

# **ANALYSIS REPORT ON WEETABIX**

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## **TABLE OF CONTENTS:**

<b>1. Introduction.....</b>	<b>3</b>
<b>2. Trends (Keyword trends).....</b>	<b>3</b>
<b>3. High value posts.....</b>	<b>8</b>
<b>4. Third party connections.....</b>	<b>8</b>
<b>5. Competitive Analysis.....</b>	<b>10</b>
<b>6. Social Presence.....</b>	<b>10</b>
<b>7. Conclusion.....</b>	<b>14</b>
<b>8. References.....</b>	<b>14</b>

## 1. INTRODUCTION

Weetabix is a popular brand of breakfast cereal that is manufactured and marketed by Weetabix Limited, a British company. Its iconic whole grain wheat biscuits that are designed to be eaten with milk or yogurt. This wholesome cereal is known for its distinctive shape and texture, as well as its high fibre and whole grain content. Weetabix is made from just a few simple ingredients, including whole grain wheat, which is carefully milled and then formed into bite-sized biscuits. These biscuits are then oven-baked to create a crispy, crunchy texture that is both satisfying and delicious. Apart from its classic whole grain wheat biscuits, Weetabix also produces variants like Chocolate Weetabix, Organic Weetabix, Oatibix, and Weetabix Protein. In addition, the brand has expanded its product line to include cereals like Weetabix Crunchy Bran and Weetabix Crispy Minis.

## 2. TRENDS

### a) *Web search trends*

As per the research conducted in google trends most of the queries or keywords for Weetabix products used in the web search by customers is “Cereal” or “ASDA cereal” noting that Google Trends data is relative and can change over time based on various factors such as seasonality, news events, and marketing campaigns. Some of evidences are as follows

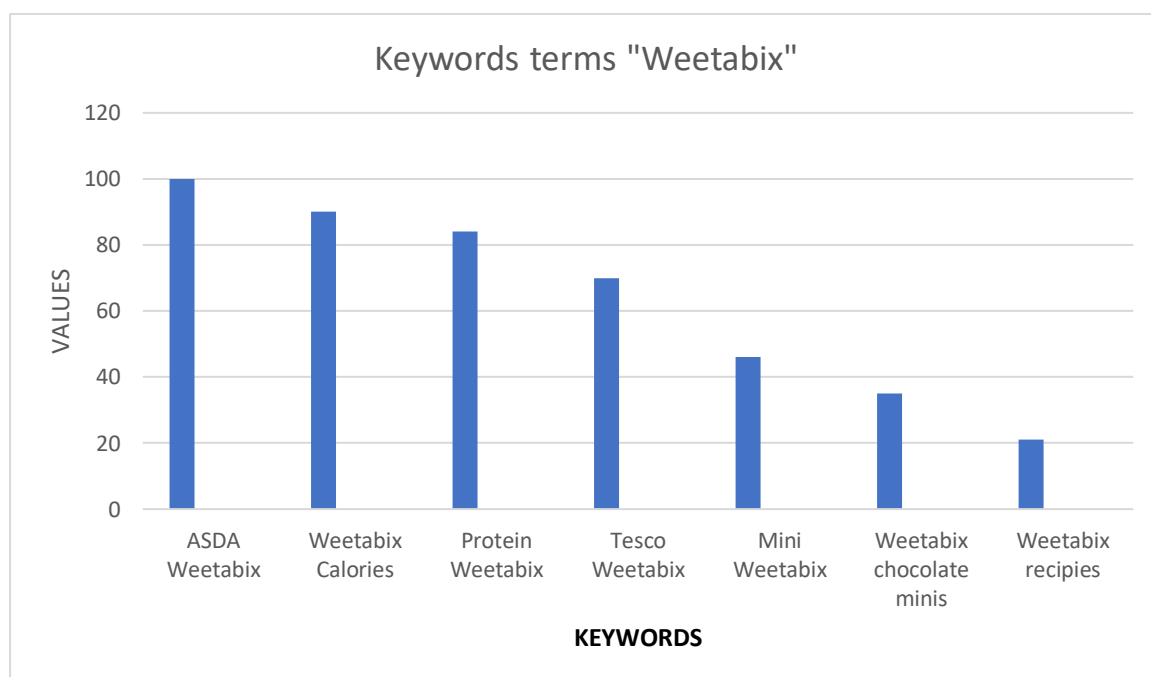


ASDA Weetabix indicates a high level of interest in Weetabix in association with the supermarket ASDA, possibly due to promotions or collaborations. Weetabix calories suggests that people are searching for information related to the calorie content of

