded Wheat** Spoon Size Wheat & Bran. (Post Foods, 2014)

**Post Shredded Wheat** launched a new promotion, which is to win a trip to the 2015 MasterCard Memorial Cup. The contest started October 15, 2014 and closes February 17, 2015.

**Post Shredded Wheat** teamed up with Chatelaine to sponsor The Heart Truth, the Heart & Stroke Foundation's campaign to raise awareness of women's risk of heart disease and stroke. For every box of specially marked **Post Shredded Wheat** cereal, buyers receive 3 free issues of Chatelaine magazine. The offer ended March 31, 2012. (Magazine, 2014)

### **Industry Trends**

Breakfast cereals in 2014 grow marginally in value sales, reaching a total of C\$1.4 billion, and the average unit price increases by 1%. In general, breakfast cereals are facing tough competition from healthier alternative options, as well as fast food chains. Breakfast cereals reached a total of 8.46% value growth between 2009-2014. (Euromonitor, 2014)

In 2014 children's breakfast cereals will show a 1% decline in current value terms along with a decline of 3% for volume sales. Children's breakfast cereals contain 40% more sugar than most other cereals, which causes severe health concerns. Studies show that children tolerate eating low-sugar cereals, but there are not many options available in supermarkets. (Euromonitor, 2014)

Hot cereals including produce made from oats, which is an ingredient seen as healthier are continuing to increase consumer interests in this specific category. How cereals will show the best performance in 2014 with a 3% value growth and a 2% growth rate in volume sales. (Euromonitor, 2014)

## Demographics – Category: Cold Cereal Users

### Target Definition - Age

<b>Category: Cold Cereal Users Medium/Heavy 5-21+ Individual Portions in Households Past 7 Days</b>			
<b>Age</b>	<b>CDN Pop%</b>	<b>Category User%</b>	<b>Category Index</b>
12-17	8.1	9.4	115
18-24	11.0	10.2	93
25-34	15.9	15.7	99
35-49	24.8	28.0	113
50-64	23.5	23.0	98
65+	16.6	13.8	83

Source: PMB 2013 2-Year Readership Study. Clear Decisions. Path – Cold Cereal Medium-Heavy Times Past 7 Days.

### Key Findings

63.3% of the target ages 12-49 are a medium to heavy cold cereal user in the past 7 days.

### Target Definition – Household Income

<b>Category: Cold Cereal Users Medium/Heavy 5-21+ Individual Portions in Households Past 7 Days</b>			
<b>Household Income</b>	<b>CDN Pop%</b>	<b>Category User%</b>	<b>Category Index</b>
<\$20M	8.4	5.0	59
\$20 - \$24.9M	3.7	3.0	81
\$25 - \$34.9M	7.8	6.8	87
\$35 - \$49.9M	13.6	13.0	96
\$50 – \$74.9M	20.0	19.8	99
\$75 - \$99.9M	15.6	16.8	108
\$100M+	30.6	35.5	116

Source: PMB 2013 2-Year Readership Study. Clear Decisions. Path – Cold Cereal Medium-Heavy Times Past 7 Days.

### Key Findings

72.1% of the target earn a household income \$50,000 - \$100,000+ are medium to heavy cold cereal users in the past 7 days.

### Target Definition - Gender

Category: Cold Cereal Users Medium/Heavy 5-21+ Individual Portions in Households Past 7 Days			
Gender	CDN Pop%	Category User%	Category Index
Female	50.7	51.7	102
Male	49.3	48.3	98

Source: PMB 2013 2-Year Readership Study. Clear Decisions. Path – Cold Cereal Medium-Heavy Times Past 7 Days.

### Key Findings

The total target is male and females are a medium to heavy cold cereal users in the past 7 days.

### Implications

The target market for cold cereal users are ages 12-49 years old, male and females with a household income of \$50,000+.

### Demographics – Brand Specific: Post Shredded Wheat

#### Target Definition - Age

Brand Specific: Cold Cereal - Post Shredded Wheat			
Age	CDN Pop%	Brand User%	Brand Index
12-17	8.1	3.9	49
18-24	11.1	2.5	23
25-34	15.9	9.3	58
35-49	24.8	16.4	67
50-64	23.5	26.6	112
65+	16.6	37.6	242

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path. Sheridan Library Service- Cold Cereal/ Post Shredded Wheat.

