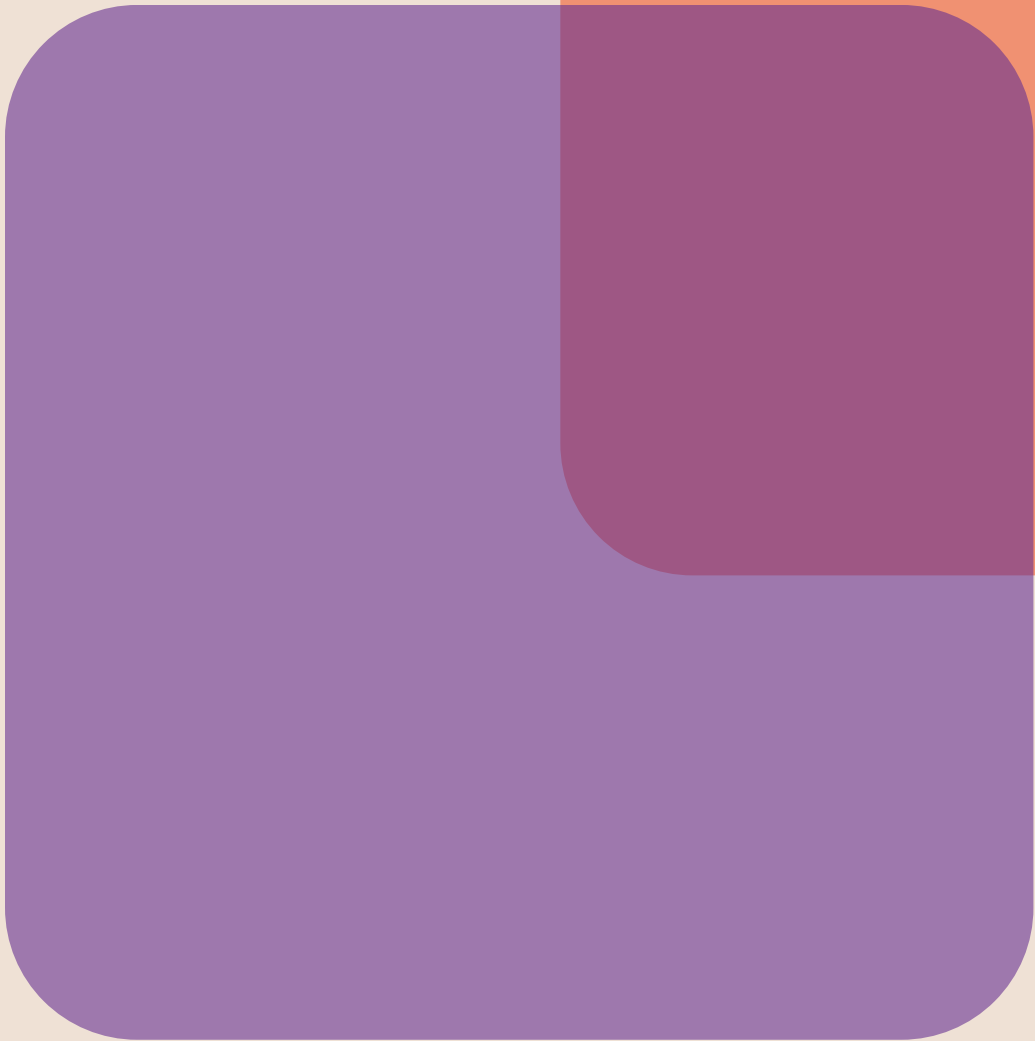
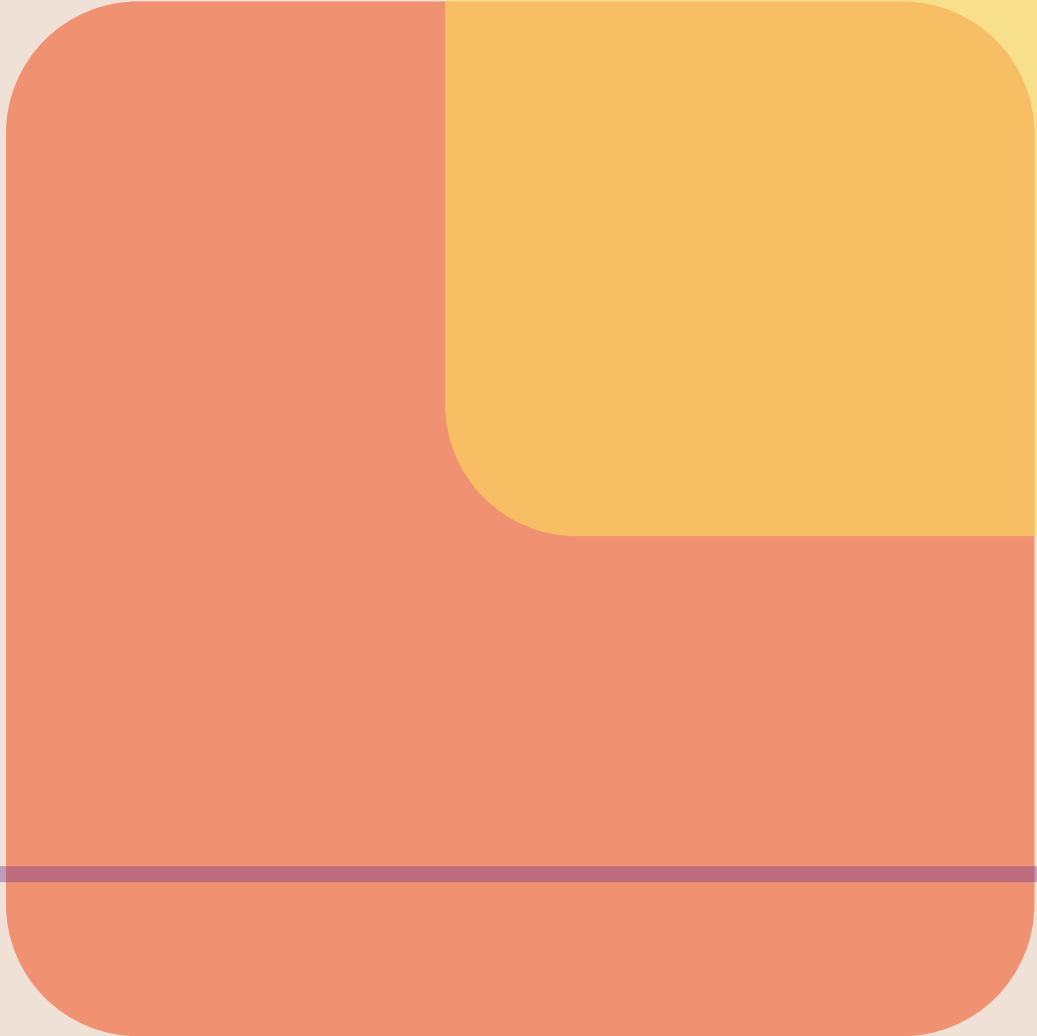


(608) 345-2025
Contact@ojagency.com

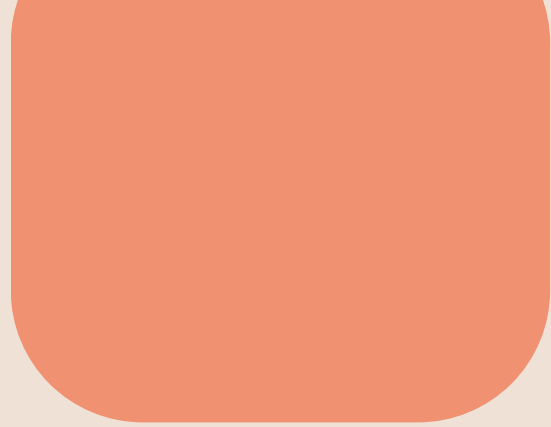


Cinnamon Toast Crunch™
Campaign Proposal

Oracle Juice Agency



2025



Our Team

Account Director

Bianca Cherry

Social Media Director

Katherine Ringsmuth

Creative Director

Mirabella Villanueva

Media Buying and Planning

Michael Dougherty

PR Director

Melody Deng



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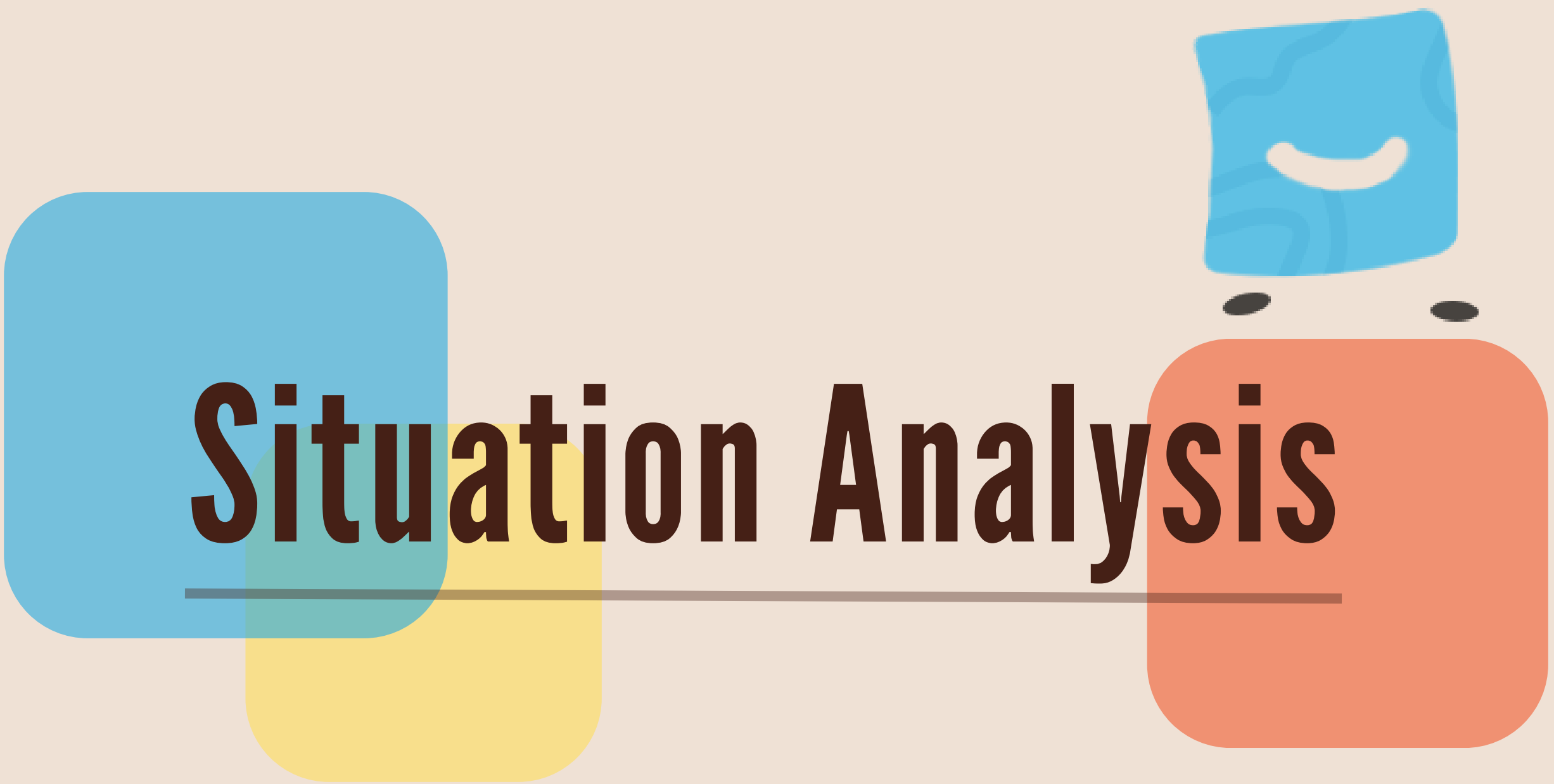
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Situation Analysis

Industry & Market Trends

Our overarching category is breakfast foods. In this case, we are specifically talking about breakfast cereal, so some of our substitute products in the breakfast food category include eggs, bacon, pancakes, and waffles. Some of breakfast food's complementary products include fruits as a side dish, and breakfast beverages like coffee, orange juice, and milk. Our subcategory in this case is the breakfast food subcategory of breakfast cereals. Currently, the major retailers for breakfast cereals are Kellogg's, General Mills, Nestle, PepsiCo, and Weetabix.

While the household penetration for breakfast cereal has fluctuated in recent years, for the year 2024, Kellogg Co. reported a 2.8% decline in U.S. cereal sales. According to CNN, the pandemic drove up cereal sales by 9%.



2.8% Decrease in
U.S. Cereal Sales in 2024

The macro issues in the breakfast cereal category currently include: Fragmentation: Right now, there are so many options for breakfast cereal, so it makes it hard for a single product to stand out when other products can do “the same thing” according to customers. Social Media Symbiosis: It's hard for cereal companies to keep up with society's short attention spans, and therefore marketing tactics like cereal commercials aren't exactly capturing the attention span of customers anymore like they used to. Decline of Trust: Customers don't feel like they can completely trust brands like cereal brands for healthy breakfast options because they can contain a lot of sugars and processed ingredients. Societal Disruption: With customers' lifestyles, it's harder for them to want to reach for “sit down” breakfast options like cereal, and they may gravitate towards quicker breakfast options instead.

Although many factors are leading consumers in different directions when it comes to their breakfast choices, the breakfast cereal market is projected to grow from \$40.01 billion in 2025 to \$58.35 billion by 2032, according to Fortune Business Insights.



Competitive Analysis



**Cinnamon
Toast Crunch
(CTC)**

**Lucky
Charms**

**Frosted
Flakes**

**Cap’n
Crunch**

Product

Wheat
cereal, 140
calories per
serving, 12g
added sugar

Whole grain oat
and corn/
marshmallow
cereal, 140
calories per
serving, 12g
added sugar

Milled corn
cereal, 130
calories per
serving, 12g
added sugar

Corn
flour/oat flour
cereal, 150
calories per
serving, 16g
added sugar

Price

Store
dependent,
\$2.97 at
Walmart, \$3.79
at Target
(12 oz. box)

Inconsistent
pricing;
generally
similar in Target
and Walmart

\$2.97 for 10.5
oz box at
Walmart, \$3.99
for 12 oz box at
target (more
expensive than
CTC)

\$2.97 for 12.6
oz box at
Walmart,
slightly
cheaper than
CTC

Place

Grocery
chains,
Amazon, local
stores. Next to
competitors in
store

Grocery
chains,
Amazon, local
stores. Next to
competitors in
store

Grocery
chains,
Amazon, local
stores. Next to
competitors in
store

Grocery
chains,
Amazon, local
stores. Next to
competitors in
store

Promotion

Crazy squares,
animated
commercials,
variety of SKUs,
successful
TikTok
Campaign

Leprechaun,
animated/live
action ads, less
social media
presence,
variation of
SKUs

Tony Tiger,
“They’re
Gr-r-reat!”,
animated/live
action ads, less
social media
followers

Captain Crunch
mascot, creative
product
variations
(“Oops... all
berries”),
commercials

[more information here](#)

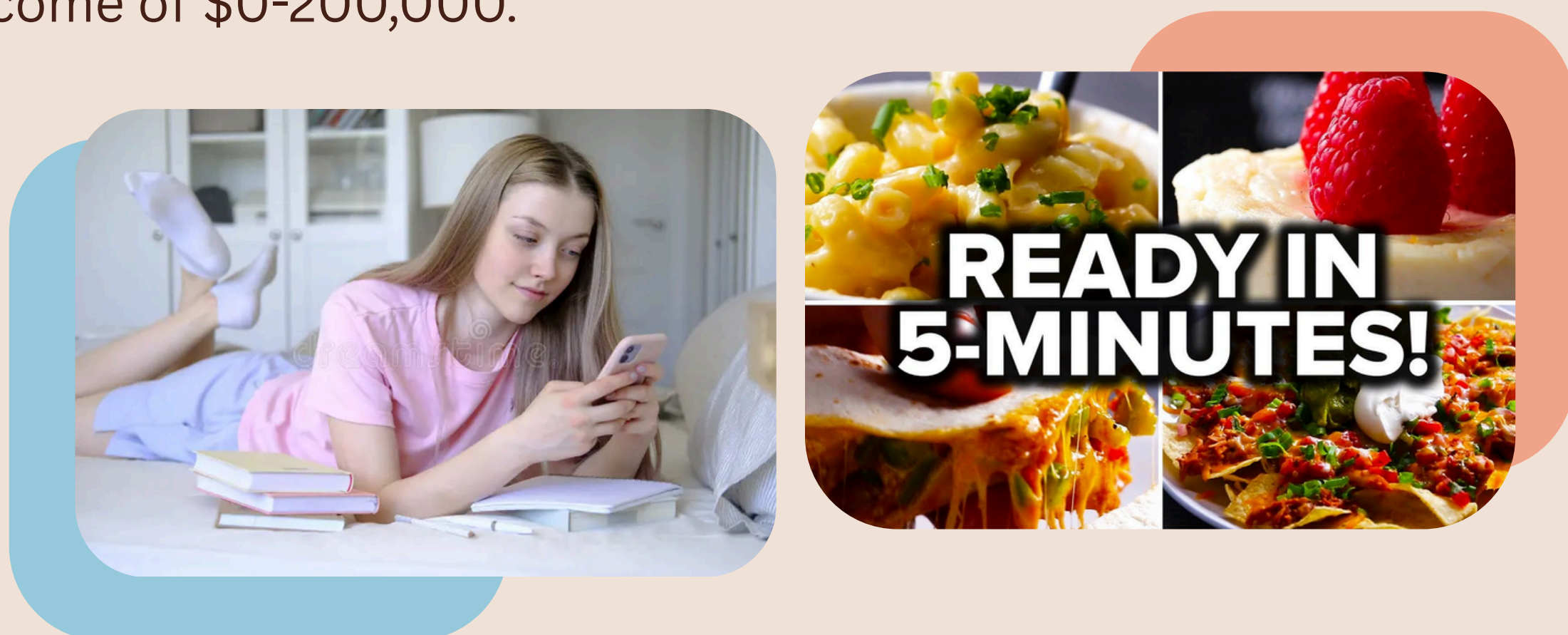
[Source](#)



Consumer Analysis

Primary Target Audience

Our Primary Target Audience is Gen Z Women who are active social media users and interested in online trends such as food videos/recipes/hacks. Additionally, they have an annual household income of \$0-200,000.



Our objective for our Primary Target Audience: To install a social media audience of Gen Z women for our brand, and throughout, promoting new “Cinnamon Toast Crunch” products and releasing innovative recipe videos with well-known influencers. Gen Z women are 36% more likely to use social media throughout the day than the average person. Additionally, they are 61% more likely to be interested in cell phone advertisements. The campaign must focus on online advertising through influencers connected to Gen Z women of the lower-upper middle class.