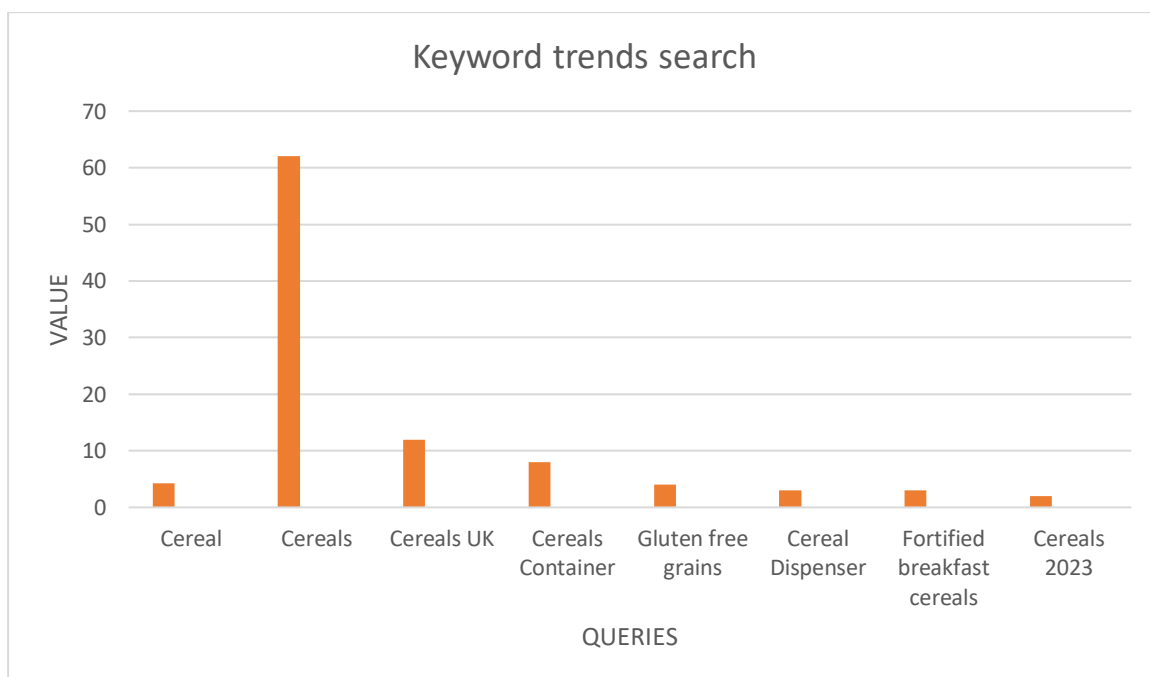
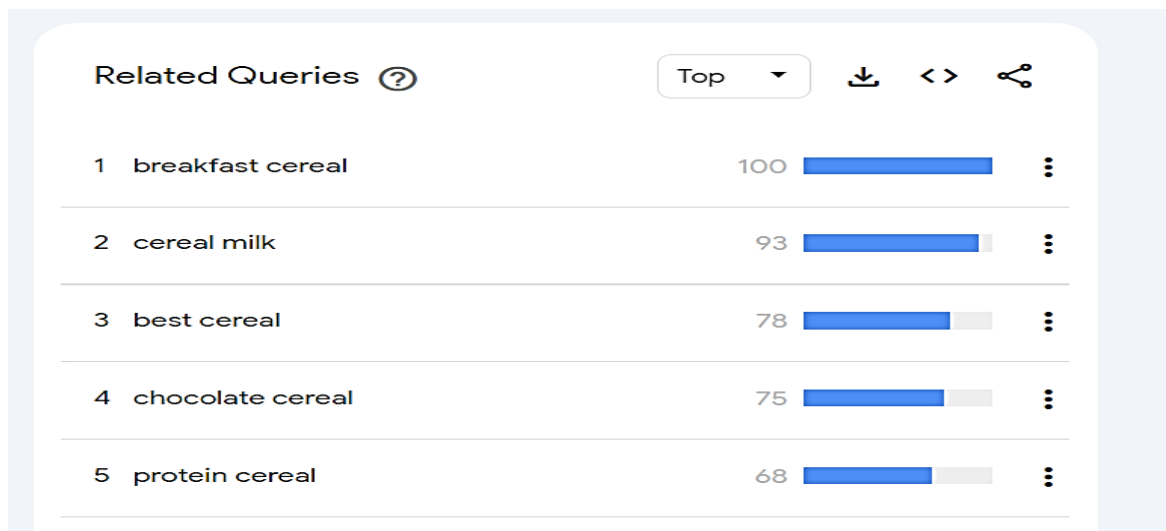
Weetabix, indicating a focus on health and nutrition. Protein Weetabix shows a significant interest in Weetabix as a protein-rich breakfast option, likely indicating a demand for high-protein foods.

