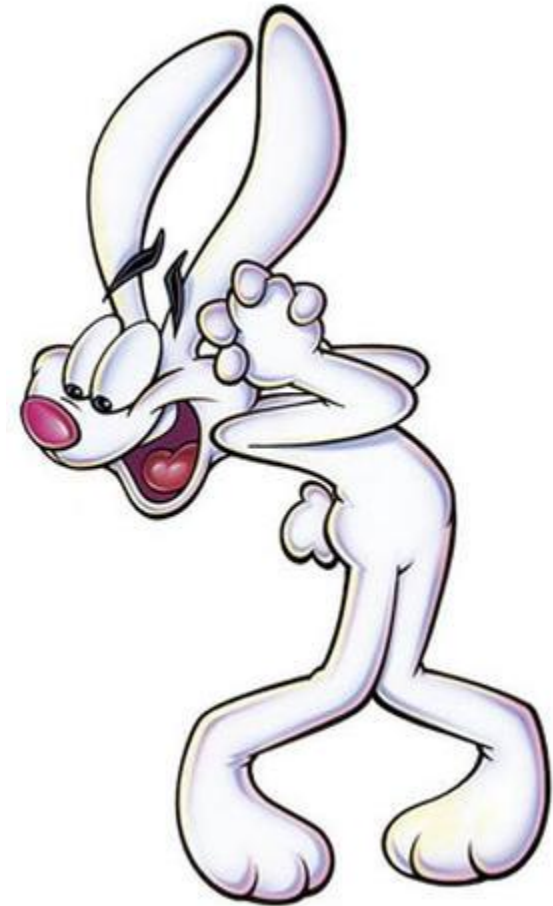


Big G Cereals Create A Recipe For Change

Kirstie Foster
Director, Corporate and Brand Communications
General Mills
@kirstiefoster
#socialsummit16



.....
GENERAL MILLS

General Mills at a Glance

- One of the world's largest food companies
- Products marketed in more than 100 countries on six continents
- 42,000 employees
- \$17.6 billion in fiscal 2015 net sales*



*Consolidated net sales excludes \$1.1 billion of joint venture sales



GENERAL MILLS

@kirstiefoster
#socialsummit16

Our Brands



Successful Cross-Platform Campaigns



AUDIENCE

- Know Where They “Live”
- Create Strategy to Engage
 - Invest in Influencers



SET KPIs

- Determine behaviors and desired actions
 - Measure breakthrough



INTEGRATE

- PESO Model in Connections Planning

Hub and Spoke Marketing Model.



