



FROSTED FLAKES

Case Study

HISTORY

Tony the Tiger

Tony first appeared in 1951 when Frosted Flakes were created, and he has been the mascot for Frosted Flakes since its beginning. Tony was created by Leo Burnett who sketched Tony for a contest where the winning sketch would be put on the Kellogg's Frosted Flakes box. Tony was chosen to be the mascot over three other animals, a kangaroo, an elephant, and a gnu. Throughout history, Tony the Tiger has been the main focal point of the Frosted Flakes brand. Since his inception as the Frosted Flakes mascot, he has been one of the most popular cereal brand mascots. Thurl Arthur Ravenscroft, the longtime voice of Kellogg's Tony the Tiger, was known for his distinctive voice that was easily recognizable.



HISTORY

The Beginning: 1952-1975

Frosted Flakes were first introduced in the United States in 1951 as Sugar Frosted Flakes. In 1952 Frosted Flakes used a tiger named Tony to be the official mascot and has been the mascot ever since. It quickly became the most popular cereal in America.

A 1958 ad for Kellogg's Frosted Flakes encouraged consumers to "Put a Tiger on Your Team." Also in 1958, Tony the Tiger and Frosted Flakes joined Hannah Barbara characters to promote the cereal. In 1974 Frosted Flakes celebrated the Chinese year of the Tiger with Tony the Tiger. In that same year the phrase "they're great!" was introduced.



1975-Present

Beginning in the 1980's till the present Tony the Tiger became the face of youth sports amongst cereal brands. They transitioned their marketing to promoting healthy lifestyles for kids by eating Frosted Flakes and playing sports. This transition made Tony the tiger one of the most recognizable cereal box characters in the United States. They have been using this advertising model for the last 3 decades.



MISSION/GOALS

Mission



“Kellogg Company’s mission is to drive sustainable growth through the power of our people and brands by better serving the needs of our consumers, customers and communities.

Our Mission articulates where we are as a company today and where we wish to be in the future. Delivering dependable, sustainable growth for Kellogg and our shareowners remains as fundamental and important as ever, but our success in the global 21st-century marketplace requires more than solid financial performance. Today’s stakeholders demand we clearly demonstrate our commitment to our communities, to the environment and to social issues such as health and nutrition.”

Goals and Objectives

Frosted Flakes shares in the vision of Kellogg Company, and contributes to its specific goals as a leader in the food industry. Namely, these include:

- a) To remain a global cereal leader. Many people around the world enjoy Kellogg breakfast cereals like Frosted Flakes, which allows for greater opportunity to drive incremental growth in developed markets and to an even greater extent in new markets, where the convenience and affordability of breakfast cereal is catching on.
- b) To become a global snacks player. Since Kellogg Company is already established as a cereal company, it seeks to further its reach into new and growing markets, and demand for Kellogg’s snack products is growing steadily.
- c) To focus on frozen foods. While a somewhat smaller portion of market share, Kellogg provides a number of frozen food products including Eggo waffles and others which focus on convenience and healthiness. Kellogg intends to continue to expand in this area.
- d) To increase focus on emerging markets. Kellogg also plans to market to areas where economic growth has led to an increase in demand for brand-name products (food included), especially central and Eastern Europe, Latin America, the Middle East, and Asia.

