

The background is a light green field with white, wavy borders. Various food items are illustrated in a stylized, flat design: a carrot with a green leafy top in the top left; a strawberry with a green stem and leaves in the middle left; a slice of watermelon with a green rind and red flesh in the top right; a piece of seaweed or a leafy vegetable in the middle right; an avocado with a brown pit in the bottom left; and a carrot with a green leafy top in the bottom right, surrounded by small green dots.

Kashi Foods

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SWOT

Strengths

- Some appealing social media posts
- Commonly available in urban areas
- Decent social media presence
- "All natural ingredients" appeal
- Environmentally friendly

Opportunities

- Posting more on social media
- Put products in more rural locations
- Lean into "diet culture" on social media
- Change packaging to be environmentally friendly

Weakness

- Lack of overall transparency in products
- Consumer reaction on social media to supply shortage
- Lack of social media post (posting in inconsistent)
- Low advertising overall
- Expensive products

Threats

- Cheaper alternatives/competitors
- Continued/sustained supply shortage
- Competition has a wider variety that appeals to be larger audience
- People just enjoy "junk food" more than healthy food



TARGET MARKETS



THE AGILE YOUNGSTERS



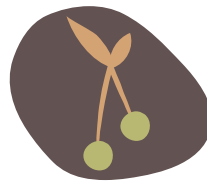
Demographics

- 24-35 women
- Mostly young single, but some mothers/families
- Middle to upper class
- White women



Geographics

- In the United states and Canada
- In states that favor athletic, mountainous living Colorado, Utah, and Wyoming
- Mostly in big cities



Psychographics

- Concerned with physical exercise and diet
- Appreciates vegetarian, vegan, healthy ingredients and non-GMO certified
- Money is more limiting so lifestyle is more conservative



A stylized illustration of a landscape with green hills and a white path. The path winds through the hills, with various plants and fruits scattered around. In the top left, there are purple leaves and a green fruit. In the top right, there are purple leaves and a brown fruit. In the middle right, there is a green fruit with white seeds. In the bottom left, there is a purple leaf and a green fruit. In the bottom right, there is a green fruit with white seeds and a purple leaf. The text "THE MATURED MATRIARCH" is written in a bold, dark brown, sans-serif font in the center of the image.

THE MATURED MATRIARCH

01

Demographics

- 35 -50 women
- Mostly mothers/have families
- White women
- Higher economic states and well educated

02


Geographics

- In the US and Canada
- In states like Colorado, Utah, and Wyoming
- Mostly in big cities where grocery stores would be more concentrated

03

PsychographicS

- Have establish career with a more expensive lifestyle
- More free time to focus on health and more conscious about food consumption
- Increasing health awareness in themselves and children



"It is health that is real wealth and
not pieces of gold and silver."

—MAHATMA GANDHI

Creative Idea

Short Videos/Images

- Focusing on athletic lifestyle that incorporates kashi
- Examples include running, biking, hiking, yoga, climbing, skiing, and snowboarding
- Short videos (5-30 seconds) showing an athletic activity and how kashi ties into activity/lifestyle





OBJECTIVES

1

INCREASE social media presence by 15% by December of 2022.

- A. Instagram 23,690
- B. Twitter 12,880
- C. Facebook: 780,744
- D. Create a Pinterest

2

IMPROVE sales of Kashi products by 15% by December 2022.

3

IMPROVE environmental and transparency reputation by 10% by December 2022



Strategies

Social Media

- Post five times a week on Instagram, Facebook, Twitter, and Pinterest
- Consistent engagement is important gaining and keeping followers

Images and Video

- Refocusing the images around more personal stories and healthy
- Incorporating videos on personal and healthy
- Help dramatically improve engagement

New Products

- Focusing on the Keto Diet
- Including vegan and Vegetarian Options as Well
- Opting for something that will not be impacted by the current supply chain issues





ADVERTISING TACTICS

Promoted Tweets

Newfound thoughts on health and non-GMO certified products.

Facebook Ads

Kashi can help sustain health.

Pinterest Ads

Pictures, recipes, targeted towards a younger female audience

Platformed videos


Personal health narrative showing Kashi is dedicated to promoting healthy ingredients.

Responses

Respond more actively to address concerns of potential and current consumers.

Climate Change

Promote short videos detailing Kashi's work to combat climate change.





PR TACTICS




Video Ads

Specific ads for each SM platform showing each new keto product.

Recipes

Promote new recipes involving new products, but through video productions.



Tutorials

Showcasing different workouts that Kashi brand users would be interested in.

Pinterest

Announce on all other SM that there is a new pinterest account and continue posting on brand “lifestyle” posts.

Hashtags

Generate a unified conversation


#GoKashi

#GoKetoWithKashi

#KashiGoesKeto

Nature

Post images of nature on SM to engage an outdoor lifestyle narrative and appreciate the beauty of nature.