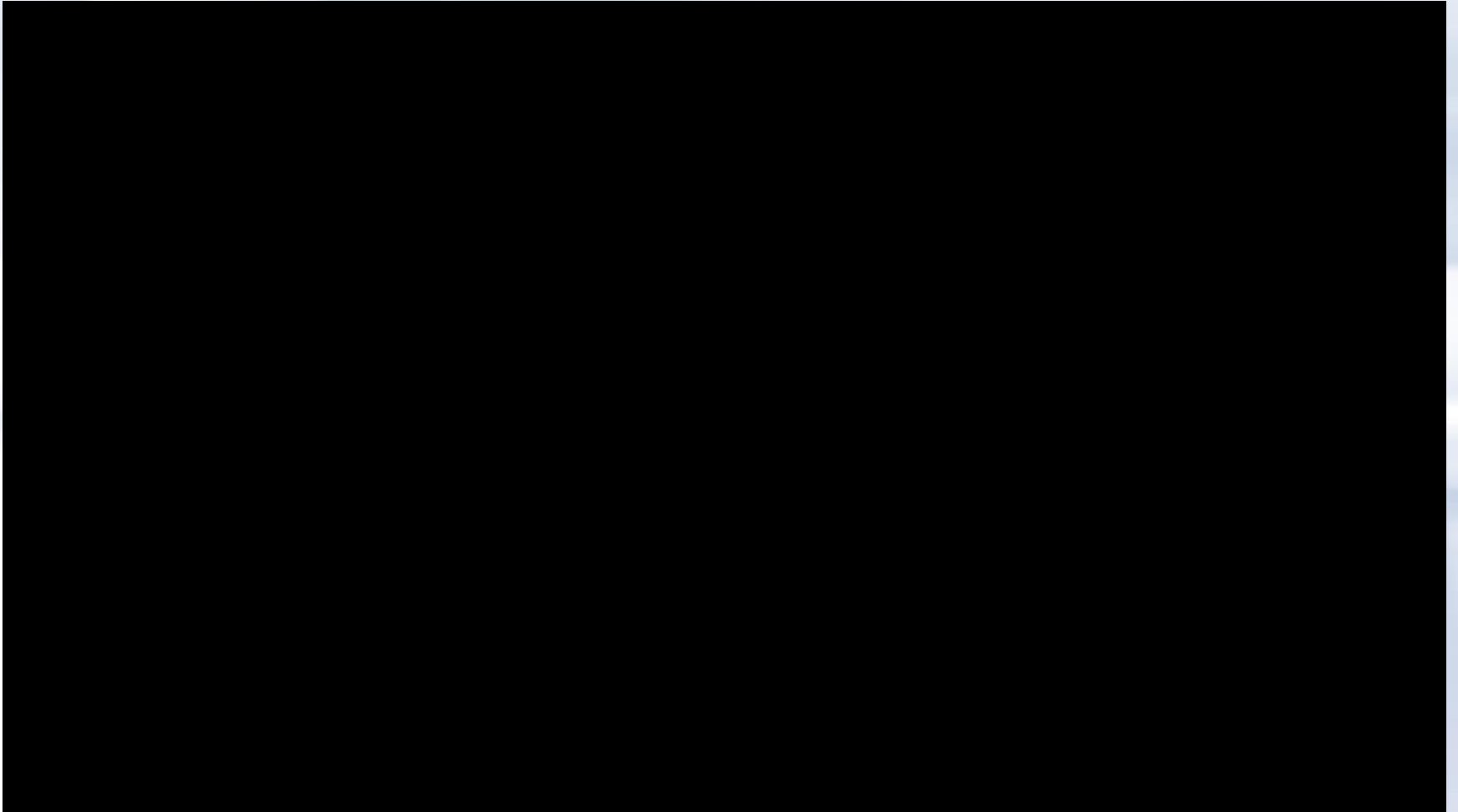
ESTABLISH OWNED CHANNEL HUB

- Content Home Base
- Hub and Spoke Model
- Shareable Visual Assets



SUSTAIN OVER TIME

Artificial Colors and Flavors Launch Video



Removing Artificial Colors and Flavors

Paid



Earned



Shared



Owned



Engage Key Influencers

TACTICS:

- Shared news 6 months out under NDA with key influencers
- Visually tell the story through custom kits

RESULTS:

- 9MM+ unpaid impressions from influencers (first 5 days)

@kirstiefoster
#socialsummit16



GENERAL MILLS

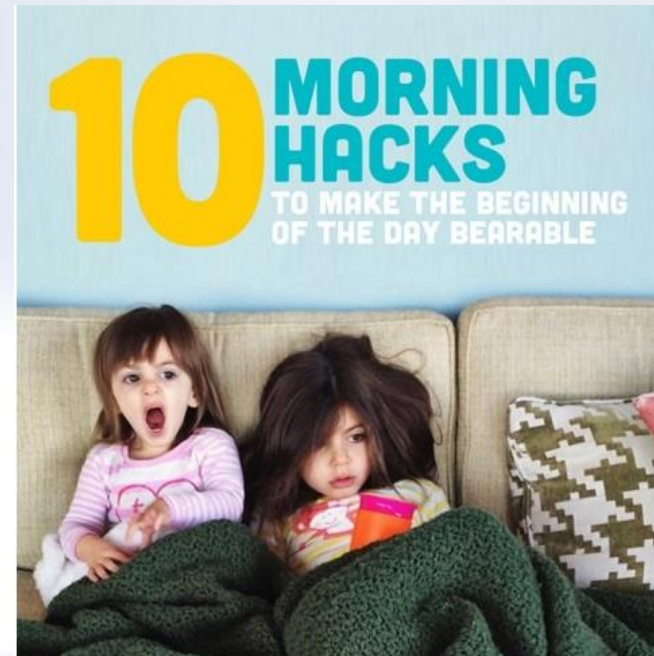


Sponsor Influencer Content



Thankfully, my friends at [General Mills](#) know how much parents depend on cereal in the morning, so they are constantly working to make their cereals better. For the past few years, they have been working to make whole grain the first ingredient and reduce sugar across all their cereals. Now, they are working to remove all the artificial flavors and colors from artificial sources. More than half of General Mills cereals (like our favorites, [Cheerios](#), [Chex](#) and [Cinnamon Toast Crunch](#)) are already free from artificial flavors and colors from artificial sources, but now they're working on cereals like [Lucky Charms](#) and [Trix](#) too. Good news for that rabbit!