Cinnamon Toast Crunch and other “sugary” cereal brands focus on a “childish” and “fun-loving” appeal. By shifting their branding goals to cater to more mature audiences, they have the opportunity to expand their brand’s use beyond its acclaimed “sugary cereal” or “indulgent treat” title. For example, if they created campaigns centered around Gen Z media marketing, Cinnamon Toast Crunch may inspire wider audiences to use their cereal in untraditional/unconventional ways—not just pouring cereal into a bowl and adding milk.



Secondary Target Audience

Our Secondary Target Audience is women from the west/south region of the U.S. who are financially conscious. This person believes social media is a credible and easy place to get ideas.



Our objective for our Secondary Target Audience is to increase brand loyalty and product users among Millennials. Our rationale is that millennial women eat more Cinnamon Toast Crunch than the average woman; reintroducing and enforcing their brand loyalty would be beneficial. The campaign should also focus on reintroducing Cinnamon Toast Crunch to this specific demographic as they may have had this cereal as kids, focusing on the nostalgia factor.

As of now, Cinnamon Toast Crunch primarily focuses on appealing to younger audiences– this can be seen in their commercials (also what networks they choose to commercialize on), their brand mascot, and the cartoonish designs and vibrant colors across their cereal boxes. By slightly shifting focus and bringing the value of nostalgia back to the brand, there could be a diverse campaign created. Cinnamon Toast Crunch has the opportunity to increase brand acknowledgment across 32-40 year-olds; this can be done by “bringing them back” to their adolescence through strategic marketing that taps into their core childhood memories.



Results of Primary Research

The primary results of our research show that there is a good amount of users that are inspired by the internet and use cereal. 48% of people who answered our survey said they ate cereal occasionally.



48% of survey
respondents
said they eat cereal
occasionally

This means that there is an audience that may not be active cereal eaters but they still consume the product. Additionally, this means there's potential to take this audience and have them use the product more frequently.

Another important insight from the survey is that 53% of people who responded to it said they learn about food products and promotions from social media. This means that an effective campaign strategy involves a strong social media presence.



Brand Analysis

Cinnamon Toast Crunch has a variety of products including their main cereal. They have 22 different products including 8 different breakfast cereals ranging from traditional Cinnamon Toast Crunch to Tres Leches Cinnamon Toast Crunch. They also have different spreads and toppings to put on different types of food.



The price of their original cereal was \$2.87, all the way to \$8.19. Some of their other products like their cereal pouches go for as little as \$0.99 whereas their more expensive Loaded Cereal goes for \$5.29.

The product is sold at a variety of different retailers like Target, CVS, Albertson's, and other grocery stores. Wherever you are in the country there is a high likelihood you'll be able to find some variety of Cinnamon Toast Crunch.

The promotion of the brand can be seen over a multitude of social media platforms. They have an active presence on TikTok, X and Instagram. Additionally, they also have ads on different TV channels including Nickelodeon.

Cinnamon Toast Crunch is currently presenting itself as a fun and bright brand that is focused on marketing their product to a younger audience. This is seen with their lively ads that highlight their mascot, Crazy Squares. Their social media accounts position them as a very unserious brand with a lack of cohesive posts particularly on their Instagram.



Paid Media Analysis

The most notable form of advertising for cereal companies is commercials on TV. This has long been the dominant strategy. Two of the market's top competitors, Cinnamon Toast Crunch and Frosted Flakes, are prime examples of success via TV marketing.

From 2021-2022 Cinnamon Toast Crunch and Frosted Flakes aired over 49,000 commercials on national television. This gave them 19B combined impressions. Frosted Flakes generated 919,000 incremental searches for its brand and Cinnamon Toast Crunch generated 982,000.

There were differences in their strategies. Frosted Flakes focused more on children's networks (reflected in the tiger's branding and children's actors). Cinnamon Toast Crunch also devoted resources to children's channels, but about 20% less.

Cinnamon Toast Crunch has doubled down on its brand, focusing largely on new things like "Cinnamojis" and their cinnamon sugar seasoning, while Frosted Flakes has devoted more resources to promoting itself as a "fueling" cereal, getting celebrities such as Shaq to help with advertising.

Cinnamon Toast Crunch seems to be riding with teenagers and a newer approach to marketing. They launched a TikTok ad campaign that boosted their interaction online. This is in comparison to Frosted Flakes, who take on a more traditional marketing approach targeting children and their parents.

Cinnamon Toast Crunch started a TikTok challenge using Whitney Houston's "I Wanna Dance With Somebody" with the hashtag #CTCVoiceBox. This gives Cinnamon Toast Crunch interaction without having to pay for it.



Category Creative Analysis

Cinnamon Toast Crunch

Cinnamoji: This campaign has become one of the most successful in the company's history. The series is a collection of limited edition Cinnamon Toast Crunch cereal packaging that includes the iconic Cinnamon Toast characters' faces being put on the pieces of cereal.



TikTok Challenge #CTCVoiceBox: Cinnamon Toast Crunch started the #CTCVoiceBox challenge on TikTok. This challenge requires users to film themselves singing along to Whitney Houston's song "I Wanna Dance with Somebody" while using a Cinnamon Toast Crunch filter or cereal box to cover their face. Celebrities have participated in the challenge too, like Jason Derulo and Bebe Rexha.



Strategic Partnerships and Innovations: Cinnamon Toast Crunch has partnered with some unexpected brands recently which has garnered a lot of attention online. Cinnamon Toast Crunch just introduced their new pizza flavored cereal in collaboration with Totino's. Additionally, Cinnamon Toast Crunch partnered with Hormel to create a Cinnamon Toast Crunch flavored bacon. The public reviews for the bacon product are not great, at an average 2.9 stars. The pizza flavored cereal was a limited edition item only available to 1,000 lucky customers who won in a sweepstakes.



Competitors

Lucky Charms

Charmology_campaign: Lucky Charms partnered with VML, a global creative agency that specializes in brand experience, customer experience, and commerce, to create "Charmology." Charmology is an experiential marketing campaign that blended nostalgia with modern digital engagement that requires customers to scan their cereal bowl of lucky charms on their phone, and Charmology gives them a fortune based on the marshmallow placement.



Frosted Flakes

Fresher marketing: In early 2024, Kellogg refreshed its marketing model and therefore drove more engagement to one of their most popular cereals, being Frosted Flakes. This new marketing model involved approaches that better aligned with consumer preferences, greater emphasis on digital platforms, and more collaborations with other brands, like Crocs for example. This in total led to a 1.4% increase in dollar sales.



Cap’n Crunch

60th Anniversary Cereal: In 2023, Cap’n Crunch celebrated their 60th anniversary, which spawned their limited edition birthday flavored Cap’n Crunch cereal. This new cereal was also paired with a commercial that highlighted the brand’s anniversary and new product. While the metrics for how successful this campaign was have not been publicly released, the anniversary of the brand was paired with multiple other events like Coachella and a party at Lone Palm Pool in the Margaritaville Resort Palm Springs, which makes it very likely that the campaign was seen by many.



Public Opinion & Stakeholder Analysis

Many people have fond childhood memories of Cinnamon Toast Crunch. They like its sweet cinnamon flavor and fun brand image. However, some parents and health-focused buyers worry about its sugar content. Other sweet cereals, like Lucky Charms face similar health questions but still appeal to people who like sweet and easy breakfast choices. News stories often talk about new flavors or ways to use Cinnamon Toast Crunch in fun recipes. Some health articles point out its high sugar level, making people think about how it fits into a balanced diet.

Rising prices make some shoppers look for cheaper cereals or healthier alternatives. Major groups that care about Cinnamon Toast Crunch's success include regular consumers, store owners, and brand managers. Parents also play a big role, since they decide which cereals to buy for their kids. Health experts and policymakers sometimes push for lower sugar in children's foods or better labeling rules, which can affect the brand.

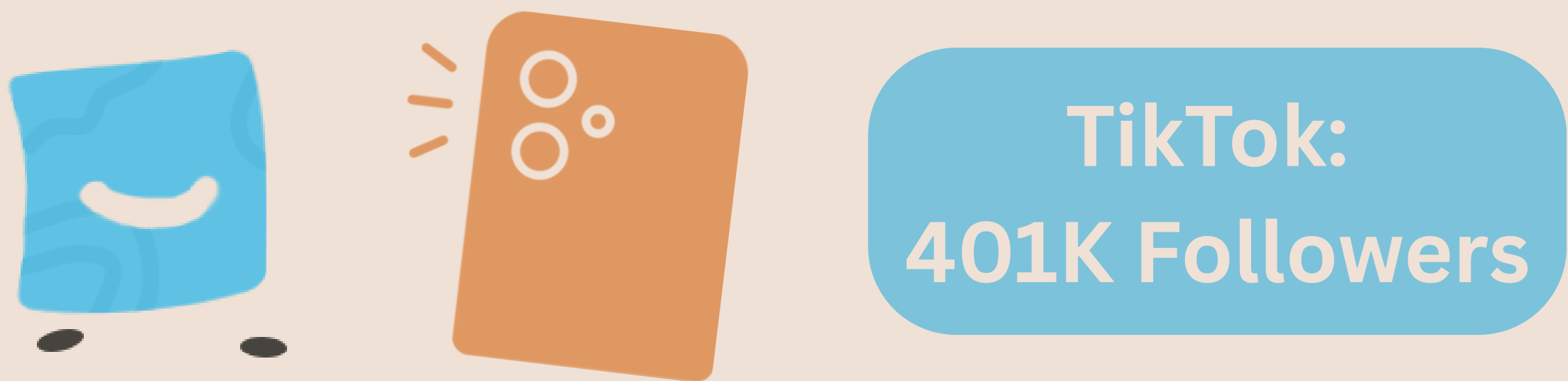
On social media, Cinnamon Toast Crunch uses a bright and upbeat tone to match its playful style. Platforms like TikTok and Instagram have quick recipe videos, posts from fans, and brand challenges that show the cereal's many uses in snacks and desserts. Other sweet cereals also create cheerful, colorful ads to draw fans of all ages. Despite ongoing questions about sugar, Cinnamon Toast Crunch and its competitors remain popular by offering unique tastes, classic advertising, and a comforting feel that many people still enjoy.



Social Media Analysis

Cinnamon Toast Crunch carries a very consistent tone and voice across all their major social media platforms. Their content is cohesive, not in the sense that their feeds are “aesthetically pleasing”, but in the sense that they post funny, laughable, and engaging content that makes viewers laugh. Across all platforms, their brand is portrayed in a “goofy”, “light-hearted” way. It is also clear that the same individual runs all of these accounts, or the different people running the company’s varying socials collaborate well together, ensuring ALL the company’s social content gives off the same “vibe”.

Across all their socials, Cinnamon Toast Crunch uses popular/trending audios in the background of their videos and they curate their own memes using popular meme templates with their own silly messages.



In terms of posting frequency, Cinnamon Toast Crunch posts very frequently on Instagram– almost everyday, if not every other day. On the other hand, their TikTok seems to lack posting frequency, as they only post about three times each month. Unfortunately, their Twitter is inactive (last post was 2021).

Cinnamon Toast Crunch’s Instagram and TikTok both have a couple 100,000 followers; Instagram with 236k and TikTok with 401k. While their brand has almost 200k more followers on TikTok, this is understandable as it’s easier to go viral on tikTok and they have an incredibly strong ‘For You’ page algorithm that feeds users easier, faster, swipeable content. So while Cinnamon Toast Crunch does have almost 100% more followers on TikTok, this is not due to their lack of advertisement on Instagram.



S.W.O.T Analysis

S

Strengths

A big strength for Cinnamon Toast Crunch is their cohesive color scheme and mascot that is used in a lot of their branding and advertisements. This cohesion allows for clear brand recognition.

W

Weaknesses

A large weakness for Cinnamon Toast Crunch is their association with being “too sugary” and “very overprocessed”; which serves to alienate health conscious consumers, like Gen Z, who have proven to prioritize healthier eating habits. Another weakness for their brand is their lack of product variety. While they have created variations of their “OG” cereal, nothing has been remotely comparable or even as successful...putting their brand at a standstill amidst diversifying market trends.

O

Opportunities

A significant opportunity for Cinnamon Toast Crunch’s brand is their product’s adaptability in the culinary industry. Unlike Raisin Bran, Cheerios, and Fruit Loops (to name a few), Cinnamon Toast Crunch lends itself well into creative recipes that aren’t just a “bowl of cereal”--its popular cinnamon-sugar flavor can be adapted into many forms that wouldn’t be considered “far-fetched”. Cinnamon-sugar flavor is a nationally well-loved ‘combo’; making the Cinnamon Toast Crunch cereal the perfect food to “play-around-with” in the kitchen.

T

Threats

An extreme threat for Cinnamon Toast Crunch is how they’re perceived by the public—unhealthy, sugary, “fattening”, “protein-lacking”, “not nutritious”. In our ever-evolving society, the importance of health and wellness is at its peak, mainly because of social media influence and how easy it is to now compare lifestyles. With this newfound focus on health, people are more conscious of what they’re putting into their bodies... and cinnamon and sugar for breakfast is not at the top of most people’s lists.



A graphic featuring three overlapping rounded squares: a light blue one on the left, a yellow one in the middle, and a light orange one on the right. To the right of the orange square is a small, stylized character of a cinnamon toast roll with a smiling face and two small black dots for eyes. The text "Campaign Strategy" is written in a bold, dark brown font across the center of the overlapping squares.

Campaign Strategy

Consumer Targets

According to Simmons Insights, the ideal audience is a woman who is a part of Generation Z. According to Simmons Insights, the ideal audience is an active social media user with a household income \$30,000-\$40,000 who might look for recipes or trends to follow.

- According to Simmons, this woman is a penny pincher that gets ideas from the media. They also have an income similar to the national average.
- According to Simmons Insights, the second most ideal audience is a woman aged 32-40 who is from the South West region of the United States, conscious spender, and believes that social media is a good place to get ideas.
 - According to Simmons, this audience lives in the south west region of the United States which includes Arizona, New Mexico, Texas, and more. They also value using social media to get ideas. They might use different media platforms than the primary like Facebook.
- From our survey research, we know that our target audience is a group of consumers that might not eat cereal regularly but they eat it occasionally. Both of these target audiences would describe themselves as health conscious but they indulge in treats. Four of our primary target audiences are individuals who love to spend time with their friends, make food, have a sweet treat, and experiment with new things. Our secondary audience, they are more focused on the nostalgia factor of food. They are connected to their younger relationship with food.

Gen Z Women

Millennial Women



Campaign Strategy

The ultimate business objectives of this campaign are to increase the user ship amongst both of these audiences. Also, we would like to shift when people use the product and attend to get them to use Cinnamon Toast Crunch more than just the morning time.

Its current personality is very childish and mainly prioritizes the Crazy Squares. This means most people don't take this product very seriously or see it as more than just a childish cereal. Our goal is to shift CTC into a brand that is used by all ages. We want to domesticate the Crazy Squares and make them into a less crazy character.

This product will be differentiated from the competition because of its versatility. Other brands don't even have the opportunity to step out of the children's cereal market.

The current position is very child-centered. It prioritizes jokes, sugar, and lack of versatility which can inhibit the reach of the product. The desired brand position is something that can be gifted depending on the audience we want to reach. This position should have broad room for change and improvement.



Our product will now have the branding and the campaign of More Than the Morning. This branding campaign will be bright, sophisticated, and versatile. We will have ads and imaging that are centered around cooking with friends, eating CTC at other times, and enjoying the little things in life.

We want our brand to emulate joy, a carefree attitude, and creativity. Cinnamon Toast Crunch allows you to reach your full potential and have fun doing it.



Timing

The campaign will start in mid-late October, and end in early January. As fall begins to wind down, and winter approaches, we know that people will be spending more time inside, giving them time to do more indoor activities like cooking and baking. Additionally, the holidays (especially Thanksgiving) are significant bonding events centered around food. If we launch a campaign in late October and give Cinnamon Toast Crunch and Cinnadust a chance to get on dinner tables during the holiday season, it would be a massive success for our brand.

Secondly, we will aim to promote our brand on Wednesdays, Thursdays, and Fridays from 2-6 p.m. Our goal is to target consumers toward the end of the week and at the end of the school/work day. Studies show that people use social media most often while on their commute home from work. Additionally, on the weekends, we want them to consider purchasing our product so that they can use it over the weekend.

Our advertisements should be focused on our target audience (Gen Z women and Millennial mothers) nationwide, but with TV advertisements they should have a slight emphasis on the South.

According to MRI-Simmons, people from the south are more likely to be favorable toward social media advertising (11% more likely to purchase products seen on social media, 12% more likely to talk about things they see on social media) and Cinnamon Toast Crunch (have used it 11% more than average in past 6 months), so when advertising regionally the south is a strong suit.

According to Simmons, Northeast has a positive attitude toward advertising (11% more likely to enjoy looking at advertising), and they buy Cinnamon Toast Crunch 20% less than the average population. Advertising in the Northeast could be a chance to improve sales in the region.

The big picture idea is to dedicate most of the media budget to social media campaigns and reinforce the social media campaigns on physical and television advertisements.

We want the conversations about our brand campaign to start on social media, and then people to be reminded of those conversations when they are off social media (via billboards, grocery store advertisements, TV commercials, etc).

Additionally, our primary audience (Gen Z women), is very receptive to advertisements on social media. They are 36% more likely than the average population to use social media daily, and 61% more likely to be interested in advertisements on their cell phones.



Big Idea

Our creative concept that we want to own if the campaign is successful is the “More Than the Morning” concept. We want Cinnamon Toast Crunch to be known as a versatile cereal product that can be used in several different recipes and can be eaten as more than just a breakfast food.

The three key issues that this campaign will address are: Lack of marketing on Cinnamon Toast Crunch’s other products that allow them to be more than a breakfast brand, lack of variation in the audience that they market towards, and the fact that Cinnamon Toast Crunch is not inherently a healthy brand.

What we expect our target to do once they see our campaign is go out and know that they want to specifically buy Cinnamon Toast Crunch and their other products to make recipes, try new treats, and follow internet trends that we have put out for our campaign. We want our target to be able to converse with their friends about new recipes they are creating or be able to ask each other to pick up Cinnamon Toast Crunch along with their other groceries because they know it will come in use for multiple meal categories.



The one strategic thing we need to communicate is that Cinnamon Toast Crunch is more than just a breakfast cereal, rather, it is a versatile ingredient and treat that can be used in any food occasion.