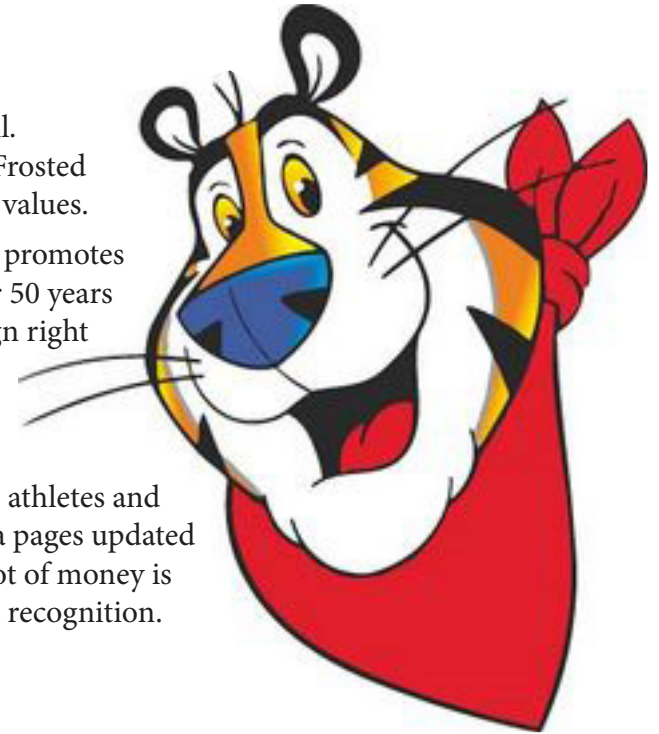
STRATEGY/STRUCTURE

Strategy

Kellogg's Frosted Flakes' market strategy is not only targeted to kids but to parents as well. Although kids enjoy the sugary flavor of Frosted Flakes and like the bright orange tiger, Frosted Flakes has found success by running Public relations campaigns and by promoting good values.

Frosted Flakes' whole marketing strategy is to produce a strong brand image that promotes living an active life and spending quality time with those whom you love. They have over 50 years of a strong brand image of Tony the Tiger and he is still as active as ever in their campaign right now by encouraging kids to eat a good breakfast and then use that "fuel" to work hard in practice.

Frosted Flakes' incorporates IMC into their strategy by attending many sports events and sponsoring the 2012 Little League World Series. They bring in a lot of famous athletes and give kids the opportunity to meet them and play with them. They keep their social media pages updated and have a lot of content on their website for kids to engage with and stay interested. A lot of money is also distributed to stores to create beautiful store displays that increase brand loyalty and recognition.



Structure

As a child company of Kellogg's, Frosted Flakes shares its mission to serve the needs of its consumers, customers, and communities, in particular by being the Official Breakfast food of Little League and supporting children everywhere in pursuit of their personal goals. As a brand, Frosted Flakes seeks to distinguish itself from competitors as well as siblings in the Kellogg company, while still maintaining and contributing to the overarching goals of said company.

PAST IMC

Frosted Flakes decided to do a campaign where the adults would eat the kid's cereal unashamedly. The ad would show the couple in front of the company's headquarters in hopes of spotting Tony the Tiger. This reason for this campaign relayed the message that adults didn't have to hide their love for Frosted Flakes. In this same campaign, but different ad, there was a boy who stocked the shelves at a supermarket and kept the Frosted Flakes section of the aisle in perfect appearance, even dusting the boxes. This was aimed towards adults, and that they didn't have to hide their love of Frosted Flakes.

In January of 2014 Frosted Flakes launched a campaign around the Sochi Olympics that focused on father-daughter relationships and how sports brought them closer. The campaign specifically concentrated on Sarah Hendrickson, a 19-year-old ski jumper for the USA, and her father Bill who was also a ski jumper. Sports help build the connections between fathers and daughters. Frosted Flakes aired a television ad during the Olympic trials and games featuring Sarah and Bill talking about their thoughts and shared passion for ski jumping. The reasoning behind Frosted Flakes doing this promotion is because the Olympics have a huge reach. Everyone watches the games. Frosted Flakes has always targeted kids that are interested in sports, and every kid has an Olympic hero.

As part of its "Earn your stripes campaign," in January 2009, Frosted Flakes announced via a Super Bowl ad that it was going to renovate 50 fields nation-wide. The ad was called "plant a seed," and its meaning was making a difference in kids lives and helping them be the very best they could be. Parents could log onto the site and nominate their child's field for a makeover. There were a variety of fields for makeover, such as softball, football, soccer, hockey, lacrosse, etc. In addition to increase publicity for the campaign, Frosted Flakes also announced that it would renovate the field in Lincoln's Gardens Park in Tampa. The field would be completed the same week of the Super Bowl and done within 43 hours. The renovated fields would touch a huge number of families and would be forever remembered. Kids would grow up playing on those fields and hold the name "Frosted Flakes" in fond memory.