TO HELP SPREAD THIS NEWS, GENERAL MILLS IS GIVING ONE LUCKY READER A \$500 AMERICAN EXPRESS GIFT CARD AND A CASE OF YOUR FAVORITE CEREAL!



Establish a Content Home Base-Website

SEARCH

COMPANY BRANDS CAREERS RESPONSIBILITY HEALTH INVESTORS NEWS

BRANDS

- Baking products
- Cereals
 - General Mills cereals
 - Cascadian Farm
 - Cheerios
 - Chex
 - Cinnamon Toast Crunch
 - Fiber One
 - Kix
 - Lucky Charms
 - Monsters
 - Total
 - Trix
 - Wheaties
- Dough / Pastries
- Fruit
- Ice cream
- Meals
- Organic / Natural
- Pasta
- Pizza
- Snacks
- Soup
- Spices
- Vegetables
- Yogurt

Share: [Twitter] [Facebook] [Email]

General Mills cereals

Love cereal again
Because General Mills is removing artificial flavors and colors from artificial sources from all of your favorite cereals.

[Cereal team celebrates milestone](#) (A Taste of General Mills blog, Jan. 19, 2016)
[Cereal campaign highlights parent promises](#) (A Taste of General Mills blog, Nov 18, 2015)

Our journey
Your family wants great tasting, nutritious food. For quite some time, we've worked to give you that.

- 1930s NUTRIENTS ADDED
- 1997 HEART HEALTHY
- 2005 WHOLE GRAIN
- 2011 SUGAR REDUCTION
- 2015 REMOVING ARTIFICIAL

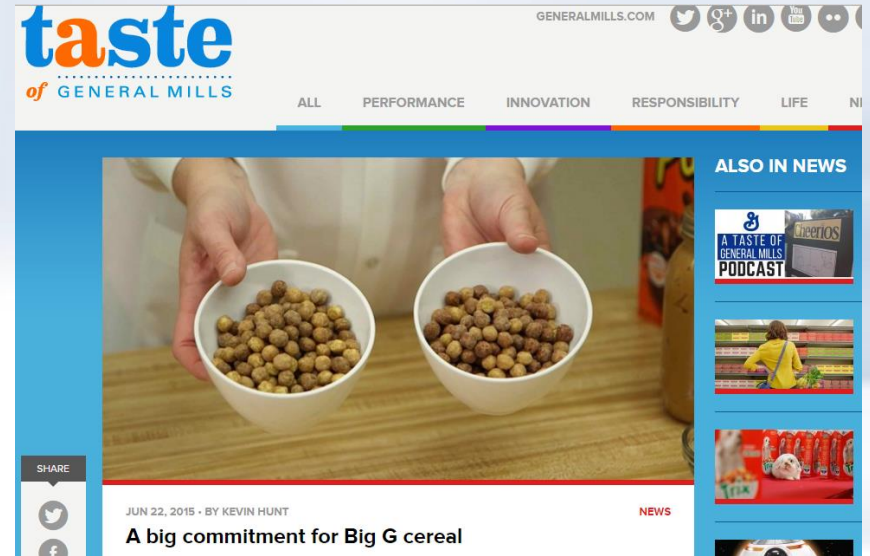
About Submissions Our Initiative Behind The Scenes

Learn more about our initiative

Learn more about our efforts at generalmills.com/cereal



Establish a Content Home Base-Blog



Encourage Employees to Share

everyoneTM
social



GENERAL MILLS



A big commitment for Big G cereal

generalmills

Today, we announced that we are committing to removing artificial flavors and colors from artificial sources from the rest of General Mills cereals.



