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Campaign Proposal

“Sweeten Your Day, The Right Way”

Presented to

Post Honey-Comb

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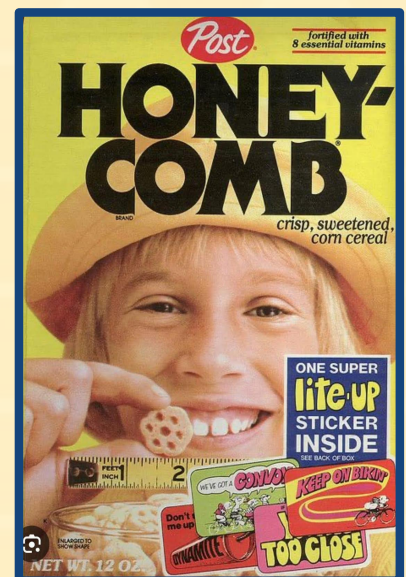
Situation Analysis

Brand Introduction

Honey-Comb cereal was introduced by Post in 1965 as a children's breakfast cereal built around fun and the size of the cereal itself. This was emphasized in their fantastical advertising tactics that featured a famous jingle and mascot.

Today, the brand focuses on the idea of nostalgia, especially for the now-adults who used to eat Honey-Comb growing up. The brand markets this product as versatile - a food beyond just breakfast - changing the tone of the brand to match with their older, evolving audience.

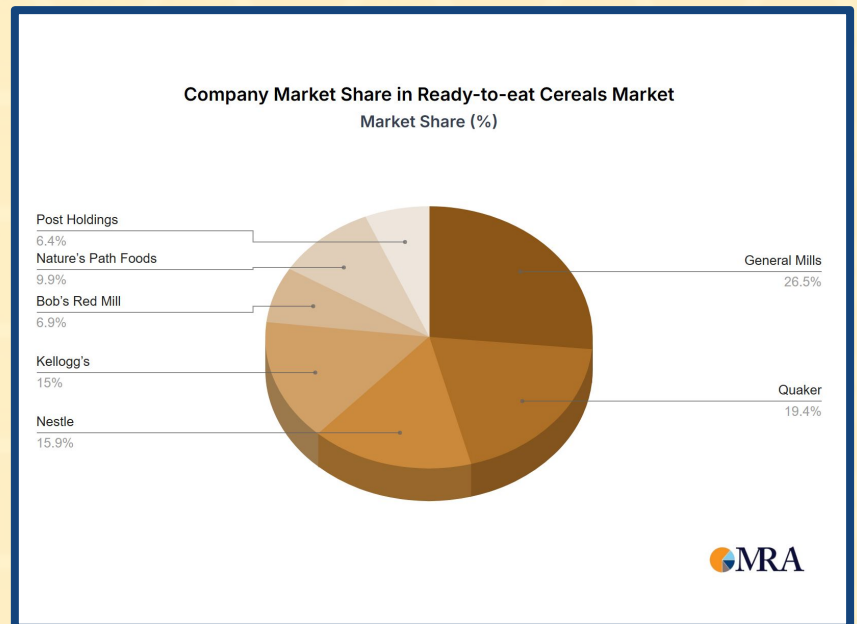
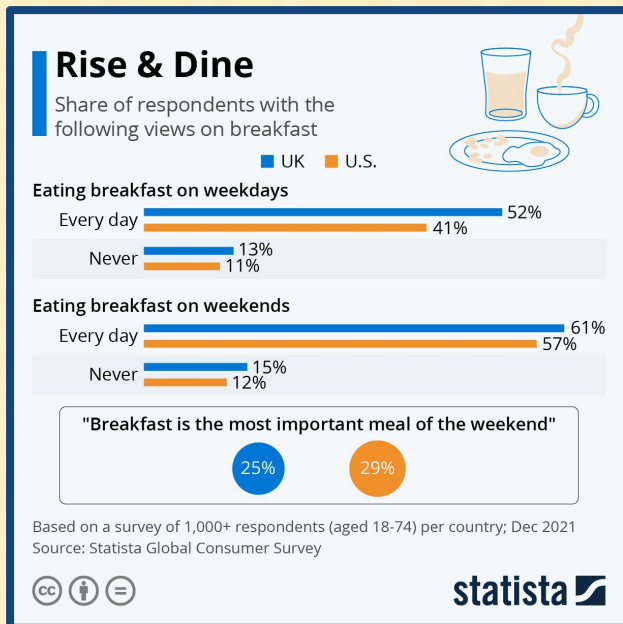
Honey-Comb represents nostalgia to consumers. A prominent cereal company for over 50 years, Honey-Comb has been present in the lives of generations. The brand's packaging has been fairly consistent over the years with font, colors and graphics. The cereal itself has also stayed the same - its unique shape is constant despite the release of different flavors of the product. The brand equity that is provided is consistency throughout the years, but no modern tactics. Consumers may remember old mascots or jingles, but there are no real modern associations. Additionally, there is a real lack of social media presence. Yet, the brand still seeks to be a competitive choice for any family's breakfast or snacking needs.



Situation Analysis

Industry & Market Overview/Trends

While Honey-Comb cereal mainly falls into the category of packaged breakfast foods, the brand has made efforts to penetrate the ready-to-eat cold cereal sub-category even further. RTE cereal is extremely common in US households because of its ease to purchase and inexpensiveness. Yet, due to the growth of alternatives, high levels of competition, and consumers skipping breakfast, this growth isn't as rapid as it once was. The major retailers, grocery stores, have made RTE cereal concentrated in their markets and the place to go to get these products. They also face the pressures of changing eating habits, inflation and health pressure from consumers. Honey-Comb's future remains bright still because of its nostalgia, long shelf life and importance to families, but to be able to stay in the competition, it's important for them to continuously evolve to match what consumers are looking for today.



Statista, 2022

Market Report Analytics, 2026

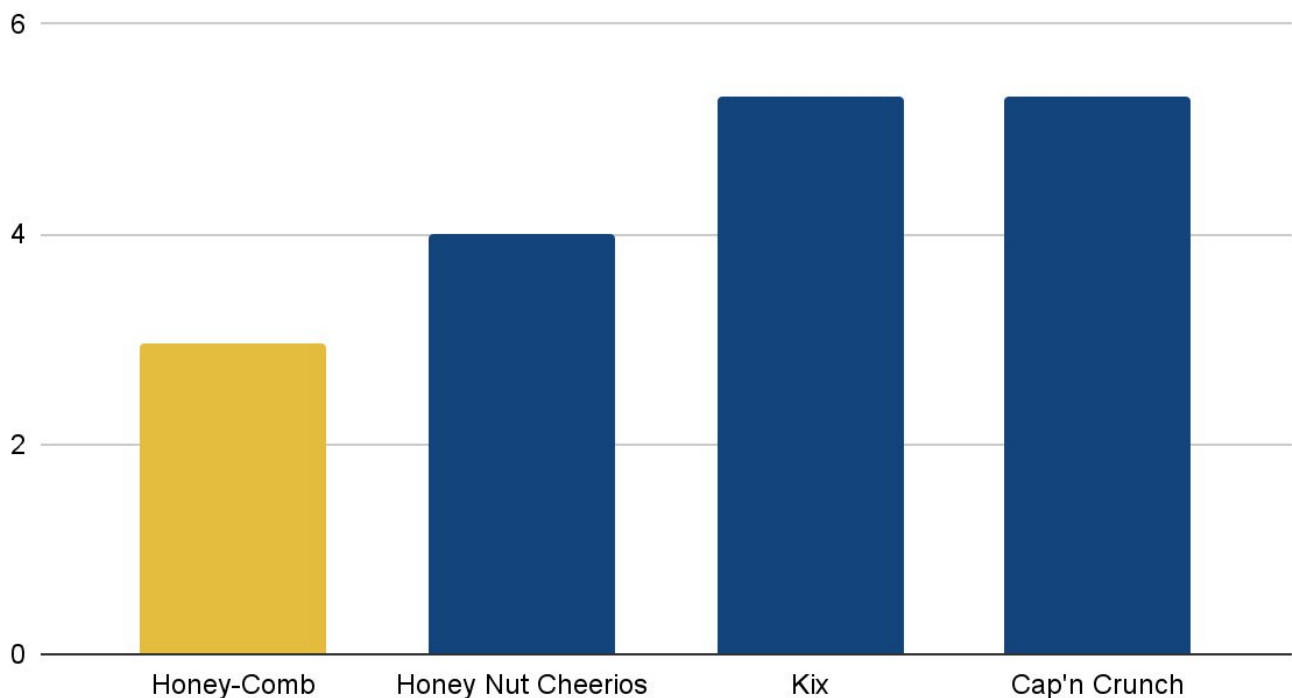
Situation Analysis

Competitive Analysis

Price:

- **Honey-Comb** (absolute price): roughly \$2.97 (different across stores)
- **Honey-Comb** (per-unit price): $(\$2.97/10\text{oz}) = \0.30
- **Honey Nut Cheerios** (absolute price): roughly \$4 (different across stores)
- **Honey Nut Cheerios** (per-unit price): $(\$4/10.8\text{oz}) = \0.37
- **Kix** (absolute price): roughly \$5.30 (different across stores)
- **Kix** (per-unit price): $(\$5.30/12\text{oz}) = \0.44
- **Cap'n Crunch** (absolute price): roughly \$5.30 (different across stores)
- **Cap'n Crunch** (per-unit price): $(\$5.30/12.6\text{oz}) = \0.42

Absolute Price of Breakfast Cereal (US \$)



Competitive Analysis Continued

Product:

- Post Honey-Comb is a corn-based, ready-to-eat cereal. It is designed primarily as a children's and family cereal, but is also marketed as a nostalgic snack for adults. The cereal's large, hexagonal shape mimics that of natural honeycomb. The size of the cereal is a defining feature as well, differentiating it from other cereal brands. Post has set Honey-Comb apart because its design allows for visual shelf recognition, brand symbolism and even a fun eating experience for consumers. The cereal box itself emphasizes the hexagonal shape, large cereal pieces and honey imagery, creating a noticeable theme that all of their products follow. This coherency sets Honey-Comb apart from other RTE cereals.

Promotion:

- Post Honey-Comb's current USP is right on the front of their cereal boxes. "Big Real Honey Flavor" front and center emphasizes the cereal's size and eating experience, as well as ingredient quality. The exaggerated hexagonal pieces show crunch and visual impact, communicating a fun and satisfying bite. The phrase "real honey flavor" is strategic. It alludes to the fact that Honey-Comb cereal has a natural sweetness, is a more wholesome source of flavor, and even guilt-free compared to other RTE cereal products. Consumers can feel confident that when they buy Post Honey-Comb cereal, they are getting the biggest and best option for themselves and their families.

Place:

- Post Honey-Comb cereal is widely available at major US retailers. It can be found in stores such as Walmart, Target, Walgreens and Kroger. It can even be purchased through online platforms such as Amazon. These are all key outlets and channels, giving consumers a wide variety of places to shop the product.



Consumer Analysis

- This campaign is targeted toward a group we have identified as “**Fun-loving Household Providers.**” This group is comprised of adults of any gender born between 1977-1996 who are a parent of a child or children under the age of 18 living in the household. Fun-Loving Household Providers follow the philosophy that “life should be as much fun as possible” and value using food to connect their families. These individuals are brand-loyal, aim to make healthy breakfast choices, and have bought pre-sweetened breakfast cereal within the previous six months of being surveyed. The MRI Simmons analysis below describes the audience and its size.
- Simmons Elements: Millennials (b.1977-1996) AND Household: Parent of child(ren) under 18 living in the household AND General attitudes: philosophy “Life should be as much fun as possible” – any agree AND Food Attitudes: “I am loyal to my food brands and stick with them” – any agree AND Food Attitudes: “I try to eat a healthy breakfast everyday” – any agree AND Food Attitudes: “I use food to bring my family together” – any agree AND Household used cold breakfast cereals in the past 6 months.