The tone of the campaign will not only play on the nostalgic factor that Cinnamon Toast Crunch brings to our target audience but will be a calm and more collected campaign that focuses on having fun with friends and family discovering new recipes with Cinnamon Toast Crunch together. Our advertisements will feature the Crazy Squares in a more calm and friendly setting, making recipes together with the product, reflecting how Cinnamon Toast Crunch isn’t changing, it’s being associated with more possibilities.



Executive Summary

Who are you talking to?

We are talking to Gen Z women and Millennial women that are on social media.

What is your main message?

Our main message is that Cinnamon Toast Crunch is more than a cereal, it's a fun, versatile ingredient and a household staple that can be used in dessert recipes, other kinds of breakfast, coffee, etc.

What is the key word?

Dynamic

Why should the target audience care?

The target audience should care because Cinnamon Toast Crunch can still provide individuals and families with a sweet, fun food option from a familiar brand even if it's not in its traditional cereal form.



Paid Social Media Allocation

Paid Social Media Allocation

Total Paid Media Budget: \$20 million

Allocated to Social Media: \$12 million (60%)

This amount is sufficient because social media is where our target audience, Gen Z and Millennial women, typically spend the most time engaging with foodie trends, influencers, and video content. With TikTok and Instagram absolutely dominating today’s food culture, our 60% budget allocation ensures Cinnamon Toast Crunch reaches users maximally, engages those “aimless” scrollers, and converts people over to our brand through “organic” paid promotions, new influencer collaborations, and high-performing ads.

Social Media Platform Breakdown

TikTok: \$7 million (58%)

Instagram: \$5 million (42%)

Why this allocation?

TikTok (\$7M): Gen Z dominates this platform, making it one of our top priorities. TikTok is the birthplace of viral food trends; viewers actively engage with recipe/baking content and thus feel inspired to share their own creations online. Our campaign will leverage “For You Page” ads, branded hashtags, as well as influencer content to drive up our engagement.

Instagram (\$5M): While TikTok is for viral discovery, Instagram is incredibly crucial for our Millennial target audience who often seek out food/recipe content via Instagram’s platform.

Carousel ads, stories, and reels allow our agency to showcase Cinnamon Toast Crunch in rather aesthetic and shareable ways.



Public Relations Strategy

Consumers, especially Gen Z and Millennials, often worry about sugar and processed ingredients, but they also appreciate fun, nostalgic products that fit their busy lifestyles.

Some people see Cinnamon Toast Crunch as “too sugary, ” so we’ll show how it can be part of a balanced diet by pairing it with nutrient-rich foods(like fruit or yogurt) and emphasizing moderation.

Many Millennials have fond memories of Cinnamon Toast Crunch from their childhood, so we’ll run social challenges and throwback promos that invite them to share personal stories. For example, we could run a social media event asking people to share their best Cinnamon Toast Crunch memories, similar to Mcdonald’s Grimace campaign.

Short-form videos on TikTok and Instagram are perfect for demonstrating creative ways to use CTC in recipes, like cereal milk lattes or crunchy dessert toppings, which can appeal to both younger and older demographics.

Sustainability and honest marketing matter to today’s consumers, so we plan to be upfront about Cinnamon Toast Crunch’s packaging and messaging.

Most of our boxes are recyclable, but we’ll also suggest creative “upcycle” projects (e.g., turning boxes into DIY storage) to show we’re aware of waste concerns.

If we already have ethical sourcing practices, we’ll promote them; if not, we’ll share a timeline for improvement so people know we’re actively working on it.

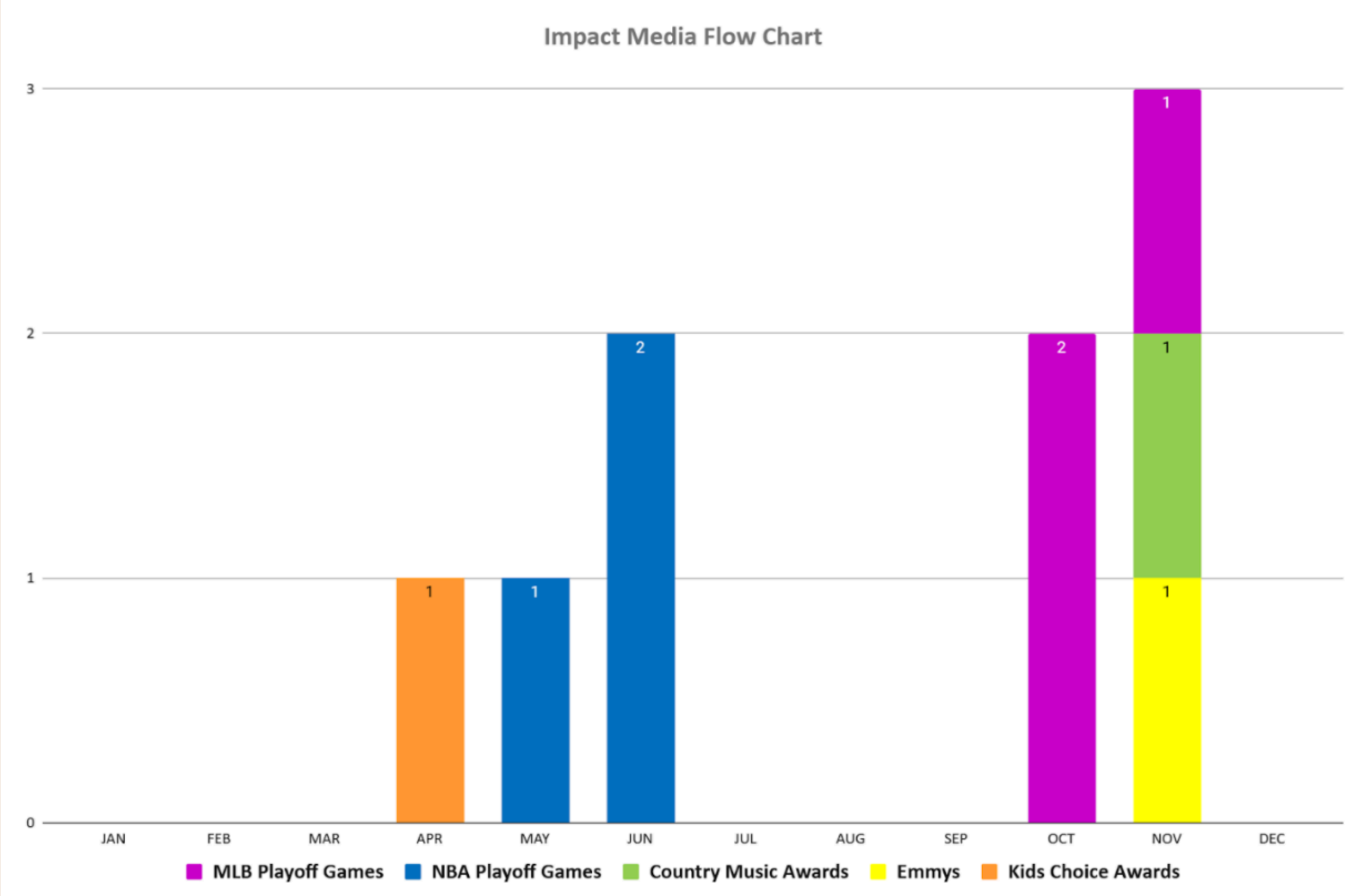
Rather than pretending Cinnamon Toast Crunch is a healthy food, we’ll focus more on transparency. It’s a fun cereal that can fit into a variety of lifestyles if enjoyed responsibly.





Media Plan

Impact Media



IMPACT MEDIA				
MEDIA CATEGORIES	UNIT ALLOC.	GRP PER UNIT	COST PER GRP	\$ ALLOCATION
Kids Choice Awards	1	12	\$ 30,000.00	\$ 360,000.00
Emmy Ad	1	25	\$ 40,000.00	\$ 1,000,000.00
NBA Playoff Game	3	20	\$ 20,000.00	\$ 1,200,000.00
MLB Playoff Game	3	20	\$ 20,000.00	\$ 1,200,000.00
Country Music Awards	3	12	\$ 30,000.00	\$ 1,080,000.00
Impact Media 6	0	0	\$ -	\$ -
Impact Media 7	0	0	\$ -	\$ -
Impact Media 8	0	0	\$ -	\$ -
Impact Media 9	0	0	\$ -	\$ -
Impact Media 10	0	0	\$ -	\$ -



Kids Choice Awards

- We chose this event because it aligns with our summer rollout plan, and we share an audience - Gen Z women.
 - Gen Z women are 114% more likely to watch the Teen Choice Awards (no option for Kids Choice on Simmons, but indicates similar interest).
 - According to Simmons, Gen Z and Millennial audiences enjoy specific TV events that they are interested. We recommend buying 1 unit that costs \$360,000.



Emmys

- The Emmys are the biggest award show we are suggesting advertising on. The Emmys are watched by both of our target audiences, making them an efficient way to promote our campaign.
 - The timing of this event matches with the peak of our campaign rollout plan. Happening in September, the Emmys are the perfect bridge from our summer to fall rollout. We suggest buying 1 unit at \$1,000,000.



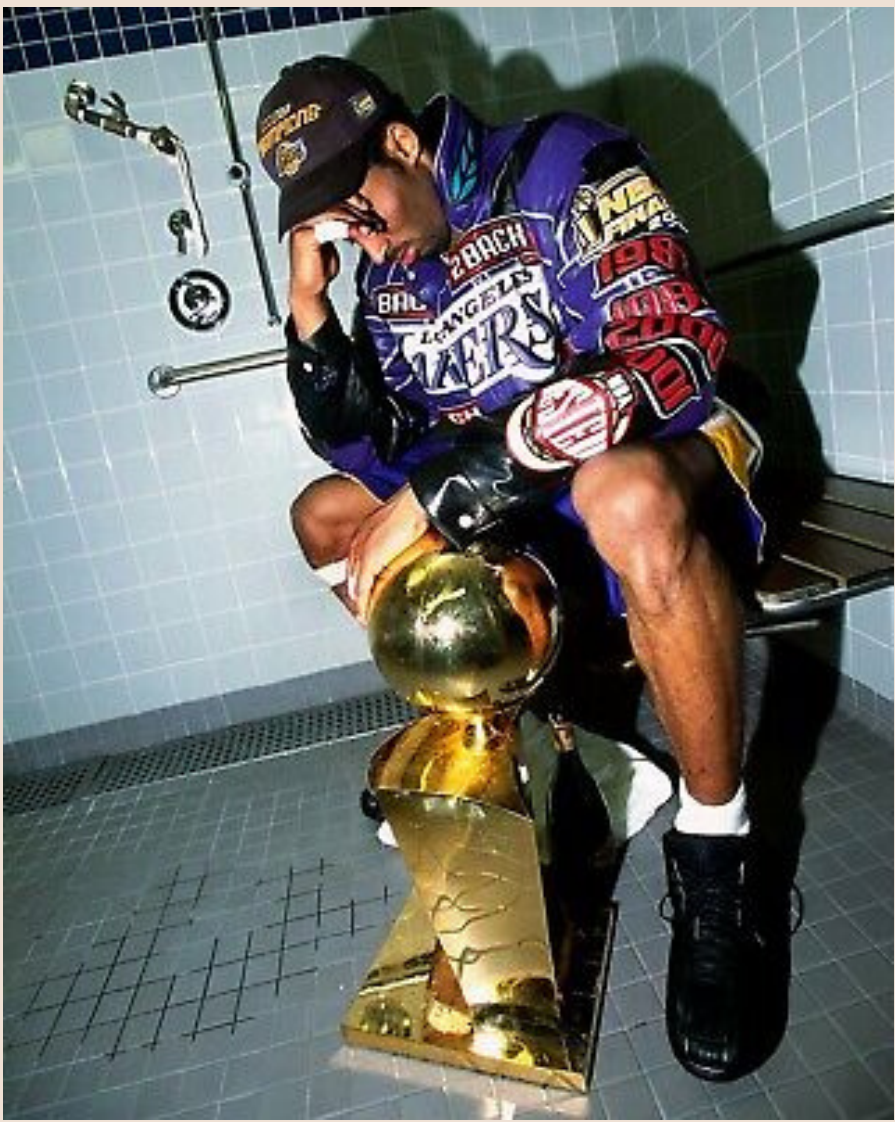
MLB Playoff Games

- The MLB playoff games align with our plan to increase our media rollout before our Holiday campaign.
 - By having an MLB ad during October, we not only target a general audience, but we launch our campaign in the fall to a mass audience. The reasoning for the NBA is the same for MLB for the amount of allocated ads.



NBA Playoff Games

- The NBA playoff games are where we plan to launch our Taco Bell collaboration.
 - We decided to buy 3 units of NBA Playoff Games. They match our vision and timeline, and cost \$1,200,000. The timing and appeal to a mass audience is the main focus.
 - NBA playoff games give us a chance to expand past our target audience. Gen Z women are the focal point of our campaign, but in order to change our reputation, we need other audiences as well. The NBA playoffs are a good option for this because of the large audience.

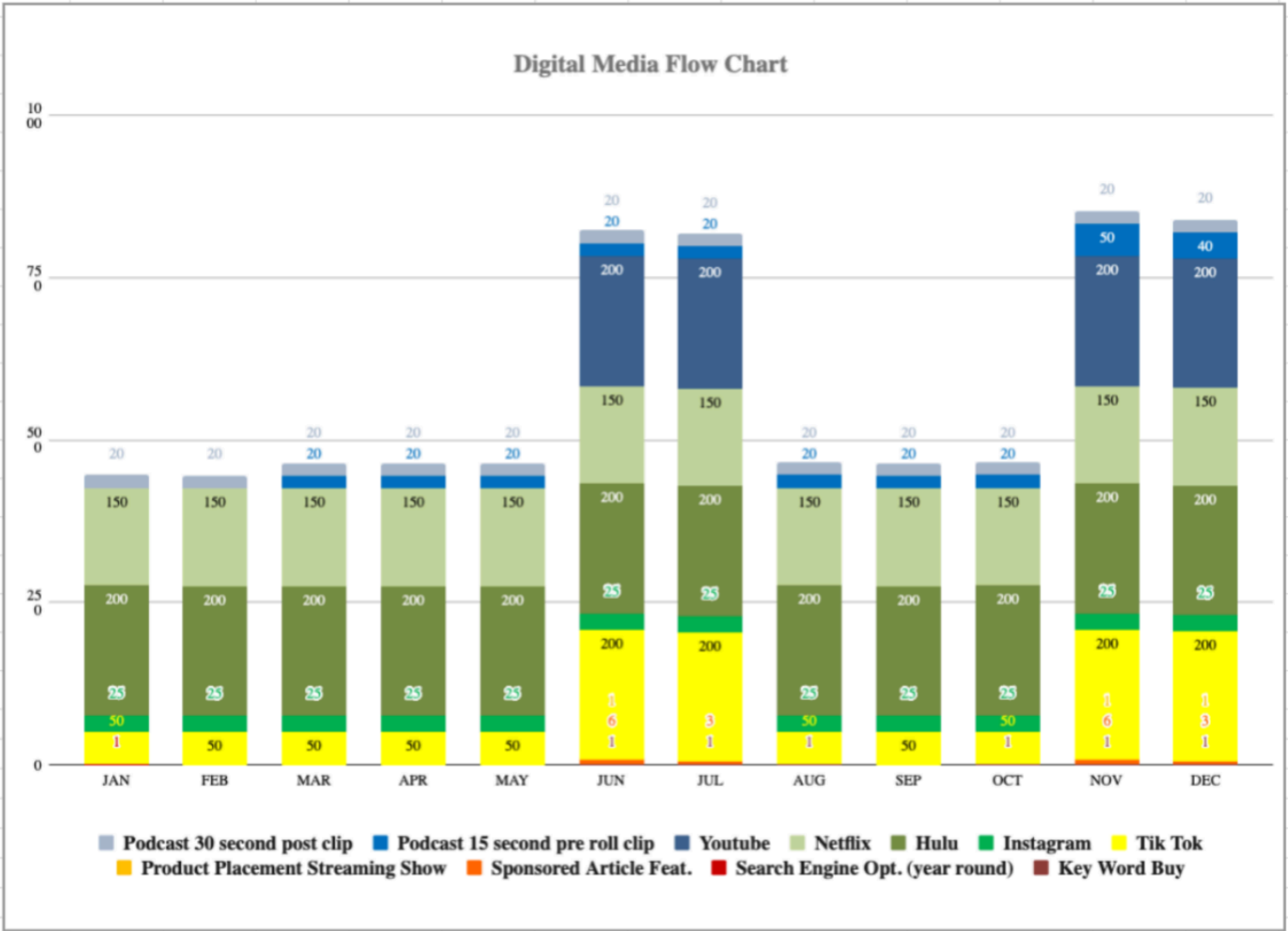


Country Music Awards

- The Country Music Awards match with our secondary audience: millennial women from the Southwestern region of the U.S.
 - This audience loves country music, and tends to watch award shows and television frequently according to Simmons Data.
 - People in the South use Cinnamon Toast Crunch 11% more than the average. The regional overlap between country music and Cinnamon Toast Crunch justifies the \$1,080,000 allocation.



