

FEED YOUR INNER CHILD

a·dult·hood (n.) /ə'dɛlθhʊd, 'adɛlθhʊd/
the state or condition of being fully grown or mature

MKT 407 FA22
GROUP 6

BACKGROUND

Created in 1963 as a replacement for toast and jam

Consumer consumption drops at around **18 y/o**

Competitors are largely other breakfast or snack food items



OUR OBJECTIVE

GROW POP-TARTS TO \$1BN BY EXPANDING
INTO NEW HOUSEHOLDS

Maintain a competitive presence in the convenient breakfast food market by expanding appeal of Pop-Tarts to a broader audience (age 18-30)



SITUATION ANALYSIS

STRENGTHS

The existing brand name and recognition associated with Pop-Tarts

The “snack” rather than breakfast reputation now more closely associated with Pop-Tarts

WEAKNESSES

“Kiddie” reputation*

Association with broke/unevolved living*

*based on Twitter research

OPPORTUNITIES

Less than half of Americans eat breakfast - capitalize on being a breakfast food

Partnerships & Philanthropy

Develop a healthier alternative/gluten-free option

THREATS

Health conscious market

Existing cereal/breakfast foods

Convenience of drive-thru/order ahead options



CORE CUSTOMER

- Age: 18-30
- People on the go who often skip breakfast
 - The dietary habit of skipping breakfast is quite common in the United States, with as many as 60% of young adults frequently skipping the morning meal
- College students and young professionals
 - These are the people who need a quick solution to skipping breakfast
 - Not only can Pop-Tarts be that quick solution, but there's the added benefit of bringing fun back into their life

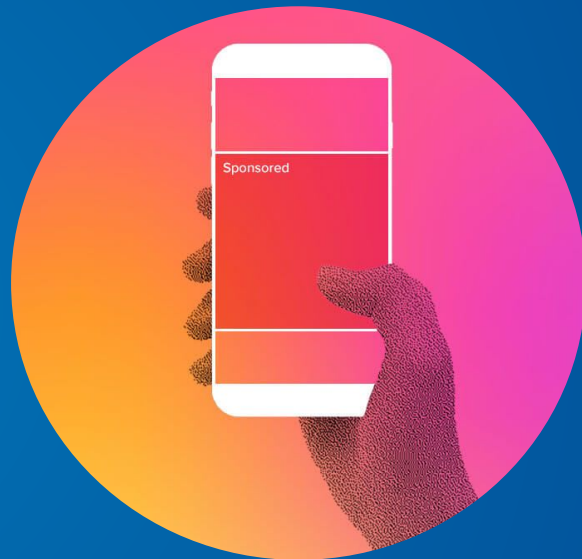


KEY MEDIA OPPORTUNITIES



KEY MEDIA OPPORTUNITIES

- 50% of people surveyed by Instagram said that viewing an ad on Instagram made them more interested into the company
- Content creation can overlap between Instagram Reels and TikTok
- Target audience and analytics capabilities



The background is a vibrant blue with scattered crumbs and small pieces of Pop-Tart filling. In the top left, a Pop-Tart with a smooth, light brown filling is shown. In the top right, a Pop-Tart with a white, speckled filling on a dark brown crust is visible. In the bottom left, a Pop-Tart with a white, web-like icing drizzle is shown. In the bottom right, a large Pop-Tart with a pink filling and red sprinkles is shown with a bite taken out of it, revealing a red, crumbly layer underneath the pink filling.

INTRODUCING...

FEED YOUR INNER CHILD

Pop•Tarts a•dult (n.) /pəptɑːrts ə'dɒlt, pəptɑːrts 'adɒlt/
the state or condition of being fully grown or mature...
with an appreciation for the sweeter things in life