In August of 2012 Frosted Flakes released a statement that it would feature Gabby Douglas, the winner of the gold medal of the womens all-around in gymnastics, in a special edition of its cereal box. Doug VanDeVelde, who is the Senior Vice President of Morning Foods, Kellogg Company said, "We are proud to support the potential of our young athletes and our amazing team of U.S. gymnasts." It was also a main sponsor for a national Tour of Gymnastics Champions to 40 different cities.

From Great Starts Come Great Things

Kellogg's

FROSTED FLAKES

OF CORN

THEY'RE GR-R-EAT!

SAVE \$15

Help Team Kellogg's give breakfast to kids in need

From Great Starts Come Great Things

In a world focused on the finish, Kellogg celebrates the start. Because each day brings with it the potential to achieve great things. That's why we're proud to sponsor Team USA at the Sochi 2014 Olympic Winter Games.

Kellogg's

SARAH HENDRICKSON
2014 U.S. Olympic hopeful, Ski Jumping

Sarah soars more than 420 feet at 60 mph on the average jump.

Her dad, a former collegiate ski jumper, introduced her to skiing when she was two and is one of her strongest supporters.

Sarah's tip on windburns from morning in frost? "You get used to it."

Sarah trains in wind tunnels to fine-tune her inflight form.

I'm cle for takeo

"I need the right fuel when training, so I don't clear in for takeoff unless I've had a breakfast. Some cereal and fruit are perfect. It helps fill up but doesn't weigh me do

Watch Sarah's Start Story video, and check out other Team Kellogg's athletes at kellogg.com/hashtag/USA

SAVE \$15

on breakfast favorites from Kellogg and other USOC Sponsors

1 Collect Kellogg's Family Rewards codes from specially marked Kellogg's packages

2 Get \$15 in coupons for every code you enter on kellogg.com/save15

3 Help Team Kellogg's give breakfast to kids in need

Help Sarah on Team Kellogg's give breakfast to kids in need

One in five kids in America can't start the day with breakfast. Team Kellogg's wants to char that by donating up to 2 million breakfast

Just call **START** from your mobile phone, and Kellogg will give breakfast to kids in need

Powered by **Kellogg's FAMILY REWARDS**

Coupons must be entered by 12/31/14. See rules for details.

PAST IMC

Earn Your Stripes



The “Earn Your Stripes” campaign was launched in 2004. It encouraged kids to set goals and not only follow their dreams but achieve them. This campaign went on for several years employing television commercials, print, cereal boxes, and other promotions throughout the next several years. This also included partnerships ranging from “Girls on the run” to help girls earn their stripes, to Super Bowl contests, to little league boys being featured on the Frosted Flakes box. The current campaign, “Show Your Stripes” is based off the “Earn Your Stripes” campaign.

In July of 2008 Frosted Flakes announced the winner of the First-Ever Youth Achievement Award. The award was created to celebrate kids who work hard and get out and play their favorite sports. The award is given at the ESPYs, similar to how the ESPY awards are for adult athletes. The ESPY award is part of the “Earn Your Stripes” campaign. Part of the ESPYs included award shorts, which were sixty second videos of the top 5 candidates playing their favorite sports.

PRESENT IMC

Advertising, promos, strategies and tactics

Tony the Tiger is still the face of Frosted Flakes. He is encouraging kids to be healthy and active. After their campaign in 2012 of “earn your stripes”, Tony is now encouraging kids to “Show Your Stripes”. This is done through a series of public relations campaigns and social media events.

Through social media, Kellogg’s is using the hashtag #showyourstripes by encouraging kids to send videos or pictures of them playing sports. On their webpage they do a “Show Your Stripes” spotlight on certain kids who excel at teamwork, practicing, or sports in general. This gives kids an opportunity to show what things they have learned from sports, encouraging other kids to do the same. Frosted Flakes is also a proud sponsor of the 2013 Little League World Series

On June 11, 2014, Frosted Flakes held an event, which celebrated the “play” of sports, instead of focusing on just the competitiveness. This was held at Citi Field in New York. Little League players were able to meet baseball players Daniel Murphy and Joe Niese.



PRESENT IMC

Advertising, promos, strategies and tactics

“In an age when sports is increasingly competitive for kids, Frosted Flakes is celebrating the ‘play’ in playing sports,” said Matt Lindsay, Senior Director of All Family Brands for Kellogg’s. “Show Your Stripes is all about keeping sports fun and giving kids the confidence to be themselves when playing their game.” This campaign was aired during the Little League World Series.

