

# Introduction to devising a communication plan marketing essay



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Research conducted by Kelloggs exposed that as many as 1 in 7 children in the UK do not eat breakfast and up to 25 eat chocolate, crisps, or junk food on the way to school. Furthermore, 1 in every 8 (around 3, 000) breakfast clubs in the UK need to close due to government financial cuts and up to 45% of residual clubs were at risk of closure. Research shows that breakfast is very important for us, especially for children, before they go to school. This case study observes how Kellogg's devised a strategy in communicating the significance of breakfast to the selected target audiences through the multi-platform campaign. This was in support of its ' Help give a child a breakfast' campaign which had launched in October 2011. As we already knew, Kellogg's is the world's top producer of cereals. Its products are industrial in 18 countries and wholesaled in more than 180 countries. World's most easily recognisable brands such as Rice Krispies, Kellogg's Corn Flakes, and Coco Pops are produced by Kellogg's.

Kellogg's has been a head in nutrition and health through providing consumers with variety of food products for more than 100 years. Kellogg's has been actively in associate breakfast clubs in schools for many years, worked with the education charity ContinYou which is the experts on breakfast clubs, which provide a healthy foods at the begin of the day, for the students in a safe and friendly environment. Other than that, they also offer a great chance for kids to learn, play and mix with classmates. Due to current budget limited by the UK government, many schools have faced problems with the funding of their breakfast club, according to research by Kellogg's. By putting a group together to generate a communications plan

which highlights the significance of breakfast clubs to students, schools, parents, the public and the UK government, respond Kellogg's.

The communication process involves transferring information from a sender to a receiver. Though, effective message needs to make sure the message has been clearly understood by the receivers. This is important to know if the communication is internal or external.

The objectives of this communication plan are to develop greater understanding of the impact of Kellogg's long-term support of breakfast clubs as part of its Corporate Responsibility programme, to change or increase public awareness of the impact of breakfast club closures, to raise additional funding for breakfast clubs by attracting consumers to support the initiative through donations made from the purchase of Kellogg's Corn Flakes, to improve public perception of the company, and to motivate employees by involving them in the initiative.

## **et audience**

### KEY WORDS DESCRIPTIONS

Materiality analysis – Materiality is a familiar concept in business accounting that has recently been practical to corporate responsibility as a way to concentrate efforts of company on those issues that pose the most important risks and opportunities. The materiality analysis categorized corporate responsibility issues qualitatively along three parameters which are level of societal interest and concern, level of control, and effect on Kellogg (based on reputational impact and financial).

Stakeholders – Anyone who interest in the project are called stakeholders. Individuals and organizations that are actively participated in a project, or whose interests may be affected as a consequence of project execution or project completion are called project stakeholders. They might exert effect over the project's objectives and results.

Noise – Noise is anything that might misinterpret the messages or avert the receiver understanding or getting the message. Using a medium such as the internet or email when the receivers do not have computer is example of noise.

## MAIN CONTENT

### Explanation

The aim of the Kellogg's campaign was to show its commitment to breakfast clubs in schools in the UK. The key messages that the campaign was targeting to get across were that breakfast is essential for people of variety ages specifically young people and breakfast clubs positively effect on children's attitudes, appearance and ability to focus in morning lessons. Plus, by purchasing Kellogg's Corn Flakes, you are assisting to feed children at breakfast clubs.

The messages need to be sent in a system that it will be easily understood by the target receiver or audience in writing a communication plan. This involves selecting an appropriate channel to send the message. A leaflet, a personal letter and a television advert can be medium of the communication plans. The feedback part of the progression is outcome because by this, the

sender will know whether the message has been appropriately received by the receivers or not.

For the message to be effective, obstructions to communication, known as ‘noise’ need to be eliminated. A communications plan sets out the generally aims to be accomplished and which these will be measured. It also uses the similar principles of modifying the message and the carriage channel for a target audience. Businesses involved in both internal and external communication, internal communications include transferring messages to senior managers, shareholders, other contractors or employees while communication externally may be to a range of stakeholders including suppliers, customers, government or the public. The nature of the message and the format used may be altered to suit the audience in each case. An effective internal communications plan can help to give clear path within the organisation and improve employee inspiration. Outwardly, it can even change public opinion.

## Discussion

Research with teachers showed that the majority trust that the lack of breakfast would lead to poorer academic results and bad behaviour in schools. The aim of the Kellogg’s campaign was showing its commitment to the breakfast club in schools in the UK however Kellogg’s faced potential noise for its messages from many sources. In addition, other companies of food support breakfast clubs which could lead to misunderstand of its messages. It is very necessary to make clear that this was not a promotion effort to promote Kellogg’s products but one part of the company’s

longstanding programme of Corporate Responsibility. Corporate Responsibility involves understanding the impact of the business has on the wider community and working to make that feedback positive.

The Kellogg's breakfast club campaign had number of objectives which depended on promoting the right messages to the different audiences. Objective of the campaign was not only to get messages across about the benefits of breakfast and breakfast clubs, but also for raising funds for the clubs through the sale of Kellogg's products and to make schools alert of the available funding from Kellogg's to support the breakfast clubs. To achieve these objectives, Kellogg's devised a communication plan for internal and external stakeholders.

The main internal stakeholders being targeted were Kellogg's employees and they were encouraged to get involved through information posted on the company intranet.

Though, the campaign was mainly designed for the external audience's needs which included schools, parents, the media, public and the members of Parliament. School's role was inviting them to apply for funding, to alert them to the Kellogg's grants available, role of media is to generate excitement and press interests about the campaign and to enhance public awareness of the issues involved. While parents need to establish Kellogg's socially responsible stance and explain on how breakfast clubs could help their children. Members of Parliament need to question them to inspire schools in their constituencies to apply for funding. Finally, in order to rise

extra funding for the breakfast club, the community have to attract consumers to purchase Kellogg's products.

The most appropriate channel and medium need to be used in order to transfer any message effectively to a targeted audience. Kellogg's approach was using a multiplatform campaign to deliver the message 'Kellogg's supports breakfast clubs' to the parents and children. In order reaching variety of audiences, rather than using just one, this approach communicates over a range of media. The various campaigns involved both of informal and formal communications. Informal communication is spontaneous and less structured while formal communications are over approved channels. Informal communications has the advantage of being more direct and quicker compared to formal communication thus can be very efficient in a business. The problem faced with informal communication is that it might effect in rumours that can cause messages to be convey inexact information.

Finally, Kellogg's carried out an evaluation of its campaign. Highpoints including 73 press articles generated across a variety of media, including news coverage on ITV's Daybreak and news articles in The Observer and The Independent for the first six weeks of the campaign. All showed positive response to the messages and got a potential audience of nine million people and over 700 schools have applied for the funding and around 500 of these received a grant of up to £450 for their breakfast club. And over, to see the changes the funding has made to the children and the money gained from the campaign will provide a million breakfasts by the end of 2012, Kellogg's employees have attended 15 of those breakfast clubs with the local Members of Parliament. We can say that the results clearly proved that <https://assignbuster.com/introduction-to-devising-a-communication-plan-marketing-essay/>

Kellogg's has communicated its messages successfully and effectively. To get the message completed about the importance of breakfast for the children, as a food company that take the responsibility for nutrition totally, Kellogg's has maintained its commitment to write and talk to key government officials. This proved effective communications is not just a one-off event but also an on-going cycle demanding evaluation and a response to feedback received.

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SUMMARY

## **Exam-style questions**