= 6,065,000 weighted population

Primary Research Survey

We collected responses from 51 participants, primarily Gen Z, with a mix of parents and non-parents across various household sizes. The survey was designed to understand consumer purchasing behavior, breakfast habits, brand awareness and advertising influence, with a focus on how a family-centered campaign could impact purchase intent. Demographic questions helped identify how age and household dynamics shape decisions. The survey was distributed using Qualtrics for efficient data collection.

Survey Questions

- What factors motivate you to buy a food product?
- How often do you eat breakfast throughout the week?
- How familiar are you with Post Honey-Comb cereal?
- Would you buy Honey-Comb after seeing a family-focused campaign?
- What types of advertisements influence your purchasing decisions?
- What generation do you belong to?
- Are you a parent?
- How many people are in your household?

12:29

 **WISCONSIN**
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What factors motivate you to buy a food product?

- Brand Image/Values
- TV Advertisements from company
- Social media content
- Virality
- Friends & family recommendations
- Nutritional content

Next page >

Key Survey Insights

80% of survey respondents selected **word of mouth** as most influential for purchasing decisions

Other Key Drivers of purchasing decisions:

- Brand Image – **62%** of respondents
- Social media – **48%** of respondents

Less Impactful Drivers

- Traditional TV ads – **14%** of respondents

Majority of respondents eat breakfast

- **36%** report eating breakfast regularly
- **28%** report eating breakfast sometimes

Moderate Brand Awareness

- Only **12%** of respondents have purchased Honey-Comb
- **39%** have heard of the brand but have not purchased

Clear interest from new consumers

- **34%** of respondents are unfamiliar with but **open to purchasing** Honey-Comb

Brand Analysis

Family & Trust Drive Purchase Decisions:

- Consumers are most influenced by friends and family recommendations.
 - Implication: A family-focused campaign will feel authentic and increase purchase likelihood.

Social Media is the Most Effective Channel

- **76%** of respondents say social media advertising is the most effective in influencing their decisions, while traditional ads have much less impact.
 - Implication: The campaign should prioritize digital and social platforms to reach and engage audiences.

Low Purchase, High Potential

- Only **12%** of respondents have purchased Honey-Comb, but many are familiar with the brand or open to trying it.
 - Implication: The campaign should focus on converting awareness into trial through relatable, modern messaging.

Situation Analysis

Paid Media Analysis

- Honey-Comb is focusing on digital media with Snapchat, while also still incorporating commercials through traditional media. They are working with Snapchat, creating Honey-Comb themed filters and running ads, in order to reach Gen Z
- While trying to engage with Gen Z is beneficial, Honey-Comb should continue to focus on advertising in traditional media, and other social media platforms that also appeal to Millennials who have young children, as children are the largest group of cereal consumers
- Competitors are focusing their advertising on TV platforms, focusing on kids networks and primetime TV, while also incorporating social media such as Instagram and TikTok.
- Honey-Comb should place a larger focus on advertising in young children's TV shows and popular Millennial media to keep up with competitors and these audiences

Category Creative Analysis

- Honey-Comb's current biggest message is to "Be Honeycomb Big," encouraging audiences to be confident and empowered, and showing how Honey-Comb complements life's big moments
- While this creative messaging is a good idea, the way it is being used in advertising could be more successful. Focusing the message more on the aspect of Honey-Comb complementing life's sweet moments, and targeting towards more families, rather than just teens, would have a larger impact, and reflects how competitors are advertising.
- Competitors like Kix and Captain Crunch use messages revolving around kids, a good way to start the day, and fun adventures. Using Honey-Comb's current messages but gearing them towards kids and families will improve their impact.



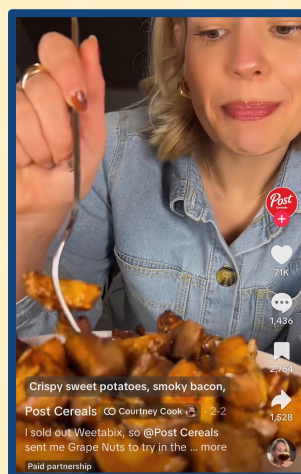
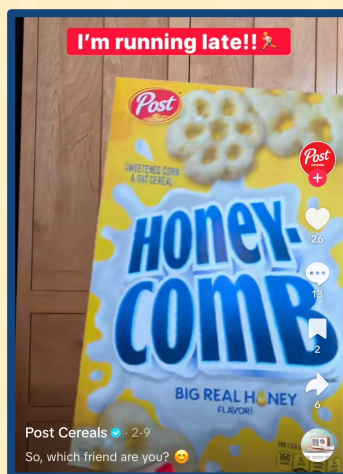
Public Opinion and Stakeholder Analysis

- One of the most prominent aspects of Honey-Comb for consumers is its nostalgia factor. Across social media accounts, consumers consistently comment about memories of having Honey-Comb as a child. Using that nostalgia to encourage purchasing Honey-Comb for these audiences families now is a powerful tool for engagement and loyalty.
- While the consumers who have had longtime familiarity with the brand feel positively towards it, many other cereal consumers are not aware of Honey-Comb, which is shown by low follower counts and minimal engagement on social media.
- As a whole, Generation Z is consuming less cereal compared to other generations, which is why it is important to be focusing advertising primarily toward Millennials and their children. These groups are already more like to be purchasing cereal and in turn are more likely to be persuaded to buy Honey-Comb.
- **43%** of consumers report eating cereal as a snack, supporting our strategy of advertising Honey-Comb as not just a great breakfast, but a versatile ingredient.
- Honey-Comb's current casual tone across social media accounts allows consumers who already have nostalgia to feel connected to the brand, however more investment needs to be put into social media to connect with audiences who are not already familiar with Honey-Comb products.

Situation Analysis

Social Media Analysis

- While Honey-Comb is advertised on social media via the Post Cereals accounts, Honey-Comb does not have its own independent accounts. This limits the amount of Honey-Comb focused advertising across social media, as well as audience reach and formation of a clear brand identity.
- Instagram has the largest audience, followed by Facebook, while TikTok has the smallest following (Instagram: 27,000, Facebook: 14,000, TikTok: 4,824)
- Content across all platforms focuses on breakfast cereal usage and recipe-based ideas. TikTok and Instagram primarily feature short-form video content demonstrating cereal recipes and meal preparation. Facebook content is more image and text-based but still centers on cereal breakfast ideas.
- The brand maintains a consistent tone across all platforms, which is informational, simple and practical. Messaging presents cereal as a convenient meal option. Content format varies slightly by platform, but overall themes remain consistent.
- Influencer Strategy: The brand primarily collaborates with small to mid-sized influencers; partnerships are executed through sponsored video content
 - Influencer types include: fitness, cooking and recipe creators
 - Courtney Cook (~509K followers), Kimmi Falconer (~3K followers).
 - Content typically features cereal integrated into recipes or daily routines
 - Influencer content is presented in an overt manner, with clear product placement and direct brand visibility; brand appears as a central ingredient within the content rather than a subtle background presence



Situation Analysis

SWOT Analysis

<p><u>Strengths</u></p> <ul style="list-style-type: none">• Nostalgic branding, family and children focused• Distinctive shape and taste• Consistent design theme	<p><u>Weaknesses</u></p> <ul style="list-style-type: none">• Lack of social media presence• Not differentiated from Post as a whole• Inconsistent brand messaging• No specific audience
<p><u>Opportunities</u></p> <ul style="list-style-type: none">• Consumers use social media as a way to get info/be influenced: online activity will expand scope of consumers• Expansion into snack sector• Increasing demand for retro and nostalgic branding	<p><u>Threats</u></p> <ul style="list-style-type: none">• Rising health-conscious consumer ideologies• Declining interest in ready-to-eat breakfast cereals• Heavy competition within breakfast cereal market, despite product's low price

Key Issues & Implications

- One key issue that needs to be addressed with Honey-Comb's current situation is the lack of social media presence, resulting in a loss of potential customers.
- Also leading to the loss of potential customers is Honey-Comb's next issue of focusing advertisements mostly just to teens, rather than also Millennials and their children.
- Lastly, Honey-Comb faces the issue of having low purchasing, despite many being familiar with the brand, which is simply due to the lack of campaigns and brand identity being shown. Putting a larger focus on the social media presence and overall personality of Honey-Comb could solve these issues and encourage purchasing decisions from a greater consumer base.

Campaign Strategy

Target Consumer

- Identified primary consumer target: **“fun-loving household providers”**
- Key insights/descriptions about target consumer:
 - Simmons Insights:
 - Demographics
 - Millennial parents (30-50)
 - Have children (under 18) living in their household
 - Population ~ 6 million people
 - Values/Attitudes
 - Think “life should be as fun as possible”
 - Brand loyal
 - Behaviors
 - Try to eat healthy breakfasts each day
 - Have bought pre-sweetened breakfast cereal in the past 6 months
 - Use food to bring their family together

(Respondent: Generations_Millennials (b.1977-1996) AND Household: ...
Who Is The Parent Of The Children Under 18 Living In The HH {HH}_R...

Unweighted	Weighted (000)	Vertical (%)	Horizontal (%)	Index
1,376	6,065	100.00%	100.00%	100 ←

Simmons Insights Results

Target Consumer Cont.

- Key insights/descriptions about target consumer:
 - Current Survey Insights:
 - Demographics
 - 56 survey respondents:
 - Gen Z: 30 people
 - Millennial: 7 people
 - Gen X: 13 people
 - Baby Boomer: 6 people
 - Respondents who are parents:
 - Parents: 24
 - Not parents: 32
 - Most respondents had 4+ people in their household
 - Values/Attitudes
 - Motivations to buy a food product mostly came from family/friend recommendations, brand image/values and nutritional content of a product
 - Social media advertisements are most effective in influencing purchasing decisions
 - Behaviors
 - Always/sometimes eat breakfast throughout the week
 - Most people know what the product is but haven't bought it
 - Somewhat likely to buy product after seeing a campaign focused on family, togetherness and fun

Campaign Strategy

- **Ultimate business objectives:**
 - Increase sales by 5% and build long-term brand loyalty by driving at least one purchase during the 12-month campaign
- **Competitive advantage of product:**
 - Affordable, versatile cereal that can be enjoyed beyond breakfast and brings families together through shared moments
- **Brand's USP:**
 - A cereal that combines sweet flavor with a fun, family-centered experience that turns everyday meals into moments of connection
- **Brand's current and desired brand personality:**
 - Current: Nostalgic, simple, low social presence
 - Desired: Fun, energetic, family-oriented and socially engaging
- **Brand's current and desired positioning:**
 - Current: A nostalgic cereal with low engagement and limited modern relevance
 - Desired: A go-to cereal for fun-loving families that creates connection anytime, not just at breakfast
- **Branding Strategy**
 - Position Honey-Comb as a symbol of togetherness by emphasizing fun, convenience and family connection through "Sweeten Your Day, The Right Way"
- **Emotions, values and hallmarks linked to the brand:**
 - Togetherness, fun, nostalgia, simplicity, convenience and family connection

Campaign Strategy

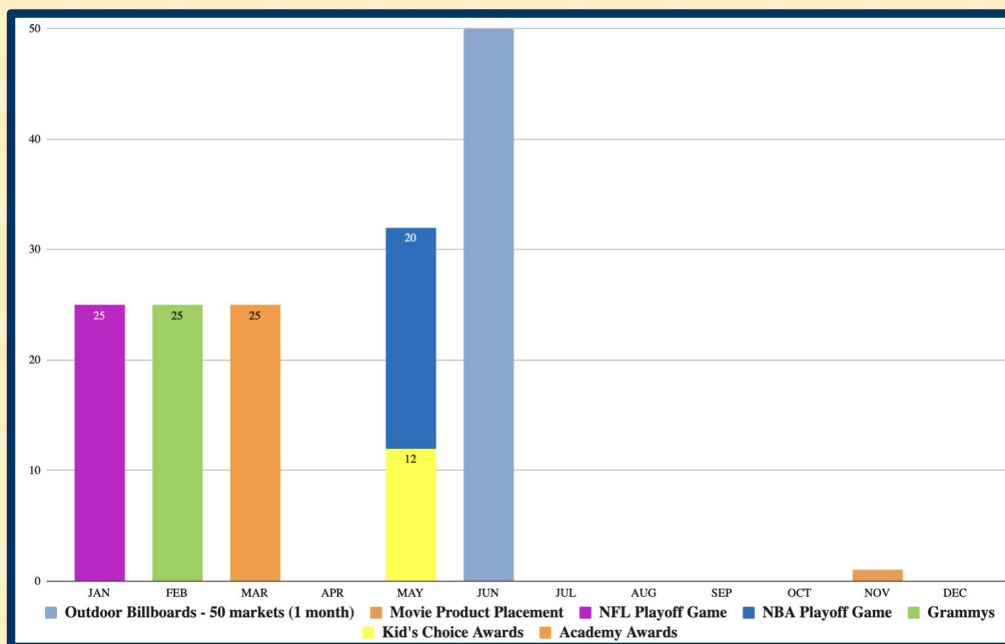
Campaign Timing

This campaign will begin on **January 1st, 2027** and end on **December 31st, 2027**.