### Key Findings

64.2% of the brand target ages 50+ are **Post Shredded Wheat** users.

They are at least 12% are more likely to use **Post Shredded Wheat** than the other brands.

## Target Definition – Household Income

Brand Specific: Cold Cereal - Post Shredded Wheat			
Household Income	CDN Pop%	Brand User%	Brand Index
<\$25M	12.4	15.4	122
\$25-\$34.9M	7.8	11.0	138
\$35-\$49.9M	13.6	13.0	103
\$50-\$74.9M	20.0	21.2	113
\$75-\$99.9M	15.6	14.5	90
\$100M+	30.6	24.9	78

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path. Sheridan Library Service - Cold Cereal/ Post Shredded Wheat.

### Key Findings

60.6% of the brand target earns a household income less than \$25,000 and up to \$74,999 are **Post Shredded Wheat** users.

They are at least 3% are more likely to use **Post Shredded Wheat** than the other brands.

## Target Definition - Gender

Brand Specific: Cold Cereal - Post Shredded Wheat			
Gender	CDN Pop%	Brand User%	Brand Index
Female	50.7	57.8	114
Male	49.3	42.2	85

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path. Sheridan Library Service - Cold Cereal/ Post Shredded Wheat.

### Key Findings

The total target is male and females are **Post Shredded Wheat** users in the past 7 days.

### Implications

The target market for **Post Shredded Wheat** users are ages 50+, male and females with a household income less than \$25,000 and up to \$74,999.

### Evidence

**Post Shredded Wheat** target market ages 44-55 years old have rated ready to go cereal as their number one choice for breakfast food. **Post Shredded Wheat** target market ages 50+ also rank ready to go cereal as one of their top choices for breakfast food. Cereals that are labelled as a healthier option with whole grain or low fat are more appealing to **Post Shredded Wheat's** target market. (Development, 2014)

## Psychographics/Leisure Habits

### **Target Market**

Adults 50+, Men/Female, HHI Less than \$25,000 and up to \$74,999

### Day In the Life

Barbara and Arthur are married (53.8%, 121) and have grandchildren (66.3%, 263). They are always look at flyers for inserts in the Newspaper (59.6%, 124) and they feel like they are being left behind technology (40.3%, 126). They always have accurate Account of Financial Commitments (51.3%, 114) and have taken the steps to ensure they have sufficient income for retirement (44.82%, 121). They always use a shopping list when grocery shopping (51.3%, 117) and they have conservative taste in food (43.3%, 118). They prefer low fat or light foods and drinks (43.7%, 124) and try to purchase local products is possible (56.4%, 114). They try to avoid eating pre-packaged foods (52.6%, 112) as well as any food that contains trans fat (59.94%, 113). They consider themselves to be a spiritual person (51.7%, 117) and feel that there is too much emphasis on conservation and the environment (23.6%, 115). During the warmer time of the year, they participate in gardening (36.9%, 120) and often purchase lottery tickets (59.4%, 121).

### Media Habits

Media Habits - Target Market A50+, HHI < \$25,000 - \$74,999, Male/Female										
Habits	TV		Radio		News.		Magazine		Online	
	Ver%	Index	Ver%	Index	Ver%	Index	Ver%	Index	Ver%	Index
Heavy	35.2	183	20.6	110	32.0	157	15.4	78	7.3	37
Med/Heavy	23.3	115	18.7	98	11.9	72	16.5	84	11.1	50
Medium	18.1	91	16.8	84	11.7	78	19.1	96	13.2	69
Med/Light	14.0	65	17.7	80	3.8	66	21.3	104	17.7	92
Light	9.4	49	26.2	130	40.6	96	27.7	137	50.7	256

Source: PMB 2013 2-Year Readership Study. Clear Decisions. Path Media Usage

### Key Findings

#### **Television**

- 58.5% of the target market is Medium/Heavy to Heavy Television viewers. [22.3+ hrs/wk]
- 84.8% of the target watched Television the previous day. [Index: 112]

- 88.6% of the target watch TV 5 days a week. [Index: 119]

### Radio

- 43.9% of the target market is Light to Medium/Light Radio listeners. [<0.9 hrs/wk]

### Newspaper

- 43.9% of the target market is Medium/Heavy to Heavy Newspaper readers. [5.8+ issues/wk]
- 41.2% of the target market read a yesterday's newspaper. [Index: 126]
- 53.7% of the target reads every issue of the community Newspaper and are 52% more likely to read every issue of the community Newspaper.

