

July 18, 2003



Kelly Murtha
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Dear Kelly,

I wanted to thank you for the opportunity to discuss our college marketing capabilities with you in regard to General Mill's cereal campaign. The College Marketing Bureau, Inc. specializes in this type of multi-faceted advertising/marketing execution. We have done similar campaigns for a number of clients including the US Army, Discover Card, BMG Record & Tape Club, American Express and Bay Watch Productions. I hope to familiarize you with our marketing capabilities and to provide with some insight as to the cost of execution of those capabilities. The parameters of the campaign description that you requested are as itemized below:

Objective:

1. Educate students about the benefits of organic food.
2. Introduce 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.

Parameters:

We have presented details as to the execution of each aspect of the campaign and provided two outlines of costs for:

Campaign One = 25 colleges at \$50,000

Campaign Two = 50 colleges at \$75,000

POS:

CMB represents 65 full time agents who visit over 1800 campuses every month. CMB also represents over 400 part-time student agents on over 200 campuses who are on their host campuses daily. CMB has the resources to get your marketing materials to the campus cafeteria of your choice. Based upon your current description of the POS materials, I do not think it should take longer than an hour or two to have one of our agents post

and drop your POS materials to each targeted host campus cafeteria. Assuming that you will be focusing on large campuses, it is important to note that each campus does have several cafeterias where materials might have to be distributed. As a budgeting factor I would anticipate approximately six cafeterias at each host campus and would anticipate a cost of approximately \$250 for each campus's distribution of POS materials.

Sampling:



The distribution of samples of cereal can be accomplished in a number of ways:

- 1.) Tables situated by each cafeteria and handed out one by one; But this may prove to be too time consuming and therefore costly.
- 2.) Boxes of samples could be left out in high traffic areas for students to "help themselves"; But this wouldn't ensure the maximum exposure of the samples due to waste and many students may take more than one sample.
- 3.) The last means of distributing the samples and I believe to be the best way would be to have agents visit the dorms and campus housing areas wearing their custom Cascadian Farm t-shirts and backpacks filled with cereal samples. They would proceed to hand the samples out one by one as they walked through the housing areas. This would ensure the greatest exposure for the samples; there would be little waste and it would be quicker and less costly than having students approach tables to receive their free sample. Sample distribution by this means would average approximately 150 samples per hour. To distribute approximately 3,000 samples on one campus it would take two agents approximately ten hours each to distribute the samples. I would anticipate a cost of approximately \$500 for each campus's distribution of an average of 3,000 samples. This price does not include the t-shirt or backpack necessary for the execution of the sampling. I would anticipate an additional \$100 for each campus to cover expenses related to the t-shirts and backpacks.



Advertising:

Newspaper advertising is as itemized on the attached pdfs to this letter. When an accurate school list has been established we will have to re-run a track for those specific schools. For example I have run a track on the first 25 largest college campuses. On the second list it includes the next 25 largest campuses. There is a minor difference in price between the two. I would recommend multiple quarter page ads versus

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one full page ad in order to maximize the effectiveness of the message. See attached exhibits.



To place flyers and/or posters simultaneous to the print campaign is highly recommended. Postering per unit is 85¢ each. This cost does not cover the manufacture or the shipping of the posters to the agents. It is recommended that some sort of tear-off to support the internet campaign be employed in the manufacture of the poster. The easiest way to do this would be to die-cut the bottom of each flyer with approximately 15-20 tear-off slips so that students may take the information with them after they see the poster. Postering efforts should also be concentrated on housing units that are served by each cafeteria. Postering has proven to be very effective with a number of our other clients. Please see an example of a tear-off poster attached.

Public Relations is an important aspect of the campaign and potentially represents a large impact on the response to the overall program. CMB regularly provides public relations campaigns to its clients programs. We actively send press releases on a regular basis to the largest university college newspapers and to college radio stations. We then follow-up to each of the press releases with direct phone calls to that medium's editor to make sure something is written about our campaign or product. For more detailed information about our public relations campaigns please refer to our rate list below.

For special direct mailings to the following segments - \$1.25 per piece mailed and \$10 per published piece. Includes single sheet press release and white #10 envelope.

- College Newspapers - 1,500
- Add 50¢ per unit to mail to the following lists:
- Radio Stations - 600
 - Bookstores - 900
 - Bookstore Buyers and Mngt. 4,000
 - Greek (Fraternity & Sorority) Systems - 3,200
 - Campus Clubs & Organizations

Online:

The College Marketing Bureau has a number of unique relationships with a host of online merchandisers and services including giftline.com, alamo.com, choicehotels.com, to mention a few. We could assist you in your campaign to solicit discount e-tailers to partner with your program. We can also assist in the construction of your online promotion site as well. We have constructed and incorporated dozens of internet campaigns with CMB's previous clients: Associated Bank, Discover Card, MCI, to mention a few.

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The information included in this letter is intended as an overview to the execution of your Cascadian Farm campaign. We look forward to the opportunity to work with you on this project and to provide you with specific quotes. Please call me if you should have any further questions.

Best Regards

Mark H. Jansen
Senior Account Executive