The campaign will prioritize ad spaces on **weekday afternoons and evenings, and weekend mornings**. These times will reach our audience as they come home from work in the evenings, as well as unwind on a weekend morning either alone or with their loved ones.

Our target audience demographic is primarily centered on age, and less focused on region. We will not be targeting specific regions for digital, television, and radio ads, but will prioritize densely populated areas for PR activation events and out-of-home advertisements to maximize outreach.

Impact Media Schedule



Our media budget is mainly allocated to impact media spending and multiple types of digital media spending. We are also incorporating TV and radio ads as secondary mediums. Our impact media selections are spread across the life of the campaign and include ads during major sporting events, award shows, and billboards, among others.

Big Idea

- **Three key issues:**
 - Limited social media presence reduces brand visibility and weakens engagement with fun-loving household providers
 - Inconsistent messaging
 - Low purchase rates despite moderate brand awareness (survey results)
- **Key consumer insight:**
 - Fun-loving household providers value using food to bring their families together. However, everyday moments like breakfast often feel routine rather than meaningful, and Honey-Comb is more than just a breakfast food.
- **Big idea:**
 - The campaign shows how Honey-Comb can turn everyday moments into more enjoyable and meaningful family experiences. We hope to “Sweeten Your Day, The Right Way.”
- **The strategic “one thing”:**
 - Honey-Comb makes everyday family moments more meaningful and enjoyable.
- **Tone of the campaign:**
 - The campaign will be warm and playful, with a family-oriented and slightly nostalgic feel. It will promote our value of togetherness.
- **Desired consumer response:**
 - Fun-loving household providers should feel emotionally connected, understand the brand’s role in family moments, and choose Honey-Comb for their household/family.

Campaign Strategy

Big Idea Continued

Brand and Campaign TNSA:

- Target: “Fun-loving household providers”; millennials with children under 18 living in their household
- Need: A simple way to make everyday family moments more meaningful; a versatile, easy-to-grab ingredient
- Solution: Honey-Comb adds fun and sweetness to one’s life
- Action: Choose Honey-Comb for everyday family moments and become brand loyal

<p style="text-align: center;"><u>Target</u></p> <ul style="list-style-type: none">● Millennial parents (30-50) with children (under 18) living in their household.● Think “life should be as fun as possible” and are brand loyal● Try to eat healthy breakfasts each day and have bought pre-sweetened breakfast cereal in the past 6 months.● <i>Population Size: ~ 6,000,000</i>	<p style="text-align: center;"><u>Need</u></p> <ul style="list-style-type: none">● Breakfast should not be boring – it brings family together● A versatile and healthy ingredient● Quick for people on the go, especially for busy families
<p style="text-align: center;"><u>Solution</u></p> <p style="text-align: center;"><u>Post® Honey-Comb™ Cereal</u></p> <ul style="list-style-type: none">● “Sweeten Your Day, The Right Way.”● Honey-Comb fulfills the need for a good breakfast and easy snack; a meal for any time of the day	<p style="text-align: center;"><u>Action</u></p> <ul style="list-style-type: none">● Buy product and keep buying (at least once a month); build a loyal customer base● Use it daily and in different ways (not just breakfast)● Build a following on social media and create conversation about the brand (create trends and incentive to buy)

Executive Summary Memo

Who is the brand talking to?

Post Honey-Comb hopes to reach “fun-loving household providers” who want to bring their family together.

What is the brand’s main message?

Honey-Comb’s main message is “Sweeten Your Day, The Right Way,” coupling the Honey-Comb brand with togetherness and fun.

What is campaign’s key word?

Togetherness.

Why should the target audience care?

Target audiences should care because Post Honey-Comb meets their needs by providing the perfect option to make meals quick and easy, fostering connection and fun.

Why should the target audience believe the brand?

Our target audience should believe Honey-Comb as we are acknowledging their busy lifestyles and showing how Honey-Comb is the best way to enjoy sweet moments with their family, in the midst of chaotic schedules.

How should the target audience feel?

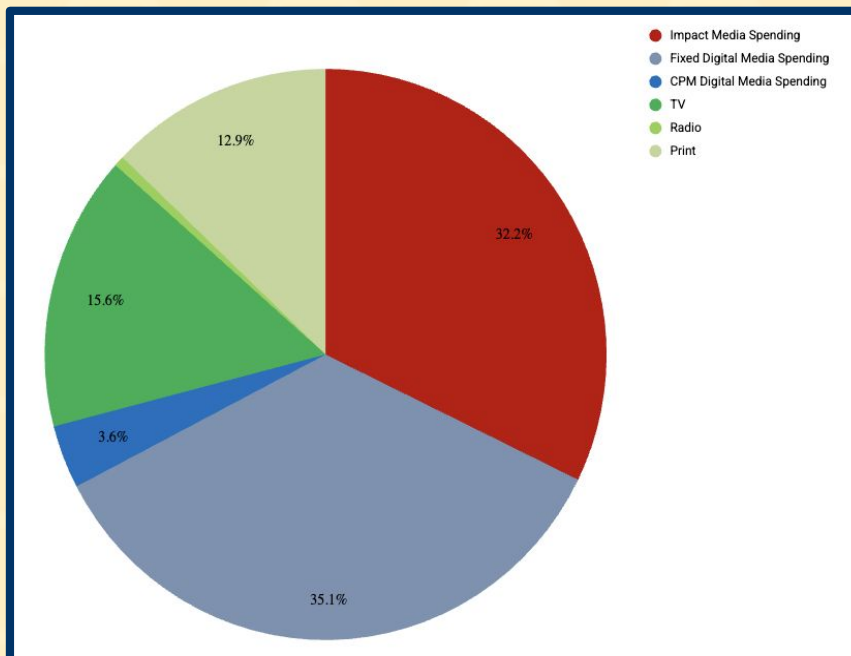
Target audiences should feel excited that Honey-Comb is the perfect option to not only bring their family together in a fun way, but simplify their days by making meals easy

What does the brand want the target audience to do after seeing the campaign?

We want our target audience to purchase at least one box of Post Honey-Comb cereal in the 12-month life of the campaign, making them loyal customers to the brand.

Budget Allocation & Impact Media

We recommend that Honey-Comb allocates 35.1% of the media budget on fixed digital media, 32.2% on impact media, 15.6% on TV advertising, 12.9% on print advertising, 3.6% on CPM digital media, and 0.6% on radio advertising.



These allocations are consistent with the media consumption habits of our target audience, drawing from our survey insights and initial research. Our survey results indicated a preference for digital advertising forms, as opposed to print, television, and radio formats. While we still are developing campaigns for these formats, we have made sure to prioritize digital media to ensure engagement within our millennial audience.

IMPACT MEDIA					
MEDIA CATEGORIES	UNIT ALLOC.	GRP PER UNIT	COST PER GRP	\$ ALLOCATION	NOTES
NFL Playoff Game	1	25	\$ 40,000.00	\$ 1,000,000.00	Appeal to target of families and middle-class dads
BA Playoff Game/Champ. Gam	1	20	\$ 20,000.00	\$ 400,000.00	Appeal to target of families and middle-class dads
The Oscars	1	25	\$ 40,000.00	\$ 1,000,000.00	Appeal to primary targets of middle-class moms
The Grammys	1	25	\$ 40,000.00	\$ 1,000,000.00	Appeal to primary targets of middle-class moms
r Motion Picture Product Place	1	1	\$ 1,000,000.00	\$ 1,000,000.00	Appeal to primary target of families and kids
or Billboards - 50 markets (1 r	1	1	\$ 1,500,000.00	\$ 1,500,000.00	Increase nation-wide brand awareness
Kids' Choice Awards	1	12	\$ 30,000.00	\$ 360,000.00	Appeal to primary target of families and kids
SUM TOTAL				\$6,260,000	

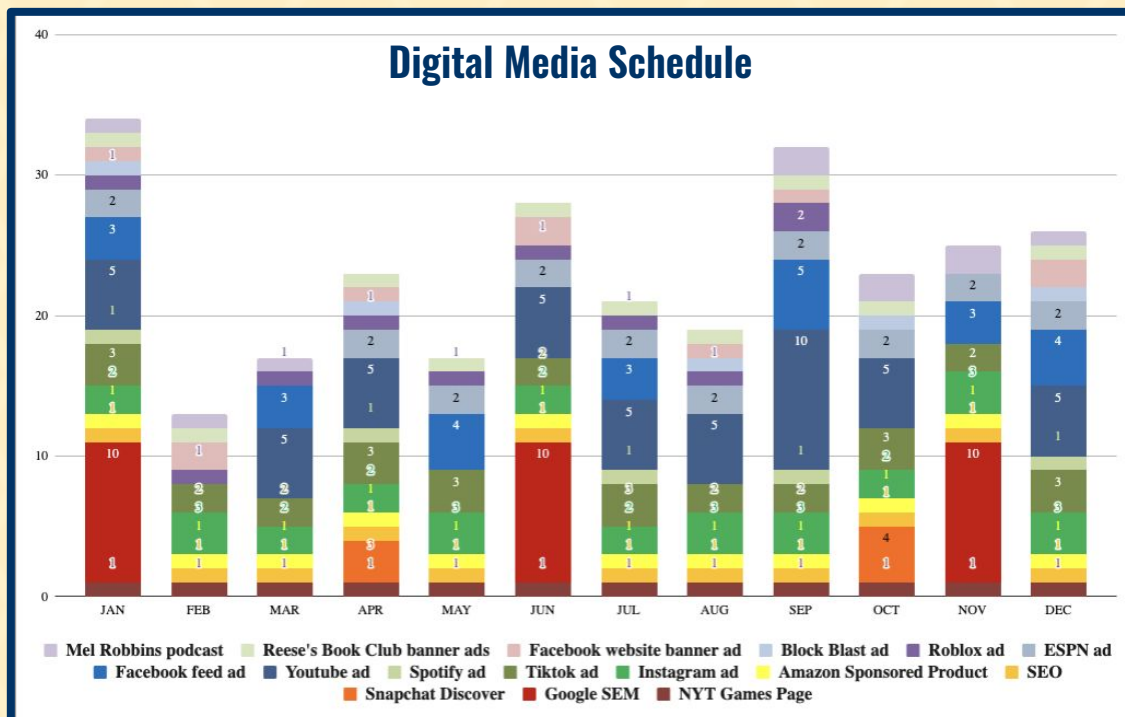
Our impact media budget will be spent on major events such as NFL and NBA playoff games, award shows such as the Oscars, the Grammys, and the Kids' Choice Awards, product placement in a major motion picture, and a 50 billboard campaign. These programs cater to various consumers within our millennial demographic as well as their children. See page 17 for the proposed impact media schedule.

Digital Media

Digital media makes up the largest percentage of our budget allocation, including both fixed cost and CPM structures. As previously mentioned, our survey results show a strong preference for digital advertisements. Our recommendations are summarized below.

- Using this portion of the budget to develop advertisements for a wide range of digital media locations. This includes feed advertisements on popular social media platforms such as Instagram, TikTok, Snapchat, Facebook, and YouTube, as well as webpage takeovers on sites popular with our target audience, like the New York Times Games Page, Facebook’s web version, Reese’s Book Club, and ESPN.
- Include search engine optimization on Google, a sponsored product feature on Amazon, streaming service advertising on Netflix and Disney+, in-app advertisements in popular mobile and web games, and podcast sponsorships.