Frosted Flakes also is shown on the EA sports segment of “Gamechangers” as a sponsor. This program airs Saturday mornings on CBS. This campaign highlights kids interacting with professional athletes learning about how to be a good team player and self-expression.

Most recently they are starting a social media campaign which is targeted more towards fathers. The campaign “share what you love with those you love”, is expressed by pictures of fathers doing activities with their kids. The most recent one was a picture of a father and child filling out the NCAA college basketball bracket.

Other posts include kids playing ice hockey with dad, sledding, and building snowman. This targets men who have strong values of spending time together as a family. It seems that they are involved in a huge social media push with this campaign. Starting in January of 2015, the posts on facebook are getting over 3,000 likes, while compared to last year the hardly reached over 100. And although there is no evidence of paid sponsorship, it does appear that they are involved in some sort of social media strategy.



FINANCIAL DETAILS

Advertising, promos, strategies and tactics

There are a number of trends that impact Kellogg's consumer preferences. These impacts of Kellogg's and their industry as a whole include:

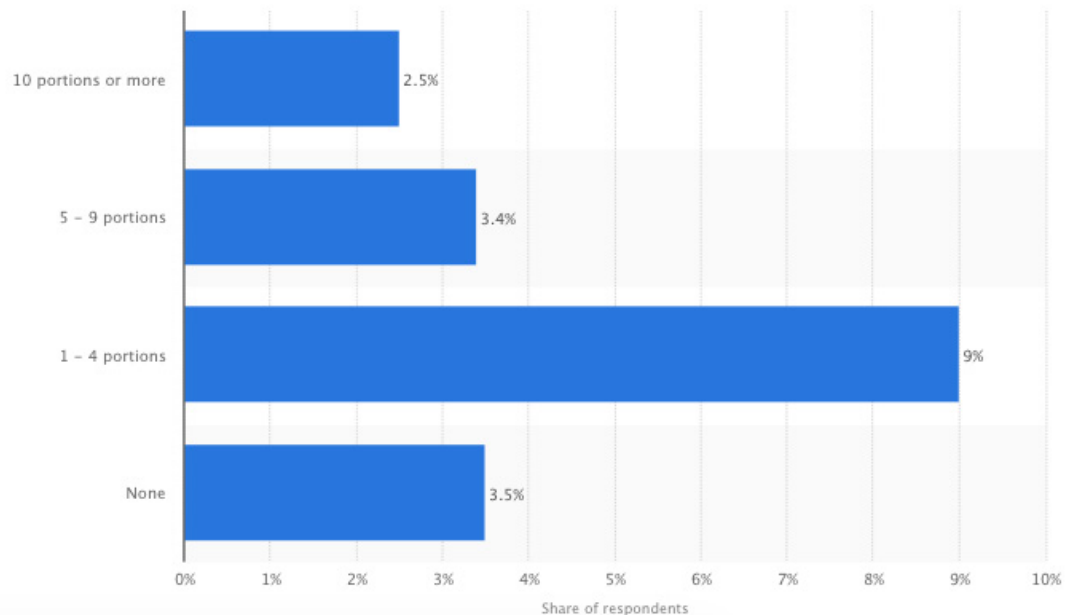
1. **DIETARY TRENDS and**
2. **AVAILABILITY OF SUBSTITUTE PRODUCTS.**

Frosted Flakes' success is dependent on anticipating changes in consumer preferences, successful new products, development of the process, and product relaunches in response to such changes. Kellogg's aims to introduce products or new or improved production processes on a timely basis in order to counteract obsolescence and decreases in sales of existing products. While they devote significant focus to the development of new products and to the research, development and technology process functions of their business, they may not be successful in developing new products or our new products may not be commercially successful. Frosted Flakes' future results and their ability to maintain or improve the competitive position will depend on their capacity to gauge the direction of their key markets and upon their ability to successfully identify, develop, manufacture, market and sell new or improved products in these changing markets.