Create Shareable Visual Assets



THE SUN IS SETTING ON ARTIFICIAL FLAVORS AND COLORS FROM ARTIFICIAL SOURCES ACROSS GENERAL MILLS CEREALS

General Mills has committed to removing artificial flavors and colors from the rest of our cereals. Fruit and vegetable juice, spice extracts and natural flavor are some of the ingredients we'll use to make the fun, delicious cereals you're looking for today — like Trix!

Ingredients shown are for Trix Cereal color

- Trix Red and Purple Color: FRUIT AND VEGETABLE JUICE
- Trix Yellow Color: TURMERIC EXTRACT
- Trix Orange Color: ANNATTO EXTRACT

Learn more about our efforts at generalmills.com/cereal

TODAY, MORE THAN 60% OF GENERAL MILLS CEREALS ARE MADE WITHOUT ARTIFICIAL FLAVORS OR COLORS FROM ARTIFICIAL SOURCES



WE'RE WORKING HARD TO GET TO 100%

FOLLOW OUR JOURNEY!

taste
of GENERAL MILLS

GENERALMILLS.COM

ALL PERFORMANCE INNOVATION RESPONS



SHARE



JUN 22, 2015 - BY KEVIN HUNT

NEWS

A big commitment for Big G cereal



Used Earned Media To Fan The Flames



 **Rachel Flaherty**
@TweetFlaherty



 Follow

@GMA @GeneralMills This is awesome! I love seeing companies take a big risk for the health and wellness of our families.



Jennifer Weinberg @jsquared771 · 22 Jun 2015

If this is true, it's huge! **General Mills** to Eliminate Artificial Colors, Flavors From Entire Cereal Line gma.yahoo.com/general-mills-... via @GMA



[View summary](#)



Engage!

 **General Mills** 
@GeneralMills

 **Following**

Breaking news: A big commitment for Big G cereal bit.ly/1K6l4ga



RETWEETS **20** LIKES **24**



7:34 AM - 22 Jun 2015



Reply to @GeneralMills



TheROXXBox @theroxxbox · 26 Jun 2015
@GeneralMills So excited about this announcement 😊



General Mills @GeneralMills · 29 Jun 2015
@theroxxbox We're excited, too! Thanks! ^AH



Kevin Hunt  → Steve Pringle · 7 months ago
Hi Steve,

Thanks for reading our blog post and leaving a comment. This change was not about safety or health concerns, all colors or flavors we use are approved by global food safety agencies. We are listening to our consumers and these ingredients are not what people are looking for in their cereal today.

Kevin Hunt
General Mills

^ | v · Share ›



Jen Carl @jenm1997 · 10 Jul 2015
@GeneralMills i love the new mini trix! But hate feeding my kids artificial colors.



 **General Mills** 
@GeneralMills

 **Following**

@jenm1997 We're working to remove artificial colors from the rest of our cereals. ^AH Read the the full story: bit.ly/1CBAzev

RETWEET
1



Sustain Campaign Over Time

Realtrixrabbit.com

Promises



facebook
Promoted Posts



Search For The Real Trix Rabbit



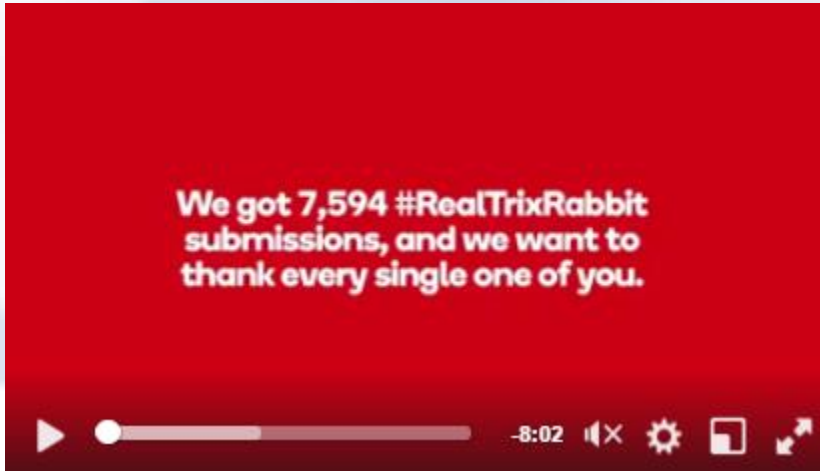
Meet Cinnabon the #RealTrixRabbit

facebook



YouTube

tumblr



General Mills @GeneralMills · Feb 1

We hope you woke up bright-eyed and bushy-tailed this morning! bit.ly/1UD5PhH
#GoodMorning #RealTrixRabbit



