



Pebbles Cereal: Authentic Story Telling through Omni-Channel Approach

Post Media and Content Philosophy & Vision = Consumer First

new media
blue ocean
rigorous analytics
Consumer first
innovation
Big Data
Authentic
IMC
Disciplined playbook
Content
Story telling
agency as peer

Pebbles Passion Continues

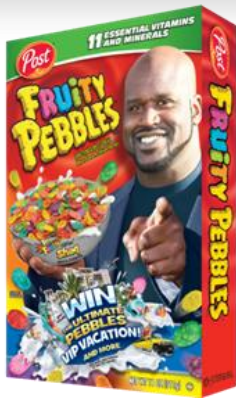
Pebbles mania is sweeping the nation. Growing legions of loyal Pebbles fans everywhere are choosing sides and declaring their love for the epic tastes of either Fruity Pebbles or Cocoa Pebbles. The competition is unfolding before our eyes and has the potential of becoming a movement for both celebrities and kids alike.

The Great Divide

In 2014, we asked the question, which Pebbles flavor is YOUR favorite? Are you on Team Cocoa or Team Fruity? We then watched as the great divide between cereals began to unfold. As the rift continues to grow, what began as a friendly rivalry in 2014 will turn into a heated face-off in 2015.



Powerful 360 plan, intercepting Pebbles target audience through various media platforms



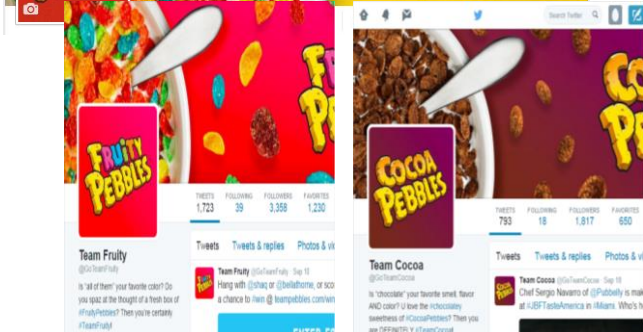
On-pack



TV/Online Video



Digital

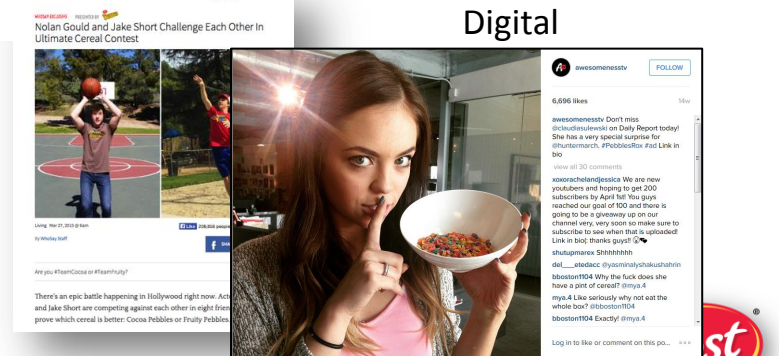


Social

#PowerofPR



PR



Content Integrations/Influencer Media

Content is king: consumers not only engage with content for hours on end, the share it, blog about it, link to it, Tweet about it

Content Pillars

Always On

Social Platforms
Public Relations

Dedicated strategy and real-time content are needed to stay relevant and authentic with consumers

Continuous monitoring and personalized fun responses with consumers that are talking about our brands

Paid/Leveraged

Brand Integrations and publisher produced co-branded content

Leveraging paid media to enhance brand story and reach core audience in an authentic environment

Built in distribution and relevance

Post Produced

Content Series/Videos
non-standard Ads

Independently developed & produced

Syndicated by Post

Partnered with Awesomeness TV to bring story to life, with highly influential YouTube and Vine stars declaring their love for #TeamFruity or #TeamCocoa



Claudia Sulewski



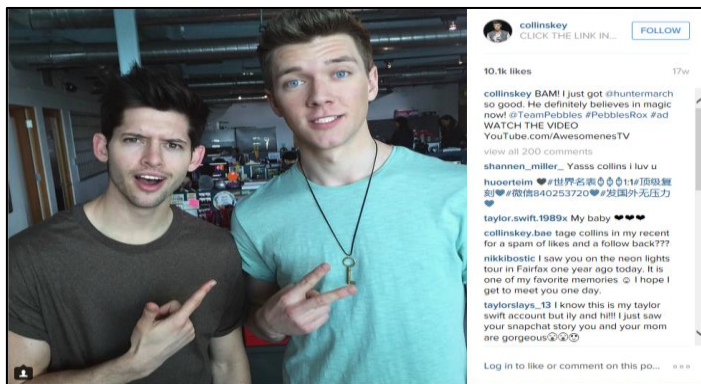
Cameron Dallas

Results to date: 2MM views, 110k likes, 4k comments

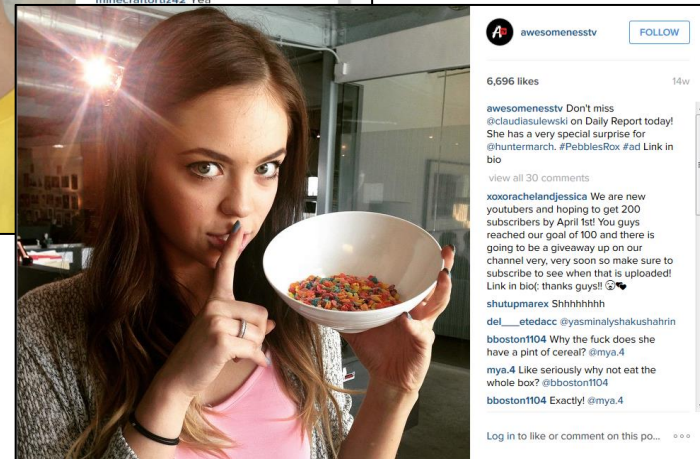
#PowerofPR



Organic Integration on Celebs Twitter, Instagram and Facebook pages drives engagement and authentic story telling