Tesco Weetabix indicates a moderate level of interest in Weetabix in association with the supermarket Tesco, possibly indicating a popular retail channel for Weetabix products. Mini Weetabix suggests a moderate interest in smaller-sized Weetabix portions, potentially indicating a preference for portion-controlled or kid-friendly options.

Weetabix chocolate shows a moderate interest in Weetabix products that feature chocolate flavouring, indicating a demand for indulgent breakfast options. Weetabix recipes suggests a lower level of interest in finding recipes or cooking ideas using Weetabix, potentially indicating a desire for creative and versatile ways to incorporate Weetabix into meals.



The highest related queries and keyword trends associated with Weetabix are related to breakfast cereals and cereals in general. This indicates a strong interest among consumers in the category of breakfast cereals, and potentially a desire to learn more about Weetabix as a brand or product within that category. These trends can inform marketing strategies, product development, and content creation efforts to better target and engage with consumers interested in breakfast cereals.



### *b) Social Media trends*

Weetabix uses these keyword trends on social media to engage with their audience, promote their products, and position themselves as a relevant choice for breakfast options. These keywords include hashtags like [#HaveYouHadYourWeetabix](#), [#WeetabixCrispyMinis](#), [#BreakfastIdeas](#), [#InstaFood](#), [#Recipe](#), [#StPatricksDay](#), and [#ProteinBreakfast](#). By leveraging popular hashtags and trends, Weetabix aims to drive engagement, generate user-generated content, and increase brand awareness on social media platforms. These keywords allow Weetabix to create meaningful conversations, tap into current events, and showcase their products' unique features

to their target audience. #HaveYouHadYourWeetabix today #Weetabix #SocialMedia #Trends #BrandEngagement.

#stpatricksday  
 #weetabixcrispyminis  
 #proteinbreakfast #haveyouhadyourweetabix  
 #breakfastideas  
 #instafood  
 #recipe

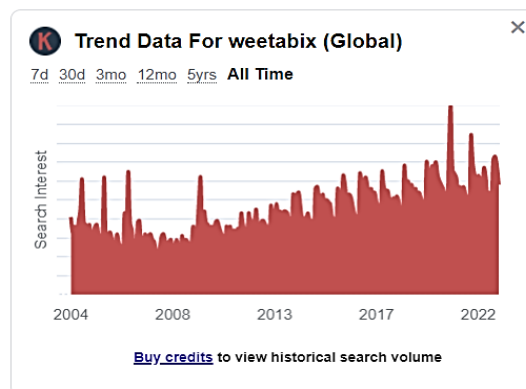
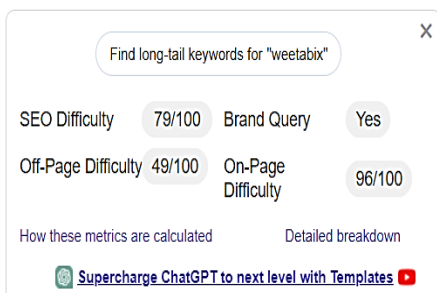
*Figure: Weetabix's Social media trends hashtags*

### *C) Search ranking*

The SEO difficulty score of 79/100, as reported by Keywords Everywhere, suggests that there is a high level of competition for the keyword "Weetabix" in search engine results pages (SERPs). This means that many other websites are targeting this keyword and trying to rank for it, making it more difficult for any individual website to rank well for this keyword.