5 13

taste
of GENERAL MILLS

Who Wins Real Trix Rabbit Contest



0:40 / 1:06



0:19 / 0:28



GENERAL MILLS @kirstiefoster #socialsummit16

Extend the Reach of Paid TV



General Mills @GeneralMills · Jan 19
We're making product improvements so you can love our cereal again
bit.ly/23cOQsh #generalmills #cereal

love cereal again



General Mills begins marketing cereals without artificial colors, flavors



With its new ad campaign, General Mills invites you to "Love Cereal Again"



Measure

Consumers Responding to Color and Flavor Renovation

Seven Featured SKUs



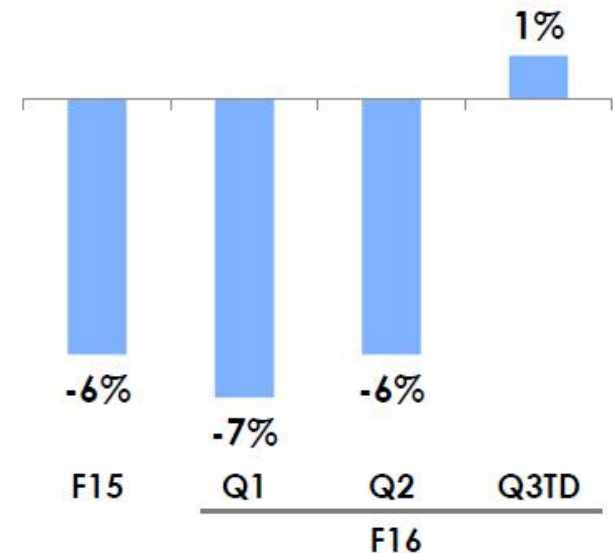
NO HIGH FRUCTOSE CORN SYRUP

NO COLORS FROM ARTIFICIAL SOURCES

NO ARTIFICIAL FLAVORS

Seven Featured SKUs Retail Sales

(% vs. LY)



Source: Nielsen XAOC; Q3TD through January 2016

GROWTH RETURN

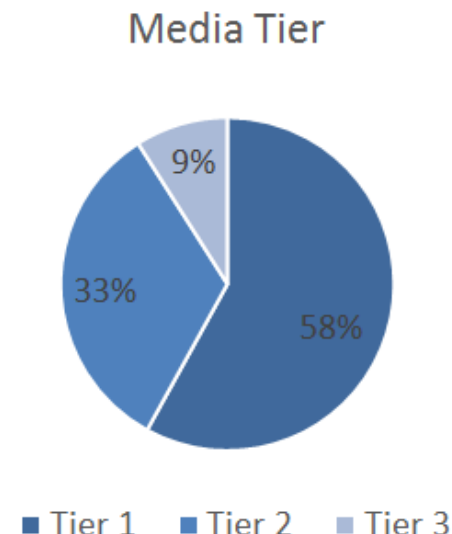
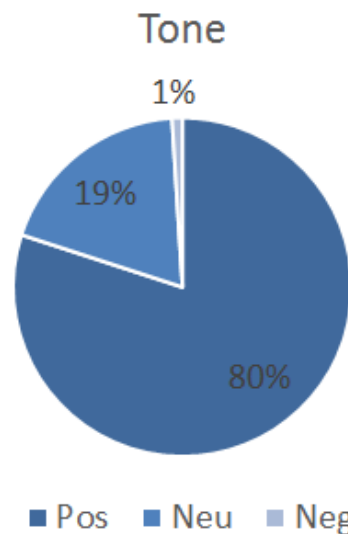
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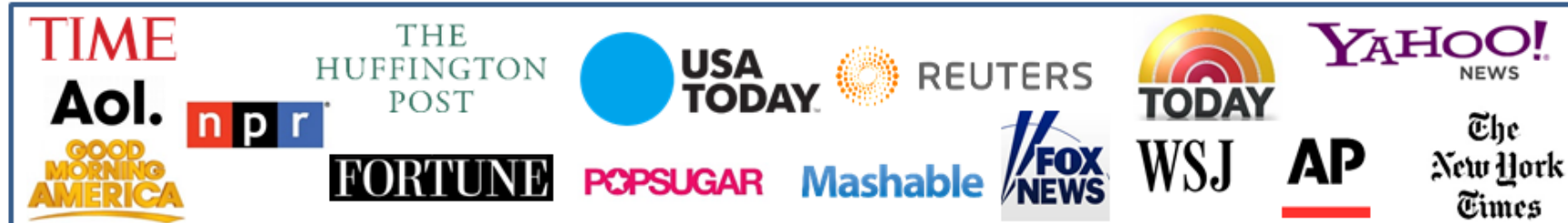
General Mills – Crosby Program Results Snapshot