These choices will present the campaign on a medium that is relevant to the target market and extensive in outreach, spanning platforms and interests.



Digital Media Continued

DIGITAL MEDIA - Fixed Cost				
MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION	NOTES
<i>NYT Games Page</i>	12	\$ 500,000.00	\$ 6,000,000.00	12 week duration on NYT Games page
<i>Google SEM</i>	3	\$ 50,000.00	\$ 150,000.00	10 keywords/for 3 months
<i>Snapchat Discover</i>	7	\$ 50,000.00	\$ 350,000.00	one-week duration
<i>SEO</i>	1	\$ 25,000.00	\$ 25,000.00	12 month duration
<i>Amazon sponsored product</i>	12	\$ 25,000.00	\$ 300,000.00	sponsored product / feature
SUM TOTAL			\$6,825,000	

DIGITAL MEDIA - CPM Cost					
MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS PER UNIT	\$ ALLOCATION	NOTES
<i>Instagram ad</i>	30	\$ 10.00	100,000	\$ 30,000.00	3 million impressions
<i>TikTok ad</i>	30	\$ 15.00	100,000	\$ 45,000.00	3 million impressions
<i>Spotify ad</i>	5	\$ 10.00	100,000	\$ 5,000.00	500,000 impressions
<i>YouTube ad</i>	50	\$ 10.00	100,000	\$ 50,000.00	5 million impressions
<i>Facebook feed ad</i>	25	\$ 5.00	25,000	\$ 3,125.00	625,000 impression
<i>ESPN ad</i>	20	\$ 10.00	100,000	\$ 20,000.00	20 week duration on ESPN
<i>Roblox ads</i>	10	\$ 8.00	30,000	\$ 2,400.00	300,000 impressions
<i>Block Blast ads</i>	5	\$ 8.00	30,000	\$ 1,200.00	150,000 impressions
<i>Facebook website banner ad</i>	10	\$ 10.00	100,000	\$ 10,000.00	1,000,000 impressions
<i>Reese's Book Club banner</i>	10	\$ 10.00	100,000	\$ 10,000.00	10 week duration on website
<i>Netflix Ad</i>	50	\$ 25.00	50,000	\$ 62,500.00	2.5 million impressions
<i>Disney + Ad</i>	40	\$ 20.00	35,000	\$ 28,000.00	1,400,000 impressions
<i>Mel Robbins podcast</i>	10	\$ 10.00	4,300,000	\$ 430,000.00	30 sec post-roll ad in 10 episodes -- avg views per
SUM TOTAL				\$697,225	

Above are the specific allocations we are recommending for each unit of digital media, both fixed cost and CPM. The previous page depicts our recommended distribution throughout the span of the campaign. Digital Media will be present throughout the entire campaign, but will present larger numbers of units at the beginning of the campaign, the beginning of summer, and during back-to-school season.

Traditional Media

TRADITIONAL MEDIA (Television, Radio, Print)				
MEDIA CATEGORIES	GRPS	CPP	\$ ALLOCATION	Notes
HGTV ads	30	\$ 22,000.00	\$ 660,000.00	Primetime
National Geographic ads	30	\$ 17,000.00	\$ 510,000.00	Daytime
Nickelodeon ads	30	\$ 17,000.00	\$ 510,000.00	Daytime
NBC ads	30	\$ 45,000.00	\$ 1,350,000.00	Primetime
ABC ads	30	\$ 45,000.00	\$ 1,350,000.00	Primetime
NPR	20	\$ 3,000.00	\$ 60,000.00	AM/PM Drivetime - National
Local Radio Station	25	\$ 2,200.00	\$ 55,000.00	AM/PM Drivetime - Local
PEOPLE Magazine	10	\$ 100,000.00	\$ 1,000,000.00	n/a
Vogue Magazine	10	\$ 100,000.00	\$ 1,000,000.00	n/a
National Geographic Magazine	10	\$ 50,000.00	\$ 500,000.00	n/a
	225			Note: Use this GRPS calculation for flowchart
SUM TOTAL			\$6,995,000.00	

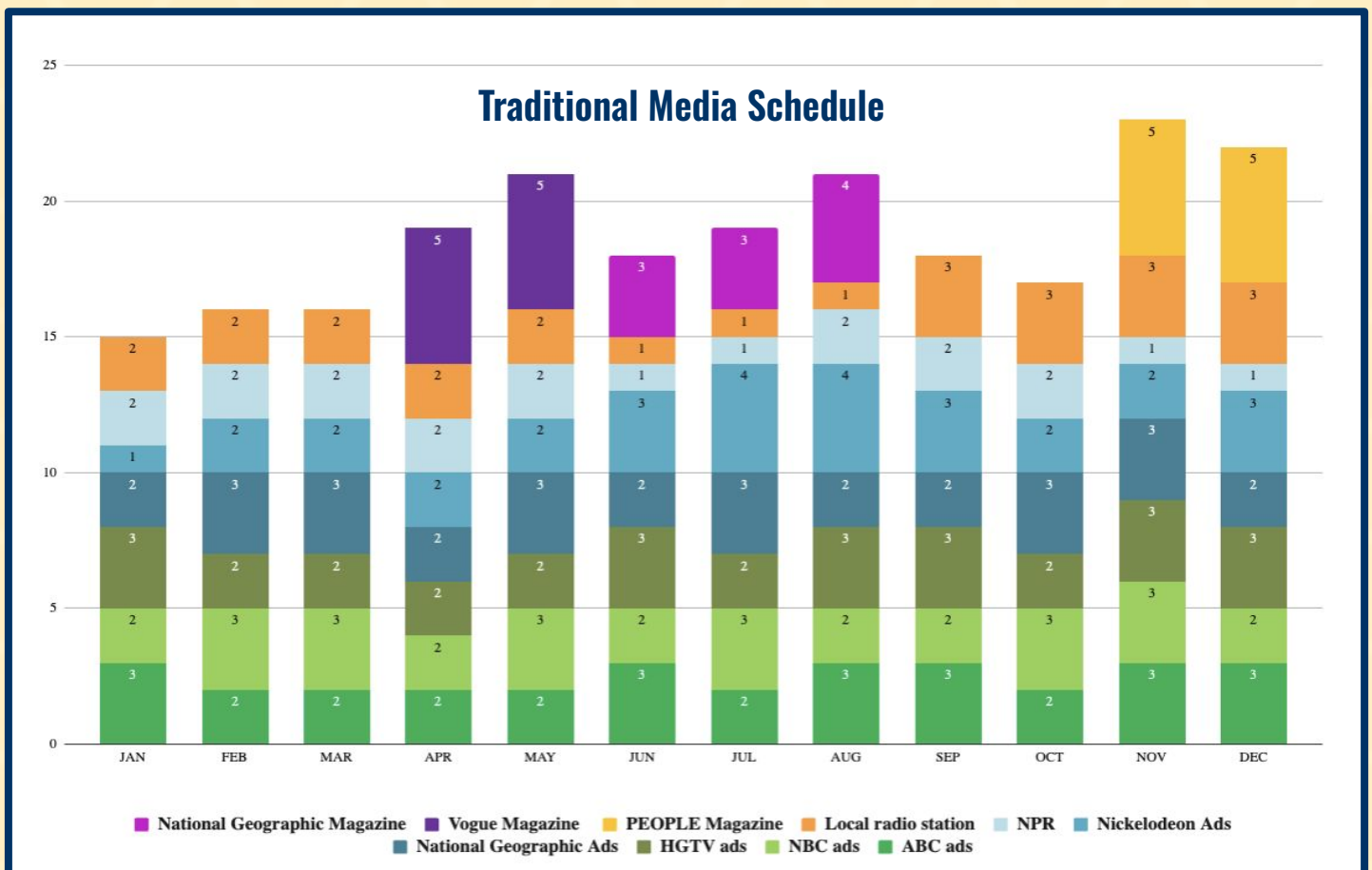
We are recommending several platforms for traditional media throughout this campaign. Similar to the other media forms, we recommend catering to a wide array of interests in order to maximize engagement within the millennial audience and their families. This includes:

- Television advertisements on major news networks such as NBC and ABC, and cable channels such as HGTV, National Geographic, and Nickelodeon.
- Radio advertisements on national platforms such as NPR as well as local stations.
- Print advertisements in various magazines such as People, Vogue, and National Geographic.

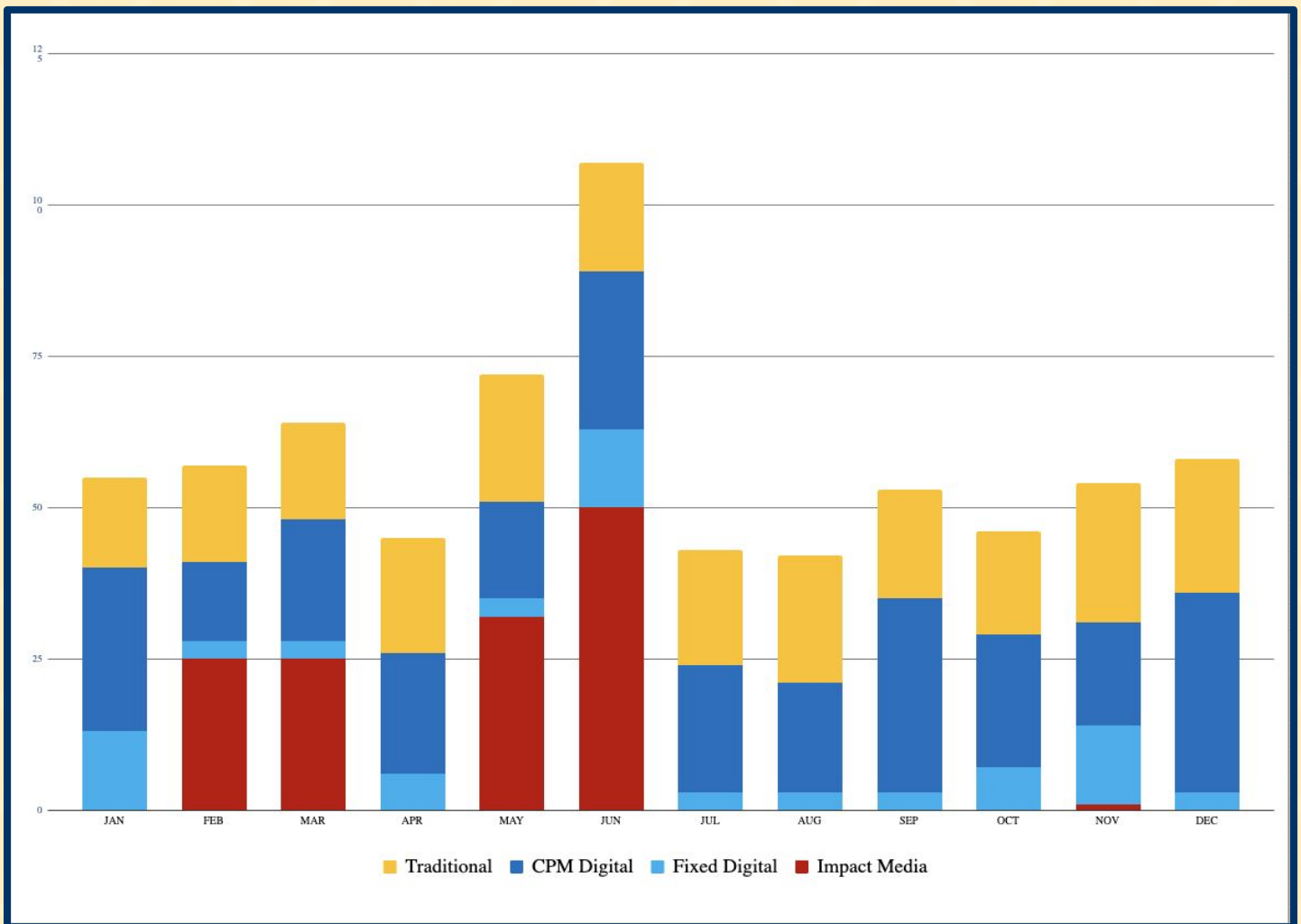
The goal of traditional media in this campaign is to increase sales, brand awareness, and engage conversations about Honey-Comb. This goal is consistent with our survey findings that highlight the importance of word-of-mouth within millennial purchasing decisions.