Digital Media - CPM



DIGITAL MEDIA - CPM Cost				
MEDIA CATEGORIES	UNIT ALLOC.	CPM	IMPRESSIONS PER UNIT	\$ ALLOCATION
Tik Tok	1,200	\$ 15.00	100,000	\$ 1,800,000.00
Instagram	300	\$ 10.00	100,000	\$ 300,000.00
Spotify/Apple Podcast 30 sec. post roll	240	\$ 10.00	250,000	\$ 600,000.00
Hulu	2,400	\$ 15.00	25,000	\$ 900,000.00
Netflix	1,800	\$ 25.00	50,000	\$ 2,250,000.00
Youtube	800	\$ 10.00	100,000	\$ 800,000.00
Spotify/Apple Podcast 15 second pre roll	250	\$ 18.00	250,000	\$ 1,125,000.00
CPM Digital 8	0	\$ -	0	\$ -
CPM Digital 9	0	\$ -	0	\$ -
CPM Digital 10	0	\$ -	0	\$ -
CPM Digital 11	0	\$ -	0	\$ -
CPM Digital 12	0	\$ -	0	\$ -
CPM Digital 13	0	\$ -	0	\$ -
CPM Digital 14	0	\$ -	0	\$ -
CPM Digital 15	0	\$ -	0	\$ -

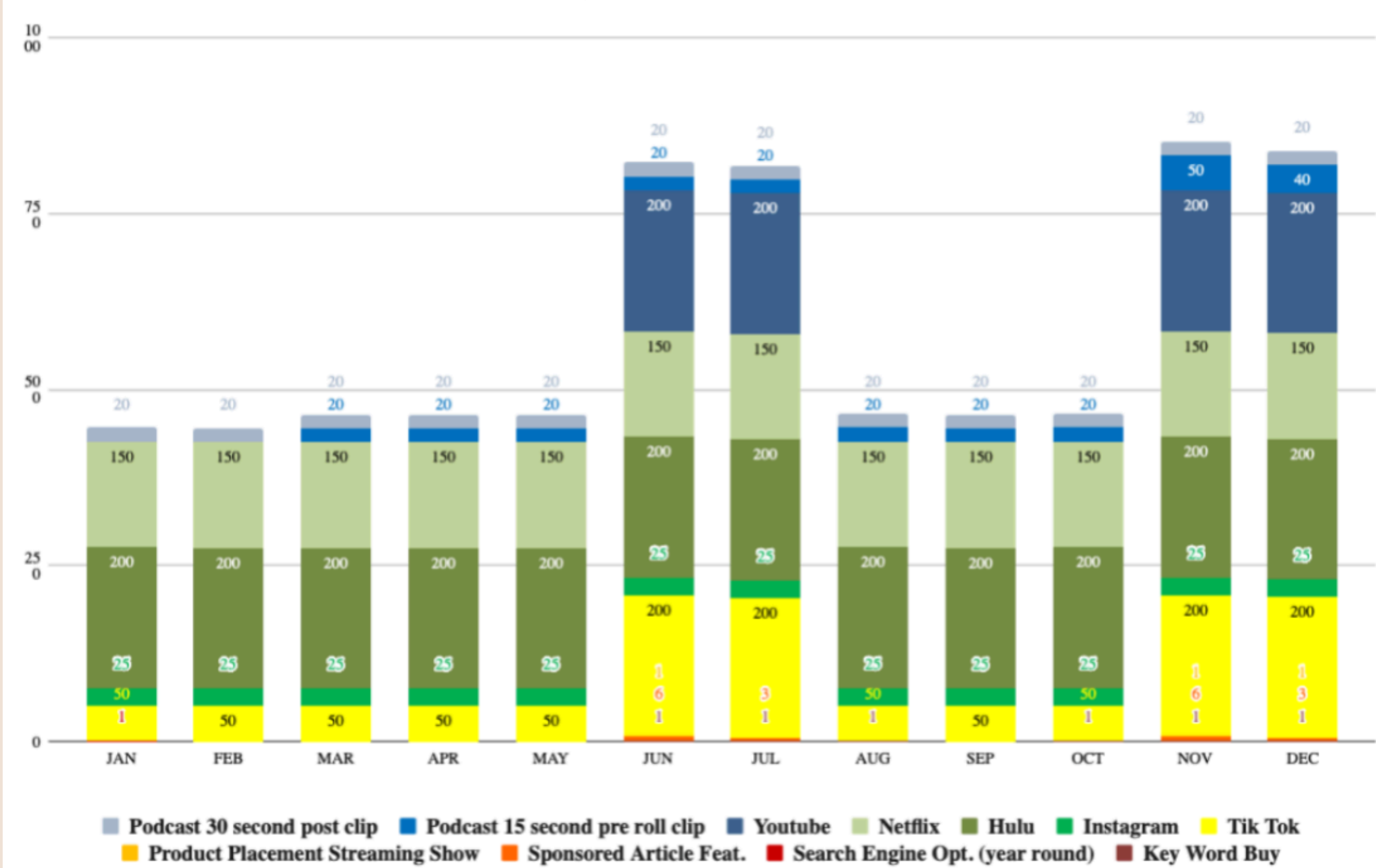


- **A significant part of our media budget was allocated to social media.**
 - Our primary target audience is Gen-Z women. According to Simmons, Gen-Z women use social media daily 36% more than the average population. Additionally, they are 61% more likely to be interested in receiving advertisements on their cell phone.
 - Gen Z women are 248% more likely to trust social media the most of any media. They also watch entertainment/true crime podcasts 60% more than the average population.
 - Our secondary audience, Millennial women are 29% more likely to trust podcasts most and 63% more likely to trust social media most.
- **The campaign goal is to change Cinnamon Toast Crunch's Brand image.**
 - Social media is the most effective outlet for this. Health trends suggest that people are more health conscious than before. We want to reimagine Cinnamon Toast Crunch so that people do not depend on it for a significant portion of their diet.
 - We will do this by making it an ingredient. Social media is the most effective place to do this because of the amount of cultural impact it has.
- **The paid media will be executed in the months that our biggest promotions are happening.**
 - Changing a brand image is gradual, so we have allocated part of the budget for the entire year.
 - In the months that we have our Taco Bell and Holiday campaigns, we spent extra money toward social media. Word of mouth spreads quickly on social media. Partnering with influencers and online journalists will help our brand gain significant recognition and change its reputation.
- **We are allocating \$7,775,000 of our budget to Digital CPM media.**
 - When calculating our budget, we ensured that each month we targeted at least 5 million people within our target audience (the amount of Gen-Z women in the South, who are more receptive to Cinnamon Toast Crunch and online recipes).
 - We increased the budget in important months to ensure we reach most of our target audience and others beyond it. In order to do this, we dedicated a significant portion of our budget (39.6%) to Digital CPM media.



Digital Media - Fixed Cost

Digital Media Flow Chart



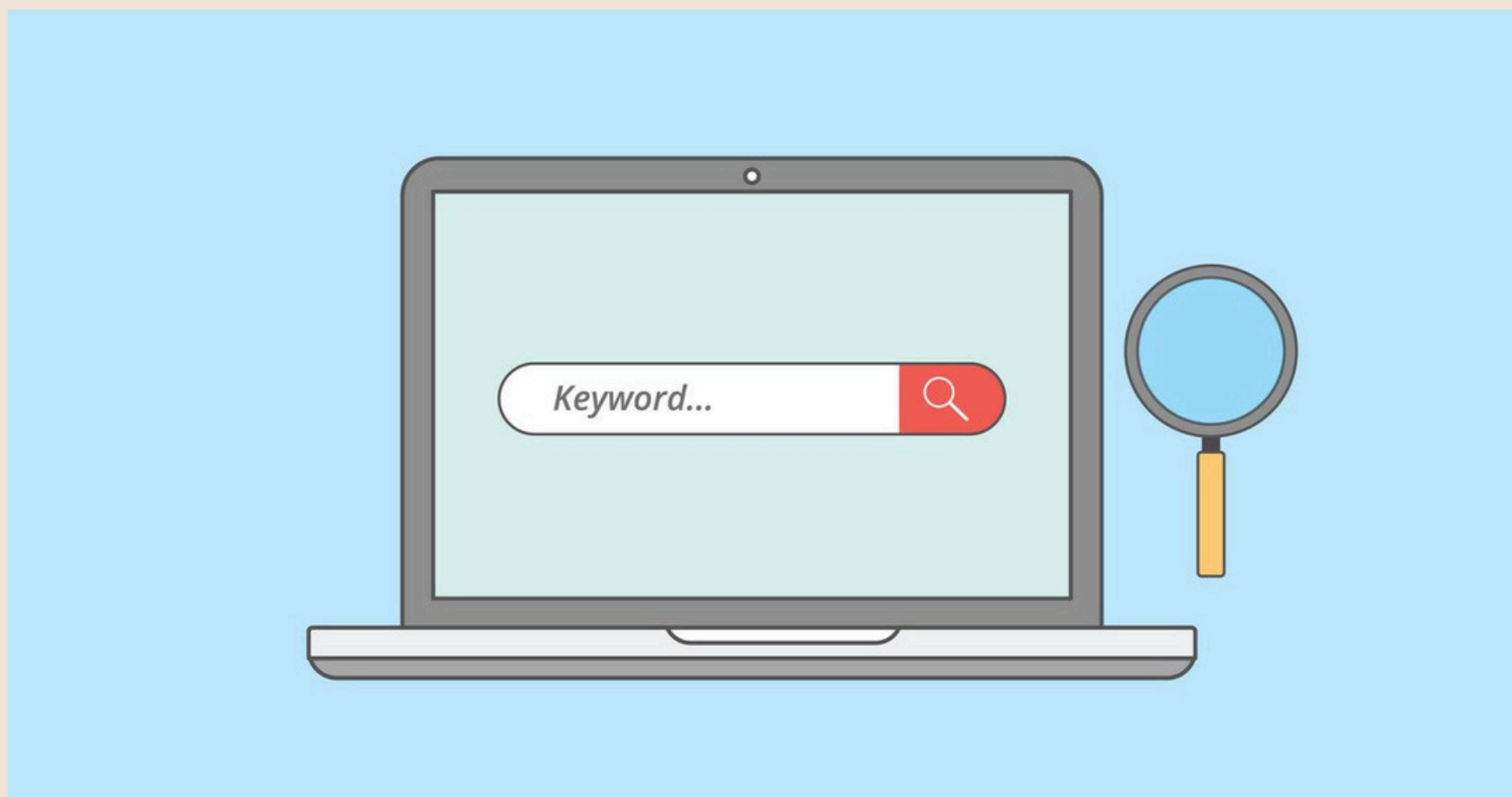
DIGITAL MEDIA - Fixed Co			
MEDIA CATEGORIES	UNIT ALLOC.	COST PER UNIT	\$ ALLOCATION
Key word buy	6	\$ 50,000.00	\$ 300,000.00
search engine optimization	1	\$ 25,000.00	\$ 25,000.00
sponsored article feature	18	\$ 25,000.00	\$ 450,000.00
Streaming Show Product Placement	3	\$ 500,000.00	\$ 1,500,000.00



- **Keyword Buy**

**The data rationale for this section will be the same as last section, as it is largely centered around social media. The focus of this section is to boost the effectiveness of CPM digital media.

- Search engines are a primary touchpoint for consumers looking for new recipes, easy snacks, and meal inspiration. By purchasing keywords like “Cinnamon Toast Crunch”, “cereal”, “recipe”, “dessert”, “sweet treat”, “Thanksgiving”, “rice crispy treat”, “late-night snack”, “holiday recipe”, and “Taco Bell”, we are ensuring that Cinnamon Toast Crunch remains at the top of search results. These keywords all align with seasonal trends and consumer snacking behaviors; thus, increasing the likelihood of conversion.
- Budget Allocation: \$300,000
 - Our strategy enhances CTC’s discoverability to current and new consumers, driving more traffic to campaign-related content and reinforcing Cinnamon Toast Crunch’s relevance across various eating/food related topics.



- **Search Engine Optimization (SEO)**

- A one-time SEO investment will improve the brand’s long-term search presence in consumer minds. By optimizing web content, we can ensure that CTC remains higher for ‘relevant’ searches → a cost-effective way to stay relevant.
- Budget Allocation: \$25,000
 - This strategy supports continued brand exposure without implementing ongoing ads, therefore creating lasting value that isn’t as persistent.



- **Sponsored Article Features**

- Branded content in food and lifestyle blogs will position Cinnamon Toast Crunch as a versatile ingredient. Articles will highlight the Cinnamon Toast Crunch x Taco Bell Horchata in the summer and showcase holiday-related recipes that feature CTC. This strategy uses an organic discovery approach by leveraging social media influencers and popular food content creators.
- Budget Allocation: \$450,000
 - Engaging, seasonal “storytelling” will spark old and new consumer interest, driving more traffic to Cinnamon Toast Crunch content and increasing content sharing across platforms

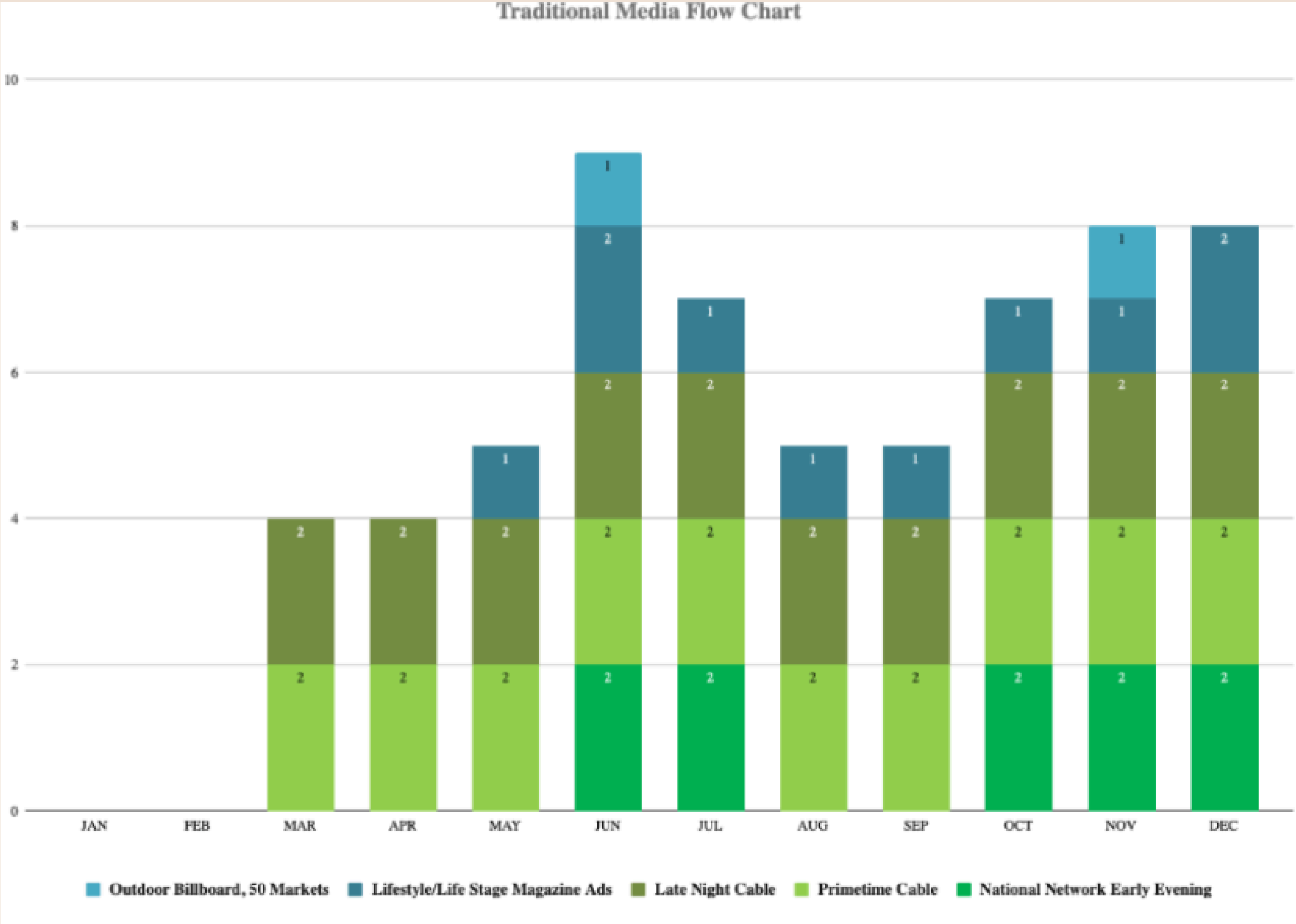


- **Streaming Show Product Placement**

- Streaming platforms are a dominant entertainment medium for Gen Z women. Strategic product placements in binge-worthy content will reinforce Cinnamon Toast Crunch’s relevance as an anytime, anywhere snack. Pushing our brand onto streamed platforms, heightens CTC’s cultural resonance.
- Budget Allocation: \$1,500,000
 - This approach embeds Cinnamon Toast Crunch into culturally relevant content. It is not a direct promotion of our brand like a Billboard advertisement or voice ad on a podcast. This seamless integration gives CTC an organic brand association and extends our reach beyond traditional ad forms.



Traditional Media



TRADITIONAL MEDIA (Television, F			
MEDIA CATEGORIES	GRPS	CPP	\$ ALLOCATION
Magazine Ad - Lifestyle/Lifestage	10	\$ 65,000.00	\$ 650,000.00
Cable Television - Primetime	20	\$ 22,000.00	\$ 440,000.00
Cable Television - Late Night	20	\$ 19,000.00	\$ 380,000.00
National Network - Early Evening/Fringe	10	\$ 28,000.00	\$ 280,000.00
Outdoor Billboard - 50 markets	2	\$ 1,500,000.00	\$ 3,000,000.00
	62		
SUM TOTAL			\$4,750,000.00



Magazine Ad – Lifestyle

- While print ads are generally less effective with Gen Z women, they still provide a passive brand presence in high-traffic areas like waiting rooms, airports, and salons.
 - Gen Z engagement with magazines is lower, but they are still exposed to them in public spaces.
 - Millennial moms engage more with lifestyle and health magazines.
- Timing & Execution:
 - Ads will be placed in high-circulation women’s lifestyle and health magazines (Real Simple, Cooking Light).
 - Focus on issues that align with seasonal holiday baking, back-to-school meal prep, and family-friendly recipes.
- Budget Allocation: \$650,000
 - A cost-effective way to maintain passive brand awareness in spaces where magazine consumption still occurs.

Cable Television – Primetime

- Primetime TV is not a major media habit for Gen Z, but it provides a broader household reach and allows CTC to build familiarity beyond its primary audience.
 - Millennial moms still engage with traditional TV, making this placement effective for reaching families and households that purchase groceries.
- Timing & Execution:
 - Ads will air during weekday primetime (7 PM – 10 PM) on networks with high engagement from Millennials and families.
- Key placements:
 - Cooking competitions (Chopped, MasterChef) → Reinforces CTC’s use in recipes.
 - Lifestyle & Family Programming (Young Sheldon, The Middle) → Aligns with family grocery buyers.
 - Sports programming → Cross-promotion with Taco Bell Horchata and Holiday CTC Recipes campaign.
- Budget Allocation: \$440,000
 - A moderate investment to extend brand exposure beyond digital audiences.



Cable Television – Late Night

- Gen Z women rarely watch traditional TV, but when they do, it’s typically late-night entertainment.
 - Simmons data shows that Gen Z women are most interested in shows like Dance Moms, Keeping Up with the Kardashians, and TLC shows (46%, 76%, and 37% more likely to watch), which air late at night.
 - CTC can be positioned as a fun, indulgent late-night snack, making this an ideal placement.
- Budget Allocation: \$380,000
 - A cost-effective strategy to reinforce the “More Than the Morning” campaign among late-night snackers.

National Network – Early Evening/Fringe

- Early evening TV remains a trusted advertising space that reaches multi-generational households.
 - These slots tend to have higher trust and credibility, making them a great reinforcement tool for CTC’s nostalgic brand image.
 - Provides broad exposure to households that are actively making grocery purchase decisions.
- Timing & Execution:
 - Ads will air between 5 PM – 7 PM on major networks (ABC, NBC, CBS).
- Key placements:
 - Family-friendly entertainment segments → Targeting household viewers.
 - News programs with lifestyle segments → Emphasizing CTC’s seasonal recipes and holiday appeal.
- Budget Allocation: \$280,000
 - A low-cost placement to reach a mix of older Millennials, parents, and young viewers in a credible media environment.