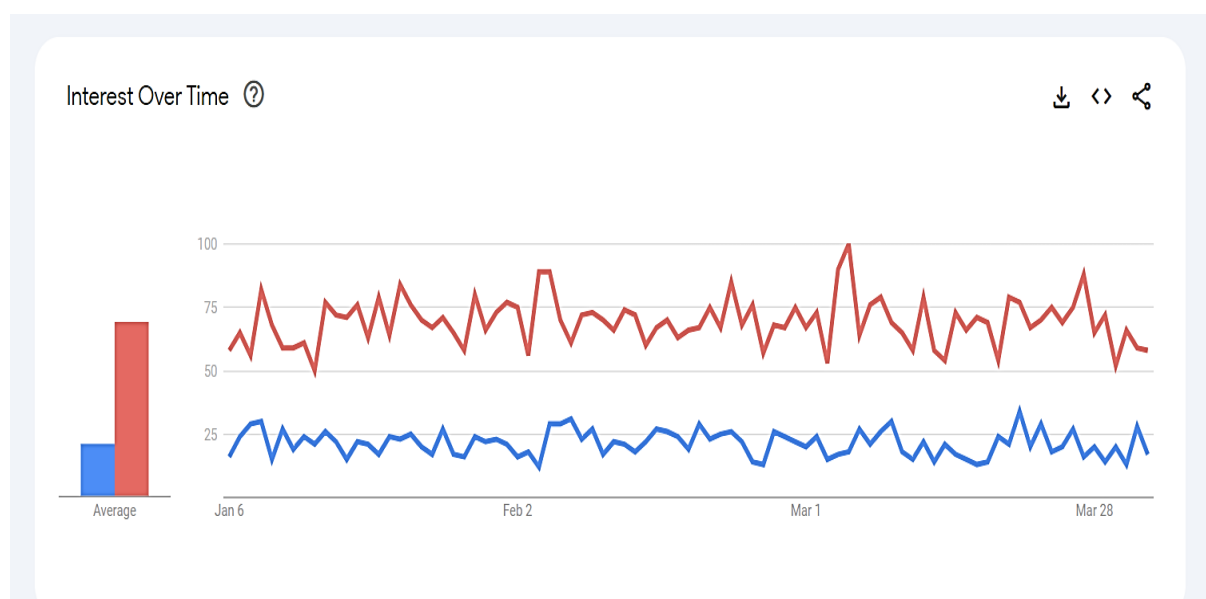
The off-page difficulty score of 49/100 suggests that there is moderate competition for backlinks related to the "Weetabix" keyword. This means that while there is some competition for backlinks related to this keyword, it is not as high as the overall SEO difficulty score. It may still be challenging to acquire high-quality backlinks, but it is not an insurmountable task.

Finally, the on-page difficulty score of 96/100 indicates that there are significant challenges in optimizing the content and structure of a website to rank well for the "Weetabix" keyword. This suggests that there may be many other websites with more optimized and relevant content for this keyword, making it more difficult for a new or less-established website to compete.



Overall, these scores suggest that it may be challenging to rank well for the "Weetabix" keyword in search engine results pages. However, with careful attention to on-page optimization and high-quality link building efforts, it may still be possible to achieve a good ranking for this keyword over time.

### Interest Over Time



Weetabix █

Breakfast cereal █

The interest over time score of 21 for "Weetabix" indicates that there has been a relatively low level of search interest in this keyword over the past 90 days. This could be due to various factors such as seasonal fluctuations, reduced advertising, or a decrease in overall interest in the brand.

On the other hand, the breakfast trends score of 69 suggests that there has been a high level of interest in the topic of breakfast over the same period. This could be

due to many factors, including changes in people's lifestyles, growing awareness of the importance of a healthy breakfast, or an increase in interest in breakfast foods generally.

It's worth noting that the interest over time score for a keyword can vary depending on the period analysed. Therefore, it's important to consider trends over a more extended period to get a more accurate picture of the overall search interest in a particular keyword or topic.

Overall, the Google Trends data suggests that there may be a lower level of interest in "Weetabix" specifically compared to the broader topic of breakfast. However, this does not necessarily mean that interest in Weetabix is declining, as it could simply reflect fluctuations in search behaviour over a short period.

## D) HIGH VALUE ENGAGEMENTS

The highest value engagements for Weetabix are on Instagram with a ranking of 8069936 and on YouTube with 595447 video views. This indicates that Weetabix has a significant presence and engagement on these social media platforms, with a large number of interactions and views from users. Twitter and Instagram are popular platforms for sharing visual content, such as images, videos, and stories, which may align well with Weetabix's marketing strategies and target audience. These high engagement rankings suggest that Weetabix is successful in connecting with its audience and generating interest in its content on these platforms. [#Weetabix](#) [#Instagram](#) [#YouTube](#) [#Engagement](#) [#SocialMedia](#).

## E) THIRD-PARTY CONNECTIONS

### ➤ *Manufacturing*

As per (Reference 1) **Latimer Acquisitions (Latimer)** is a new limited company in which HMTF Europe Fund Cayman, LP holds a controlling interest. The general partner of the Europe Fund is Mr Hicks who holds controlling interests in a number of companies, including Burton's Foods Holdings Ltd (Burton) which manufactures and sells biscuits, snacks and confectionary.



Weetabix is active in the manufacture and sale of cereal products, mainly breakfast cereals and cereal bars. Its products are sold under the Weetabix, Alpen, Ready Brek and Weetos brands, as well as retailer brands.

➤ *Packing Suppliers*

As per (Reference 2) **Saica Pack** is the main supplier of corrugated cardboard to Weetabix in the UK and has been working with the company since 2010. This second successive award celebrates SAICA's proactive and committed approach to working with Weetabix, and rewards the strong relationship that has been built between the two businesses over recent years.

