

The production of kelloggs corn flakes marketing essay



**ASSIGN
BUSTER**

Kellogg's is the largest manufacturer of ready to eat cereals in the world, where more than 13,000 people are producing more than 1 billion pounds of ready to eat cereals per year for distribution in over 160 countries. After a modest start in Battle Creek, Michigan, it has grown into a global organization with factories, distribution networks and markets worldwide. Dr. John Harvey Kellogg and his brother Keith founded William Kellogg, who invented corn flakes in 1894 as an option for a healthy breakfast for his patients at the sanitarium. More than 100 years later it is still the most popular breakfast cereal throughout the world. This was largely due to Kellogg's commitment to quality and the refusal to make cereals for anyone else at a time when many of the closest competitors submitted to the pressures of supermarkets and began to produce versions of the popular stores under their own brand. Breakfast cereals. Corporate communication tools and strategies are analyzed in Kellogg's this report. For this purpose, a detailed explanation of visual communication and texts are made, using semiotics, rhetorical analysis, discourse analysis and an intercultural approach in an attempt to connect to the textual analysis and critical evaluation of organizational communication.

The Kellogg Company was created to enable the production of Kellogg's Corn Flakes. The newly formed Battle Creek's WK Kellogg Company toasted flake cereal in 1906. Would like the ready to eat cereals innovation to change the way people eat breakfast worldwide. WK Kellogg's product innovation and drive for market expansion. Kellogg Company and the effects of the food industry worldwide today. WK Kellogg started in business growth in 1914. In 1938, Kellogg built factories in England and Australia. Following W. K. Kellogg's death in 1951, Kellogg continued to expand its operations, building factories

in America and Asia. In 1958, Tony the Tiger has won the competition on the Kangaroo Katy One spokesman for the Kellogg's frosted Flakes character and become column of American culture. Disruptive innovative products include Kellogg convenience food including: Pop-tarts pastries, Eggo frozen waffles, Nutria-Grain bars and restaurants. Kellogg has become a leader on mental health, innovative Special K breakfast option as all Bran cereal and 19. Kellogg is expanding its business by acquiring and innovating vegetarian food group based Worthington Foods in 1999 and based on organic Kashi Food Group in 2000. Kellogg Feebler snack leader found Foods Company in 2001

Company Description, KELLOGG

In 2006 with sales of \$ 11, 000, 000, 000, Kellogg Company is the global leader in producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit snacks, frozen waffles and veggie foods. Kellogg products are manufactured in 17 countries and marketed in over 180 countries worldwide. Company Kellogg Company is divided into two main sections: Kellogg North America and Kellogg International. Kellogg North America, including detailed cereals, snacks and frozen and specialty retail channels in both business United States and Canada. Kellogg International business is divided into in Europe, Latin America and Asia, and Australia (Asia Pacific). Group Company of North America Retail Cereal Many popular brands such as Special K and frosted flakes and Kellogg's kasha, our natural brand. Kellogg International business focuses almost exclusively on cereals and types of healthy snacks in their respective regions. Europe Business includes brands such as Special K cereal

and Crunchy Nut Cornflakes and healthy snacks such as Special K Bars. Activities in Latin America also focusing on cereals, including, for example brands and Zucaritas Kellogg's cornflakes, and healthy snacks, like All-Bran Bars. Asia Pacific business includes cereals such as Kellogg's Bran Flakes and All-Bran Nutri-Grain in Japan and Australia. Our snack brands in Asia Pacific are the Special K Bars, Nutri-Grain bars and muesli bars.

Vision and Mission

Kellogg Company and vision statements to describe its mission to focus on sustainable growth, the broad definition of social responsibility and real strength of the company - people and brands. Company vision encompasses all stakeholders including shareholders, employees, customers, consumers and communities. Its mission offers where they are as a company today, and where they want to be in the future. Whose vision and autonomous mission. They are integrated into their strategy and operating principles and the foundations Company: K-values, people and community involvement.

Source Kellogg website

DEFINE corporate communication

Basically defined, corporate communications exchange between the elements of society. Basically, this type of communication is equal to the amount known in the field of communication studies." The organizational communication." Communication in an organization, many skills needed in other forms of communication: clarity of disclosure,

listening, conflict management and various other basic communications skills. If organizational communication differs from other forms of communication within the organizational structure and environment contexts present during the communication.

Corporate Communications / Public Relations:

• Develop and coordinate the programs for various corporate communications internal and external customers.

