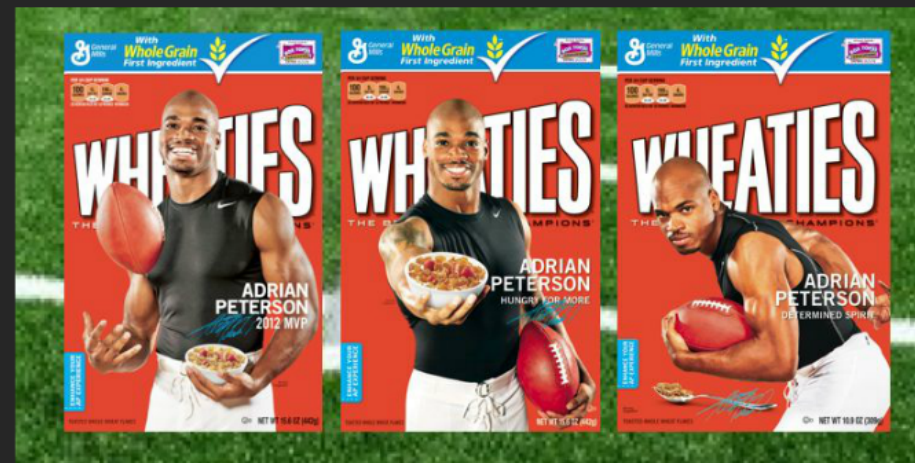
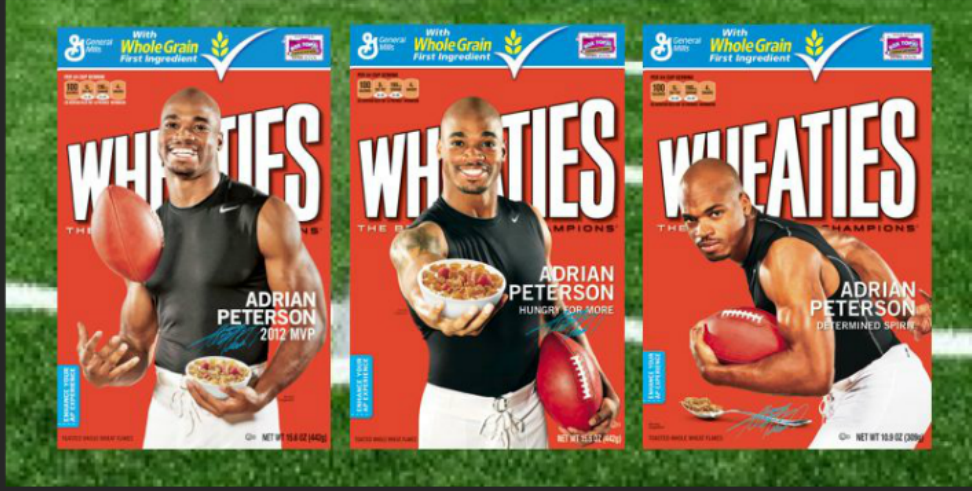


Wheaties: Reinvigorating an Iconic Brand (C) Case Study Solution



TheCaseSolutions.com

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TheCaseSolutions.com

Product: Wheaties

- 100% whole grain flakes and good source of B vitamins and fiber
- First cereal to enter market as "healthy"
- Target Market: athletes, fans, anyone who can be a champion at what they do
- Currently in decline stage of product life cycle

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Branding Breakdown



Slogans: "Breakfast of Champions"
"Awaken the Champion Within"

No Characters but uses athletes on packaging
8 Spokespersons since 1958

-Ex: Bruce Jenner, Mary Lou Retton, Michael Jordan, Tiger Woods 

1926: First advertised product to feature a singing commercial on the radio 

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Competing in the Market

- Uses professional athletes in marketing and packaging
 - Catches attention on shelves
- Seen as middle ground
 - Not healthy enough but not "sugary" enough either
- Wheaties is 0.5% share of market
 - Competitors don't respond to changes in marketing strategy

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Communication Model

- Sender: Wheaties
 - Message: inform about promotional events, available coupons, and social media campaigns
 - Codes: distinct Wheaties colors; logos of Wheaties and respective events
 - Channel: combination of advertising, sales promotion, public relations, and social media
 - Media: print and digital - fliers/posters, social media campaigns, sales coupons, websites
 - Consumer: every athlete, fan, and champion out there
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Professional Sporting Events

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WHEATIES

Pose Like A Champion

We want to see your champion side!

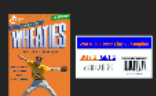
Find your favorite location in the stadium and take a picture posing like a champ.

Tweet your pic with [#LikeAChamp](#)

Wheaties reps present at the game will choose their favorite picture and the winner will have a chance to go down on the field for the 7th inning stretch and to be featured on a Wheaties box in their area.

All participants will receive a special mobile coupon for a discount on Wheaties cereal.

Details at www.wheaties.com and on our Facebook page



Little League Tournaments



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- Concession stand sells Wheaties products
- Each adult admission ticket gets a coupon for Wheaties