Traditional Media Continued

We are spreading Traditional Media relatively equally throughout the life of this campaign to maximize consistency and maintain brand awareness. Television advertisements and radio spots will run through the year-long campaign, whereas magazine placements will be condensed to relevant months and seasons. (National Geographic, Summer; Vogue, Met Gala, etc.)



Combined Media Schedule



This chart depicts the overall proposed combined media schedule. This campaign rollout will prioritize consistency in the media to increase brand awareness, and will spike advertisements during major events that our target audience is interested in. With these strategies, we hope to achieve the goals highlighted in our situation analysis and campaign strategy.

Campaign Big Idea

This Post Honey-Comb campaign focuses on the Big Idea of “Sweeten Your Day, The Right Way.” This means showing how Honey-Comb can turn simple, everyday moments into meaningful and enjoyable moments with family. This Big Idea will come to life by showing how families come together and enjoy life’s sweetest moments with the support of Honey-Comb. In our various audio ads, we acknowledge the busy lifestyles of our consumers, but highlight how Honey-Comb fits as a way to ease the stress, and bring the family together for sweet moments amidst their chaotic schedules. Our billboards highlight the togetherness aspect of our Big Idea, using the phrase “From Our Hive to Yours,” focusing on family connection through Honey-Comb. Our collection of TV ads will share the thread of “Life’s Sweetest Moments,” showing different special life moments where consumers started those days with enjoying Honey-Comb cereal together with their families. These visual ads encompass the entire Big Idea, showing the connection between quality time with family, sweet daily moments, and Honey-Comb. As well, our social media ads will again represent fun experiences, sweet moments, and connection between families, over the enjoyment of Honey-Comb cereal. The Big Idea will be consistent and present throughout all ad aspects of this campaign, reinforcing the clear relationship of Honey-Comb cereal and enjoyable family moments.

Campaign’s “Thread”

The common “thread” that will be interwoven throughout our campaign is the idea that Honey-Comb brings you some of “Life’s Sweetest Moments.” This idea will be continuous throughout the campaign, and especially in our advertisements, like our TV ad. Each different television commercial will depict a winning moment in a person’s life - scoring the winning goal in a soccer game, winning a spelling bee, getting into college - and then will flashback to the morning of this event, where that person is shown eating Honey-Comb with their loved ones. Despite there being different variations of this idea, the message is clear: “Life’s Sweetest Moments” start with Honey-Comb. This idea will also be shown in text at the end of the advertisement, bringing everything together. Because there is so much flexibility in ads such as this, Honey-Comb’s campaign will always feel relevant.

Creative Execution: Podcast/Radio/Spotify Ad Script

Podcast Ad

0:00-0:03 Intro Music

0:03-0:15 VO: I know mornings can feel chaotic and overwhelming, rushing to get the kids out the door, but Post Honey-Comb eases that stress and starts the day off right. With a big crunch and sweet honey flavor, Post Honey-Comb is the breakfast that the entire family will enjoy. Bring your family together and Sweeten Your Day, The Right Way with Post Honey-Comb!

Radio Ad

0:00-0:03 Intro Music

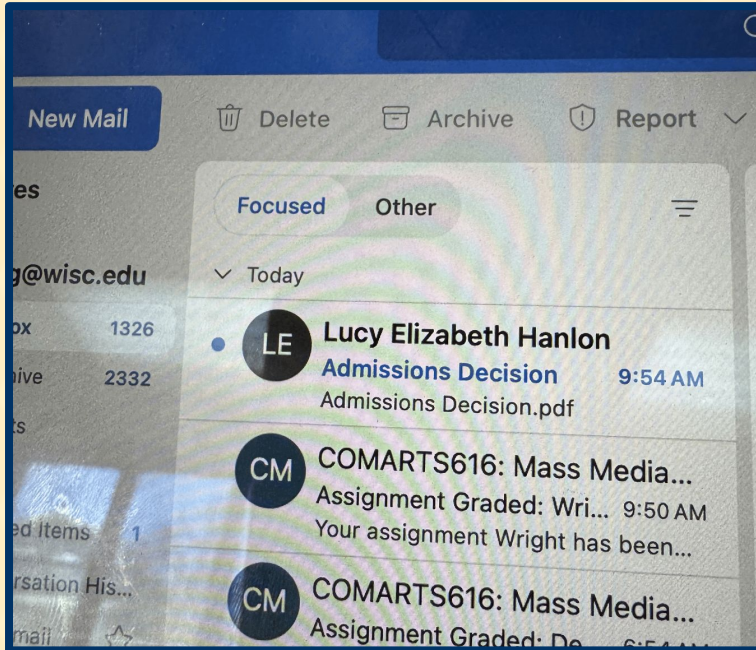
0:03-0:15 VO: Chaotic and overwhelming mornings while rushing the kids out the door are over. Post Honey-Comb eases the morning stress and starts the day off right. Between the big crunch, the sweet honey flavor, and the chance to bring the family together, Honey-Comb is the perfect choice that everyone will enjoy. Sweeten Your Day, The Right Way with Post Honey-Comb!

Spotify Ad

0:00-0:05 Spotify Intro Music

0:05-0:30 VO: Mornings can feel rushed and stressful, trying to get the kids ready and out the door, but Post Honey-Comb cereal eases the stress and starts the day off right. Whether enjoying Honey-Comb as a breakfast or a snack, its big crunch and sweet honey flavor will appeal to the entire family. Honey-Comb is part of all of life's sweetest moments, fueling the family up before an exciting soccer game win, passing a big test, or getting a new job. Bring your family together and Sweeten Your Day, The Right Way with Post Honey-Comb!

TV Ad Storyboard - "Life's Sweetest Moments Start With Honey-Comb"



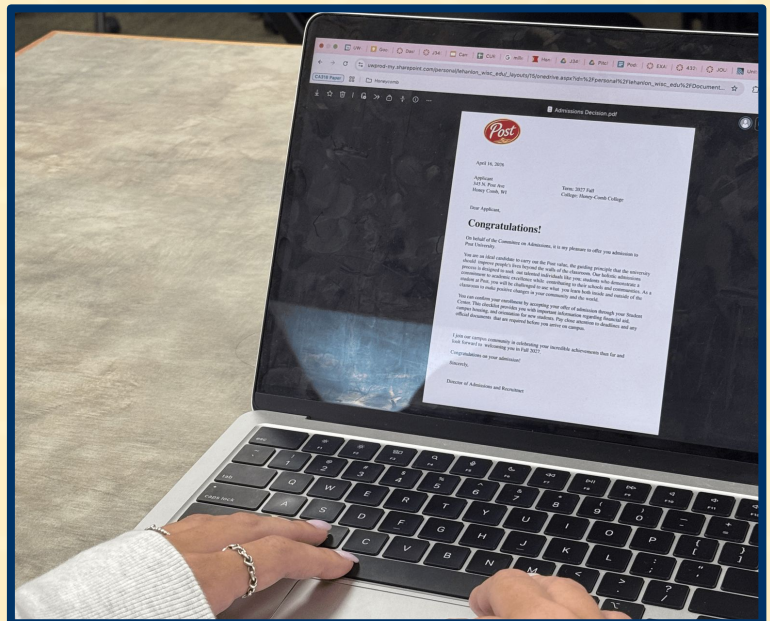
Shot 1 (0.00-0.02 sec.): A college admissions decision email is received.



Shot 2 (0.02-0.04 sec.): Friends gather anxiously to watch Shade open the letter.

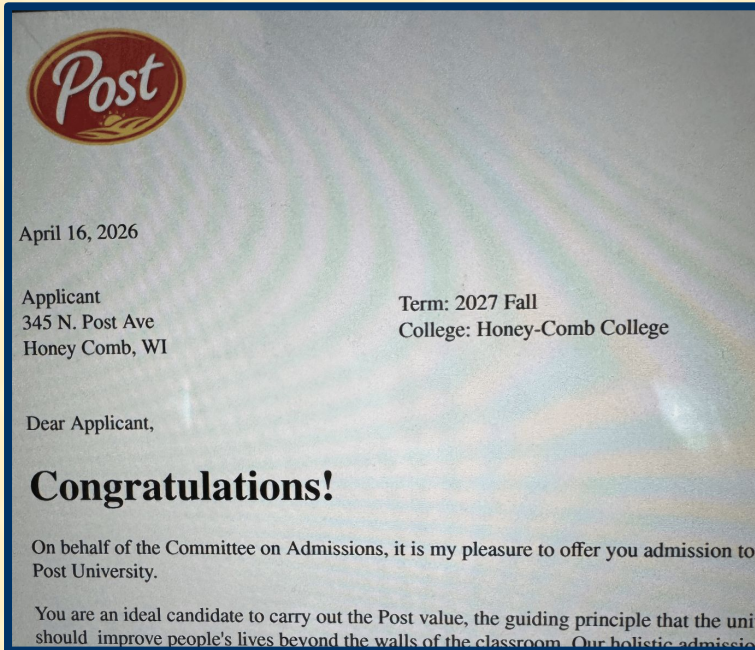


Shot 3 (0.04-0.06 sec.): Shade clicks the email and her friends hold their breath.



Shot 4 (0.06-0.08 sec.): The decision email is open and a letter is revealed.

TV Ad Storyboard - "Life's Sweetest Moments Start With Honey-Comb"



Shot 5 (0.08-0.10 sec.): Shade has been accepted! Her decision letter reads "Congratulations!"



Shot 6 (0.10-0.12 sec.): Her friends jump for joy and celebrate with her.



Shot 7 (0.12-0.14 sec.): The friends hug, and the video pauses. Text is inserted into the screen.



Shot 8 (0.14-0.16 sec.): The video is rewinded to a scene from that morning...

TV Ad Storyboard - "Life's Sweetest Moments Start With Honey-Comb"



Shot 9 (0.16-0.18 sec.): The video is rewinded to a scene from that morning...text appears on the screen.



Shot 10 (0.18-0.20 sec.): That morning the friends are pictured eating Honey-Comb. Text continues.