Outdoor Billboard – 50 Markets

- Billboards serve as a high-impact visibility tool, especially for reinforcing Cinnamon Toast Crunch’s biggest marketing moments.
 - Taco Bell Horchata collaboration → Billboards will highlight this highly shareable, limited-time product to generate foot traffic.
 - Holiday CTC Recipes campaign → Billboards will drive awareness of CTC as a seasonal baking ingredient, encouraging multi-use purchases beyond cereal consumption.
- Timing & Execution:
 - Billboards in high-traffic urban areas (LA, Houston, Atlanta) with strong social media culture.
 - Rollout aligns with key campaign moments:
 - Fall launch of Taco Bell Horchata (driving excitement), Winter holiday baking push (repositioning CTC as an ingredient).
- Budget Allocation: \$3,000,000
 - Largest traditional media investment due to its ability to reinforce multiple campaign elements across digital and social activations.





Our Stakeholders & Why They Care

Primary Consumers—Gen Z Women (ages 18-25)

They are active social media users who discover new food trends and recipes online. They care about versatile, fun, and engaging food products that align with their lifestyles. They look for affordable, convenient, and shareable snack options that fit into their daily routines.

Secondary Consumers—Millennials Mothers (ages 32-40)

They value family-friendly food options and seek nostalgic brands that remind them of their own childhoods. They look for recipes and meal solutions that can cater to both themselves and their children. Media & Influencers (Food bloggers, TikTok creators, Lifestyle influencers) They benefit from engaging content opportunities that align with viral food trends. They are interested in unique, visually appealing, and easy-to-replicate recipe ideas featuring Cinnamon Toast Crunch.

Retailers (e.g., Walmart, Target)

They rely on innovative, versatile products that drive cross-category sales and increase store traffic. In-store promotions using Cinnamon Toast Crunch and complementary items (milk, fruit, yogurt) can boost basket size and overall engagement.

Employees at General Mills

They take pride in working on a culturally relevant, nostalgic brand. The shift toward versatility and inclusion of modern trends enhances employee morale and brand alignment.

Competitors (e.g., Kellogg’s, Post)

These companies closely observe Cinnamon Toast Crunch’s repositioning strategy. A successful expansion beyond breakfast could disrupt traditional cereal marketing and encourage other brands to adapt.

Important Issues for the Public

Insights from a primary survey among Gen Z women and Millennial mothers revealed the following priorities, which inform the campaign strategy.

Versatility in Food Choices

48% of respondents said they eat cereal occasionally, showing opportunity to expand use beyond breakfast. 58% are open to trying new recipes found on social media, reinforcing the need for snackable, flexible formats.

Health Consciousness & Nutrition

92% agreed nutritional info affects their food purchases. Many prefer to pair sweet cereals like CTC with healthier options such as fruit or yogurt.

Nostalgia & Emotional Connection

Millennial moms enjoy reintroducing their childhood favorites to their own children. 64% of respondents said the internet inspires their food shopping choices—story-driven content increases emotional connection.



Influencing and Managing Opinions

Repositioning Cinnamon Toast Crunch as More Than Just a Breakfast Cereal The “More Than the Morning” campaign emphasizes the cereal’s versatility across dayparts:

- Used in cinnamon-flavored pastries, ice cream toppings, or yogurt parfaits.
- Blended into shakes, coffee creamers, and featured in the Taco Bell Cinnamon Toast Crunch Horchata collaboration.
- Collaborations with influencers and food bloggers showcase creative, beyond-breakfast recipe ideas.

Promoting Balanced Consumption and Health-Conscious Alternatives While not classified as a “healthy” food, Cinnamon Toast Crunch can be positioned within balanced dietary habits:

- Responsible indulgence is encouraged through creative pairings with nutrient-rich ingredients.
- Partnerships with dietitians and nutritionists can spotlight balanced serving ideas (e.g., cereal as a topping for yogurt or combined with fiber-rich fruit).
- Low-sugar or protein-enriched recipe modifications will be promoted across brand-owned platforms.

Leveraging Nostalgia to Engage Millennial Consumers

- Nostalgia-driven social media challenges invite users to share memories and rediscover Cinnamon Toast Crunch.
- Holiday-themed campaigns (e.g., Thanksgiving, Christmas) will showcase festive recipe integration for families.
- Retro branding elements and limited-edition packaging will be explored for seasonal releases.



Incentives

Partnerships with influencers may be established based on audience alignment and individual compensation rates, with select creators engaged to promote Cinnamon Toast Crunch through sponsored content.

Incentive-based collaborations such as branded trips or mutually beneficial exposure opportunities—may also be offered to influencers and media representatives to support campaign coverage.

Journalists and media professionals may be invited to participate in immersive brand experiences, including product sampling and behind-the-scenes access to Cinnamon Toast Crunch operations.



Contacts at News Outlets

Cerealously.net

Dan G., Cereal-Based Reporter, dan@cerealously.net

Food Business News

Zachary Sosland, Dessert Industry Reporter,
zsosland@foodbusinessnews.com

Snack History

Krysta, Cereal Brand Historian, krysta@snackhistory.com

Today (NBC)

Drew Weisholtz, National Lifestyle Reporter

✉ Not publicly listed (Contact via NBC.com or LinkedIn)

FoodBeast

Sean Nen, Food & Beverage Reporter (Unverified)

✉ Not publicly listed (Use FoodBeast.com contact form)

The Independent (UK)

Kaleigh Werner, Food & Lifestyle Writer, kwerner@independent.co.uk

Kate Ng, Cereal & Culture Contributor, kate.ng@independent.co.uk

Cereal Dreams

Editorial Team, Cereal-Focused Blog, cereal-dreams.com (contact via site form)

Why These Outlets?

Most of these outlets have a track record of reporting on food and cereal-related topics, with editorial voices that align well with a fun and innovative media strategy. Many such as Snack History and FoodBeast, regularly feature product launches, while platforms like Cerealously specialize in cereal-focused content.

Overall, these outlets are positioned to generate positive coverage and promote the campaign launch to a relevant audience that values cereal as a fun, unique, and multi-context product.



Social Media Strategy

Showcase Cinnamon Toast Crunch as an all-day snack through engaging TikToks, Instagram Reels, and YouTube shorts featuring incredibly creative, easy recipes

Leverage influencers and user-generated content to highlight unconventional ways to enjoy Cinnamon Toast Crunch beyond just breakfast time... and even beyond its “intended way of consumption” – the basic: cereal, milk, bowl, and spoon tetrad.

Examples of this include: desserts, lattes, baked goods, or even savory dishes.

Use bold, playful visuals, memes, and short videos/clips to reinforce that CTC is a “snack-able,” fun brand—we have to shape their brand identity into one that is nostalgic, exciting, and “silly”.



Strategies to Engage Stakeholders

Partnerships with popular food influencers, rising Gen Z creators, and everyday lifestyle bloggers will help promote inventive Cinnamon Toast Crunch-inspired snacks and treats.

Interactive polls and Q&A sessions via Instagram Stories will invite audience engagement and gather insights on consumer identity, behaviors, and purchasing habits.

To enhance authenticity, behind-the-scenes content will be shared on social platforms, featuring brand ambassadors, recipe developers, and everyday personalities—such as the relatable “suburban minivan-driving mom.”



Social Media Promotions

"CTC Remix Challenge" – A TikTok challenge inviting users to showcase their most creative Cinnamon Toast Crunch-inspired treats or snacks. Selected participants will have the opportunity to win prizes and exclusive experiences, such as being featured on a limited-edition cereal box, touring the General Mills factory, or participating in an in-person product tasting event.

Limited-Time Giveaways – Free Cinnamon Toast Crunch branded tech merchandise.

Examples of this include: headphones, laptops, phones, etc. Tech. merchandise promotes use of CTC stamped products on social media platforms.

Exclusive Discount Codes – Special social media-only promotion codes for in-store purchases of Cinnamon Toast Crunch cereal.

Example of this includes:

“Buy Any General Mills Cereal, Get a Box of Cinnamon Toast Crunch FREE!”

→ increases the exposure of CTC in households that wouldn't have otherwise purchased the product—who rejects free stuff?
NOT most people!



Events & Publicity Programs

Grocery Store Event:

An event held at grocery store chains across the U.S. that will showcase a Cinnamon Toast Crunch stand near the location's cereal aisle paired with other items in the grocery store at the stand, with pictures of recipes they can make with the multiple products. Customers will get to come up and try a sample of a “More Than the Morning” Cinnamon Toast Crunch treat. Additionally if customers buy three Cinnamon Toast Crunch products and two paired products, like milk and dough to make a full treat, these customers will receive a free “More Than the Morning” Cinnamon Toast Crunch tote bag. These events happening at grocery stores will last for one week, and two days out of the week, press will be allowed to come in and interview customers, store managers, brand reps, and get pictures of the events to report more on the campaign.

More Than the Morning Poster Contest:

Across the U.S., people anywhere can enter to be a part of the “More Than the Morning” Poster contest. This will be an opportunity for people with some creative flare to share their talent in creating a campaign poster for Cinnamon Toast Crunch. Participants will see this advertised through ads on Youtube, Instagram, and TikTok. Contestants will have three weeks to complete their design at the beginning of summer, and the top three winner's designs will be used in the starting weeks of the fall portion of the campaign. Winners will be determined by creative direction representatives from Cinnamon Toast Crunch, and winners will be notified through email and will receive a Cinnamon Toast Crunch themed gift box as an additional prize, complete with “More Than the Morning” merchandise and recipe ideas, along with some free product.

Influencer “Influencer Making” channel:

Selected online influencers will be chosen to film content in stores that carry complementary products that can be used in Cinnamon Toast Crunch “More Than the Morning” recipes. These could be places like coffee shops, baking supplies stores, etc. These influencers will work with the establishment of their choice to create a Cinnamon Toast Crunch version of whatever product the place usually sells, like a Cinnamon Toast Crunch Latte, or a Cinnamon Toast Crunch casserole. The influencers will film themselves doing this either live, a vlog style video, or an edited fast paced mini video for viewers to see on multiple platforms, like Instagram, TikTok, and Youtube. Press will have the opportunity to cover these influencers and use their coverage to hint at the content that is yet to come.



How These Reinforce the Core Message

Each idea reinforces the idea that Oracle Juice has to target Gen Z and Millennial mothers by covering a range of locations and sparking the interests of multiple types of people. With the grocery store event and the content that influencers will be filming, Gen Z and Millennial mothers will see familiar locations that they usually visit and be further drawn to them, driving business to the stores and therefore to the Cinnamon Toast Crunch products.

Additionally, the poster contest and the highlighting of recipe making in person at the grocery stores and online furthers people’s interest in participating in the campaign, which will make it feel relatable and fun as opposed to too mature or too young for their age demographic. Each event promotes purchasing of Cinnamon Toast Crunch while also

using it in the way that the campaign intends, while also drawing attention to it for third party interest groups as well.



Cost Estimates

Grocery Store Event:

Booth for the event + 2 Cinnamon Toast Crunch brand reps to work (8 hours, 7 days) + Supplies to make treat samples (3 batches, 7 days) + 150 “More Than the Morning” tote bags = \$3,000

Poster Contest:

Advertisement costs + 3 free merchandise box = \$250,450

Influencer Maker Channel:

Paying influencers + required materials = \$100,000



Key Promotional Efforts

#MoreThanTheMorning Baked Good Giveaway Promotion

In November, a baked goods giveaway will take place across three New York locations, each showcasing treats made with Cinnamon Toast Crunch or Cinnadust. The promotion will be advertised through social media and physical signage, reinforcing the campaign hashtag #MoreThanTheMorning. Participants will receive a variety of cinnamon-inspired baked goods, and those who engage with the brand on social media during the event will also receive free boxes of Cinnamon Toast Crunch and Cinnadust.

Cost

3 locations across New York, 3 employees per location + time to bake (30 bakers) (approx. 24 hours), + 8 hour days = \$15,800
2,000 sample boxes of cereal (\$1.50) + 4,000 samples of Cinnadust (\$3.50) = \$17,000
Social media geo-targeted ads to zip codes surrounding locations 3, 2, and 1 day before event, as well as physical media advertisements around NY = \$15,000
Total = \$47,800

Partnerships with popular brands

Additional summer budget has been allocated to support a collaborative menu promotion with Taco Bell, featuring a horchata-based specialty beverage infused with Cinnamon Toast Crunch. The total cost of this effort remains variable and depends on product demand and volume consumed during the activation period.

College Campus Giveaway

To build fall semester brand awareness among Gen Z college students, Cinnamon Toast Crunch and Cinnadust giveaway events will be staged at campuses nationwide. Promotional fliers featuring quick recipes using both products will also be distributed.

Target Audience: Gen Z women at the start of the academic year
Channels: On-site engagement, social media follow-up promotions

Labor Cost:

16 SEC schools, 3 employees per school, 8 hours at \$20 per hour = \$7680

Cinnamon Toast Crunch samples: 3,000 sample boxes of cereal (\$1.50) + 3,000 samples of Cinnadust (\$3.50) = per school: \$240,000

Flier Production: \$10,000

Total: \$257,680



Online Hashtag Challenge

To increase digital engagement, a hashtag challenge titled #MoreThanTheMorning will be launched in late summer and early fall. The campaign will bridge momentum from the summer brand partnership and transition into the holiday season.

Participants will be invited to submit creative Cinnamon Toast Crunch–inspired videos. Winners with the most liked submissions will receive a \$2,500 cash prize, along with branded Cinnadust recipe books and Cinnamon Toast Crunch products.

Cost Breakdown:

- Cash prizes: $\$2,500 \times 3 = \$7,500$
- Recipe book and Cinnadust bundle $\times 3 = \$15$
- Promotion expenses: Already accounted for in budget
- Total: \$7,515

How These Reinforce the Core Message

The campaign centers on the idea that Cinnamon Toast Crunch is more than just a breakfast cereal. This message will be carried across both summer and holiday activations.

Seasonal promotions, both physical and digital will provide widespread visibility and reinforce product versatility. All advertising efforts emphasize the cereal's role as a creative, adaptable ingredient suitable for any time of day.

Targeted outreach, including college campus events and influencer content, ensures strong alignment with the intended audience segments.

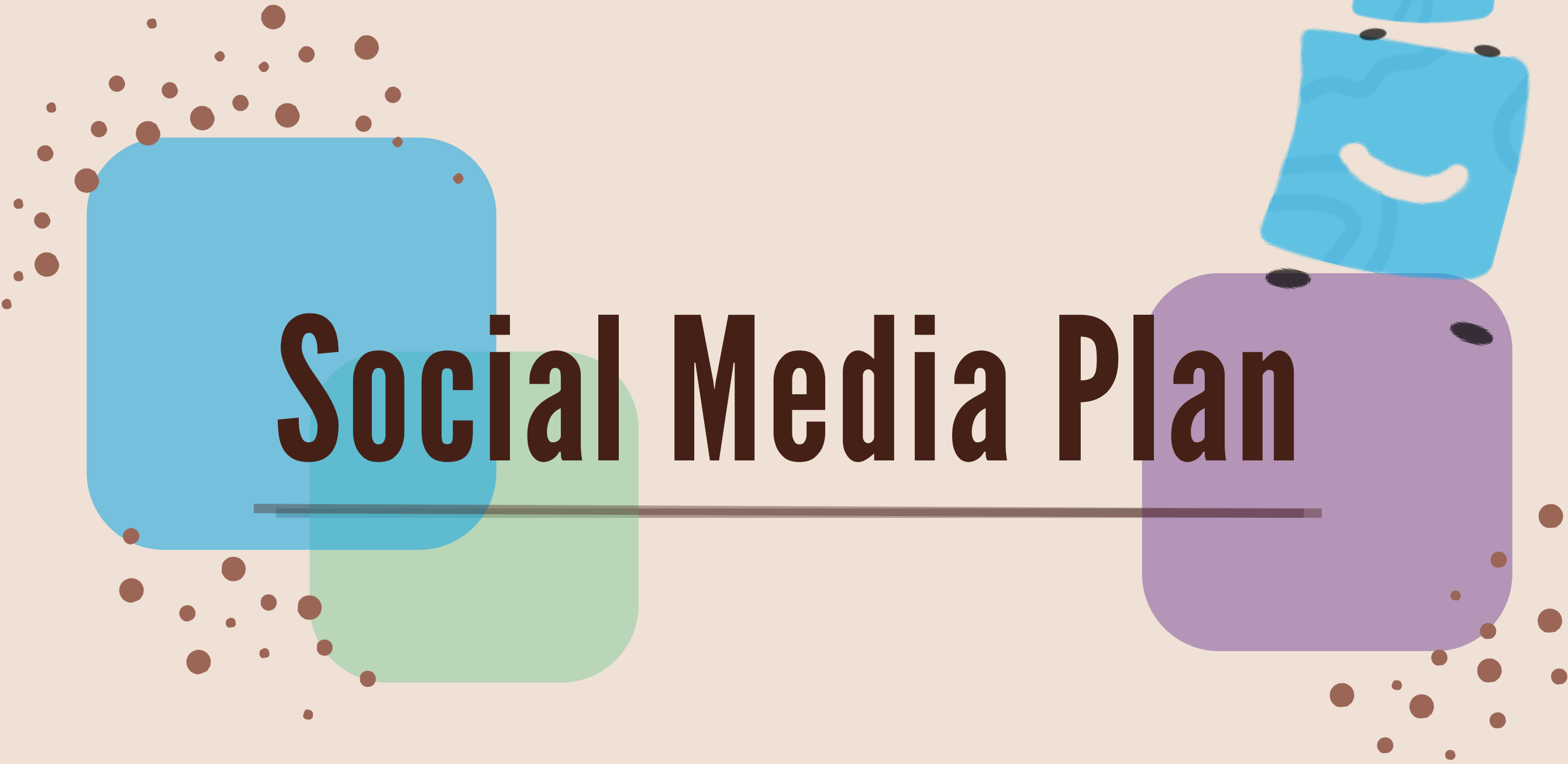


Gaining Traction

All major giveaways, such as the New York baked goods event, will be documented and promoted across social media platforms. Interviews with attendees and curated highlight clips will amplify positive engagement. Short-form content featuring humorous or heartwarming moments will be optimized for viral potential. The presence of a cash incentive significantly boosts participation and sharing rates.

Even submissions that are tangential to Cinnamon Toast Crunch will generate valuable exposure, as the consistent use of the hashtag helps reinforce campaign branding across platforms.





Social Media Plan

What percentage of the overall media budget will be paid social media executions? Why is this sufficient for your strategy?

