



CONCEPT OVERVIEW

Innovation Brief

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TARGET PERSONA

Tech-savvy millennial parents who regularly purchase General Mills products, are active on social media, and seek engaging, value-driven loyalty experiences that fit seamlessly into their daily routines.

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VALUE PROPOSITION

A unified General Mills loyalty app that rewards users for purchases, sharing branded content, and participating in interactive challenges. Points earned are redeemable across the full General Mills portfolio, offering flexibility and enhanced value. The app integrates gamified features to drive ongoing engagement, while respecting brand-safe storytelling constraints and ensuring a seamless, user-friendly experience. The program is designed for long-term retention, with operational focus on ease of integration for consumers and clear value at every interaction, supporting the goal of increasing loyalty program participation to 20%.

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BUSINESS IMPACT

This program will drive higher purchase frequency and cross-brand engagement, leveraging gamification and digital convenience to increase loyalty conversion rates. The unified structure amplifies retention, creates incremental demand, and strengthens brand equity across the portfolio through measurable consumer behavior shifts.

● VISUAL PROTOTYPE



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