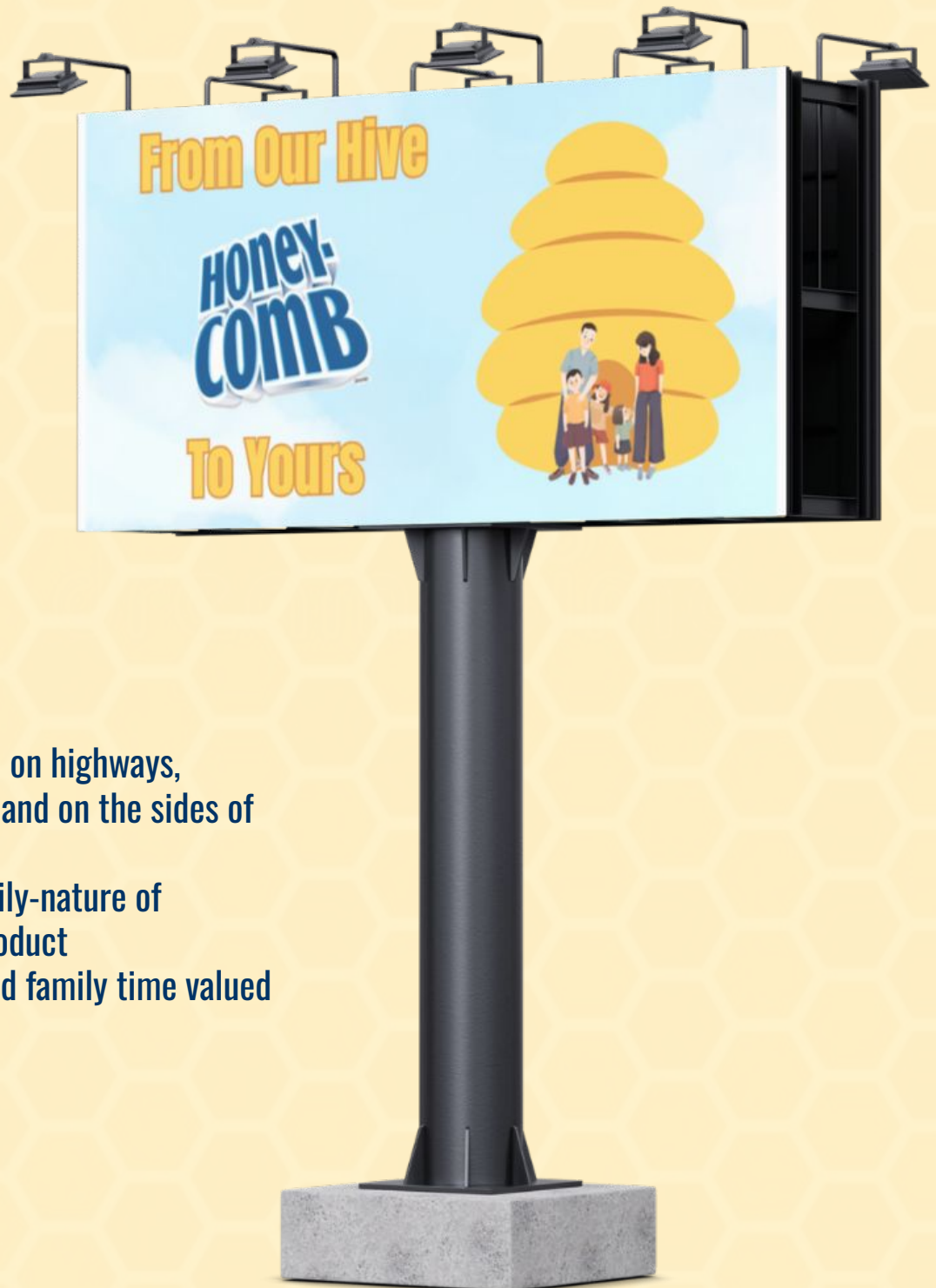


Shot 11 (0.20-0.22 sec.): The video cuts to black and text with the Honey-Comb logo appears on the screen.



Commercial we shot and filmed!

Creative Execution: Billboard Advertisement



- Billboard placed on highways, alongside roads and on the sides of buildings
- Emphasizes family-nature of Honey-Comb product
- Togetherness and family time valued

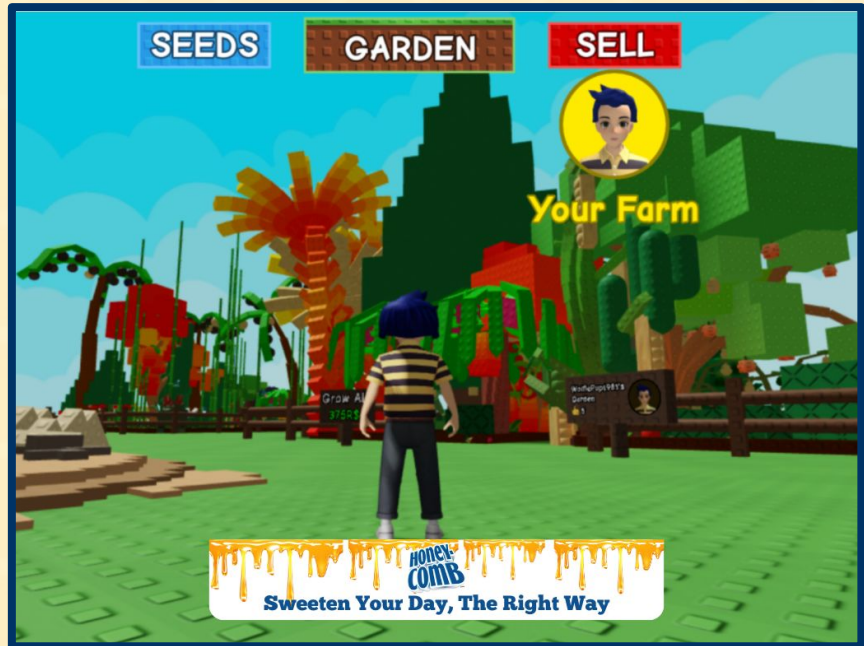
Website Banner (top of site)



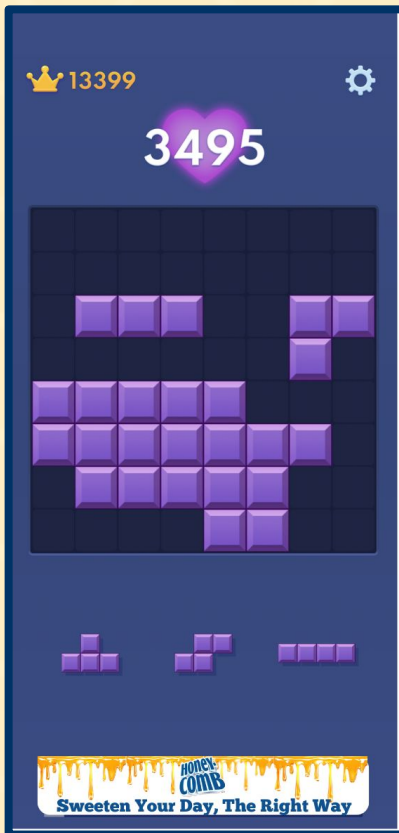
Website Takeover (ad has designated spot on website for period of time)



Roblox Ad



Block Blast Ad



Magazine Ad



- Banner-style advertisements for in-game outreach, opposed to video content
- Magazine ad space takes up full page when printed

Section 1: Social Media Platform/Content Approach/Budget Recommendations

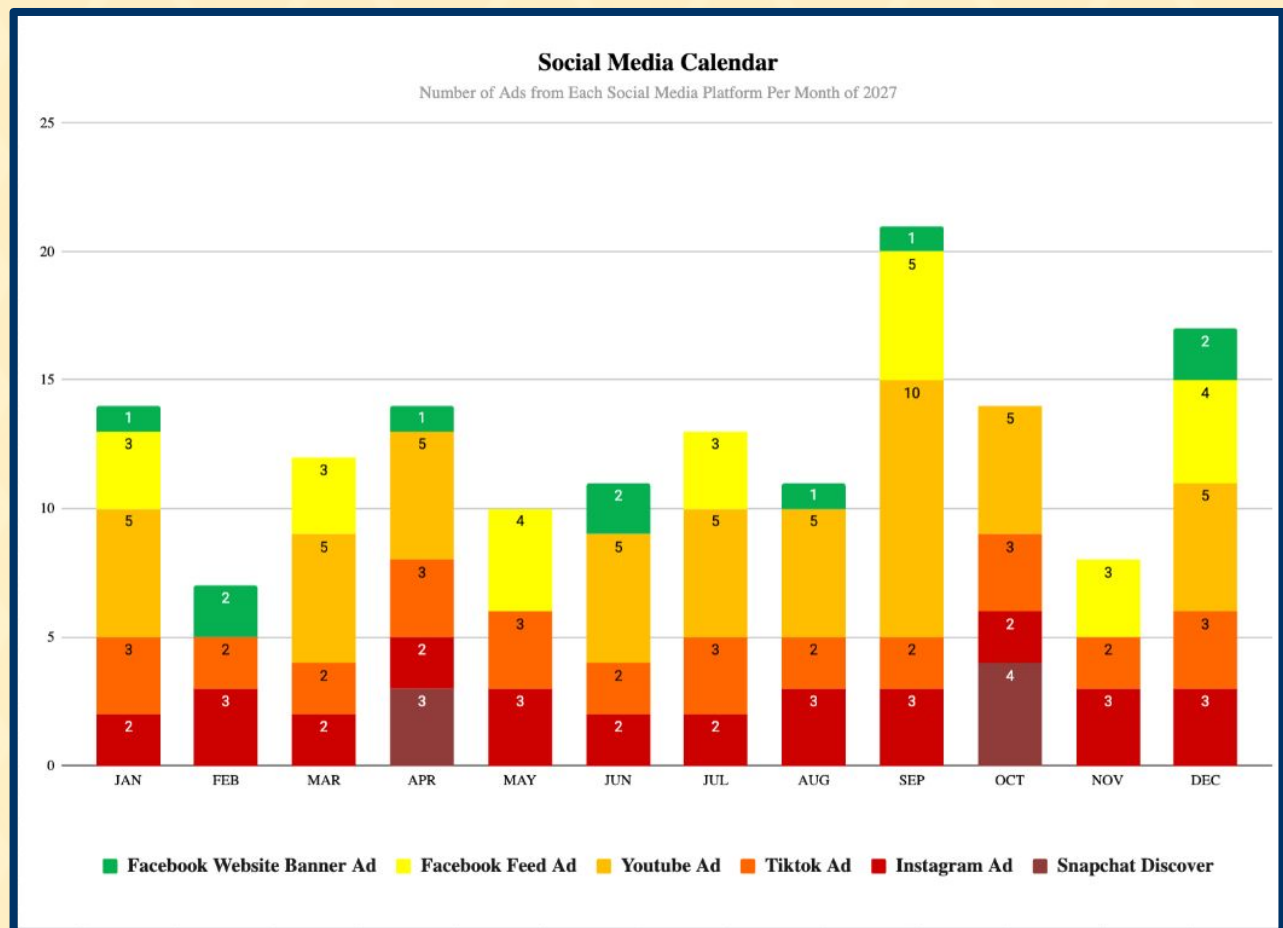
- **What percentage of the overall media budget will be comprised of paid social media executions? Why is this sufficient for your strategy?**
 - The percentage of the overall media budget that will be comprised of paid social media executions is 2.5%. While this seems small, each Honey-Comb feature will reach over a million people, while being relatively inexpensive compared to other media types.
- **What platforms are you recommending and why? If any major platforms are omitted, why are you not pursuing them?**
 - We are recommending Instagram, TikTok, YouTube, Snapchat, and Facebook (website and feed) because we believe they will have the biggest reach, have the most significant user base and are relevant to our target audience. We didn't include X (Twitter) in our campaign because we are prioritizing image and video-based platforms, and X is more text-based. X also does not have a huge influencer presence like on TikTok and Instagram, which is where we want to allocate our resources.
- **What key elements from the creative brief/plan will be carried over to social media?**
 - Our creative thread "Life's Sweetest Moments" and Big Idea "Sweeten Your Day the Right Way" will be carried over and integrated into social media posts. These values are the core of our campaign and through them, emphasize family fun and togetherness.
- **How will this change or adapt to fit each platform?**
 - This will change/adapt to fit each platform easily. Our video-based platforms will show video content depicting families, fun Honey-Comb recipes and our in-person activations. Our influencers will also share on these platforms how Honey-Comb sweetens their days. On our photo-based platforms, curated images of our product and its users will be shown. Despite the different mediums of content, Honey-Comb's values will be consistent: pictures, videos and text alike will advocate that Honey-Comb represents family fun, togetherness and ease in choosing a daily meal or snack.

Section 1: Social Media Platform/Content Approach/Budget Recommendations Continued

- Paid ads vs. owned brand ads
 - Paid ads will still emphasize Honey-Comb's values of nostalgia and togetherness on paid platforms despite being different from owned brand handles/accounts. Ads may be less specific about the product, but will emphasize its benefits and encourage consumers to buy it. Additionally, content will be tied to today's events and trends to remain relevant and gain interest.
- What type of frequency will the owned handles post with, and how will these posts integrate back into the overall campaign?
 - Owned handle posts will be weekly across different platforms and on different days. These posts will integrate back into the overall campaign by using the same color, text and symbol patterns. Also, Honey-Comb's values of family fun and togetherness will be at the forefront of all of the posts. Most importantly, the owned handles will keep users engaged by aligning content with current trends.
- Explain the "From-To" around the look, feel, tone and content for the owned brand handles/accounts. What needs to change to best match the brand in the overall campaign?
 - **From:** A lack of social media presence that isn't differentiated from the owner Post and addresses a broad, not focused audience.
 - **To:** A distinct social media presence that emphasizes nostalgia through a clear audience of millennials and families. The look will have the same color schemes, text theme and uplifting tone that promotes togetherness and joy. Content will follow current trends and the account will join in on the discussion of popular topics.
 - **Goal:** Relevant posts/content will position Honey-Comb as a necessary household ingredient that makes life more fun.

