



GENERAL MILLS

Total.

ARE YOU GETTING 100%? ®

Marketing plan presented by:

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Introduction

Industry

The breakfast cereal industry is one of the Fast Moving Consumer Goods (FMCG) industries which have an oligopoly situation with many big players. This document presents the marketing strategy for General Mills' breakfast cereal "Total".

Company

General Mills (NYSE:GIS) is the sixth largest company in the food industry with a broad ranges of products Vis-a-Vis cereals, ice cream, yogurt, pastries, pizza, snacks etc.

Brand

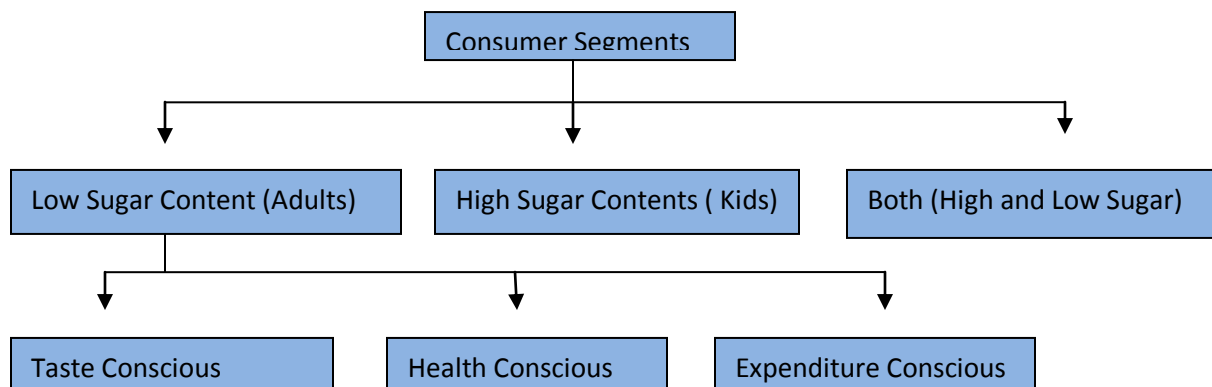
"Total" is one of GIS's ready-to-eat line of cereal brands which supplies 100% of the recommended daily allowance of multiple nutrients essential to lead a healthier life.

Various segments of consumers in the cereal market, the target segment and our strategies to position the brand for the target segment relative to competitors are described below.

Marketing Strategy

Market Segmentation

Based on behavioral and psychographic variables, the market has been segmented into the following



Target Segment

The target segment for Total will be the health conscious adult mass consumer. In an online survey conducted by General Mills, 42% of the consumers said “I am now purchasing healthier foods” more or much more than a year ago. These people are more likely to purchase Total as a healthier alternative to their current breakfast diet.

Positioning Strategy

The positioning strategy for Total will be a mix of functional, emotional and economic benefits.

One of the functional benefits is simple and easy to read ingredient labels. Consumers decide based on the information provided on the back of the box and are increasingly becoming keen on concise and uncomplicated nutrition labels. 58% agree or strongly agree with the statement “I read nutrition labels before purchasing food products”. 31% agree or strongly agree to the statement “I actively shop for food with short ingredient lists”.

From an emotional viewpoint, Total will kindle a sense of well-being by providing scaled down sugar content as the sugars used in the manufacturing of the cereal will be formulated sweeteners bringing down the concentration of sugar from 18 g to 0 g. 48% agree or strongly agree to the statement “I seek out foods that provide specific health benefits”. Furthermore, the market presence of different flavors will address the culinary desires of varied demography (20 – 60 years of age) in the target segment.

The economic benefit that Total will supply would originate from the competitive pricing of the brand compared to its competitors in the market. The consumer is feeling more and more pressure of the global economical downturn. 67% of respondents say they either agree or strongly agree with the statement: “I am now more concerned with price than I was one year ago.” Pricing the brand competitively would position it such that it would be appealing as well as affordable to masses.

Conclusion

We have proposed a marketing strategy for General Mills’ “Total” which targets the health conscious segment. Various positioning strategies for the targeted segment have been discussed. The statistics mentioned above were obtained from:

http://business.library.wisc.edu/resources/kavajecz/09%20Fall/generalmills_rep.pdf

<http://www.acaloriecounter.com/breakfast-cereal.php>