➤ *Branding*

As per (Reference 3) The **Springetts** consultancy began working on the project in December 2012, having worked with Weetabix as its sole packaging agency for about four or five years. And continues to be strong branding partner of Weetabix till now.

➤ *Distribution*

As per (Reference 4) **Wincanton** has agreed to supply finished Weetabix goods by warehousing and transport within the UK, as well as inbound raw materials. Additionally providing nationwide transport operation for the delivery, management and transfer of finished goods and stock.

➤ *Wholesalers*

As per the official page of (Reference 5) some of retailers of the Weetabix are **Bidfood**, **Fairway**, **Sterling**, **Unitas wholesale**, **Brakes**, **Caterforce**, **Country Range**.

➤ *Retailers*

Some of the famous retailers that sells Weetabix products are **Tesco**, **Sainsburys**, **Asda**, **Morrisons** etc.,

➤ *Certification bodies*

As per (Reference 6) and (Reference 7) some of the third party certification bodies connections are **UKAS** (United Kingdom Accreditation Services) and **CIPS** (Chartered Institute of Procurement and Supply)

➤ *Charity*

As per (Reference 8) the CSR (Corporate Social Responsibility) plays a major role in company's reputation and some of the partners include **Grocery Aid**, **Magic breakfast**, **Fare Share**, **Marcus Rashford taskforce**.

➤ *IT support*

As per (Reference 9) Weetabix has selected **Marval MSM** to provide its service management platform while the company undergoes significant changes as part of its digital transformation drive.



*Figure: Third-Party connections*

## F) COMPETITIVE ANALYSIS

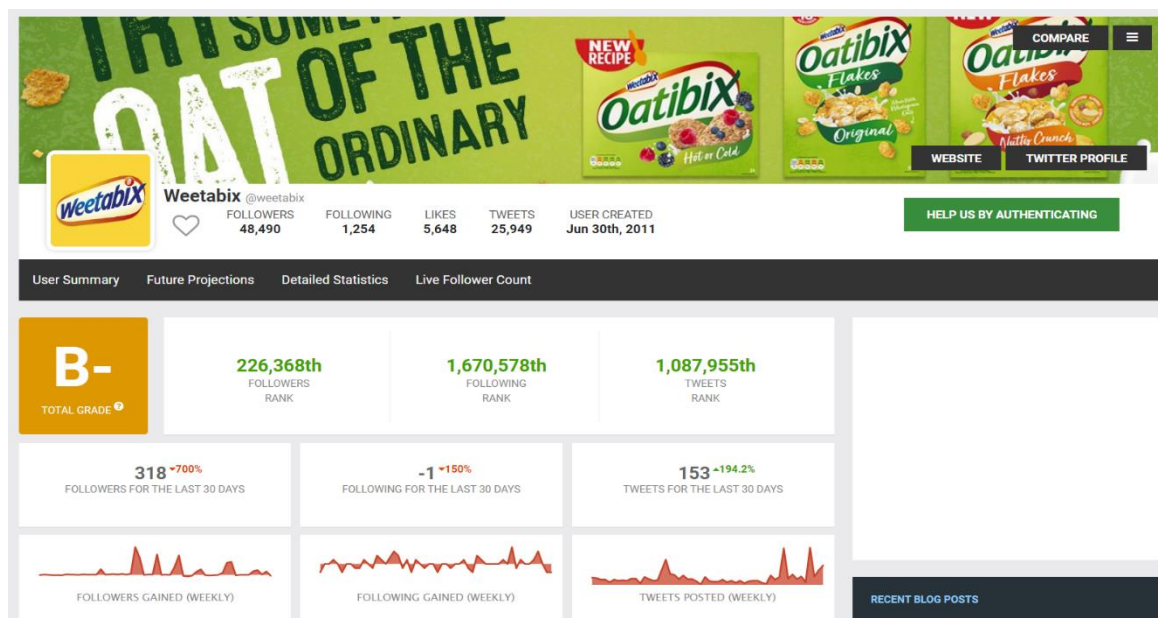
The presence of competitors such as Fane Valley, General Mills, United Biscuits, and The Jordan & Ryvita Ltd can have various effects on Weetabix's sales and market share. To remain competitive, Weetabix needs to keep its prices competitive, invest in marketing and product innovation, build a strong brand image, and strengthen its distribution channels. *(For Tabulation refer appendix)*