Section 1: Social Media Platform/Content Approach/Budget Recommendations Continued

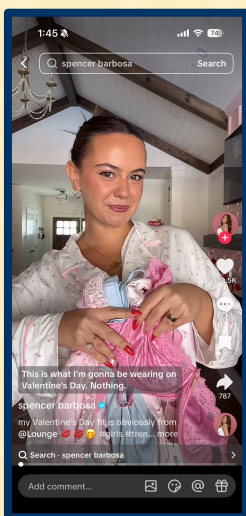
- Key timeline points for social media efforts
 - We will have various social media advertisements running throughout the 2027 year, with key driving periods in September and the end of the year in December. We will have the most activity in these areas because of back to school and holiday shopping, which is when our target audience will be particularly active.



Social Media Plan

Section 2: Influencer/Partnership Recommendations

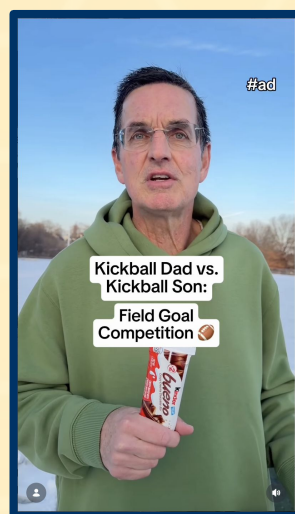
- Our aim is to transition Honey-Comb's social media from a minimal influencer presence to a curated network of family and lifestyle content creators
- We want to focus on authentic, everyday content that connects Honey-Comb into real routines
- Our goal is to promote and prioritize influencers who resonate with:
 - Millennial parents
 - Gen Z & young families
- We want to place emphasis on:
 - Relatability (real people, real routines)
 - Versatility (breakfast, snacks, recipes)
 - Fun & chaotic family moments (creating life's sweetest moments)
- Influencer content will:
 - Drive brand awareness (through social media like TikTok & Instagram)
 - Increase buyer consideration (through recipes and showing routines)
 - Build brand personality (fun & family-centered)



@spencer.barbosa



@wishbonekitchen



@kickballdad



@doughertydozen

Section 2: Influencer/Partnership Recommendations Continued

- We selected these influencers based on:
 - Strong engagement with family & lifestyle audiences
 - Their ability to naturally incorporate food products in their content
 - Proven success with brand partnerships
- Strategy built around 3 content aspects:
 - Lifestyle & Wellness (Spencer Barbosa)
 - Food & Recipes (Wishbone Kitchen)
 - Family & Humor (Kickball Dad & Dougherty Dozen)
- These creators allow Honey-Comb to show up in:
 - Morning routines
 - Busy family moments
 - Creative/versatile recipes
- Additional Partnerships:
 - We want to collaborate with family-focused brands or grocery retailers
 - We also want to align with brands that emphasize both convenience and family connection

Influencer Spotlight

@spencer.barbosa



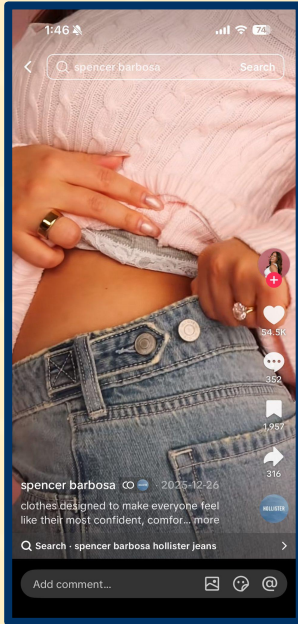
@doughertydozen



Social Media Plan

Section 2: Influencer/Partnership Recommendations Continued

@spencer.barbosa



- Followers: 3.4M IG / 12.7M TikTok
- Content: Lifestyle, wellness, body positivity
- Why she fits:
 - Connects with Gen Z + millennial women
 - Promotes balance, joy and real life moments
- Campaign role:
 - Showcase Honey-Comb in daily routines & “feel good” moments
- Estimated Partnership:
 - ~\$75K–\$150K for multi-post package

@doughertydozen



- Followers: 1.5M IG / 6.7M TikTok
- Content: Large family routines, meals, grocery hauls
- Why they fit:
 - Direct connection to busy families
 - Perfect for showing scale & convenience
- Campaign role:
 - Highlight Honeycomb as a family-friendly breakfast staple
- Estimated Partnership:
 - ~\$100K & campaign integration

Social Media Plan

Section 3: Mock-Up Examples of Posts by Platform

Snapchat Ad



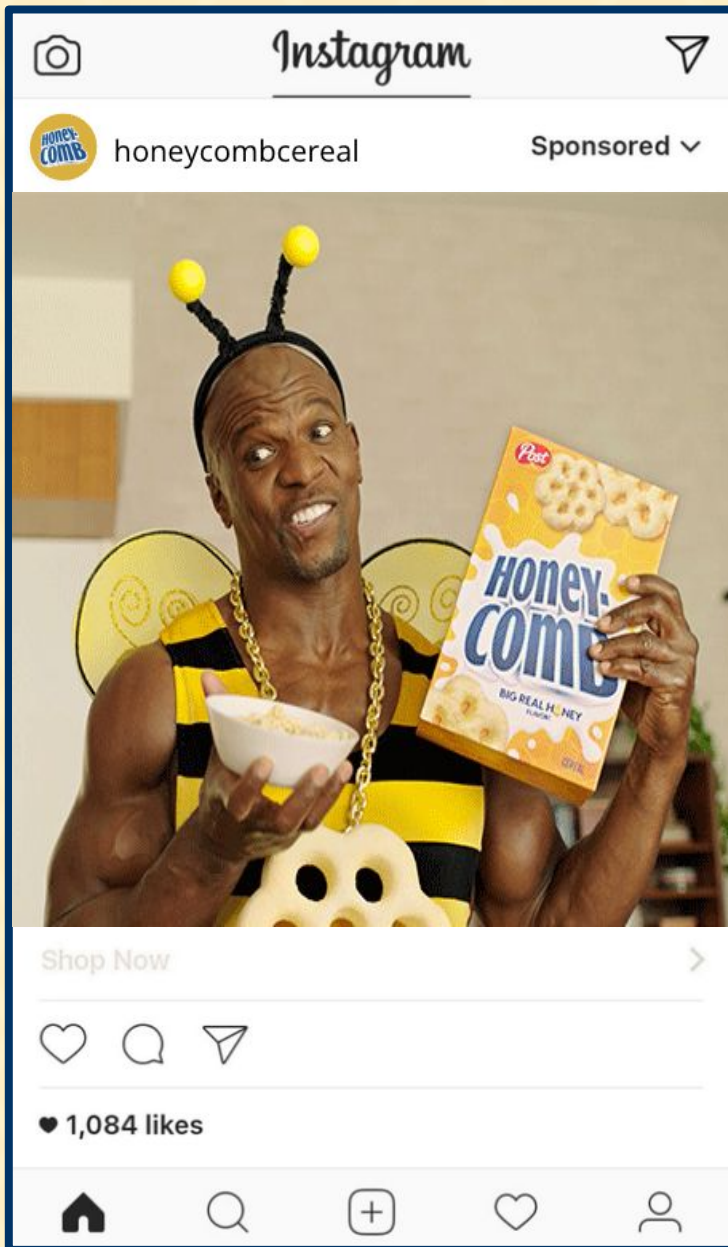
Facebook Ad



Social Media Plan

Section 3: Mock-Up Examples of Posts by Platform

Instagram Ad



Tik Tok Home Feed Ad



PR & Promotions Plan

Public Relations Strategy

Our stakeholders are Millennial parents who love to have fun, provide good quality food for their children, and want to bring their families together. This makes Honey-Comb important to them as it is the perfect option to meet all these needs.

Having an easy snack and meal option that the entire family enjoys is something that our stakeholders value. These Millennial parents have busy, chaotic schedules and having something like Honey-Comb, that is quick, simple, and sweetens everyone's day is important to them.

Through our different advertising types, we will portray situations that reflect our stakeholders fun and busy lifestyles, allowing them to clearly see Honey-Comb as the perfect fit for them. We will also advertise Honey-Comb as not just a meal, but a versatile ingredients to fit into all aspects of their lives. Feeling like they are being represented by Honey-Comb's advertisements, like they can relate, and like their needs are understood, will create positive feelings toward the brand.



PR & Promotions Plan

Media Relations Strategy and Target Vehicle Selection

We will encourage media and influencers to cover our events as they are created to be experience-driven and shareable. Our activations encourage posting online, to share the journey of collecting each “Queen Bee,” or winning a Mr. beast giveaway. As well, having hashtags associated with both these activations as well as the SkyZone and AMC events, will encourage participants to share their experience online with other consumers. Our events clearly aligning with interests of Millennials and their families will innately evoke the desire to share about their experiences with Honey-Comb and our events.

We will direct attention towards mainstream media outlets like NYTimes, ABC, NBC, NPR, and PEOPLE Magazine, as these will reach large audiences of Millennials and their families. While these outlets share general news, they also frequently cover topics relating to family, lifestyle, and food, making them a clear fit for this campaign. These outlets are large and credible sources, being a beneficial place for Honey-Comb.

Media Contacts:

NYTimes -

- David Rubin - Chief Brand and Communications Officer of The New York Times Company and Publisher of Wirecutter
- Rebecca Grossman-Cohen - Chief of Staff to the C.E.O. and S.V.P., Strategic Partnerships
- Joseph Kahn - Executive Editor

ABC News -

- David Muir - Anchor (World News Tonight)
- Lara Spencer - Anchor (Good Morning America)

PEOPLE Magazine -

- Emily Rella - Food Editor (Lifestyle and Special Projects)

PR & Promotions Plan

Social Media Strategy

This campaign will increase Honey-Comb's social media presence, allowing the brand to reach larger audiences. Social media will be used to form better connection with the audience and to allow for engagement between the brand and consumers. Social media will convey the core values of the campaign and the brand, and allow us to influence our audience.

Social media as a whole will be a place that allows for more connection with stakeholders, as we can cater our content to appeal to them, and we can engage with them. We will use a strategy of focusing on family togetherness and nostalgia. This will be highly influential on our target audiences, in persuading them to purchase Honey-Comb for these connected experiences.

We will be collaborating with multiple different influencers, allowing us to reach greater and more diverse audiences. Between promotion on Honey-Comb brand's accounts, collaborations with influencers, and word-of-mouth posts from consumers, Honey-Comb will revive their social media presence and use it as one of the main forms of advertising.



PR & Promotions Plan

PR Events

1. The first event is **“Post Honey-Comb’s Zone,”** where we will be taking over many SkyZone locations across the country and create a space for friends and family to be immersed in the Honey-Comb brand. We will make the SkyZones Honey-Comb themed and provide fun giveaways of merchandise and of the actual cereal.



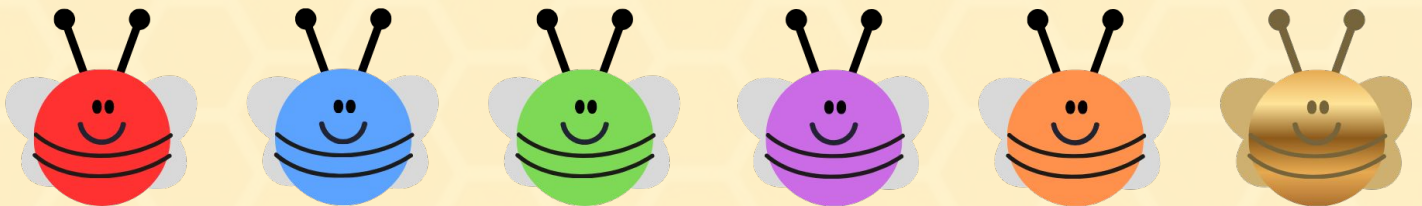
2. The second event is **“AMC Bee Movie x Honey-Comb Screening.”** This event will take place at all AMC locations while the Bee Movie is being screened. During this event, we will have Honey-Comb themed popcorn buckets and cups, Honey-Comb cereal sample packs, and Honey-Comb themed bee cutouts for photo opportunities.