### Magazine

- 49.0% of the target market is Light to Medium/Light magazine readers. [<0.4-1.5 issues/month]

### Online

- 68.4% of the target market is Light to Medium/Light Internet users. [<2.3 hrs/wk]

### OOH

- 12.6% of the target market has used public transit in the past 7 days.
- 91.9% of the target market has travelled in town in the past 7 days.
- 64.9% of the target market visited a Shopping Mall in the past 7 days.

### Geography – Cold Cereal/ Post Shredded Wheat

Category: Cold Cereal Users & Brand Specific: Post Shredded Wheat						
Region	CD POP%	Category Users%	Post Shredded Wheat Users%	CDI	BDI	BOI
Atlantic	6.9	7.2	9.0	105	132	80
Quebec	23.3	18.3	15.8	78	68	115
Ontario	38.9	40.0	42.4	103	109	94
Prairies	6.6	8.2	20.5	124	116	107
BC	13.5	13.8	12.4	103	92	112

Source: PMB 2013 2-Year Readership Study. Clear Decisions. Path – Cold Cereal Medium-Heavy Times Past 7 Days/Path Sheridan Library Service - Cold Cereal/ Post Shredded Wheat.

### Regional Priority – British Colombia/Prairies

The CDI in BC is 103 and a BDI of 92 which means consumers in BC are more likely to eat cold cereal and are less likely to eat **Post Shredded Wheat**. The BOI in BC is 112, which indicates **Post Shredded Wheat's** opportunity is high in BC.

The CDI in the Prairies is 124 and a BDI of 116 which means consumers in BC are more likely to eat cold cereal and are 16% more likely to eat **Post Shredded Wheat**. The BOI in the Prairies is 107 which identifies **Post Shredded Wheat** opportunity is high in the Prairies.

### Non-Regional Priority – Quebec

The CDI in Quebec is 78 and a BDI of 68 which means consumer in Quebec are less likely to eat cold cereal and are less likely to eat to eat **Post Shredded Wheat**. The BOI in Quebec is 115 which identifies **Post Shredded Wheat** opportunity is high in Quebec.

Quebec is not considered as a priority due to their decline purchasing patterns and habits in comparison to other regions.

The reason for this decline could be a shift in Quebec's consumption patterns as more consumers becoming price conscious. Consumer behaviour in Quebec has always been a little different from the rest of the country with more people preferring public market concept stores as suppose to the traditional grocery stores. (Euromonitor, Grocery Retailers in Canada, 2014)

### Implications

Capturing higher cold cereal users for **Post Shredded Wheat** is more likely occur through advertisement to increase awareness and brand preference in the Prairies and British Colombia.

### Seasonality – Cold Cereal/Post Shredded Wheat

Cold Cereal – Monthly Sales Data												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Sales %	5	6	8	8	8	8	10	11	12	11	8	5

### Key Findings

Breakfast is an important part of both parents and students mornings, and is recommended to have cereal before leaving to go to work or school. (Mail, 2009)

It is heavily suggested that students eat breakfast in order to maintain focus and energy throughout their day. The article emphasize the importance of nutrition as well as eating within an hour waking up helps fuel your day. (Waterloo, 2014)

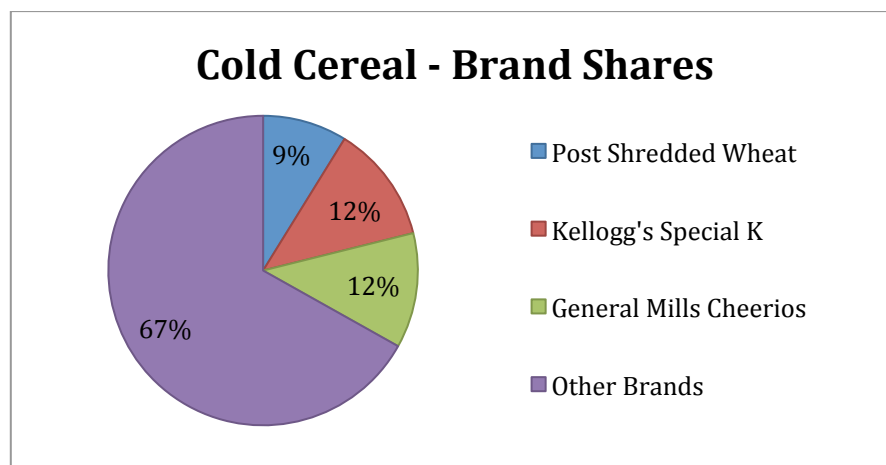
As the weather become cooler during the winter months the sales demand decrease for cold cereal and increase for hot cereals as well as Oatmeal. (Mail G. &, 2013)