BUDGET \$500,000

PINTEREST 20%



30% FACEBOOK

30% INSTAGRAM

20% TWITTER

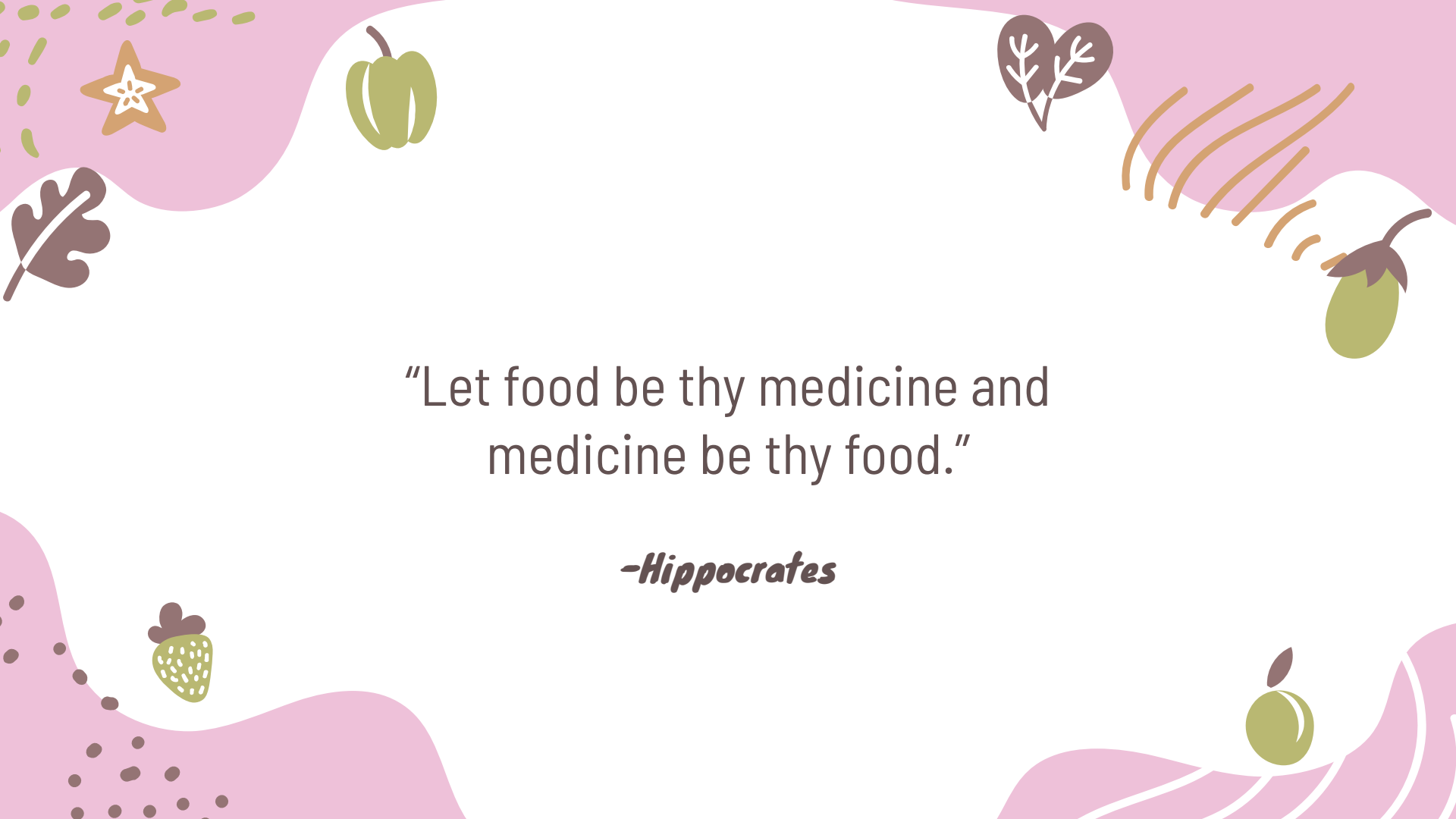
SCHEDULING

JUNE	JULY	AUG	SEP	OCT	NOV	DEC
Surveys	Content	Content	Products	Products	Products	Products
Production	Production	Production	Production	Production		
PR	PR	PR	PR	PR	PR	PR
Testing	Testing		Content	Content	Content	





FINAL PITCH

The image features a decorative border with various food and nature icons. In the top left, there is a green star, a green bell pepper, and a brown leaf. In the top right, there is a brown heart with white branches, a green eggplant, and a green apple. In the bottom left, there is a green strawberry and a green apple. In the bottom right, there is a green apple. The background is white with pink wavy borders at the top and bottom.

"Let food be thy medicine and
medicine be thy food."

-Hippocrates

THANKS!

DO YOU HAVE ANY QUESTIONS?

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