• Develop relationships with customers and clients, doing business growth and profitability.

• Collaborate with industry analysts and editorial contacts, ensuring the company media, magazines and reports from analysts.

• Analysis of the data to identify business opportunities, Communications Director

The top management to propose workable solutions.

• online news release development and publications / newsletters, the updating of staff / customers and news producing publications such as brochures, leaflets, annual reports

• emphasize communication and crisis communications, and media interviews, electronic media and online public service organization outreach programs, camps, etc. to enhance the corporate image.

Effective corporate communication

Efficiency can play an important role in corporate communication. The potential success of a business or company. The reason is clear because the most people want to communicate with people and not the computer voice recording system response. Just think how frustrating it is when you do try to get a straight answer your question about a product or

service, the organization has refined but to call an automated voice response system. Well, the same frustrations that occur in organizations that do corporate communications in a timely manner. On For example, it is very important to communicate openly and honestly with your employees. Today, employees are demanding and not everyone thanks your deductible, but they will not forgive you anything less. A series of messages by official channels, such as speeches, newsletters, business videos, values statements, and so forth. The other set of messages

“ Provided,” informally through a combination of “ off the record” comments and

daily activities. For the current rhetoric of official suspicion, without any action quickly disintegrates into empty slogans and propaganda of the company.

According to Swenson, CEO of Cricket Communications, “ What do you do in the Sue

corridor is more powerful than anything you say in the boardroom. “

Finally, in terms of the employee, the nature of communication Behavior is influenced by 10 percent “ traditional” vehicles, 45 percent organizational structure (regardless of punishment or reward) and 45 per cent steering

1. 1

Why is corporate communications strategy important in Kellogg?

The Kellogg’s Corporate Communications to encourage primary and support physical activity in all sectors of the population using resources for financing and implementing physical activity-based Community Programs for consumers and the general public. With that he wants increase the association between physical activity and Kellogg. Kellogg’s has Using packs of cereals to the message of “ balance” for consumers to express and implementation of the labeling of foods that consumers can make decisions about the right balance of food.

Effective communication is essential for advanced strategy. Kellogg’s success because of the way consumers communicate objectives to help examine how “ the right balance.” He developed various types communication to transmit the message “ eat for all customers.

Corporate communications link to corporate objectives

On April 7, the second company Kellogg’s Global Corporate Responsibility Report, a full accounting of their strategies, the main origin and direction of the market environment, workplace and the public. “ On the anniversary of 150 years on what would have been our founder, Kellogg Company proud of our ongoing efforts to WK Kellogg’s legacy to the report strengthen the

business and doing good for the environment and society, “ said David Mackay, President and CEO, Kellogg Company. Attention has been given a comprehensive review of the role of voice communication companies in Kellogg’s identity. Instead serve as a tool for visual consistency and messaging behavior Discourse of corporate communications is defined as a method affectualized participation in the work. In this regard, corporate communications discourse to the balance of the symbols and the substance as the two sides of same coin – the company’s overall goal. In conjunction with its partners and suppliers of environmental impact reduction Discourse is an important aspect of corporate responsibility.

Task 1. 3

Branding and corporate communication in Kellogg

Branding is a key issue for companies operating intoday’s international market. Kapferer (1992: 46-7) argues that branding means more than just a brand name or product ‘ Brands direct result of market strategy and product separation discrimination. “ Companies use a combination of the characteristics of each brand customer specific needs in different economic circumstances. Lots Of Company and its products, brands, competing in global markets. Corporate branding refers to the strategy, the brand same (Chernatony, 1997), the product branding marks depends identities for different products.

Kellogg was the main sponsor of swimming in Britain. In this way Kellogg’s is sponsoring the swimmers reached the pool associations the best support

possible to get. Kellogg's sponsor the ASA Award Scheme more than 1.8 million prizes awarded to the swimmers every year. This

relationship with the ASA Kellogg recognized somehow helped to how individuals live healthy and balanced achieve. This strengthens the brand position.

Working with the ASA Kellogg helped establish links with several other companies and partners. For example, the UK Sustain says sustainable transport organization. Sustain is looking for ways in which individuals can meet their transportation needs in a manner that minimizes environmental impact. The Coordinator of the National Cycle Network. activities aim encourage physical activity and promote support for development of Kellogg Roller timer free advertised on television in 2007.