During the spring and summer months, consumers want that perfect summer body look. Consumers are working out and eating healthier in order to achieve their ideal image. Eating cold cereal is known as a great post work out meal that can be eaten with fruits. (Law, 2014)

### Implications

Cold cereal top three priorities are August, September and October where its seasonality is in the month leading and during the start of the school year.

### Post Shredded Wheat Competitors



Source: 2014 Path: Sheridan Library Services. Database Euromonitor. - Breakfast Cereals in Canada.

### Key Findings

The top two key competitors for **Post Shredded Wheat** are Kellogg's Special K and General Mills Cheerios.

12.3% of the cold cereal brand shares represent the brand Kellogg's Special K and 12.0% of the cold cereal brand shares represent the brand General Mills Cheerios. (Euromonitor, Breakfast Cereals In Canada, 2014)



## Demographics – Brand Specific: Kellogg’s Special K

### Target Market – Age

Brand Specific: Cold Cereal – Kellogg’s Special K		
Age	Brand User%	Brand Index
12-17	10.8	137
18-24	8.6	78
25-34	10.6	66
35-49	20.4	84
50-64	27.1	114
65+	22.5	132

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ Kellogg's Special K

### Key Findings

70% of the brand target ages 35+ are Kellogg’s Special K users.

### Target Market – Gender

Brand Specific: Cold Cereal –Kellogg’s Special K		
Gender	Brand User%	Brand Index
Male	50.9	103
Female	49.1	97

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ Kellogg's Special K

### Key Findings

The total brand target is male and females are Kellogg’s Special K users.

### Target Market – Household Income

Brand Specific: Cold Cereal – Kellogg’s Special K		
Household Income	Brand User%	Brand Index
<\$25M	15.5	123
\$25 - \$34.9M	10.9	137
\$35 - \$49.9M	14.3	113
\$50 - \$74.9M	17.3	92
\$75 - \$99.9M	14.1	87
\$100M+	27.9	88

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ Kellogg's Special K

### Key Findings

72.1% of the target earns a household income less than \$25,000 and up to \$99,999 are Kellogg's Special K users.

### Target Market – Geography

Category: Cold Cereal Users & Brand Specific: – Kellogg's Special K					
Geography	Category Users%	Kellogg's Special K Users %	CDI	BDI	BOI
Atlantic	7.2	8.7	105	127	82.7
Quebec	18.3	27.9	78	120	65
Ontario	40.0	38.8	103	100	103
Prairies	8.2	14.9	124	85	145
British Colombia	13.8	9.7	103	72	143

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ Kellogg's Special K

### Key Findings

The CDI in BC is 103 and a BDI of 72 which means consumers in BC are more likely to eat cold cereal and are less likely to eat Kellogg's Special K. The BOI in BC is 143, which indicates Kellogg's Special K opportunity is high in BC.

The CDI in the Prairies is 124 and a BDI of 85 which means consumers in BC are more likely to eat cold cereal and are less likely to eat Kellogg's Special K. The BOI in the Prairies is 145 which identifies Kellogg's Special K opportunity is high in the Prairies.

### Implications

The target market for Kellogg's Special K users are ages 12- 65+, male and females with a household income less than \$25,000 and up to \$99,999 who live in the Prairies and British Colombia.