PR & Promotions Plan

PR Activations

1. One activation will be adding mystery toys into Honey-Comb cereal boxes. The toy will be a “Queen Bee” squishy, coming in a variety of colors, and some boxes will receive a special golden “Queen Bee,” which will win them a Honey-Comb prize. There will be a hashtag on social media for this activation, encouraging consumers to share about the toys they are collecting as they buy more boxes of Honey-Comb.



2. The second activation is a Mr. Beast snack collaboration. This will include a Mr. Beast YouTube video challenge, where contestants are competing in Honey-Comb themed games and challenges. There will be prizes for the winners and a variety of Honey-Comb x Mr. Beast giveaways. This activation will also include Honey-Comb boxes with Mr. Beast branding, available for a limited time.



PR & Promotions Plan

Discussion of Public Relations Tactics - PR Events

These events represent Honey-Comb and the campaign's overall message of "Sweeten Your Day, The Right Way." This message describes Honey-Comb as a way to bring people together, and add a bright moment in the midst of chaotic days. These events are both experiences to encourage togetherness in-person at Skyzone or AMC.

Both events are activities that our target audience and their families would already enjoy, so combining them with Honey-Comb is the perfect way to generate "buzz" around the brand. Not only will these events highlight the Honey-Comb cereal, the Honey-Comb brand values are also represented. These events provide fun activities and foster quality time together with friends and family, which is at the core of Honey-Comb.

Discussion of Promotional Activities to be Executed - PR Activations

These promotional activities also convey Honey-Comb's campaign message of "Sweeten Your Day, The Right Way." Both activities provide a way for a larger group of our consumers to connect with each other. The "Queen Bee" squishies incentivizing consumers to continue collecting until they get the special golden bee will encourage online posting to share collections, forming connections with others and contributing to the virality of the activation, as people will want to collect them all. As well, the excitement around seeing which bee you get will bring families together and add a fun moment to the day, which is the goal of Honey-Comb's campaign.

The Mr. Beast challenges and giveaways will also promote togetherness, as consumers watch the challenges and connect with each other online. Also, winning a giveaway or getting a Mr. Beast branded Honey-Comb box will add an exciting aspect to consumer's days and again promote connection and "buzz," as people want to share online. Both activations add sweet moments to consumers days, and encourage togetherness, including in online settings, allowing for greater connection across the consumer base.

PR & Promotions Plan

Budget Estimates for PR Events & Activations

“Post Honey-Comb Zone” Cost Estimate	<p><i>2 brand reps x \$20/hour x 16 hours (8 hours x weekend 2 days) x 75 locations = \$48,000</i></p> <p><i>SkyZone rental at ~75 sites (\$30,000/Weekend) = \$2,250,000</i></p> <p><i>Cereal sample packs: 75 sites x 1000 x \$1 = \$ 75,000</i></p> <p><i>Honey-Comb swag: \$67,000</i></p> <p><i>Estimated total cost: ~\$2,440,000</i></p>
“AMC Bee Movie x Honey-Comb Screening” Cost Estimate	<p><i>Cereal sample packs: 500 sites x 1,000 x \$1 = \$500,000</i></p> <p><i>Honey-Comb themed popcorn buckets: 500 sites x 1,000 x \$15 = \$7,500,000</i></p> <p><i>Honey-Comb photo opportunity cutouts: 500 sites x 1 x \$30 = \$15,000</i></p> <p><i>Estimated total cost: ~\$8,015,000</i></p>
“Mystery ‘Queen Bee’ in Honey-Comb cereal boxes” Cost Estimate	<p><i>“Queen Bee” toy design and production = \$1 million</i></p> <p><i>Packaging integration = \$500,000</i></p> <p><i>Estimated total cost: ~\$1.5 million</i></p>
“Mr. Beast Snack Collaboration” Cost Estimate	<p><i>MrBeast collaboration fee: ~\$3,000,000</i></p> <p><i>Production costs for video challenge and set design: ~\$500,000</i></p> <p><i>Limited-edition cereal packaging redesign and printing: ~\$400,000</i></p> <p><i>Pop-up giveaways (5 cities x \$50,000 each): \$250,000</i></p> <p><i>Cereal sample packs (5 cities x 5,000 x \$1): \$25,000</i></p> <p><i>Branded merchandise and promotional materials: \$150,000</i></p> <p><i>Estimated total cost: ~\$4,325,000</i></p>

Media Kit - Frequently Asked Questions

1. What is the Honey-Comb campaign about?

- a. Our Honey-Comb campaign is built around the idea that it can “Sweeten Your Day the Right Way.” The cereal is a healthy choice, not only for breakfast, but throughout the day. Additionally, our campaign will resonate the most with Millennials and families, as we emphasize that Honey-Comb contributes to some of life’s sweetest family moments. After all, food brings people together, and Honey-Comb has done that for over 50 years. Our campaign builds off of this nostalgia, but is headed in a new and trendy direction with our social media strategy by making fun and relevant content that keeps our audience engaged.

2. Are there in-person Honey-Comb events?

- a. Yes! We have two in-person activations in 2027. First, a partnership with SkyZone locations across the US. “Post Honey-Comb’s Zone” will be the go-to event for families and friends to not only have access to trampoline parks, but Honey-Comb themed activations, merchandise and the cereal itself. Second, Honey-Comb is partnering with AMC Theaters to screen the *Bee Movie*. This event will take place at all AMC locations for a select time. Honey-Comb themed popcorn buckets, cups and the cereal will all be available for purchase.

3. Where can I find social media content about Honey-Comb?

- a. Post Honey-Comb is an up and coming social media account across apps and websites. Find us on Instagram, TikTok, Facebook, Snapchat and more! You can check out both Honey-Comb owned platforms or on our partner’s platforms. Influencers we work with include Spencer Barbosa, The Dougherty Dozen, Wishbone Kitchen and Kickball Dad. These creators are family favorites, and most importantly, Honey-Comb lovers

4. Why should I buy Honey-Comb

- a. Honey-Comb has been around since 1965, and since then has proven itself as a competitive brand in the breakfast market. However, Post wants cereal to be more than just a breakfast food, but a way to bring family together, and make each day a little bit sweeter. Honey-Comb is delicious, nutritious and a versatile ingredient, necessary in any household.

Media Kit - Backgrounder



Current

608-100-2000

Campaign Backgrounder

Post Consumer Brands is a long-standing leader in the ready-to-eat cereal market, with ownership over some of the most recognizable American cereal brands. Post has built its reputation on creating quality products that fit into everyday routines while utilizing consistency and nostalgia to maintain brand familiarity.

This campaign will develop Post's Honey-Comb cereal into a staple product in the American kitchen, with a focus on **fun-loving millennial parents** who bring their families together with food.

Honey-Comb currently utilizes the nostalgia factor within its marketing, highlighting the brand's unique shape and flavor and building off of its association with childhood and fun. This nostalgia is an important factor within Honey-Comb's branding, but has stunted the cereal's presence with younger demographics. As Millennials become the demographic that the majority of new parents identify with, the brand must establish a relationship with the group.

This campaign will run from January 1, 2027, through December 31, 2027. It is built around the phrase: "Sweeten your day, the right way." This campaign will couple Post Honey-Comb cereal with the "sweetest" parts of life, catering to the fun-loving and community-valuing target demographic.

The "Sweeten your day, the right way" campaign will include the following media:

- **Digital:** includes feed advertisements on popular social media platforms such as Instagram, TikTok, Snapchat, Facebook, and YouTube, as well as webpage takeovers on sites popular with our target audience. Digital media integration will also include search engine optimization, sponsored product features, in-app advertisements in popular mobile and web games, and podcast sponsorships.
- **Traditional:** Television advertisements will follow a narrative structure about Honey-Comb cereal supplying the confidence and energy to succeed in various life events. These advertisements will air on major news networks, popular cable channels, and streaming services. Traditional media will also include radio and print advertisements.
- **Impact:** Honey-Comb advertisements will be aired during major sporting events and award shows, catering to the target audience. It will also be featured as product placement in a major motion picture, as well as presented on roadside billboards.

This campaign is about making Honey-Comb feel **relevant** again. By building off of the brand's consistent positioning and extending focus to a younger audience, this campaign will expand its user demographic without sacrificing brand image and loyalty. With this strategy, Honey-Comb can position itself as a vehicle for family connection and togetherness and establish a more consistent and loyal customer base.



PR & Promotions Plan

Press Release #1

FOR IMMEDIATE RELEASE

Dec. 1, 2026

Issued by: Post Consumer Brands - Honey-Comb

Contact: Post Media Relations, 314-644-7600, mediarelations@post.com

Post Honey-Comb Launches New “Sweeten Your Day, The Right Way” Campaign; Bringing Families Together Through Fun, Everyday Moments

Post Consumer Brands is announcing the launch of Honey-Comb’s new “Sweeten Your Day, The Right Way” campaign, beginning January 1, 2027. This campaign was created with Millennials and their families in mind, looking to showcase Honey-Comb is the perfect choice to bring their families together, provide a well-rounded breakfast or snack, and add sweetness to their busy days.

This campaign will use Honey-Comb’s nostalgia factor with Millennials to revive its position as top cereal brand in the coming generations. Increasing the brand’s social media presence, while continuing to advertise on traditional media platforms, Honey-Comb hopes to create better connection and engagement with their consumers, proving themselves as the best options for their audiences lifestyles.

Honey-Comb hopes to focus on how their cereal is intertwined with togetherness and family’s everyday sweet moments. Aside from being a versatile ingredient, the cereal is a way to bring families together for fun moments during chaotic days. This campaign will encourage fun experiences that promote connection with others with Honey-Comb at the focus.

The ultimate goal of this campaign is to drive consumer purchase behavior over the next 12 months while building longer-term brand loyalty through forming a better relationship of the brand and consumer. For more information about the campaign or media inquiries, please contact Post Media Relations at mediarelations@post.com.

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Press Release #2

FOR IMMEDIATE RELEASE

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Issued by: Post Consumer Brands - Honey-Comb

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AMC Bee Movie x Honey-Comb Screening; Post Honey-Comb Announces Event in Collaboration with AMC Theatres for Bee Movie Release

Post Consumer Brand's is announcing Honey-Comb's upcoming nationwide collaboration with AMC Theatres during the *Bee Movie* screening, beginning July 10, 2027, as part of their "Sweeten Your Day, The Right Way" campaign. This event will take place at all AMC Theatre locations across the country while the *Bee Movie* is being screened, creating an exciting experience for families.

Designed to increase brand awareness and encourage family connection and fun, the event will feature Honey-Comb themed concessions and interactive elements. In terms of concessions, there will be limited edition Honey-Comb themed popcorn buckets and cups, as well as Honey-Comb cereal sample packs.

Additionally, interactive elements will consist of Honey-Comb themed bee shaped cutouts for photo opportunities. This photo opportunity, along with a corresponding hashtag will encourage word-of-mouth sharing via social media, broadening the reach of the event.

This event fits seamlessly into the ongoing campaign as it combines fun, togetherness, and a subtle aspect of nostalgia with the traditional movie theater experience. This is an event that appeals to the whole family, just like Honey-Comb does, making it a perfect event to add life back into the campaign for the second half of the year.

Honey-Comb hopes to boost consumer purchase intent through the sample packs, and strengthen consumer's connection to the brand, as a result of the event. For more information about this event or media inquires, please contact Post Media Relations at mediarelations@post.com.

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Our Team

Lola Berumen

Lola worked as the lead Social Media Director at Current. She also helped with Creative Planning.



Shade Grahling

Shade worked as the lead Media Planning and Buying Director at Current. She also helped with PR and Promotions.



Lucy Hanlon

Lucy worked as the lead Account Director at Current. She also helped with Creative Planning.



Leah Schulman

Leah worked as the lead Research Director at Current. She also helped with PR and Promotions.



References

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