Cereal's internal net sales increased by 2.4% resulting from strong innovation launches and increased investment in brand-building supporting brands such as Frosted Flakes®

U.S. households: How many portions of Kellogg's Frosted Flakes (regular) cold breakfast cereal have you eaten in the last 7 days?

This statistic shows the results of a survey conducted from January 2013 to March 2014 among approximately 24,000 American adults on the amount of Kellogg's Frosted Flakes (regular) cold breakfast cereal consumed in the last 7 days. According to this survey, some 9 percent of American households have eaten 1 - 4 portions of Kellogg's Frosted Flakes (regular) cold breakfast cereal within the last 7 days.



BRAND AWARENESS

Advertising, promos, strategies and tactics

Kellogg's company is the global cereal leader with Frosted Flakes contributing as a major provider. Frosted Flakes' market strategy is the channel through which their brand is solidified with their famous talking figure, Tony the Tiger.

With Frosted Flakes' main marketing strategy revolving around encouraging healthy lifestyles for children, they target mom's who want their children to be healthy and active. They also target kids who like to be active and involved in their community and sports. The most recent examples of their brand awareness was in the 2012 Little League World Series where the brand emphasized their support through sponsoring this World Series and became the "Official Breakfast Food of Little League." This integrated marketing strategy was consistent through all forms of media, especially Facebook. Their strategy to "Show Your Stripes" was incorporated along with "Flakes for Fuel" and "Frost for Fun".

This interactive strategy allowed for the brand to support their customers while helping their brand feel a part of the community of their consumers.



BRAND COMPETITORS

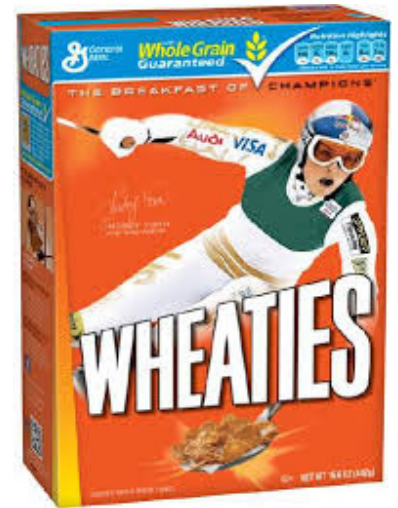


Honey Nut Cheerios

Not only do General Mills' Honey Nut Cheerios currently lead the market when it comes to cereal sales, but they often target the same market directly as Frosted Flakes. While Frosted Flakes emphasizes goodwill and support towards children and their personal goals, Honey Nut Cheerios focuses on its flavor and appeals to them with entertaining commercials and a cartoon mascot that mirrors Tony the Tiger. Honey Nut Cheerios has the advantage of being associated with its healthier counterpart, General Mills Cheerios, citing heart-health benefits. Frosted Flakes attempts to overcome this by being more proactive with its advertising.

Wheaties

Wheaties, another brand property of General Mills, primarily interacts with Frosted Flakes as a competitor in the way it targets athletes. While more specifically geared towards adults, a significant portion of Wheaties' consumer base is aspiring youth. Wheaties tends to use athlete spokespeople and sponsorship in order to utilize marketing public relations rather than direct advertising to consumers, so in this regard Frosted Flakes has an upper hand, as it employs MPR and everyday advertising. The product itself tends to be more popular with youth as well, due to a sweeter taste.



Cinnamon Toast Crunch

Cinnamon Toast Crunch: Also appealing to children with entertaining commercial cartoons, Cinnamon Toast Crunch is a direct competitor to Frosted Flakes. The branding focuses on its appealing taste even more so than Honey Nut Cheerios, at the cost of being less able to market itself as a healthy cereal. If Wheaties competes with Frosted Flakes on the athletic side of its demographic, Cinnamon Toast Crunch more directly competes with general product appeal to children.



