

Chocolate Sugar Mayhem Cereal

Target Market

Parents/caregivers want quick and easy breakfast choices. Kids want to eat breakfast in front of TVs, smartphones, game consoles, and “*on the go*”. *Chocolate Sugar Mayhem* meets the needs of both! We are targeting children as consumers and parents as buyers. This creates “pull” by promoting a breakfast cereal that kids want to eat – that children will ask parents to buy. We are making this an easy choice for parents by fortifying our cereal with essential nutrients. Our target market is children 4-10 everywhere (consumers/end-users). We reach this audience by targeting parents as buyer for their children. This product is not designed for nor targeted to adult tastes.

Product Design

Chocolate Sugar Mayhem is a tasty sweet treat for children, fortified with essential minerals and vitamins. Shaped as small grenades, this breakfast item expands our cereal line, positioning us with a new healthy choice for children that parents will love feeding to their families and that kids will love eating. Our marketing theme will be based on an explosion of sweet, yet healthy goodness. This product is designed to fit our mission statement of “*Good Food Choices for Healthy & Happy Families*”

Price

Use **the Production/Development Cost Worksheet** to estimate what your cereal will cost to produce. This cost-estimating tool is available to view or download at the Marketing link at www.myBusinessEd.com Please complete that worksheet to estimate your product’s cost – please do this **BEFORE** setting a price. Remember – don’t leave money on the table! Set your price UP from your cost. You may choose to set your pricing to be a (1). Bargain (2). Premium price (3). Super Premium price. You will need to check what your competitor’s cereal sells for before setting a price.

Promotion

Chocolate Sugar Mayhem will be launched with in-Store samples. We offer free sample servings to all children at each of the grocery stores stocking our cereal. Because children are not allowed to be in retail stores without supervision, providing samples to every child in the store means we are also connecting with a parent/caregiver. People of all ages will be offered free samples whether they are with a child or not.

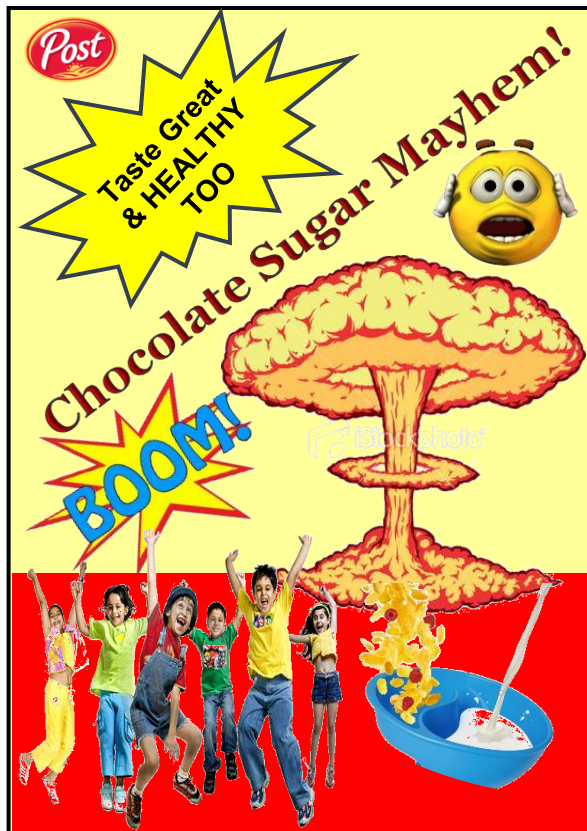
We will use an advertising co-op program so that grocery stores that print weekly sales flyers and newspaper inserts can have the cost of up to a half-page ad paid for if they send us (1). Copy of ad including details of publisher & circulation (2). Copy of invoice for that ad.

We will reimburse grocery stores featuring our project in print advertisements for the percentage of their ad that is exclusively dedicated to *Chocolate Sugar Mayhem*. The reimbursement will not exceed 50% of any single page and then only if a half-page features our cereal. Social media ads will be used to promote the healthy aspects of *Chocolate Sugar Mayhem* to parents. No social media will be used to target children. We will place TV commercials on the Cartoon Network TV commercials

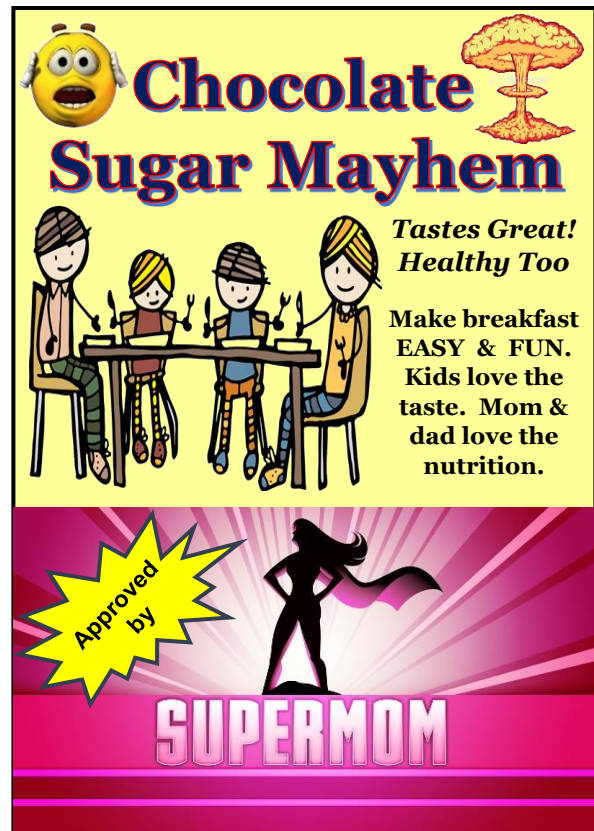
Placement

The key to successfully launching *Chocolate Sugar Mayhem* will be to place the cereal in traditional neighborhood grocery stores and the new “super stores” (Walmart, Meijer, etc...). In addition, single serving packages will be made available FREE to sit-down family restaurants so that our product is offered on their breakfast menus. No product will be placed in any fast-food or self-serve restaurant.

After the product’s introduction, we will offer our cereal to combination pharmacy/grocery retailers like Walgreens & CVS. We will NOT sell *Chocolate Sugar* through discount retailers like Aldi, Sam’s Club, Costco, Dollar General, and Dollar Store.



Box Front



Box Back

NOTE: This is a preliminary design – the top, bottom, and side panels will be created in collaboration with our art & design and legal departments. Nutritional information will be finalized when the project is approved and ready for production – this panel will be placed on the side panel per applicable rules and regulations.

In collaboration with our design team, a logo will be created incorporating the mushroom cloud explosion of super-sweet chocolate goodness blasting out of a bowl of our delicious and healthy cereal.