## G) SOCIAL PRESENCE

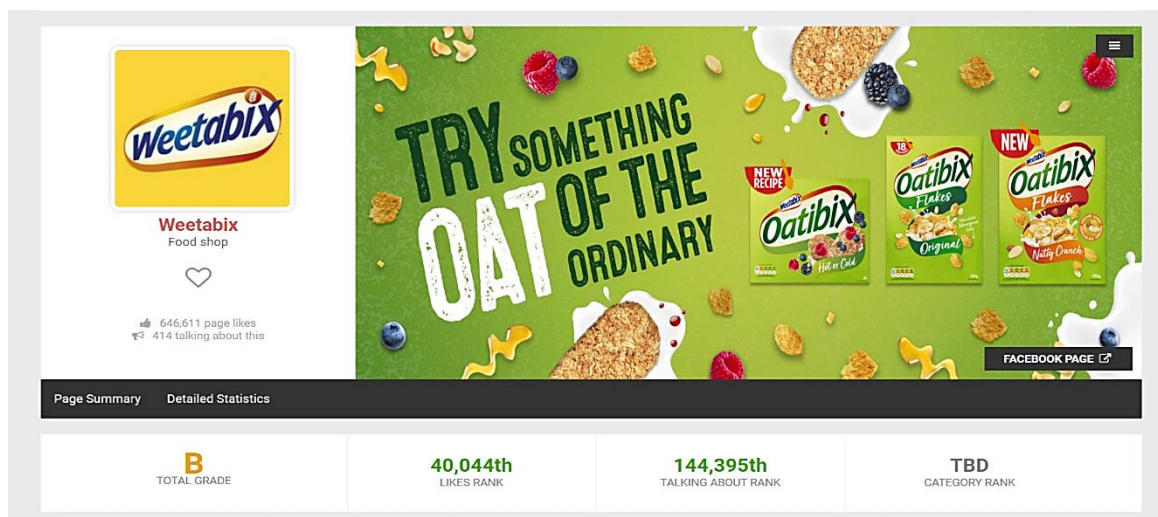
Weetabix has a strong social media presence, with active accounts on platforms like Facebook, Twitter, and Instagram. The brand uses its social media channels to connect with customers, share product news and promotions, and engage in

conversations about health and nutrition. Weetabix also runs regular social media campaigns to engage its followers and encourage them to share their Weetabix experiences.