We are allocating 51.2% of our total budget to social media. That includes 36.9% for CPM Digital Media spending, and 11.6% for Fixed Digital Media spending.

Our strategy is to reimagine the value and function of Cinnamon Toast Crunch, shifting it from a breakfast cereal to a dynamic snack, ingredient, etc. We want to shape the public image through Gen Z women, which is why we are dedicating a significant portion of our budget toward social media.

The entirety of our CPM Digital Media spending is allocated toward Instagram, TikTok, Youtube, Hulu, Netflix and Spotify/Apple podcasts. Our Simmons Data showed that our primary and secondary target audiences, Gen Z women and Millennial mothers, consistently use these platforms. By collaborating with content creators that have these audiences, and using our budget to prop up these collaborations, we are ensuring that we will reach these audiences.

What platforms are you recommending and why? If any major platforms are omitted, why are you not pursuing them?

- Instagram is perfect for polished food visuals and lifestyle content because it naturally lends itself to eye-catching images and quick, informative Reels. It's also where many Millennial moms look for meal ideas, gathering inspiration from posts that incorporate Cinnamon Toast Crunch throughout the day.
- Tiktok taps Gen Z's playful side with short, fun videos, which is ideal for showing creative "cereal hacks" and late-night ideas. Creative cereal milkshake or homemade cereal bars are easy to demonstrate in a quick, high-energy clip.
- X (Twitter) gives us a real-time voice. We can share witty, stackable updates in real time, making it a great spot for polls and playful hot-takes on cereal consumption("Who else has poured themselves a bowl at midnight-no regrets?"). Conversational style help us feel personable(showing CTC is more than a traditional breakfast item),
- Podcasts(Spotify, Apple) give us a chance to go deeper and let us connect over nostalgia and real-life anecdotes. We can talk about recipe inspiration, behind the scenes brand stories, and even invite fans to share their personal Cinnamon Toast Crunch memories.

Platforms like Facebook or Snapchat on the other hand are less crucial for this campaign because our Gen Z and Millennials mom audience tend to be more active elsewhere. The main focus and budget goes to the channels where we can best highlight "More Than the Morning" and reach people most receptive to our message.



hulu

What key elements from the creative brief/plan will be carried over to social media? How will this change or adapt to fit each platform (i.e. TikTok is video based, Reddit is frequently images/memes with text)?

- We want to make “More Than the Morning” feel real by showing all the ways Cinnamon Toast Crunch can be enjoyed. Maybe turn it into a late-night snack or sprinkle it on dessert. On Instagram, we could post quick Reels, like a short video on how to top your yogurt with Cinnamon Toast Crunch or make a fun afternoon parfait. On TikTok, we could keep it casual with silly “cereal at midnight” clips or speedy how-to snack ideas. We could also invite fans to tag their own hashtag creations (so every can share new ways to use Cinnamon Toast Crunch)
- Whether Millennial or part of Gen Z, that cozy childhood cereal memory is still a big deal. X is a great spot for quick throwback posts or simple polls, like asking what cartoon you watched while snacking. And if we want a longer talk, we’ll do a podcast. We could bring on guests or everyday fans who can chat about their first Cinnamon Toast Crunch memories or why it still matters in their routine now. It’s a nice way to remind people why they fell in love with this cereal in the first place.
- Across all platforms, we’ll keep our voice friendly and easygoing (keep a consistent brand look—colorful, inviting, and fun), but adjust it to fit how people usually post there. Instagram is bright photos and mouthwatering recipe ideas, TikTok is short, sometimes goofy videos, and X is quick, punchy text. Our podcasts will be chill, letting us have relaxed conversations about cereal nostalgia or cool new flavor combos.

How will paid ads on the platforms differ from the OWNED brand handles/accounts? What type of frequency will the owned handles post with, and how will these posts integrate back into the overall campaign?

- Our vision for paid ads is that we will pay to promote and prop up short form video content done by influencers we collaborate with. Additionally, we will promote links to our shop and new products with paid advertising.
- The paid ads will have more creative freedom than our owned media. The goal of our owned media is to prop up influencer collaborations and other partnerships that increase awareness of our brand and help shift our brand identity.
- Our paid ads will be cooking/baking videos, food review videos, and other content that pushes the versatility of Cinnamon Toast Crunch.
- Our Owned media will be content like street interviews, influencer spotlights, skits, formal announcements, etc. The goal here is to avoid an overflow of content. By keeping our Owned media accounts clean and high quality, yet still creative we want to amplify the work our partnerships are doing in shaping the reputation of our brand.



Explain the “From-To” around the look, feel, tone and content for the owned brand handles/accounts. What needs to change to best match the brand in the overall campaign?

- Right now, most posts center on flashy cereal shots and our cartoon mascots which are fun, but don’t show everyday ways people actually enjoy Cinnamon Toast Crunch. The account relies a lot on quick jokes and memes, but rarely highlights real faces, family moments, or creative recipe ideas. It can feel like a one-way conversation, with the brand talking to followers instead of chatting with them.
- We want to keep that playful energy but show more real-life scenarios, think a late-night snack spread, friends making dessert bars in their kitchen, or even a simple yogurt topping hack. Instead of just memes, our captions will invite conversation: ask people what they’re baking this weekend, or how they use CTC in non-breakfast meals. By mixing in moments daily, featuring fans’ own recipe posts, and responding more often, we’ll shift from static cereal promos to a lively feed where everyone can see and share how Cinnamon Toast Crunch is “More Than the Morning.”
- Explain the key timeline points for your social media efforts. Are there any key drive periods where you’ll be pulsing in higher spend levels/more activity? What is your rationale for these pushes?
- We allocated a significant portion of our media to the summer and holiday months.
- During these months, we have two significant promotions : a Taco Bell collaboration and Holiday recipe promotion.
- By putting out an increased amount of content on all platforms during these months, and hinting at them in months prior, we are ensuring visibility for our campaign’s most important events.

Social Media Calendar

Continuous Monthly Calendar	
https://www.vertex42.com/calendars/continuous-monthly-calendar.html	
Year:	2025
Calendar Title	
Wk	Monday
1	30
Dec-30	
Jan-5	
2	6
Jan-6	
Jan-12	
3	13
Jan-13	First official creative video, will advertise an influencer partner video on TikTok at 1 p.m. with a creative Winter recipe using CTC. #MoreThanTheMorning #CinnamonToastCrunch
Jan-19	
4	20
Jan-20	
Calendar	



Influencers & Partnerships

Currently CTC has no strong influencer or gifting campaign. They need to build a roster of influencers that align with our target audiences and might expand our brand to new audiences as well. This influencer campaign will be started from the ground up. We are intending to find influencers that align with our campaign values of shifting from just a breakfast cereal brand.

Additionally, CTC doesn't really have a strong presence outside of TV. Even their social media ads lack a cohesive media plan that attempts to go outside their traditional values.

We know that our audience gets influence on what to eat and buy from the internet. Therefore, if they see an influencer they relate to using our product and promoting it they are more likely to buy the product. Additionally the broader goal of our campaign is to show our audience that CTC can be used as an ingredient for recipes. We want these influencers to do 2 things during their content.

- They can either promote our collaboration with Taco Bell
- Or they can make a recipe using CTC, especially our collaboration with Hershey's.

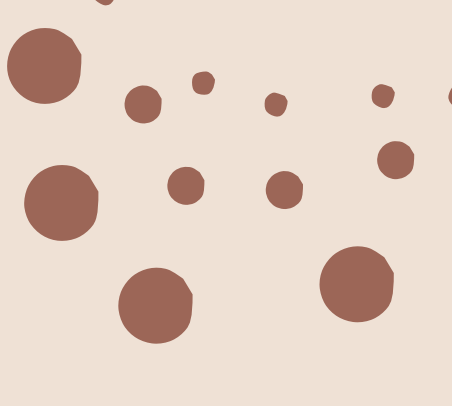
Our one collaboration is with Taco Bell; which will carry over through the summertime.

- Hor-cha-cha Cinna Drink ft. CTC
- Taco Bell has done various collaborations with food brands in an attempt to enhance their menu by adding something “new,” “fun,” and “fresh”.
- The collaborations, as seen in the past, have drawn extensive attention to Taco Bell restaurants across the country.
- For example, Taco Bell collaborated with “Milk Bar” in creating a Limited Edition: Birthday Cake Churro—not only did this sweet treat drive massive attention to Taco Bell, but it drew consumers to Milk Bar (a less well-known company)
- The Milk Bar x Taco Bell collab blew up all over TikTok, pushing social media users/viewers to try the Limited Time Treat.

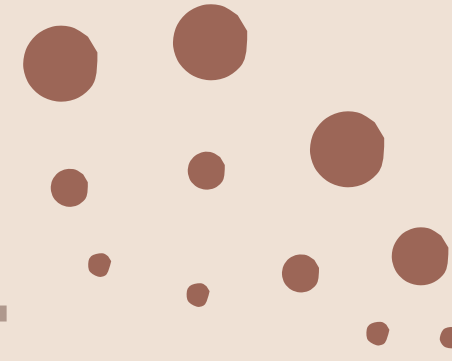
We hope our two month collaboration with Taco Bell will draw new eyes to CTC's brand and products through “free” promotional advertisements, taste-testings, and reviews via platforms such as TikTok.







Unique Selling Premise



The unique selling premise with Cinnamon Toast Crunch is versatility. CTC has the ability to shift into more than just a sugary breakfast cereal. With their products and their cinnamon sugar flavor, the brand is able to shift into viral recipes as well as your classic breakfast cereal.

With our campaign theme, we have a unique opportunity to transition the brand into a premiere snack and food brand that does not just focus on breakfast. CTC is already positioned as a fun brand but without a new campaign we are going to expand what people think of CTC.

Our goal is to go from crazy fun CTC to a multipurpose brand that can be used for dinner parties, soccer game snacks and more. The product will not be like other cereals in the same category. This allows us to expand the marketing and reach of CTC to new audiences and potentials.



Key Issues & Implications

Many consumers only recognize the original Cinnamon Toast Crunch cereal and remain unaware of its extended product line, including Cinnadust seasoning, snack mixes, and new flavor variations (e.g., Cinnamon Toast Crunch Rolls, Churros, and Popcorn). The lack of promotion for these products limits the brand's ability to expand sales and maintain relevance beyond the traditional breakfast cereal market. The goal through the campaign is to drive awareness and sales of Cinnadust seasoning and snack variations. Ways Cinnamon Toast Crunch could do this include: First, leverage TikTok and Instagram food trends by partnering with influencers to showcase creative ways to use Cinnadust (e.g., as a topping for coffee, toast, or desserts). Second, developing limited-time flavor collaborations similar to what McDonald's has done with its seasonal McFlurry flavors or how KitKat continuously launches new flavors worldwide. Third, launch in-store promotions and bundling deals (e.g., offering a discount when purchasing both Cinnamon Toast Crunch cereal and Cinnadust seasoning at major retailers like Walmart and Target). And fourth, emphasizing creative usage, influencer marketing, and retail visibility, the brand can turn its product line into a full lifestyle offering rather than just a breakfast cereal.

Cinnamon Toast Crunch is often seen as a children's cereal, which prevents it from tapping into teens and young adults who already enjoy sweet snacks and nostalgic flavors. Competitors like Honey Bunches of Oats and Special K have done a better job at balancing their kid and adult consumer bases by positioning their products as versatile meal components and not just a breakfast option.



Unifying Elements

Our campaign tagline is “More Than The Morning,” which reflects how Cinnamon Toast Crunch should be seen as not just a breakfast food, rather, a versatile ingredient that can be part of any meal. Cinnamon Toast Crunch has a unique flavor that is sweet and cinnamon, which can be incorporated into desserts, baked meals, drinks and more. Through multiple forms of our campaign’s digital advertisements, recipe tutorials are a common theme in our posts and collaboration videos, all including tags such as #MTTMRecipe (More Than The Morning Recipe) and #CTCRecipe (Cinnamon Toast Crunch Recipe). Tags like these plus our campaign logo will drive the message to our audience in the content they are consuming.



Additionally, creating fun visuals and scenes for our consumers to relate to or get inspiration from in media like billboards or commercials is a staple for our campaign as well. Themes like a dinner party with your friends and everyone bringing Cinnamon Toast Crunch recipe items is a common scene that has been set to be associated with the More Than The Morning Campaign. Overall, our theme aims to connect audiences together with inspiration and motivation to create their own More Than The Morning experience with Cinnamon Toast Crunch. Every time someone sees the logo, we want them to feel like they can relate to the experience and easily participate in it.



How The Message Applies to Our Target

Our campaign speaks directly to our two main audience groups: Gen Z women and Millennial moms. They're active on digital platforms and value creative, snackable food inspiration that fits into their real lives.

For Gen Z, our messages are fun and visually engaging, and they're often delivered through short form videos on TikTok and Instagram Reels. We emphasize Cinnamon Toast Crunch as a versatile ingredient, not just a breakfast cereal. Like snack hacks and dorm-friendly recipes all show how the product fits into their fast-paced routines/lifestyles. Tiktok is especially ideal for quick, high-energy snack videos, "CTC hacks," and influencer taste tests that match Gen Z's scroll behavior and humor.



#CTCHacks

#Dormsnack

#Easyrecipe

For Millennial moms, we frame Cinnamon Toast Crunch as both nostalgic and practical, they're easy to repurpose into family-friendly recipes like dessert bars or yogurt/drinks toppings. On Instagram, we present the product as an inspiration tool in the kitchen, helping them bring something new and fun to everyday meals through polished visuals and simple how-to content.

Meanwhile, Billboards and Streaming/TV ads provide broader visibility across generations. These ads focus on the emotional nostalgia of CTC, which reminds viewers of childhood memories and reinforces the idea that this cereal still belongs in their daily life, just in more creative ways.



On YouTube, we'll share longer-form recipe videos and branded content like step-by-step cereal bar tutorials, influencer kitchen vlogs, or behind-the-scenes looks at our Taco Bell collaboration, giving audiences a deeper dive into the "More Than the Morning" lifestyle. These videos will spotlight creators using CTC in new recipes or walk viewers through DIY snack ideas in a more detailed, entertaining format.

On Spotify and Apple Podcasts, our audio ads will tell personal stories and snack memories featuring Cinnamon Toast Crunch. These nostalgic, lifestyle-driven ads will reach audiences during their morning commutes, cooking time, or workout breaks—moments when snack thoughts feel natural and relatable.

Also in print magazines, we'll feature CTC in seasonal spreads that target Millennial moms, such as holiday dessert ideas or back-to-school snack planning. These ads balance practical recipe inspiration with lifestyle aesthetics, making the product feel versatile and family-approved.

Across every channel, we want to keep the tone friendly and inviting. Rather than just telling people how to eat Cinnamon Toast Crunch, we're inviting our audiences to make it their own, through conversation and community.



Emphasizing the Unique Properties

The unique properties of the brand are emphasized in the social media content we are going to make.

A visual format is essential in order for us to show off the unique properties of Cinnamon Toast Crunch. On social media platforms like TikTok and Instagram, we will partner with influencers and promote content of them making various recipes using Cinnamon Toast Crunch, and trying our collaborations with other brands like Taco Bell.



By producing content ideas that are inherently creative, like cooking using alternative recipes, we are capitalizing on the flavor profile of Cinnamon Toast Crunch and its ability to fit into numerous other spaces outside of breakfast cereal.

Our Taco Bell collaboration is a key feature of our campaign necessary to expose a large audience to the versatility of our cereal.

By partnering with a global corporation and launching a product using Cinnamon Toast Crunch, our collaboration with Taco Bell will expose consumers to the creative possibilities of our Brand. Our collaboration with Taco Bell, which we will promote on billboards and on social media, will pair well with our other social media promotions, ultimately exposing a global audience to the unique property of Cinnamon Toast Crunch that we are capitalizing on, which is versatility.



Creative Influence on Brand Personality

Cinnamon Toast Crunch has traditionally leaned on cartoon mascots and meme-style humor. While playful, this older personality focused on sugary fun but disconnected from how people can actually use the product (often felt one-dimensional).

Our creative campaign gives the brand a refresh. It keeps the playful energy, but makes it feel real-life, versatile, and more relatable. Instead of static box shots, we now show Cinnamon Toast Crunch being used in unexpected but approachable ways, like a late-night snack in a cozy kitchen, or a topping on a post-run parfait.



We also shift the brand voice to be more conversational and community-driven. Posts invite responses, influencers share their takes, and fans can tag us in their own creations. Cinnamon Toast Crunch is not only a mascot-driven cereal, but also a flexible, lifestyle-friendly brand that's integrated into modern routines.



Advertisement Storyboards

Hulu/Netflix Ad: General campaign commercial

This six-panel storyboard humorously captures a women's late-night binge-watching session that leads to a deep snack craving. This ad spotlights Cinnamon Toast Crunch as the ultimate comfort food that can accompany your favorite show. Through various playful visuals and voiceovers, it positions CTC as more than breakfast—it's an emotional support *indulgence* that can be enjoyed at anytime.



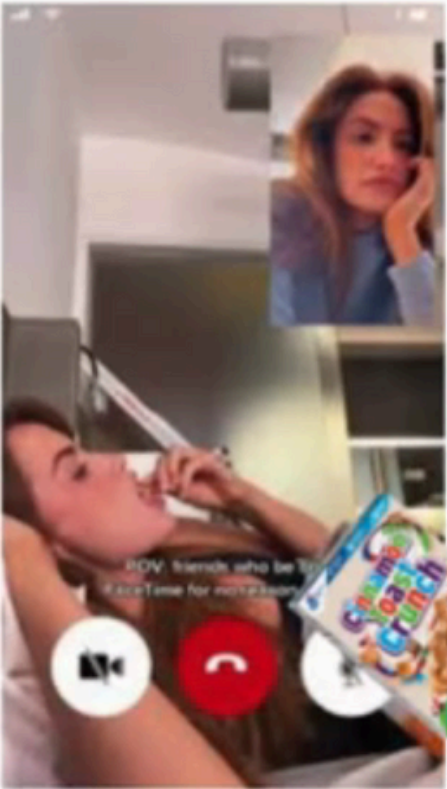
Scene 1
Girl on the couch, watching TV at 1:13 AM
Text on screen: "Just one more episode..."
Voiceover: "It's late. You've watched six episodes straight. You're hungry. Spiritually... and physically."