Thus corporate communication boosts up Kellogg to be established brand in international market.

TASK 2

Kellogg communications audit

In this chapter, to address the communication audit Kellogg Company to increase the capacity of communication and to determine strengthens areas of the organization and to identify deficiencies that may need to improve. How is the communication Downs & Adrian (2004)

supervisor that, formally or informally, capacity, or performance of essential communications practice. This determines what works, what does not and

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what might work better than the necessary adjustments. " WK Kellogg Foundation (2010) State Communication audits are designed to ensure that the organization: consolidation Meets on brand values and information needs Show the public the story is true, but more importantly the right words Generate interest story above address with the most effective can .

Verification of communication and implementation methodology

The audit of communication or common practices of communication between organizations and can be applied internally through a communication department or external consultancy services (CorporateCommunications. co. uk 2010). Some changes practice inspection systems that can be used, some are organized in 6 whilst another step recruitment process only 5 degrees, although, generally speaking, they are They are very similar. The purpose of this report is audited five-step We recommend Hargis & Tourish (2000) with only steps 1 -

4 will be used

2. 1

Internal communications

Application of internal communications, corporate communications communications

all others work. This includes all aspects of the Company's personnel exchange

information. Internal corporate communications directors informed employees, your employees together on an equal basis, between the communication within different divisions of the same company, and other tasks.

Internal business relationships based on strong corporate communications, without the possibility will not be the company's Express to be able to build or maintain

Association.

2. 2

plan Developmental stages:

Step 0. 1

Understand the communication training.

Tynes (1999) define this stage as “ a general idea on a practical level, the functional areas of organizational communication:

Stage. 2 - Give a rating scale of measurement. Assessing Stage. 1 should be described in more than one measure or scale can be attributed quantify the effectiveness of various communication practices that already exist.

Stage. 3 filled with the current activities and communication to assess Kellogg's health issues existing business communications stage. 1.

Improvement

Step 0. 4

Because the matrix in the following areas will require betterThe site has achieved optimal performance.

2. 3

Internal Communications of Kellogg /The current level of practice

Internal communication takes place within the organization. Kellogg many uses

different ways to communicate with its employees. For example, Kellogg magazine publishes a house that is divided by all persons working for Kellogg. The magazine has articles on topics like a balance diet and proper exercise. It also lays emphasis on the work of Kellogg

hand in sport and the community. To encourage employees Hiking, Kellogg provided each employee with a pedometer. This Activities helped the employees understand the company Kellogg objectives and why the company made. It also shows clearly that

He did achieve.

Kellogg's Intranet as well, that is very good use of the markand demonstrates the company.

TASK 3

3.1

Define external corporate communication

No definition of corporate communication is complete without understanding of external communication. External communication and business is the way businesses send their message. This is how companies define the outside world and how to give this message.

Included in external business communication is to create Web sites dealing with, distributing brochures, call the phone customers and much more.

External Communications

External communication is between the organization and outside world. If a large organization, Kellogg uses many forms to communicate with his customers. For example, he uses the cartoon character Jack and Aimee to send a message that emphasizes the need to get "shares

Right Balance. " Using Jack & Aimee, Kellogg is able to advise parents and children on the importance of exercise. The characters can be found at the backs of cereal packets.

The company also produces a series of booklets for clients on topics such as food and health, calcium for strong bones. They are available at the website.

Source www.job.fidelity.co

The semiotics of the Kellogg's logo

Kellogg's bright red background with white logo that has an impact and it is very memorable. Kellogg's logo running on different media, e. g. Internet, in newspapers or on small business. This is the classic success logo-known, very simple and works on various media and backgrounds. Logos must be credibility on the basis that, as the foundation of all business especially when the commerce on the Internet. The credibility comes in many different forms, depending on your industry. For example, tech companies to be innovative credible, but also painting and new, so we use modern but credible design. On the other hand, financial institution or related. Say a company needs to offer stability and reliability for strong and symbols and fonts stable. Market research showed that customers respond to the strong brand image and efficiently, and certain assumptions about your business based on the logo of your company before they announced your product or service.

