

Creative Brief

Overview

General Mills has conducted an In-Operation test of Cascadian Farm Organic Cereal at 13 College/University campuses and found a sizeable business opportunity. Based on the results, General Mills has decided to sell 2 SKU's (Oats & Honey Granola and Harvest Medley) into all college and university food service operations nationwide. The product will be available in bulk quantities and will be distributed through existing bulk bin dispensers.

POS materials are needed to educate and excite students about the benefits of Organic Foods that are now available at their campus cafeteria.

Strategy

1. Educate students about the benefits of Organic food
2. Position Cascadian Farm as the best organic cereal because it has a "taste you can believe in."
3. Create excitement that the cafeteria now offers students a wholesome breakfast alternative

Differentiated Benefit

Cascadian Farm cereals allow you to experience pure goodness because all of the ingredients are grown organically so that each ingredient maintains its natural purity, integrity and flavor.

Reason to Believe

1. Cascadian Farm Cereals meet the new USDA Organic Regulations for "Organic", which means, 95% of ingredients are organic.
2. Certified Organic means that these cereals do not use synthetic chemicals during the farming process
3. Organics are environmentally friendly

Target Audience

- Demographics
 - 18 – 23+
 - 52% Female
 - 48% Male
- Psychographics
 - Living away from home and making decisions on their own for the first time in their life
 - Experimenting with their personal boundaries and limitations
 - Desire good taste from their cereal

Call to Action

Visit your cafeteria today for great tasting Cascadian Farm Organic Cereal that is good for you and good for the environment. Also, go online and get \$50 in online cash to spend at Cascadian Farm partner sites.

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Elements

Merchandise Kit	5,000 or 10,000 or 15,000	Generate excitement and provide a delivery tool for all POS materials that will be provided to Food Service Operators when they order Cascadian Farm cereal for their facility
Ceiling Dangler (1/kit)	5k-15k	Cascadian Farm Brand ID, online promotion URL
Floor Decal (1/kit)	5k-15k	Cascadian Farm Brand ID w/ picture of cereal, must be durable/high quality
Bin Label/Insert (1/kit)	5k-15k	Cascadian Farm Brand ID
Poster (1/kit)	5k-15k	Cascadian Farm Brand ID with short Organic message, online promotion URL
Flyers	5k-15k	Generate awareness about organic foods and Cascadian Farm Cereal on-campus, outside of the food service facility. Include online promotion URL.
Sample design/pouch artwork (TBD/Kit)	100,000	Generate excitement around the addition of Cascadian Farm cereal. Drive consumers to online promotion and to the dining halls.
T-shirt creative design	30	Cascadian Farm Brand ID + online promotion URL. Design on front center or sleeves only.
Newspaper Ad (1/school)	10-20	Generate awareness and educate students on the benefits of organics, promote offering within cafeterias
Online promotional page	1	Cascadian Farm Brand ID/promotional ID. Includes promotional details and links to partner e-retailers.