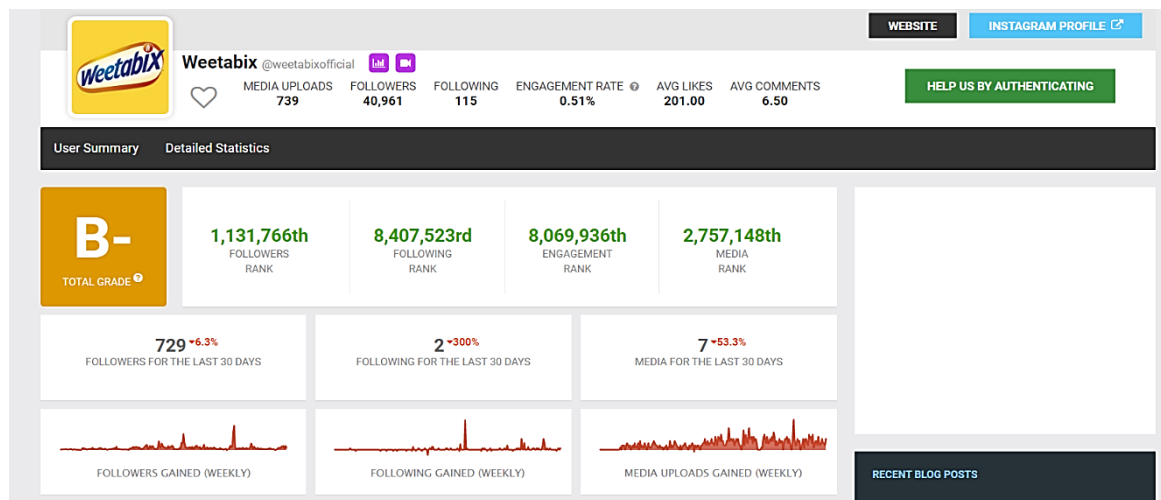
## 1. TWITTER



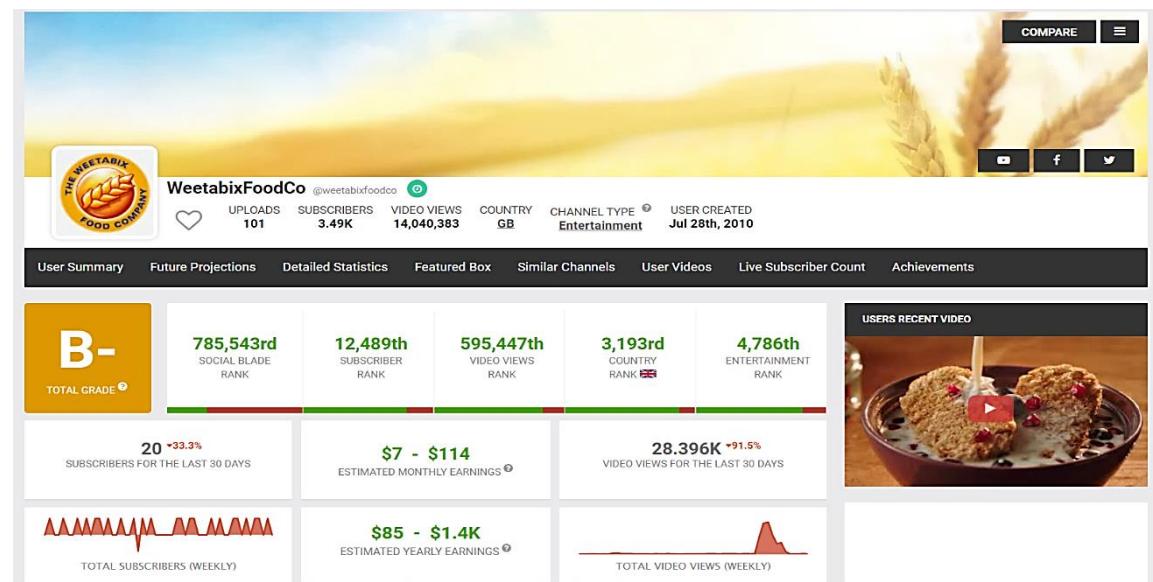
## 2. FACEBOOK



### 3. INSTAGRAM



### 4. YOUTUBE



Weetabix's highest social presence appears to be on Twitter, where it has 226,368 followers. This indicates that a significant number of Twitter users have chosen to follow the brand's account to receive updates and content from Weetabix. In addition, Weetabix has tweeted 1,087,955 times, which is a relatively high number and suggests that the brand is active and engaged on the platform. However, the fact that Weetabix follows 1,670,578 Twitter accounts suggests that it may not be as selective in its following as some other brands.

On Facebook, Weetabix has 40,044 likes, which is a respectable number but lower than its Twitter following. However, the fact that there are 144,395 people

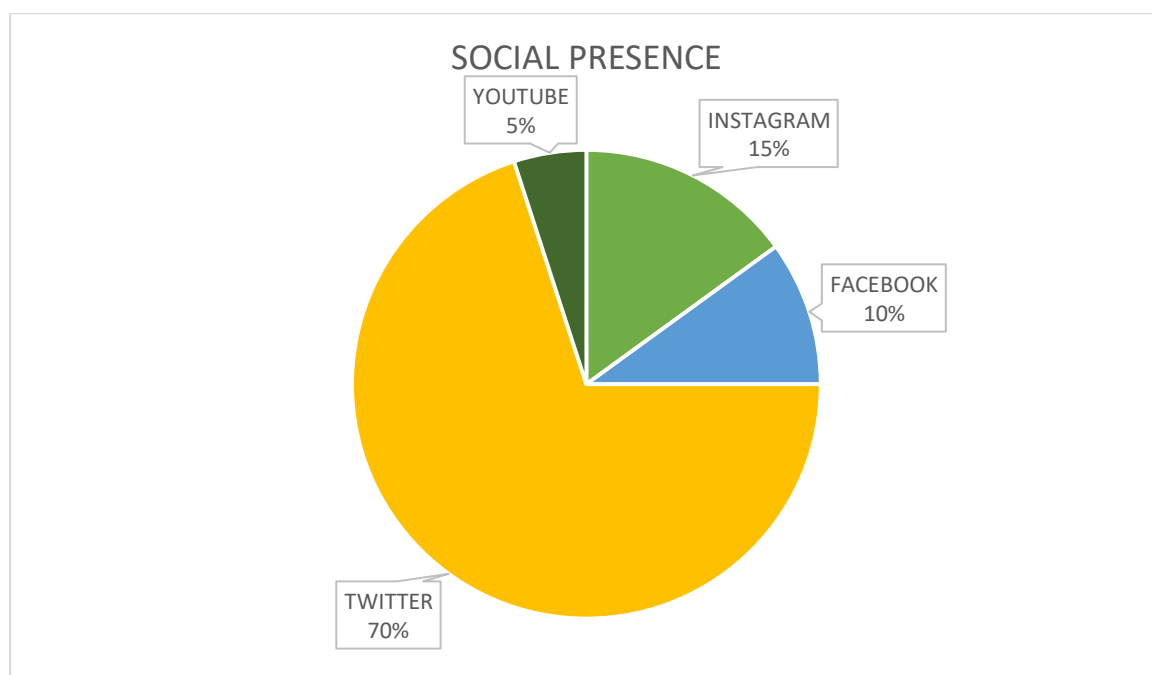
currently talking about Weetabix on Facebook suggests that the brand is generating a lot of buzz and engagement on the platform.