BRANDS COPY

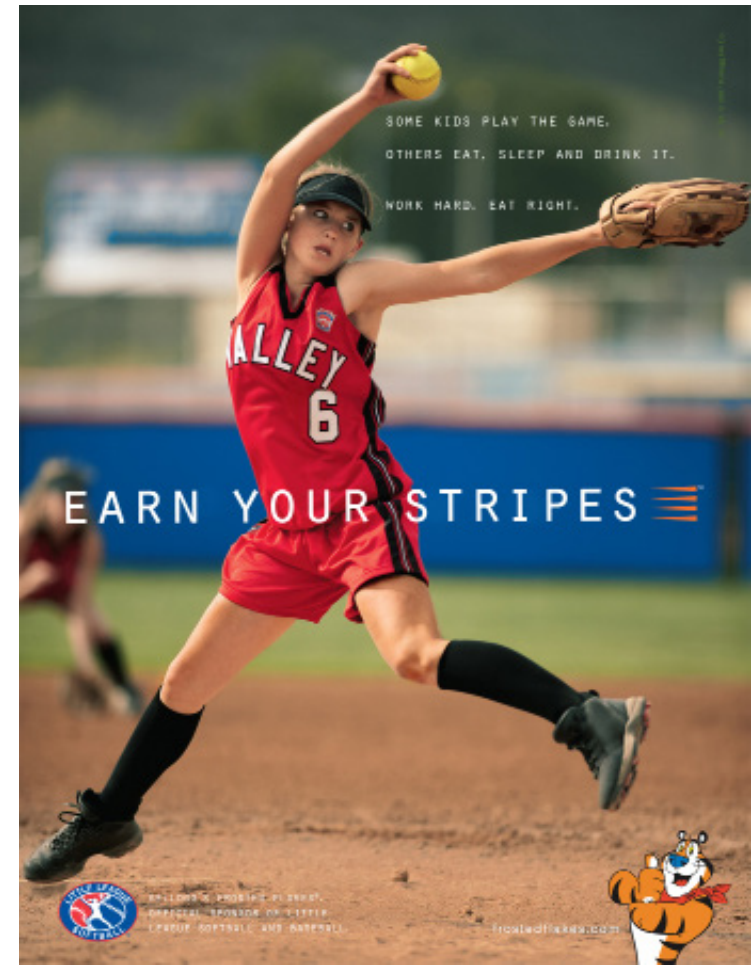
They're Gr-r-reat!

1. Great taste the whole family will love – The crunchy flakes perfectly coated with sweet frosting gives every morning a great start
2. Put a Tiger on your team – You get golden flakes of corn with the sugar frosting baked right in
3. With a long day's ridin' ahead, a man needs a good breakfast (picture of kid as cowboy)
4. I'd stalk a mile for Kellogg's Sugar Frosted Flakes (illustration of Tony the Tiger)
5. Live it up...Corn it up...Sweeten it up
6. Let the Lady be a tiger! – Kids won't mind sharing their gr-r-reat discovery.
7. Earn your stripes – Work hard. Eat Right.
8. The taste is tiger-rific!

Frosted Flakes brand copy tends to revolve around three things:

- Family**
- Flavor**, and
- Tony the Tiger**.

With these concepts in mind Frosted Flakes branding has remained fairly consistent throughout their advertisements despite the brand being active for more than 6 decades.



