

# No-Holds Barred: How Two Brands Have Met the Challenges of the Digital Present and Future



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DIGITAL PR SUMMIT

October 16, 2013

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GOLD  
MEDAL  
FLOUR



"It's so easy to get **EXPERT RESULTS**  
with these mouth-watering  
**REFRIGERATOR ROLLS!**"



"There's no kneading and the dough keeps for days.  
Your family will enjoy several bag-gets from this one recipe."

WASHBURN CROSBY CO.  
MERCHANT MILLERS.

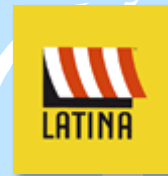


Betty Crocker



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# The Brands of General Mills



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# External Communications



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LinkedIn profile for General Mills, showing company information, updates, and employee profiles.

**General Mills**  
 Overview · Company · Products · Financial Statistics · Page Statistics · Insights

General Mills has a new Associate Marketing Manager  
 New Orleans is now Associate Marketing Manager  
 General Mills has a new Associate Marketing Manager  
 Milwaukee is now Associate Marketing Manager  
 General Mills has a new Associate Marketing Manager  
 Minneapolis is now Associate Marketing Manager

taste GENERAL MILLS

The Kix Creativity Lab  
 Thinking outside the cereal box

Securing a sustainable potato crop · How to make the grade at school? Breakfast · Plant seeds, create art, eliminate hunger · A busy bee for BuzzBee

Our top 5 spots in August · Food Festival grounds at the Minnesota State Fair · A pizza mill's road trip · The Kix Creativity Lab

GENERALMILLS

706 posts · 1526 followers · 714 following

Edit Your Profile

General Mills  
 Photos from General Mills, and our fans. (Tag with @generalmills or #generalmills).  
 blog.generalmills.com

Grid of photos showing various General Mills products and events.

YouTube channel page for General Mills.

General Mills  
 135 subscribers · 24,657 video views

Featured video: A large colorful balloon sculpture.

Uploads: Sustainability at General Mills, General Mills, BuzzBee, etc.

channel8

Must "Bee" the honey

LATEST HEADLINES  
 RECENT TWEETS

VIDEOS  
 YOUR STORIES

PHOTOS  
 RECIPES

Follow us on taste, YouTube, LinkedIn, and Facebook.

General Mills

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