PR Goal	Metrics	Results	Status
Reach consumer target “Marissa” through national broadcast coverage	<ul style="list-style-type: none"> Target-specific coverage 	<ul style="list-style-type: none"> Secured exclusive with <i>Good Morning America</i>, followed by coverage <i>TODAY Show</i> and <i>CBS This Morning</i> 	
Coverage to be positive or neutral in tone and to pull through primary key messages	<ul style="list-style-type: none"> 90% positive or neutral tone 75% primary key message 	<ul style="list-style-type: none"> 99% positive or neutral tone 94% include at least one primary key message 	

Earned Media Week One Snapshot	
Top-tier articles	58%
Total articles	272
Average Quality Score	68
Top Tier Impressions	50M
Total Impressions	60M
Spokesperson	52%



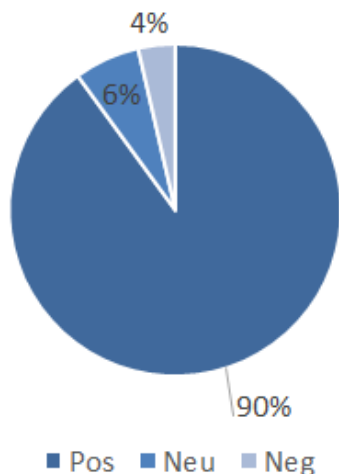
Coverage Highlights



General Mills – Crosby Earned Social Media

PR Goal	Metrics	Results	Status
Drive 1,000 positive or neutral shares of story in social media	<ul style="list-style-type: none"> 1,000 total social shares 90% positive 	<ul style="list-style-type: none"> 11,000 total tweets 90% of content was positive 	

Tone of Earned Social



Social Media Week One Snapshot	
Total Social Shares	11K
Percent Positive/Neutral	96%
Total Impressions	147MM
Social Engagements from Top Tweets	5,432

Top Earned Tweets

Fox News @FoxNews

General Mills to remove artificial flavors, color from cereals. fxn.ws/1Gv7ZH3

General Mills to remove artificial flavors, color from cereals
Trix and Reese's Puffs will be among the first cereals to undergo the changes.
foxnews.com

299 Engagements
5.87MM Impressions

Wall Street Journal @WSJ

General Mills will strip artificial flavors and colors from the remaining 40% of its cereals that still contain them: on.wsj.com/1JeXQW3

General Mills to Remove Artificial Flavors, Colors from All Cereals
General Mills will strip artificial flavors and colors from the remaining 40% of its cereals that still contain them, the latest response by the food industry to change...
wsj.com

201 Engagements
7.29MM Impressions

Mashable @mashable

General Mills will remove artificial colors and flavors from Lucky Charms and other cereals. on.mash.to/1Je5dNj

General Mills will remove artificial colors and flavors from Lucky Charms and other cereals. on.mash.to/1Je5dNj

173 Engagements
5.74MM Impressions

Washington Post @washingtonpost

The real reason General Mills will cut fake flavors from cereals like Trix and Lucky Charms wapo.st/1N2mPK5

The real reason General Mills will cut fake flavors from cereals like Trix and...
The cereals won't be any healthier, but parents in the breakfast aisle might be intrigued.
washingtonpost.com

114 Engagements
4.86MM Impressions