On Instagram, Weetabix has 1,131,766 followers, which is a decent number but lower than its Twitter following. However, the brand's engagement rank of 8,069,936 suggests that its Instagram content is generating a lot of likes and comments. Weetabix has posted over 2.7 million media files on Instagram, which is a relatively high number and suggests that the brand is active on the platform.

In YouTube, Weetabix has a Social Blade rank of 785,543 on YouTube, which is its highest social presence on the platform. The brand's subscriber rank of 12,489 is relatively high, suggesting that it has a dedicated audience on YouTube.

Weetabix's video views rank of 595,447 suggests that its YouTube content is generating views.

Overall, while Weetabix has a presence on multiple social media platforms, its highest social presence appears to be on Twitter, where it has a large following and is active in terms of tweeting. However, the brand is also generating engagement on Facebook and Instagram, particularly in terms of generating buzz and likes/comments on its content.



*Figure: Social Presence*

## H) CONCLUSION

In conclusion, Weetabix is a well-established and popular brand in the breakfast cereal market, known for its quality and nutritional value. The company offers a range of products that cater to different tastes and dietary requirements, including gluten-free and organic options. Weetabix's marketing strategies, such as their "Have You Had Your Weetabix?" campaign and product placements in popular TV shows and movies, have helped increase brand recognition and attract new customers. The company has also embraced digital marketing to reach a wider audience.

Weetabix's strengths include their reputation for quality and nutritional value, their focus on product innovation, and their strong brand image. However, the company faces challenges from competitors who offer similar products at competitive prices, which could affect their market share and sales.

## REFERENCES

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2. Packing Supplies <https://www.gov.uk/cma-cases/latimer-acquisitions-ltd-weetabix-ltd>
3. Branding <https://www.designweek.co.uk/issues/may-2012/springetts-creates-special-edition-fuel-britannia-weetabix-packaging/>
4. Distribution <https://www.foodmanufacture.co.uk/Article/2019/01/09/Breakfast-cereal-firm-welcomes-new-supply-chain-partner>
5. Wholesalers <https://weetabixfoodservice.co.uk/product/weetabix/>
6. Retailers <https://www.ukas.com/find-an-organisation/?q=Weetabix>
7. Certification bodies <https://supplychaindigital.com/procurement/weetabix-food-company-joins-elite-group-standard-corporate-certification-cips>
8. Charity <https://weetabixfoodcompany.co.uk/our-beliefs/our-charity-partners/>
9. <https://www.itpro.co.uk/business-operations/31693/weetabix-calls-up-marval-msm-for-support-services>
10. Competitors <https://www.zoominfo.com/c/weetabix-ltd/41795678>

S.NO	COMPETITORS	PRODUCTS	MARKETING STRATEGY	STRENGTH (S) AND WEAKNESS (W)
1	Fane valley	White's quicky oats	<ul style="list-style-type: none"> <li>• Use of videos and posts in Facebook, Instagram and Twitter.</li> <li>• Trade shows, Events.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>S-</b> Quality and health, 100% wholegrain oats, low sugar, support local farmers</li> <li>• <b>W-</b> Limited flavours, no wide customers, less brand awareness</li> </ul>
2	General Mills	<ul style="list-style-type: none"> <li>• Nature valley protein bars</li> <li>• Fibre one 90 calorie</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting via television, digital and print media.</li> <li>• Product placement and sponsorships</li> <li>• Gluten free and non-GMO products.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>S-</b> Brand recognition and reputation, loyal customer base, staying competitive</li> <li>• <b>W-</b> Dependence on one product range.</li> </ul>
3	Kellogg's	Corn flakes	<ul style="list-style-type: none"> <li>• Promoting via television, digital and print media.</li> <li>• Adopted health-conscious options.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>S-</b> Brand recognition, strong customer base, tasty and wide product range.</li> <li>• <b>W-</b> Limited focus on health and sustainability.</li> </ul>
4	The Jordans & Ryvita Ltd.	<ul style="list-style-type: none"> <li>• Dorset cereals</li> <li>• Jordan's Granda cereals</li> <li>• Ryvita crunchy breads</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting healthy and sustainable eating through Facebook, Instagram</li> </ul>	<ul style="list-style-type: none"> <li>• <b>S-</b> Focus on sustainable production and healthy eating, high-quality ingredients reputation.</li> </ul>

			<p>and Twitter.</p> <ul style="list-style-type: none"> <li>• Influencer marketing, events and trade shows.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>W-</b> Limited products to the UK market, distribution and market share expansion</li> </ul>
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