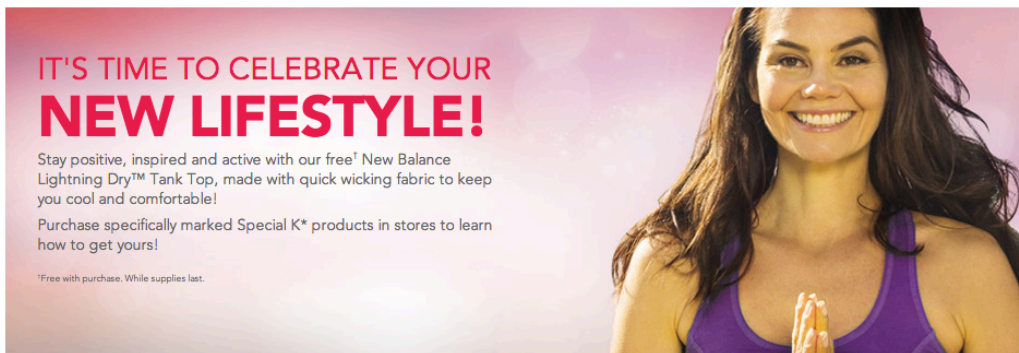
### Kellogg's Promotions: Tote Bag Giveaway



Source: Kellogg's Special K Website, Path Promotions. Accessed November 23, 2014

Kellogg's Special K takes part in two online promotions, one called "Sun-Kissed Hair and Summer Flair". This promotion gives consumers the opportunity to receive a free beach-ready summer tote. To claim the item, users must first go online to their website and get started by entering PIN codes found on the purchased Kellogg's cereal box. (Kellogg's Special K, 2014)

### **Kellogg's Promotions: Tank Top Giveaway**



Source: Kellogg's Special K Website, Path Promotions. Accessed November 23,2014

Kellogg's Special K's second online promotion is called "It's Time to Celebrate Your New Lifestyle". This promotion gives consumers the opportunity to receive a free New Balance Lightning Dry tank top free with a purchase. To claim the item, users must again first go online to their website and get started by entering PIN codes located on the Kellogg's cereal box. (Kellogg's Specia K, 2014)

## **Demographics – Brand Specific: General Mills Cheerios**

### **Target Market – Age**

<b>Brand Specific: Cold Cereal – General Mills Cheerios</b>		
<b>Age</b>	<b>Brand User%</b>	<b>Brand Index</b>
12-17	10.9	138
18-24	10.3	94
25-34	17.4	109
35-49	26.3	108
50-64	21.2	90
65+	13.8	81

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ General Mills Cheerios

### **Key Findings**

64.9% of the target is ages 12 – 49 are General Mills Cheerios users.

### Target Market - Gender

Brand Specific: Cold Cereal – General Mills Cheerios		
Gender	Brand User%	Brand Index
Male	46.5	94
Female	53.5	106

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ General Mills Cheerios

### Key Findings

The total brand target is male and females are General Mills Cheerios users.

### Target Market – Household Income

Brand Specific: Cold Cereal – General Mills Cheerios		
Household Income	Brand User%	Brand Index
<\$25M	10.6	85
\$25 - \$34.9M	6.3	79
\$35 - \$49.9M	11.4	90
\$50 - \$74.9M	17.9	95
\$75 - \$99.9M	18.6	115
\$100M+	35.1	110

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ General Mills Cheerios

### Key Findings

71.6% of the target earns a household income of \$50,000 and more than \$100,000 are General Mills Cheerios users.

### Target Market - Geography

Category: Cold Cereal Users & Brand Specific: General Mills Cheerios					
Geography	Category User%	General Mills Cheerios User%	CDI	BDI	BOI
Atlantic	7.2	8.1	105	118	89
Quebec	18.3	15.9	78	68	114
Ontario	40.0	41.8	103	108	95
Prairies	8.2	19.5	124	110	124
British Colombia	13.8	14.7	103	110	94

Source: PMB 2014 2-Year Readership Study. Clear Decisions. Path Sheridan Library Service - Cold Cereal/ General Mills Cheerios

### Key Findings

The CDI in the Prairies is 124 and a BDI of 110 which means consumers in BC are more likely to eat cold cereal and are 10% more likely to eat General Mills Cheerios. The BOI in the Prairies is 124 which identifies General Mills Cheerios opportunity is high in the Prairies.

The CDI in Quebec is 78 and a BDI of 68 which means consumers in Quebec are less likely to eat cold cereal and are less likely to eat General Mills Cheerios. The BOI in Quebec is 114, which indicates General Mills Cheerios opportunity is high in BC.

### Implications

The target market for General Mills Cheerios users are ages 12- 49, male and females with a household income less than \$25,000 and up to \$99,999 who live in Quebec and the Prairies.

