**MARKETING MANAGEMENT**

**ASSIGNMENT # 2**

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BSE-3A

**FROSTED FLAKES:**

It is one of the first cereals known to man. In 1952, it was first produced. In 2017, it was the United States' second most popular breakfast cereal.

Demographically, it is divided. The image of a friendly and playful tiger is used by marketers to advertise it to youngsters. Tony is the name of the tiger, who is depicted as a child's playmate. It has a pleasant flavour that children enjoy. It's also targeted at mothers who would like their kids to be fit and healthy.

**CHOCOS:**

Kellogg's Chocos is a popular breakfast cereal among kids and teenagers. It is divided into demographic groups. The age segment is the exact segment that marketers have chosen for this product. To attract children's attention, they created a monkey as a product representative, whose image is pasted on every box of Chocos. They also include concealed surprises in their boxes to encourage more children to purchase them.

It also says on the packaging that it includes the vitamins and fibre of one roti, which is good for teens who don't eat much.

**Cap’n Crunch Christmas Crunch:**

This is a different cereal brand. We can tell this cereal is a limited-edition Christmas edition based on the name. This cereal uses sporadic marketing by only being offered once a year, around the holidays. Santa Claus is depicted on the box, which has a Christmas motif and gifts within, making the user's experience appropriate for the occasion.

**HONEY NUT CHEERIOS:**

It's among the most consumed breakfast cereals. It is divided into demographic and psychographic groups. Marketers divide it into age groups based on demographics. It's aimed towards those in their forties and fifties.

It is categorised in terms of lifestyle, according to Psychographics. It is touted as a healthy breakfast that will help you live a healthier lifestyle. Honey Nut Cheerios are gluten-free and can help decrease cholesterol, as stated on every package.

**BABY SHARK:**

Baby shark is a unique breakfast cereal marketed exclusively to children and teenagers. They promote their cereal using the song Baby Shark, which is particularly popular among youngsters aged 5 to 10. To sell it, marketers use demographic segmentation. Because of their likeness to Baby Shark, the box of this cereal features an image of that Shark from the song, which entices children to buy it.

**PORRIDGE :**

Porridge is a nutritious breakfast cereal that many individuals consume if they are health-conscious. Porridge is prepared from oats, which provide fibres that are beneficial to digestion. As a result, age and life-cycle segmentation are used by marketers. This product is marketed to adults and the elderly, who are more worried about their health than children.

It is also separated by geography, with Oats, Maize, Wheat, Rice, and Millet growing in North America, Europe, Asia-Pacific, Brazil, Turkey, and South Africa.

**SPECIAL K:**

Special K cereal is a higher-end brand of cereal. This cereal is packed with fruits and nuts, and it's quite tasty. These cereals are great for persons who lead hectic lives. These are nutritious and ready-to-eat, making them widely available in metropolitan areas, while they are uncommon in rural areas. These are sold according to geography and are relatively costly in comparison to other products. Geographic segmentation is used in these.