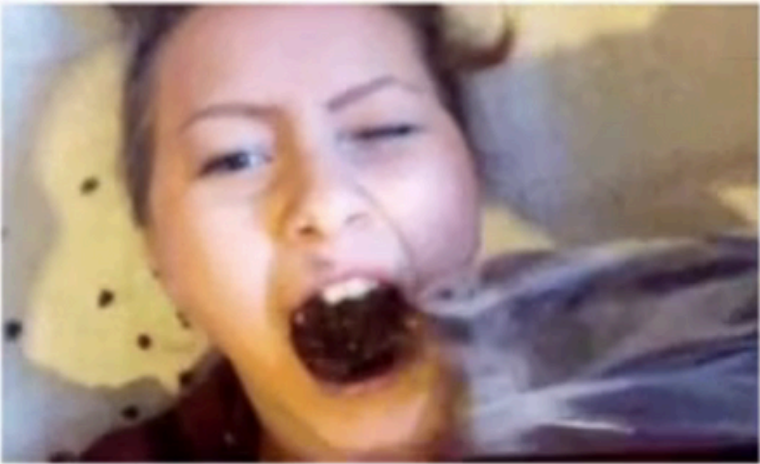
Scene 2
She opens the cabinet. Light shines on the Cinnamon Toast Crunch box
Sound: Angelic choir sound ("Aaaah!")
Text on screen: "Salvation: found."



Scene 3
She eats dry cereal dramatically
Crunch sound: Extra loud
Voiceover: "Crunch level: ASMR elite."



Scene 4
Facetime popup from friend – "you again??"
Friend (audio): "CTC again??"
Girl (reply): "It's called: binge snack synergy."



Scene 5
She pours more CTC into her mouth while watching TV
Text on screen: "Serving size: vibes only."
Voiceover: "Breakfast? That's cute."

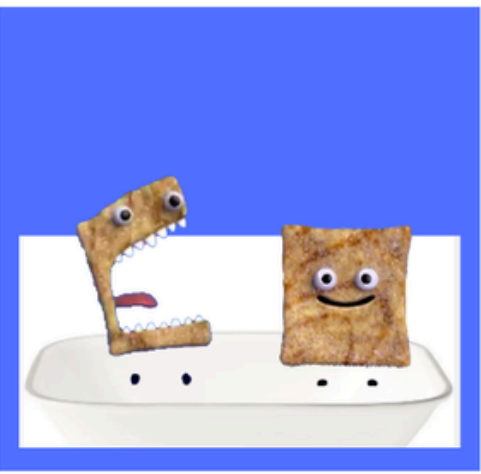


Scene 6 (End)
Visual: Orange/white screen + logo
Voiceover: "Cinnamon Toast Crunch." "Not just breakfast. It's emotional support in a bowl." Sound: Crunch sound + Netflix "ding"

TV Commercial 1: Launching the Taco Bell collaboration



Crazy Squares are hanging out in a cereal bowl, kind of how the start of a "normal" Cinnamon Toast Crunch commercial would start. (No narration, just Crazy Square noises and ominous music in the background)



As one of the Crazy Squares is about to eat another, he gets distracted by a UFO. (Sound of the UFO comes, again mysterious music plays)



The UFO abducts the Crazy Squares and dumps them off into a Taco Bell Horchata.

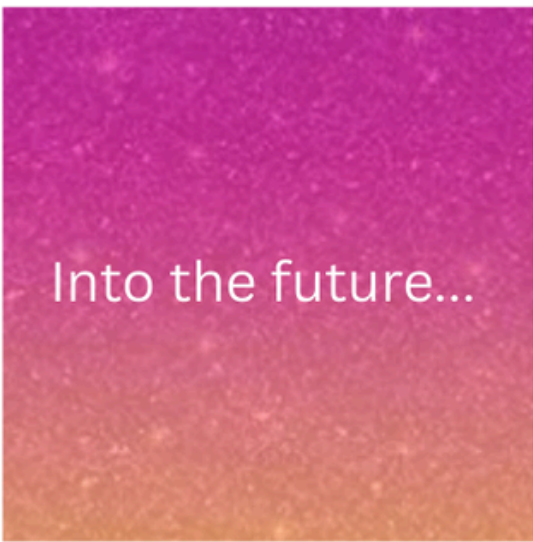






What just happened??

(Ominous music stops, Crazy Square's panic in their language, with a caption detailing what they are saying)



Into the future...



The commercial flashes to the future, with the Crazy Squares having a pool party in the Horchata, they have on floaties, sunglasses, they are tanning, etc. (Summer music starts playing, beach noises in the background, etc.)



After this scene, a graphic flashes on the screen, displaying the Taco Bell/CTC Horchata collab, with beach themed decorations and design, as well as a box of Cinnamon Toast Crunch. (Narrator: This summer, head to your nearest Taco Bell and try the new Cinnamon Toast Crunch Horchata, the perfect for a beach day.)



YouTube: General campaign message

This ad depicts a day in the life of someone and they are using CTC. This ad relates to our campaign because it shows how CTC can be used more than the morning time. It also shows that CTC is an additional character that is apart of this person's daily routine. This ad additionally really plays with time and uses different moments of the day as a crucial part of the ad. This is perfect for youtube because it is so fun and will capture the audience before they watch the video they are intending to see.



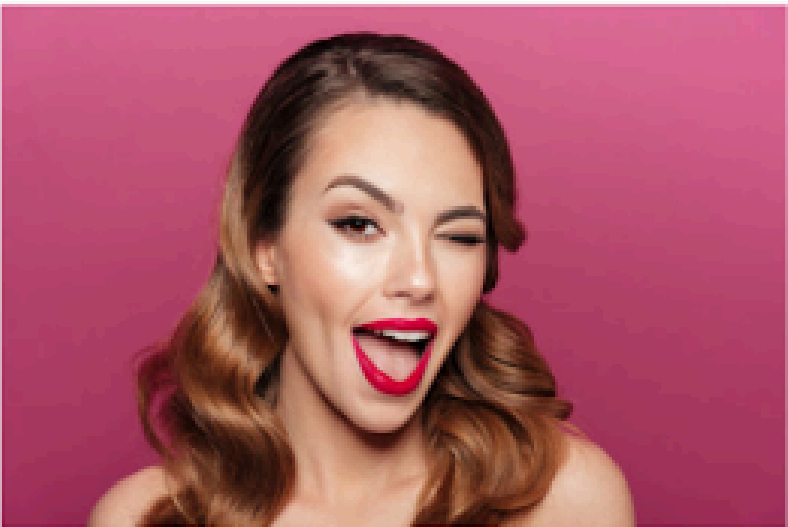
Scene 1: Disaster Morning
Girl wakes up, looks at the clock – it's 8:57 AM, class is at 9.
Text on screen: "Me trying to be a functioning adult"
Sound: Cartoonish alarm noise
Voiceover: "Some people meditate in the morning. I... eat Cinnamon Toast Crunch in panic mode."



Scene 2: Fridge = Empty
She opens the fridge. No milk. Just ketchup and regret.
Text on screen: "No milk? No problem."
Voiceover: "Dry cereal? Gourmet."



Scene 3: Fashion Show
She struts through the hallway holding a giant bag of CTC like it's a designer purse
Sound: Dramatic fashion runway music
Text on screen: "This is my vibe now."
Voiceover: "My toxic trait? Thinking Cinnamon Toast Crunch is a personality."



Scene 4: Main Character Moment
She's at a party. Everyone has fancy drinks. She's eating cereal from a champagne glass.
Voiceover: "Red flags? I only see red cereal swirls." Friend: "Is that... cereal?" She: "It's called ✨flavor ✨"



Scene 5: Late Night Grind
She's editing at 2 AM. Face tired. But cereal in hand.
Voiceover: "Deadlines? I fear nothing. Except running out of CTC."



Scene 6(End)
Visual: Logo appears. She pops a piece of cereal in her mouth and winks.
Voiceover + Text: "Cinnamon Toast Crunch. Crunchy. Chaotic. Committed."



Social Media Advertisements



Tik Tok Ad 1: Recipe Tutorial by Cinnamon Toast Crunch Page

Full Caption: Today I wanted to show you all how I make a latte with Cinnamon Toast Crunch. I wanted to give you guys ideas for recipes to make with CinnaDust. This recipe is easy and delicious.
[#morethanthemorning](#)
[#cinnamontocrunch](#)
[#recipetutorial](#) [#recipectc](#)



Tik Tok Ad 2: Jake Shane collaboration example

Full Caption: CTC MILK INFUSED LATTE TASTE TEST W/ ME
[#morethanthemorning](#)
[#cinnamontocrunch](#) [#CTC](#)
[#neweats](#)





Tik Tok Ad 3: Brett Chody collaboration example

Caption: Taste Test! Today I am trying the new CTC Hershey Kisses. They were so delicious
[#morethanthemorning](#) [#ad](#) [#ctc](#)





Instagram post 1: Post by Cinnamon Toast Crunch

Full Caption: Some days, the magic isn't in the schedule. It's in the snacks, the snuggles, and the way Cinnamon Toast Crunch turns an ordinary afternoon into a little joy break. What is your favorite slow moment lately?

#MoreThanTheMorning
#CTCMoments #ParentingPause
#SnackTimeJoy #MillennialMomVibes
#CinnamonToastCrunch



Instagram post 2: Emilie Kiser collaboration example

Full Caption: A perfect day, my perfect family, and my perfectly refreshing Cinna-chata ft. Cinnamon Toast Crunch. Get yours today @tacobell!

#CTC #TacoBellCollab
#CinnamonToastCrunch



Traditional Advertisements

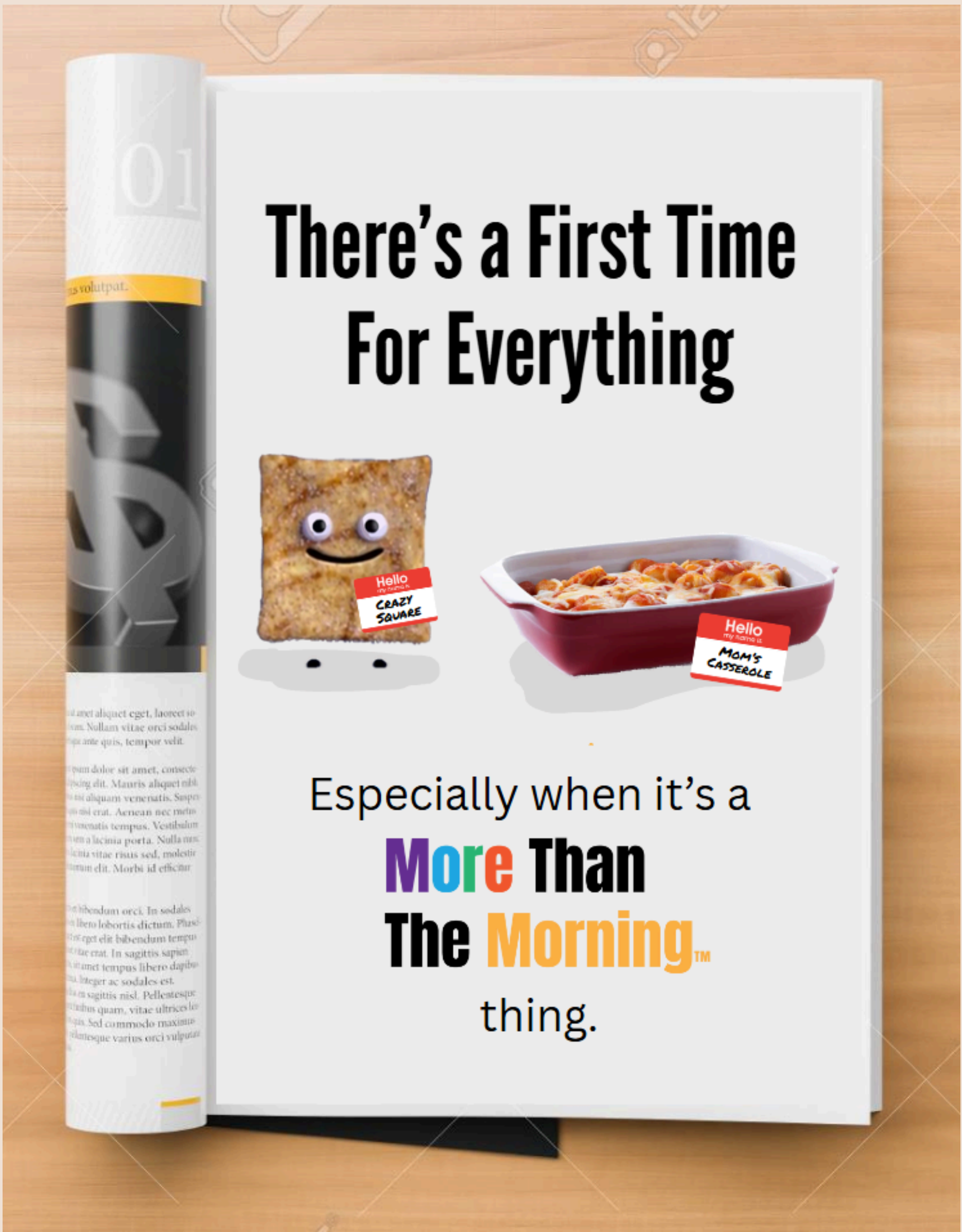
Outdoor Billboard: Taco Bell collaboration



Outdoor Billboard: Hotel Night Room Service Scene



Magazine Ad:
Stand out full page ad for general campaign theme



Appendix

More about Competitive Analysis

While researching the 4 P's for the four cereals listed above, it became clear that the price and place of each cereal were generally very similar. The variation and distinguishable differences between each type of cereal is most noticeable in the product and promotion of the cereal. The differences that these cereals represent in terms of consumer needs are mostly abstract. The price, place and nutritional value of the cereals are very consistent. In order to differentiate themselves, cereal brands have to promote themselves creatively, establish themselves as a brand (usually through a mascot that gets the attention of children) and make themselves widely accessible.

Cinnamon Toast Crunch excels at meeting the more abstract needs of consumers. It has the mascot and marketability of the other cereals, but the cinnamon sugar seasoning is what sets it apart. This gives the brand the versatility needed to promote itself in other ways. Over the past year, Cinnamon Toast Crunch launched a social media campaign centered on Tik Tok. The campaign was a huge success, generating 1.3 Billion impressions. Other cereals market themselves toward parents and children. There is a missing group: tweens and teenagers, who are largely on social media. Cinnamon Toast Crunch took advantage of this and it offered them massive success. Going forward, the key for Cinnamon Toast Crunch to excel above other cereal brands is to find out what abstract needs it meets better than other cereals (like its versatility because of the seasoning), and to market those.

Social Media Analysis Cont'd

Cinnamon Toast Crunch doesn't really work with "social media" influencers to help promote their brand; they're known for stronger collaborations with "Big Name" celebrities like Bebe Rexha and Jason Derulo on television. These big-household names are great to reach the brand's target audience because most people know who these individuals are, and if they don't know them by name, they will recognize their voices or faces. In addition, these artists speak well to Gen Z and Millennial audiences as "we" grew up listening to their music; thus, creating a large sense of nostalgia around a cereal that is already nostalgic in itself. One problem with only using "Big Name" celebrities on TV to promote their brand is the newer generation may not know who these "people" are. Having sponsorships with new influencers on apps like TikTok would help Cinnamon Toast Crunch appeal to younger audiences who are easily swayed by the short videos they see on their phone screens. Also, as sad as it is, less and less people are watching TV, let alone commercials, so making their way onto social media apps would further expand their outreach and push their brand message. Overall, the complete lack of influencer representation is hindering Cinnamon Toast Crunch from becoming "more than just breakfast". If they want to elevate their image, increase sales, and spike their social media views, they MUST invest in influencer brand deals/collaborations.

Corporate Backgrounder

Cinnamon Toast Crunch has been loved since the year 1984; a combo of little crisp squares, cinnamon, and an irresistible sweet crunch from sugar. While it is traditionally enjoyed as a your typical breakfast staple, Cinnamon Toast Crunch is far more than your usual and easy breakfast. The “More Than The Morning” campaign highlights the versatile nature of CTC and it also showcases how easily this nostalgic cereal can be incorporated into little snacks, sweet desserts, and even beverages that can be consumed at any point of the day...not just the morning.

Campaign Overview

The “More Than The Morning” campaign truly redefines how consumers experience Cinnamon Toast Crunch, proving it is not just a food consumed at breakfast time. From creamy milkshakes to crispy chicken breast coatings, from innovative s’mores to our newest collaboration with Taco Bell, this campaign encourages CTC lover’s to explore the various ways to indulge in CTC that isn’t just straight from a bowl of cereal and milk.

Key elements of the campaign include:

Our partnership with Taco Bell: Features the exclusive Taco Bell x Cinnadust Horchata—a delectable blend of creamy, milky horchata infused with Cinnamon Toast Crunch’s signature “cinna” flavor.

Recipe Innovations: Highlights creative CTC-inspired recipes: never-seen-before desserts, refreshing beverages, and even, despite possible controversy, savory dishes (with a small hint of sweetness).

Social Media Engagement: Encourages nationwide consumers and foodies to share their own Cinnamon Toast Crunch creations using our “#MoreThanTheMorning” hashtag (curated by our team!)

Influencer Collaborations: Partner with popular food influencers and renowned chefs/bakers to showcase innovative and also simple ways to use CTC for any occasion, on any day.

Brand History & Legacy

Launch Year of CTC: 1984

Brand Identity: Fun, energetic, nostalgic, embrace your inner-child
Cinnamon Toast Crunch is known for their playful “Crazy Squares”, their iconic cinnamon swirl left behind in cereal milk, and signature Cinnamon Sugar flavor—oftentimes, when people think of Cinnamon Sugar, people relate it to our cereal brand.

Consumer Appeal: Loved and enjoyed by children, teens, and nostalgic adults alike; CTC has remained and still is a top-selling cereal in grocery stores across the United States.

Previous Collaborations: CTC has been featured in a wide-variety of different product extensions → ice cream to on-the-go snack bars; thus, proving CTC’s widespread appeal to its audience..as they clearly enjoy the flavor “beyond the cereal bowl”.

Why This Campaign Matters

Consumer habits are ever-evolving, and traditional breakfast routines are changing year-by-year. With health goals on the rise and a new interest in improving one’s mental and physical being, lots of consumers are veering away from sugar-packed breakfasts as the start to their days.

The “More Than The Morning” campaign really does tap into the huge snacking culture that has taken the U.S. by storm; thus offering new ways for new and current fans to incorporate their favorite cereal into their daily lives without feeling like the sugar-spike in the morning is going to cause them to “crash out”. By positioning Cinnamon Toast Crunch as an all-day type of indulgence, their brand actually strengthens its relevance with people and it even deepens consumer engagement as it’s present throughout the whole day, and not just a small portion of it.

Join the CTC movement and show us how you enjoy Cinnamon Toast Crunch...beyond breakfast time! Use our “#MoreThanTheMorning” and don’t forget to tag us in your cool creations.

Stay tuned for quick recipes, unbelievable collaborations, and more cinna-tastic surprises!