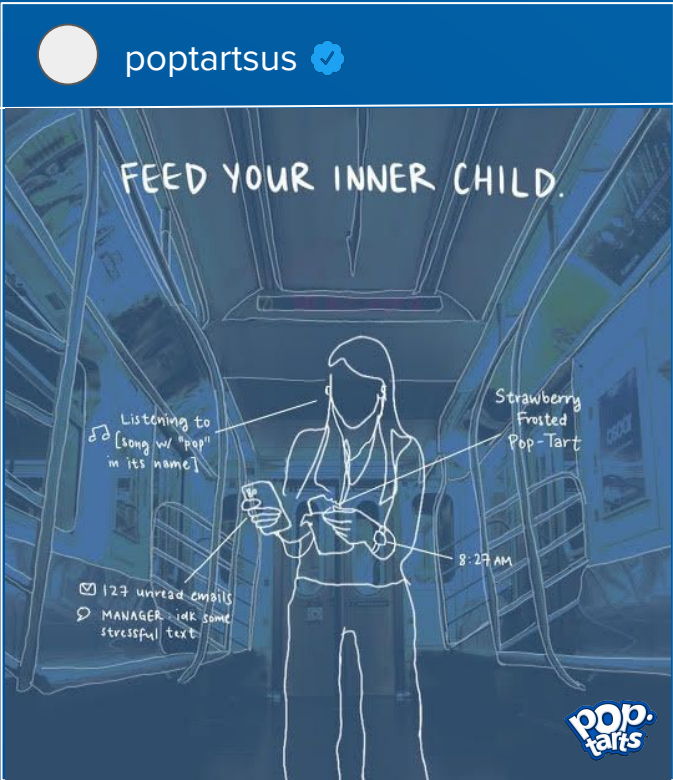
CREATIVE EXECUTION

Our campaign is all about embracing your inner child. Pop-Tarts embody the sweetness in life... a sweetness that we lose sight of as we step into early adulthood. With the stress of college, internships, jobs, and new cities, late millennials and early Gen-Zers are forgetting that finding the shiny, fun parts of life are equally important to adulthood as a nice job and big apartment. Based on our research, it seems like this target audience appreciates quick and relatable content. So, we've come up with an approach to reach our target audience in their comfort zone.

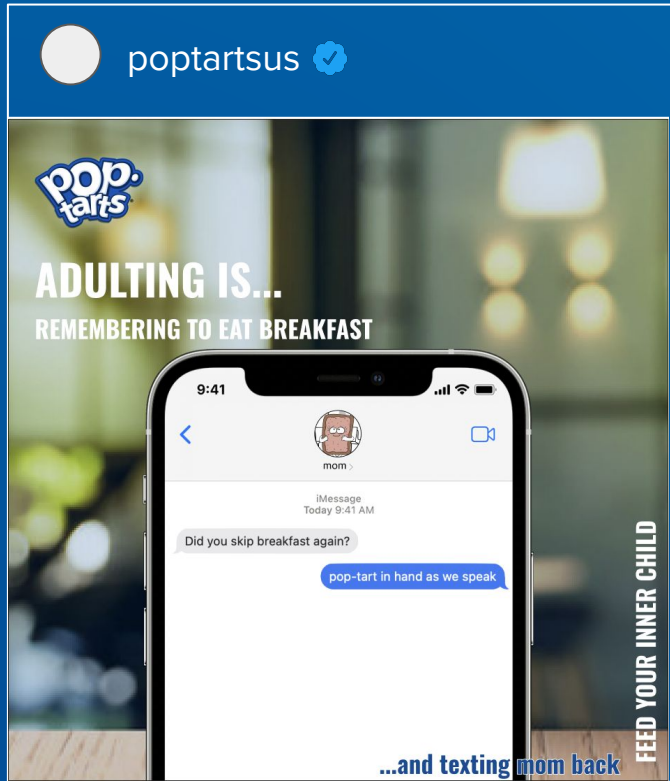
- Leverage and lean into existing sentiment rather than change it
 - Work to remind adults of their inner child
- Campaign based on bringing fun back to adulthood
- Childlike whimsicalness and enthusiasm doesn't need to be repressed
- Pop-Tarts can help you **express** it instead



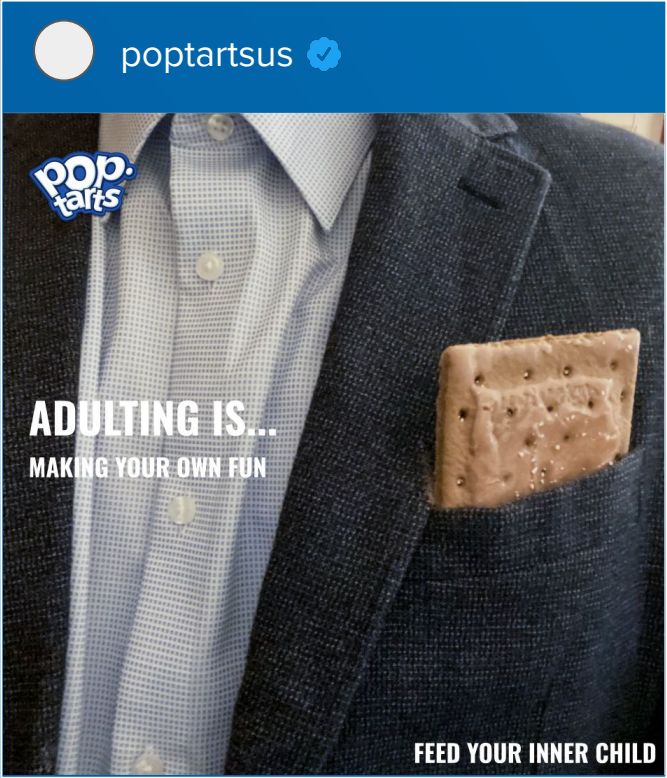
CREATIVE EXECUTION - Inventive



CREATIVE EXECUTION - Inclusive



CREATIVE EXECUTION - Provocative



CREATIVE EXECUTION - Pop Goes the World