An intercultural approach to business strategy, Kellogg's

Many cereals on the taste and texture profiles generally accepted across cultural boundaries. For example, in Kellogg's Cornflakes all countries where Kellogg distribute their products. The

manufacturing techniques globally standardized, making produced their unique flavor and uniform throughout the global market. However, because restrictions on trade and the geographical boundaries of distribution

Cornflakes across Europe are manufactured using a different type of maize

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United States, the texture and appearance of the resource product changes. If you Kellogg's Cornflakes were in the U. S. now, they pale yellow compared with the more gold flakes distributed throughout Europe. Kellogg's global marketing expertise, combined with our expertise in grains and Results of Technology, Kellogg's cereal and convenience of developing Foods that meet the unique needs of select high potential for markets.

Other methods of business communication

After creating a goal and objectives, a process KelloggPlans to develop a strategy and a series of actions. They are designed to objective and scope of business objectives. In the area of food labeling, introduced Kellogg's GDAs Kellogg's packaging, including the recommended daily amounts. GDA are doing these consumers to understand the amount of recommended daily amount administration of nutrients in food, Kellogg's. Working with other groups

large manufacturers, Kellogg has introduced a new format in May 2006 with the Greater Dublin Area clearly branded products and packages.

With Kellogg worked for many years to encourage people to participate in more physical activity. The company began working with the Amateur Swimming Association (ASA) in 1997, with six long term objectives. The ASA is the best organization to work with Kellogg as objectives closely reflect that of society.

In addition, to encourage people to walk more often, if Kellogg Free pedometer with a range of All-Bran, each person can therefore be measured their daily steps. In 2006, more than 675, 000 pedometers were claimed by consumers.

Kellogg will continue to support the Global Food Banking Network, or NSG, with

Nonprofit Founded in 2006 to create, build and banks to provide food and food banks

networks the world. Kellogg, who gave the organization \$ 250, 000 in 2009, was

three founding partners, and our vice president for corporate social responsibility member

NSG directors. GFN Council operates in 18 countries to support existing food banks and food to create a new bank in the communities where they are

necessary. In 2009, for example, the NSG has opened four food banks in South Africa

The first one in this country. Kellogg's Corporate Citizenship Fund initial funding and our

Johannesburg office Helped launch the food banks, which inundated with requests for help because they opened

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Areas need to be Improved

After examining a matrix in the following areas appear to be improvement to reach the optimal state or measured.

1. Mission clear communication and access documentation, including external stakeholders.
2. The ongoing review of relevant task overall business strategy to retain the target company's vision.
3. Better alignment with organizational objectives to mission giving vision and delivery is currently focusing.
4. The introduction of feedback mechanisms on the effectiveness communications equipment to understand how effective stakeholders and constituencies in which they were intended.

TASK4

CORPORATE COMMUNICATION STRATEGY

The effectiveness of corporate communication can play an important role in the success of a business or enterprise. The obvious reason is that most people like to communicate with people and did not record voice response computer systems. Just think how frustrating it is when you try to get a clear answer to a question you about a product or service, but the organization has filtered to call an automated voice response. Well, frustrations same place in organizations that fail to implement timely corporate communications. For example, it is very important to be open and honest communication with employees. Today, employees are more demanding and

not everyone thank you for your honesty, but they will never forgive you for anything less. Open and honest communication goes beyond telling the truth when it is advantageous. Communicator must be a dynamic, even aggressive, sharing everything – chances, risks, errors, potential errors – and then invite people to collaborate with these challenges (Goman, 2006).

Another factor to remember for effective business communication is a communication that is not compatible with the systems of organization and management actions unnecessary. Business leaders begin the importance of communication based on behavior change management as a staple requirement for learning. Organizations send in general, two sets of simultaneous messages changes.

4. 1

Planning objectives of Corporate Communications

Promoting the development of a communication plan in place, new and improved monitoring

- Link Policy
- More effective programs for implementation of public consultation and communication strategy and monitor their effectiveness;

Develop policies to assist in communication;

- Media relations (including the preparation of resources for the media);
- Coordination of advertising;

- Internal communications (newsletters, intranet);

4.3

MONITOR

simulating on multiple channels, built-in monitoring process functionality and business brand identity, and workflow facilitate quality control,

communication experts to spend less time

project management and focus on the tasks at hand.

CONCLUSIONS

Kellogg's success in achieving its goals because of the way they clearly they provide to customers. It uses cartoon characters to give advice to children and parental functioning. It also produces leaflets. Internally, Kellogg use its internal magazine to promote the message. Kellogg Research Know balanced diet and regular exercise to help people stay healthy. It is

communicate this message through its brands and promotions.

Communicated by the organization in The report shows that Kellogg's has resulted in consistent business communicationsstrategy.