For media inquiries, partnerships, or if you want additional campaign details, please contact: ctccampaign@oj.org

Predator: our brainstorming session identified a few key areas where problems might arise. We'll stay prepared and proactive.

Some nutrition advocates or social media figures might criticize CTC for high sugar. We'll highlight real-world dietitian tips on enjoying it in moderation, and post creative, balanced recipes.

Negative viral posts can spread quickly on platforms like TikTok. We'll monitor online chatter in real time and respond politely but firmly to correct misinformation or clarify any confusion.

Eco-conscious consumers may question packaging waste. We'll emphasize our recyclable boxes and communicate any upcoming green initiatives to show genuine commitment.

Rival cereal brands could market themselves as healthier or more sustainable. We'll avoid direct comparisons and instead showcase what makes Cinnamon Toast Crunch special—nostalgic flavor, versatility, and a fun brand heritage.



Links to Media Plan Spreadsheets

<https://docs.google.com/spreadsheets/d/1zdIg2TOOG64vGM5j21KQN7g5mkrUZW2PXRvJn34w4To/edit?gid=1322954180#gid=1322954180>

https://docs.google.com/spreadsheets/d/1ioMCEub8xhSLpBKIXg_PDslN4XBuiTwWwwPUKFRgyUg/edit?gid=842954429#gid=842954429

Advertising Opportunities On Each Platform

TikTok Advertising

1. Branded Hashtag

- Encourage users to share their creative Cinnamon Toast Crunch recipes (#MoreThanTheMorning). Hashtags help with the virality of content and can help boost a creator's videos across various platforms.

2. In-Feed Advertisements

- To reach a broader audience, we can add an extra boost to high-performing “organic” content—made by influencers— to ensure CTC reaches a broader audience.

→ We recommend Cinnamon Toast Crunch to “be on the minds” of consumers—so next time they’re in the cereal aisle, they will feel inclined to buy our product, use it in more creative ways than its traditional use, and possibly make their very own content online.

Instagram Advertising

1. Instagram Reels

- Run recipe ads within Instagram reels—we really need to capitalize on short-form cooking trends. The videos must be quick, forward, and have an engaging start so watchers continue watching.

2. Instagram Stories with added polls & stickers

- To increase physical engagement, not just views, we need to implement interactive content, like polls and stickers; they’re not only fun, but force viewers to think more deeply about our brand.

→ example: vote on your favorite CTC recipe



Influencer Partnerships

1. *Emily Mariko (@emilymariko)*

- Relevance: Ideal for showing quick and easy Cinnamon Toast Crunch-based recipes → well-known and popular for her easy, aesthetically pleasing, and viral meal ideas, recipes, and content.
- Brand Fit: Her content provides clean and minimalistic food videos that seem to resonate with our target audiences, Millennials and Gen Z-er's, who are looking for simple, yet creative meals that not only taste good, but are fun to make with friends and/ or family members.

Subscriber Count:

- 12.4M on TikTok
- 2M on Instagram
- 1.48M on YouTube.
 - Recent Brand Partnerships: Trader Joe's, Ninja Kitchen, and Whole Foods—these are all brands that target young foodies...just like us!

Activation Ideas:

- A “More Than the Morning” series
- Emily creates and makes food/beverages/snacks/desserts using Cinnamon Toast Crunch—they can be more health conscious as well! (examples: yogurt bowls, smoothies, protein snacks).
- An ASMR-style TikTok featuring her Cinnamon Toast Crunch snack hack—could incorporate the smashing, blending, or breaking of the cereal, shaking the bag, or the slicing of the food.
- ASMR is not only very popular right now, but highly appealing—oftentimes makes people crave certain foods.

2. *Emilie Kiser (@emiliekiser)*

- **Relevance:** She is a lifestyle influencer and foodie known for her daily vlogs, routine videos, recipes, family content, and “eat with me” chit chats. Emilie resonates with both Millennial women and Gen Z who seek out an approachable, aesthetic, and easy-going influencer who serves relatable content.
- **Brand Fit:** Emilie’s content is highly engaging for users of various ages (but she definitely caters to the female audience). Her content’s mix of lifestyle, routine, wellness, and food is perfect for showcasing Cinnamon Toast Crunch’s versatility. Her platform and content spotlights her “everyday moments,” as a wife, mother, and content creator; making her a perfect match to promote CTC and its ability to fit “beyond breakfast” time and into other parts of one’s day.

Subscriber Count:

- 3.0M on TikTok
- 975K on Instagram.
 - Recent Brand Partnerships: Target, Dunkin’ Donuts, and Chamberlain Coffee
 - Abundant influence in food, beverage, and lifestyle—huge brands work with her because her content is entertaining and is engaging for the people that primarily purchase their goods.

Activation Ideas:

- A “Snack Time for my Toddler” video where Emilie shares a fun and easy snack time recipe (using Cinnamon Toast Crunch) that she puts in her toddler’s lunch box for school/makes for his class.
- A very casual “Day in My Life” TikTok video or Instagram Story that seamlessly incorporates a Cinnamon Toast Crunch dessert/treat (doesn’t come off as “sponsored content or paid content”)

Campaign Theme

Our campaign theme is called, “More Than The Morning”. Our theme centers around redefining Cinnamon Toast Crunch into a daily essential that reaches far beyond just a yummy cereal traditionally consumed for breakfast/in the early hours of the day. “More Than The Morning” invites consumers, and nostalgic foodies, to view Cinnamon Toast Crunch in a creative manner—a tasty ingredient that fits into any part of your day. Our theme places a strong emphasis on universality, as it can be used in various recipes. Through our campaign, we are shifting CTC from what many consider a “breakfast food” into a lifestyle ingredient that inspires consumers to get creative with their favorite cereal, CTC.

Our campaign theme is brought to life through extensive social media ads and collaborations with prominent influencers which help embody the idea that CTC is a satisfying and well-liked ingredient intended for pleasure, comradery, and celebration—not only a “I’m heading out the door and need something quick” kinda breakfast.

Ultimately, this campaign is about changing the perception of Cinnamon Toast Crunch. We are not trying to abandon the simplistic nature of enjoying a bowl of cereal over milk, we simply want to turn Cinnamon Toast Crunch into a 24-hour indulgence.

We hope that through our new campaign and with the outpour of enticing media/visual content consumers will be influenced to enjoy the nostalgic magic of CTC’s beloved childhood flavor in many forms, any time, anywhere.

FRQ Graphic

Frequently Asked Questions



What is our latest launch?

Our latest launch is our Cinnamon Toast Crunch and Totino's collaboration.

How long does our cereal last on the shelf?

Our original cereal lasts 6-8 months.

What is our mascot?

Our mascots are Crazy Squares. They are our fun squares that can be seen on our cereal boxes and throughout our branding.



Why is Cinnamon Toast Crunch epic?

“Cinnadust, Cinnacrunch and Cinnamilk. This simple combination of delicious flavors and textures makes Cinnamon Toast Crunch the perfect snack or cereal for kids, teens, adults and any other lifeform.”

What year was Cinnamon Toast Crunch created?

Cinnamon Toast Crunch was invented in 1984.

Press Releases

Press Release: Launch

FOR IMMEDIATE RELEASE

March 21, 2025

Issued by: Oracle Juice Agency

Contact: Mirabella Villanueva, msvillanueva@ojagency.com,
(604) -272 - 4305

Cinnamon Toast Crunch Launches ‘More Than the Morning’ Campaign This Summer

MADISON, WI – In partnership with Oracle Juice Marketing (OJ Marketing), Cinnamon Toast Crunch is coming out with a new brand campaign is launching this summer across the United States in efforts to engage Generation Z women and Millennial mothers. In order to revitalize the brand image to be more in line with these primary and secondary targets, Cinnamon Toast Crunch will focus on advertising their versatility and range of products that sets them apart from being just a breakfast item. This campaign will be titled as “More Than the Morning.”

Due to the rise in popularity in healthier breakfast options, Cinnamon Toast Crunch hasn’t been a popular breakfast choice as of late. To address this, OJ Marketing has identified Gen Z women and Millennial mothers as an untapped market that could pose a good opportunity for Cinnamon Toast Crunch to expand into different lifestyles. As opposed to the previous marketing strategy of advertising Cinnamon Toast Crunch as a breakfast brand for kids, the “More Than the Morning” campaign will focus on how Cinnamon Toast Crunch is not just a breakfast cereal, rather, a versatile ingredient that can be part of any meal and any time of day. The campaign will showcase Cinnamon Toast Crunch and their related products, such as their coffee creamer and Cinnadust, and how they are great options that fit into anyone’s lifestyle and routine. This could include drink recipes, baked goods, and more.

Cinnamon Toast Crunch will hold press release events, collaborate with influencers, create social media recipe challenges, giveaways and roll out a collection of advertisements in order to spread the news about the new campaign. These forms of advertising will target the primary and secondary audiences, but also drive additional engagement from third parties in order to capture full engagement.

The campaign is expected to launch at the beginning of Summer 2025. This time of year bodes well for Gen Z women who are out of school and Millennial mothers who have more time with their children. Both target groups will likely have more time to try new recipes and see what’s going on online, therefore be intrigued at the campaign’s content in areas of social media and PR events happening near their homes or publicized.

At PR events there will be multiple opportunities for members of the press to get information on the campaign. The Creative Director of Cinnamon Toast Crunch will be present at each event along with the campaign director from Oracle Juice Marketing. Press will get exclusive interview and photography opportunities with the directors and behind the scenes to cover more information. Additionally, each press member will receive a Cinnamon Toast Crunch “More Than the Morning” gift package as a thank you for covering the event. If you are interested or need more information, don’t hesitate to reach out to Mirabella Villanueva at msvillanueva@ojagency.com or call at (604) -272 - 4305.

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Press Release: PR Event

FOR IMMEDIATE RELEASE

March 21, 2025

Issued by: Oracle Juice Agency

Contact: Yuqin Deng, melodydeng@ojagency.com,
(608) - 896 - 4475

Cinnamon Toast Crunch Announces #MoreThanTheMorning Baked Goods Giveaway in New York

NEW YORK, NY– Cinnamon Toast Crunch will host a #MoreThanTheMorning Baked Goods Giveaway in New York on November 15, inviting the community to enjoy free cinnamon-infused treats and discover new ways to use Cinnamon Toast Crunch beyond breakfast.

During the one-day pop-up, visitors can sample an assortment of baked goods featuring Cinnamon Toast Crunch or its fan-favorite Cinnadust seasoning, from muffins and cinnamon-sugar cookies to unique, limited-edition pastries. Attendees who follow the brand on social media will also receive free boxes of Cinnamon Toast Crunch and additional Cinnadust samples while supplies last.

“Cinnamon Toast Crunch is more than just a morning cereal, it’s a versatile ingredient that can be used in all sorts of creative ways,” said a spokesperson for Oracle Juice Marketing, the agency orchestrating the event. “This Baked Goods Giveaway is our way of inviting people to experience that firsthand, taste our new recipe ideas, and connect with the playful spirit of the ‘More Than the Morning’ campaign.”

In addition to tasty freebies, the event will feature interactive, family-friendly activities and plenty of Cinnamon Toast Crunch surprises. Guests can participate in fun games, snap photos with the cereal’s famous Cinnamoji characters, and even win exclusive Cinnamon Toast Crunch swag. Everyone is encouraged to share their experience on social media by posting photos or videos with the hashtag #MoreThanTheMorning, attendees can join the online conversation and may even be featured on the brand’s official social channels.

The #MoreThanTheMorning Baked Goods Giveaway is free and open to the public. Local families, students, and cereal lovers of all ages are invited to stop by, discover new Cinnamon Toast Crunch creations, pick up recipe ideas, and enjoy a day of cinnamon-sweet fun. Follow @cinnamontostcrunch on social media for event updates and more surprises from the “More Than the Morning” campaign.

Influencer Dossiers



@brettsbites

Brett's Bites posts energetic and relatable food content that resonate with online "foodies", "wellness gurus" and adventurous snackers. Her genuine charisma and easy-going vibe make her a great fit for CTC's down-to-earth brand energy.

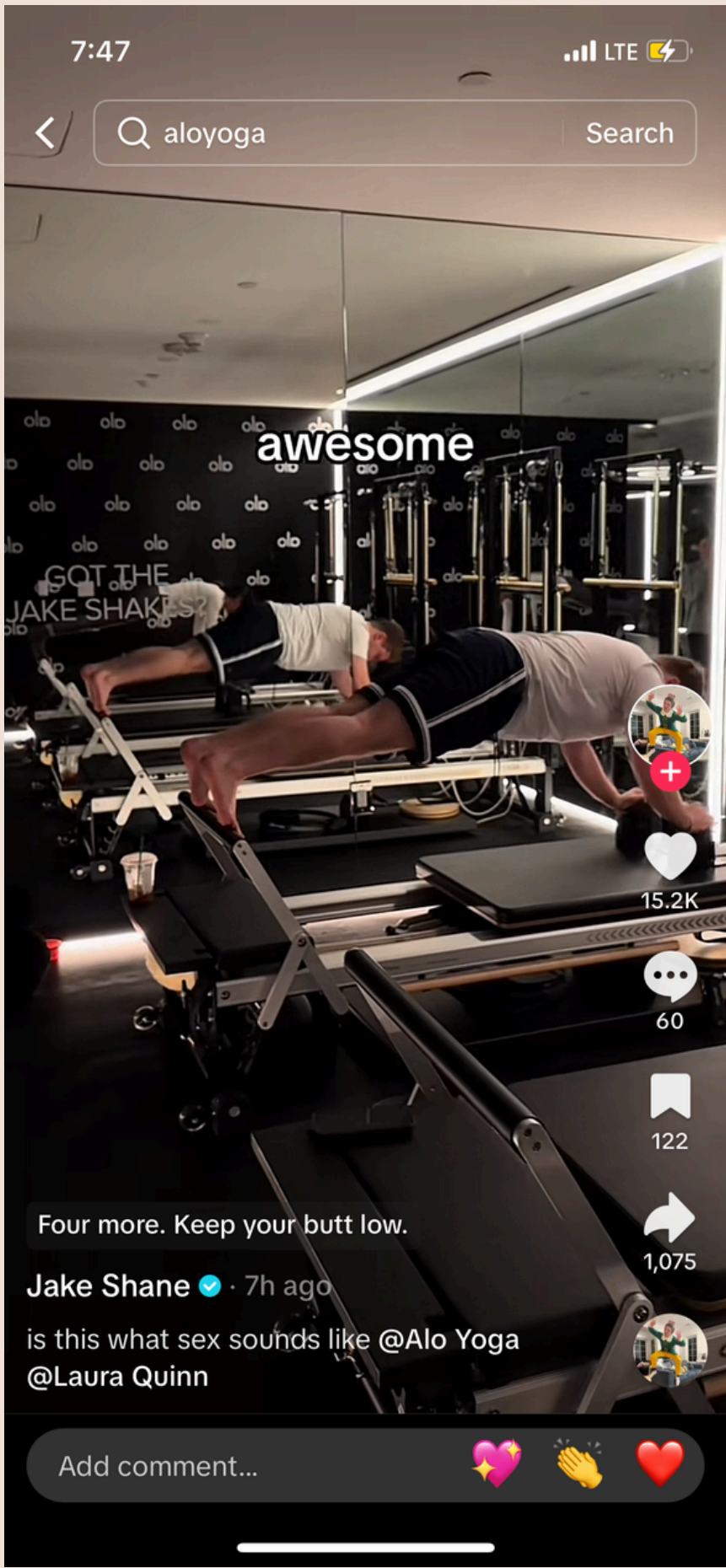
- Follower Count: 79.9K on Instagram and 142.8K on TikTok
- \$10,000 for 2 Instagram story posts and 2 TikTok
- 400-1000 likes per sponsored post



@emiliekiser

Emilie relates to our brand because her content is authentic & family-oriented, which aligns perfectly with CTC's brand values. She focuses on her everyday life and adventures and daily routines making her a trusted voice among parents & Get Z.

- Follower Count: 1M on Instagram and 3M on TikTok
- \$54,000 for 1 Instagram story posts and 1 TikTok
- 100K+ likes per sponsored post



@jakeshane

Jake Shane brings humor and tons of relatability to his social content, making him engaging and personable. His ability to connect through storytelling and viral trends aligns well with CTC’s fun and approachable persona.

- Follower Count: 1.1M on Instagram and 3.6M on TikTok
- \$28,000 for 2 Instagram story posts and 2 TikTok's
- 15K-30K likes per sponsored post



@doughertydozen

The Dougherty Dozen share a heartwarming look into their big family life that is filled with everyday “chaos” and family-love. Their emphasis on family-based values, basic routine, and positivity resonates strongly with CTC’s community-driven and wholesome cereal brand image.

- Follower Count: 1.5M on Instagram and 7.2M on TikTok
- \$16,000 for 4 TikToks
- 2K-5K likes per sponsored post



@bakedwithlovebyivy

Ivy showcases her beautifully hand-crafted baked goods--highlighting creativity and warmth in the home. Her content brings a cozy, homemade vibe that aligns perfectly with CTC's main focus: comfort, pleasure, and flavor.

- Follower Count: 131K on Instagram and 20.5K on TikTok
- \$4,000 for 3 Instagram stories & 1 main feed sponsored post
- Stories views = N/A, Main feed 500-700 likes



@howkeveats

“How Kev Eats” combines his unique humor with honest food reviews, making his content entertaining, and simultaneously trustworthy. His genuine and approachable filming style and strong passion for trying new and local foods align with CTC's flavor-forward and charming identity.

- Follower Count: 657K on Instagram and 3.5M on TikTok
- \$15,000 for 2 Instagram story posts and 1 Tik Tok
- 90K-150K likes per sponsored post

Additional Ad Examples

Spotify ad 1: Script for audio ad for launch

Hey guys, before we start today's episode I want to give a huge shoutout to our sponsor, cinnamon toast crunch. They're launching their new More Than the Morning campaign, loaded with fun drinks, dessert recipes, snacks, and more, using Cinnamon Toast Crunch. I've tried a bunch of them on my Tik Tok. My favorite is Cinnamon Toast Crunch mashed potatoes, don't judge.... Make sure to check those Tik Toks out!

Spotify ad 2: Script for audio ad for launch

Alright guys, that's gonna be it for today's show. I want to give a huge shout out to the sponsor for today's episode, Cinnamon Toast Crunch. Throughout the whole podcast I've been drinking their new Horchata collab with Taco Bell and it's amazing. The Horchata is part of Cinnamon Toast Crunch's More Than the Morning campaign, so it's not just horchata that they've released. They're also promoting new products, drink recipes, dessert and dinner recipes, and more, all using Cinnamon Toast Crunch. I've done reviews of the recipes on my TikTok and instagram so make sure to go check those out!

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