



## CONCEPT OVERVIEW

# Innovation Brief

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### TARGET PERSONA

Eco-conscious families in urban and suburban areas who regularly purchase packaged cereals and are seeking more sustainable packaging options without compromising product freshness.

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### VALUE PROPOSITION

General Mills introduces ultra-thin, durable film bags to replace standard cereal box liners, reducing plastic usage by over 40%. This new packaging maintains freshness, meets consumer expectations for sustainability, and integrates seamlessly into current usage habits. The solution is operationally viable with moderate adjustments to material sourcing and production lines, aligning with rising consumer demand for eco-friendly products and industry pressure to cut raw material costs. The transition is designed for minimal disruption in the consumer experience, with clear communication on the environmental benefits.

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### BUSINESS IMPACT

This initiative addresses consumer sustainability demands, lowers packaging costs, and strengthens brand reputation. By reducing plastic use, General Mills can achieve cost savings and appeal to environmentally conscious shoppers, driving brand preference and supporting long-term volume growth.

### VISUAL PROTOTYPE





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