

Marketing campaign argumentative essay



**ASSIGN
BUSTER**

Kellogg's Frosted Flakes cereal should have a target market should be elementary school age children, teens and young adults. Since the children and teens do not have purchasing power, the focus of these age segments will be marketing to the caregivers.

However, the influencing power over the caregiver of the children and teens should be factored into the marketing strategy. A different marketing campaign should be used for the young adults segment of the market. Regardless of market segment, the brand Kellogg's will have an influential effect on the market and potential to generate profit for the Frosted Flakes cereal. Kellogg's brand is a very strong brand on the market. The majority of consumers have knowledge of the Kellogg's brand.

When marketing the Frosted Flakes cereal, brand loyalty among current and potential customers will play a significant role in marketing the product. Reliability and quality of the Kellogg's brand needs to be upheld to retain customer loyalty. With the emphasis on eating a healthy breakfast daily, customers will be looking for a breakfast item that is both tasty and healthy. Many consumers do not have time to cook a hot breakfast, so the market growth in cold cereals is on the rise.

Kellogg's Frosted Flakes are vitamin enriched and healthy. In addition, the Kellogg's Frosted Flakes have a rich flavor that children, teens and young adults enjoy. In addition, the Kellogg's Frosted Flakes is comparably priced to similar sweetened cereals in the market. Consumers will have the benefits of a trusted brand name, product that is tasty and price range that is

comparable to similar products on the market. Because Kellogg's is a trusted brand on the market today, it is known all across the world.

Kellogg's has used its cartoon and animated characters to enable the younger market to relate to the product. The Kellogg's brand has been around for a century and thus it is trusted and respected in households. The target market of children, teens and young adults can associate positive feelings with the brand name. The buying market of the caregivers will trust the brand name because it is one that they grew up with as children.

The universal symbol of Tony the Tiger is easy to relate to as friendly, helpful and trusting to build continued brand loyalty. One macro-environmental force that could dramatically affect the Kellogg's brand is rise of other cereal brands within the market. As more consumers are switching to a quick, healthy breakfast item, the emergence of other cereal brands is also rising. As the other brands build a base for consumer brand loyalty, Kellogg's brand will face a stronger competition in the general market as a whole.

It will be important for Kellogg's to maintain its product integrity and globalize its marketing strategies for the target market. Another macro-environmental force affecting Kellogg's is the rise in milk prices. To use the Kellogg's Frosted Flakes cereal, the consumer needs milk. However, the milk industry has started marketing its use not only for nutritional value but for weight loss value. Kellogg's Frosted Flakes has handled the milk issues by providing other uses for the product than simply breakfast consumption.

There are recipes available for using Kellogg's Frosted Flakes as an ingredient. A key ingredient to a successful marketing campaign is to

<https://assignbuster.com/marketing-campaign-argumentative-essay/>

effectively market around the brand competitors. Kellogg's Frosted Flakes markets the product aggressively with complimentary products such as mugs, clothing and breakfast accessories. By marketing the cereal for item collection goals, consumers are more likely to maintain brand loyalty to Kellogg's over other competitive brands. One competitor in the market is Nabisco. Nabisco has been in the market and developed a strong reputation for product quality.

The second primary competitor for Kellogg's is General Mills. Like Kellogg's and Nabisco, General Mills has a strong consumer market that is brand loyal. Both Nabisco and General Mills have centralized their marketing campaigns for food consumption. Kellogg's has branched out into offering clubs, contests and non-consumable products to build a stronger brand loyalty and to further reach the target markets.

A key feature to marketing Kellogg's Frosted Flakes in the breakfast department will be to offer the non-consumable products on the same aisle within each retail operation. Purchasing power for Kellogg's Frosted Flakes cereal is the caregivers and older adults. Near the Kellogg's Frosted Flakes cereal area, there should be Tony The Tiger products hanging from the shelves for impulse buys. Such items could include collectible mugs, tote bags or even ties. Placing these type of impulse buy items with the Kellogg's Frosted Flakes cereal would entice potential new consumers and continue to build brand loyalty with established customers. Emphasis will need to be placed on the influencing power of the children and teen market.

On the same aisle in the retail stores as the Kellogg's Frosted Flakes cereal, items such as bowls, spoons and lunch boxes should be available for sell. Having these non-consumable items available will create a desire within the younger market to encourage the caregivers to purchase the Kellogg's Frosted Flakes cereal. Sippy cups and bottles could even be hung in this area for the younger children and teens to give as gifts for their younger siblings. Attention is then focused on the Kellogg's brand and trademark of Tony The Tiger which will encourage the consumers in the younger market to request Kellogg's Frosted Flakes cereal from the caregivers. Caregivers are often shopping within time constraints.

The cereal aisle position within the retail facilities needs to be easy to locate within the store. To maximize buying potential from consumers, the cereal aisle needs to be located in the center of the store and near the entry doors. The purchasing market will then be able to get the product quickly. For consumers that are shopping on a budget, having the cereal aisle located midway through the store will increase potential purchasing because the customer will not have reached their end budget point and will not be tired from shopping through the entire store. Children and teens accompanying the buying customer will be more likely to encourage impulse buys to go with the Kellogg's Frosted Flakes cereal product.

Positioning of the cereal aisle within each retail building will greatly affect the potential buying of the product.