### **General Mills Promotion: Movie Ticket Giveaway**



Source: Cineplex Website Path Promotions – General Mills Cheerios. Accessed November 23, 2014.

General Mills promotion is annual campaign every year that allows users to get a free Cineplex movie ticket when they purchase their General Mills Cheerio cereal. (Cineplex, 2014)

### **General Mills Sponsorship: Nascar Driver – Austin Dhillon**



Source: General Mills Website. Path Blog – Taste of General Mills Blog. Accessed November 23, 2014

General Mills Cheerios sponsors Austin Dillon in the NASCAR Sprint Cup Series in 2014. Austin Dillon is driving the No.3 Cheerios Chevrolet for Richard Childress Racing. General Mills Cheerios launched “Cheer the 3” using Facebook and Twitter for fans to interact and stay up to date with content and information about Austin Dillon and the No. 3 race team throughout the 2014 season. (Mills, 2014)

### Share of Voice – Cold Cereal Brands

Cold Cereal Brands – Share of Voice (%)							
Brand	Total	News.	Magazine	OOH	Radio	TV	Online
Special K	40.8	18.9	20.6	87.7	0.0	53.0	49.5
Cheerios	33.2	33.8	8.7	12.3	0.0	41.1	34.9
Shredded Wheat	26.1	47.3	70.7	0.0	0.0	5.9	15.6

Source: Sheridan College. Colin Robey. Path Slate 2013 HO - Competitor Spending Cereal. Accessed November 23,2014

#### Key Findings

Kellogg’s Special K is a dominant advertiser in Out-of-Home (87.7%), Television (53.0%) and Online (49.5%) than other cold cereal brands.

**Post Shredded Wheat** is a dominant advertiser in Newspaper (47.3%) and Magazine (70.7%) than other cold cereal brands.

### Spend by Medium – Cold Cereal Brands

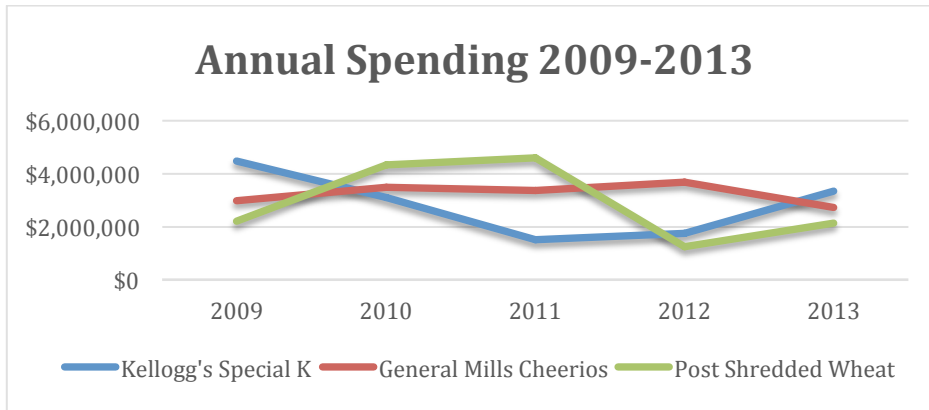
Cold Cereal Brands – Spend on Medium (%)						
Brand	News.	Magazine	OOH	Radio	TV	Online
Special K	13.1	6.0	10.0	0.0	58.2	12.7
Cheerios	28.7	3.1	1.7	0.0	55.5	11.0
Shredded Wheat	51.2	32.3	0.0	0.0	10.2	6.3
Total	28.2	11.9	4.7	0.0	44.8	10.4

Source: Sheridan College Slate. Colin Robey.Path HO - Competitor Spending Cereal. Accessed November 23,2014

#### Key Findings

Both Kellogg’s Special K (58.2%) and General Mills Cheerios (55.5%) spend most of their budget in television. **Post Shredded Wheat** spends 51.2% of their budget in Newspaper.

## Annually Media Spending – Cold Cereal Brands



Source: Sheridan

College Slate. Colin Robey.Path HO - Competitor Spending Cereal. Accessed November 23,2014

### Key Findings

Media spent by **Post Shredded Wheat** in the year 2011 to 2012 has drastically dropped by 57%. Media spent by Kellogg's Special K in the year 2009 to 2011 has dropped by 33.6%.

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