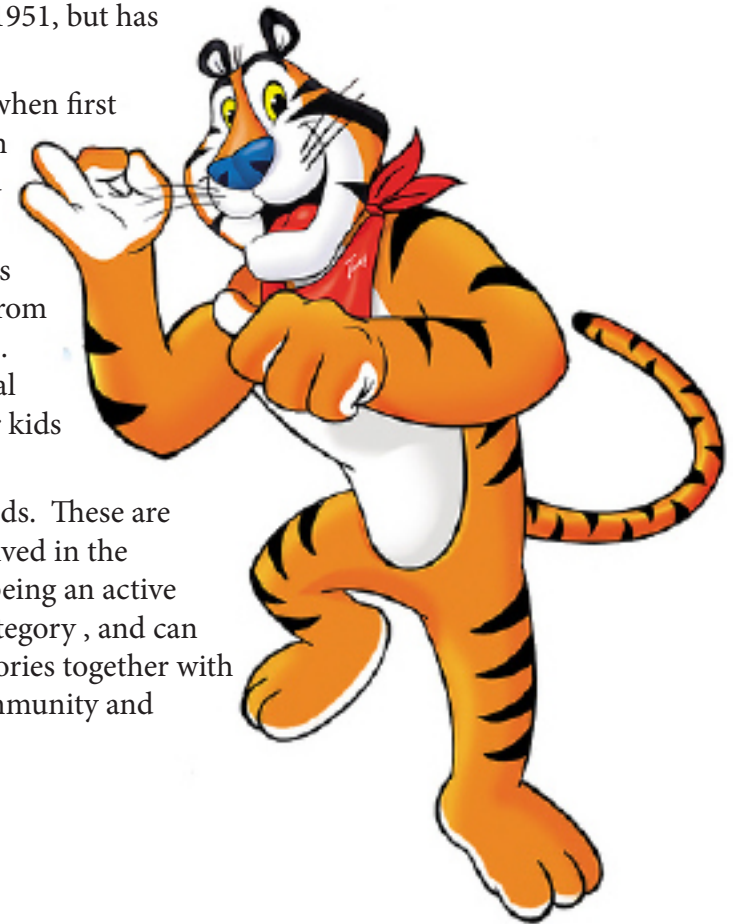
TARGET MARKET

Frosted Flakes is one of the top five cereals marketed to children. Their main target demographic are children ages 7-13. This target demographic seems not to have changed since Frosted Flakes first came out in 1951, but has broadened its reach to target both mothers and fathers.

The evidence that Frosted Flakes targets kids can be found on the box which, when first marketed, was called “Sugar Frosted Flakes” with a large picture of a tiger. Sugar began to have a bad reputation and so in the 1970’s the word “sugar” was reduced in size and then completely removed from the box in 1983.

The tiger, Tony, also underwent renovations as he grew from sitting on all fours to walking on two legs. He also became more muscular and active which was a push from the marketing department to put Frosted Flakes as the fuel for young aspiring athletes. Even for kids who may not be interested in sports, you can find that every box of cereal includes child engagement features and their website has many interactive features for kids to engage with.

As mentioned above, Frosted Flakes targets parents who buy cereal for their kids. These are mothers aged 25-50 who have kids aged 7-13. They are mothers who are actively involved in the community, sports, and encourage healthy living. They want their kids to succeed in being an active participant in a group. These mothers financially fall in the middle-class to well-off category, and can afford brand named cereal. The fathers are those who value family and creating memories together with their kids. They are fathers who want to do something good in the world for their community and sponsor those organizations that promote these values.



CREATIVE BRIEF

Overview

Frosted Flakes is a well-established brand, surviving and thriving for more than 60 years. Introduced as more appealing to children than the exclusively health-based cereals of the time, Frosted Flakes has taken advantage of a cartoon mascot, exciting and fun commercials, and community support to remain a leader in breakfast cereals for as long as it has. More recently, it has also provided kid-friendly activities through its website, become a public supporter of youth sports by being named the Official Breakfast food of Little League, and generally promoting goodwill towards local communities while remaining a competitor in the breakfast food industry.

Target Audience

The potential customers are families who have young kids who eat cereal. The mothers will have kids at home who are aged 7-14. They are a family who has family values and are active in their school, work, and community. They are well off and have a combined income of \$85,000. They can afford to buy brand-named cereal and are up-to-date on all the latest technology.

Motivation to Buy

Frosted Flakes is a fun, fueling cereal that give kids the necessary amount of energy for any activity for the day. Parents, especially mothers, will be motivated to purchase Frosted Flakes because of the strong sense of community that the cereal has along with its support for communal activities. Along with this sense of community, Frosted Flakes encourages a healthy lifestyle for their consumers. Kids will want to eat Frosted Flakes because of the “sporty” Tony the Tiger and parents are going to want a quick, easy breakfast for their children.

Purpose of Advertising

We want to give Frosted Flakes a positive image and encourage parents to buy Frosted Flakes for their kids, and for kids to convince their parents to buy the cereal.

Suggested Tone or Approach

The advertising should be fun, enticing, and colorful because it's directed towards children. The TV spots should focus on Tony and his relationship with kids as well as sports stars, and how he is the bridge between the two. The ads should depict Tony as being fun and accepting and demonstrate how the cereal is “flakes for fuel, frosted for fun.” It should be upbeat and happy because kids are often upbeat and happy.

SOURCES

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