Instagram



Results to date: 400k likes, 3k comments
40k Favorites, 16.5k Retweets



Partnering with two teen celebs and WhoSay drove an interactive social media battle and recruited fans to choose a side in a fun and entertaining way

Over the course of six weeks, the celebrity pair engaged in an interactive social media battle, challenging each other with various tasks and pledging their allegiance to their respective team. The duo promoted their Team Pebbles loyalties across Facebook, Twitter and Instagram, recruiting fans along the way.



NOLAN GOULD

JAKE SHORT

304k Fans Engaged with the Story across Jake's and Nolan's social channels



"Just landed four 3-pointers in a row. Starting off this @TeamPebbles competition strong! Let's see you beat that @JakeShort. Go #TeamCocoa! #ad"



"@NolanGouldOfficial You really think your @TeamPebbles is in the lead?! I'll see your threes and raise you 1 half-court shot! Top that! #TeamFruity for the win #FTW #ad"



Nolan Gould
@Nolan_Gould



.@TheJakeShort Juggling's ok...but answer this: What do you get if you milk a cow after an earthquake? #dadjokes @GoTeamCocoa #TeamCocoa #ad



Nolan Gould (Official)
April 9 at 10:04am · 🌐

Jake Short magic is way more impressive. But I'll catch you on this one. Answer this: What do you get if you milk a cow after an earthquake? Pebbles Cereal #TeamCocoa #ad <http://www.teampebbles.com>

Like · Comment



Jake Short
@TheJakeShort



Got some help from #TeamFruity fans, but could it be a milkshake @Nolan_Gould? Ha. What do you get from a pampered cow? @GoTeamFruity #ad



Jake Short
April 10 at 11:19am · Edited · 🌐

Got some help from #TeamFruity fans, but could it be a milkshake Nolan Gould (Official)? Ha. What do you get from a pampered cow? Pebbles Cereal

Like ·




"Spoiled milk. @JakeShort? Now #FTW, can you find my Cocoa Pebbles cereal box in this photo? @TeamPebbles #TeamCocoa #ad"



"Duh in the cabinet @NolanGouldOfficial! I'm a photo hunt pro! Let's see you find my Fruity Pebbles cereal box. @TeamPebbles #TeamFruity #ad"

Paid Amplification across WhoSay and Huff Post platforms

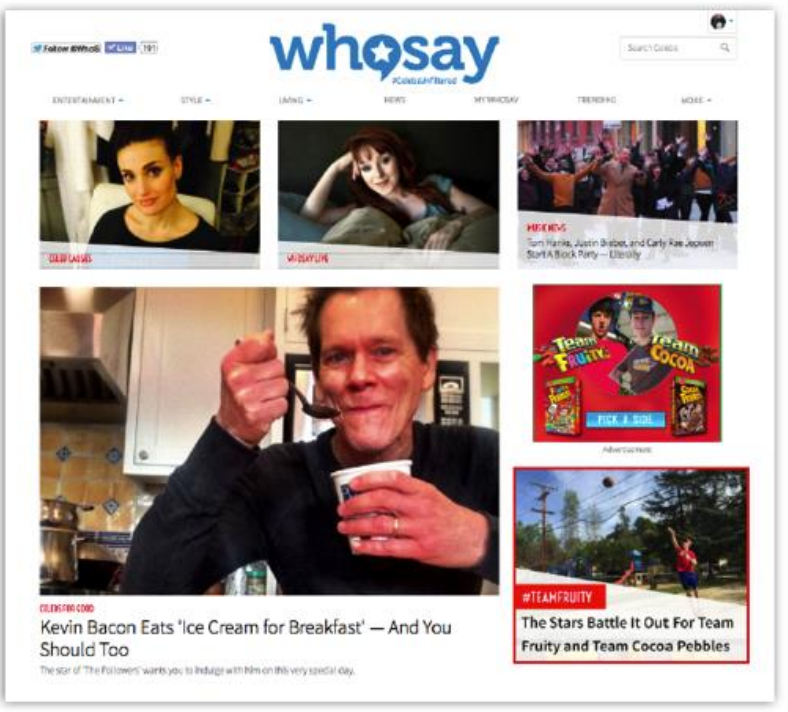


April 7, 2013
HUFFPOST CELEBRITY

Get the latest tweets, photos, videos and more with #CelebsUnfiltered, powered by whosay

Jake Short
Actor, "A.N.T. Farm", Musician

Woahhh @NolanGouldOfficial now that's what I call magic!! But @TeamPebbles #TeamFruity fans know juggling is a real talent #ad



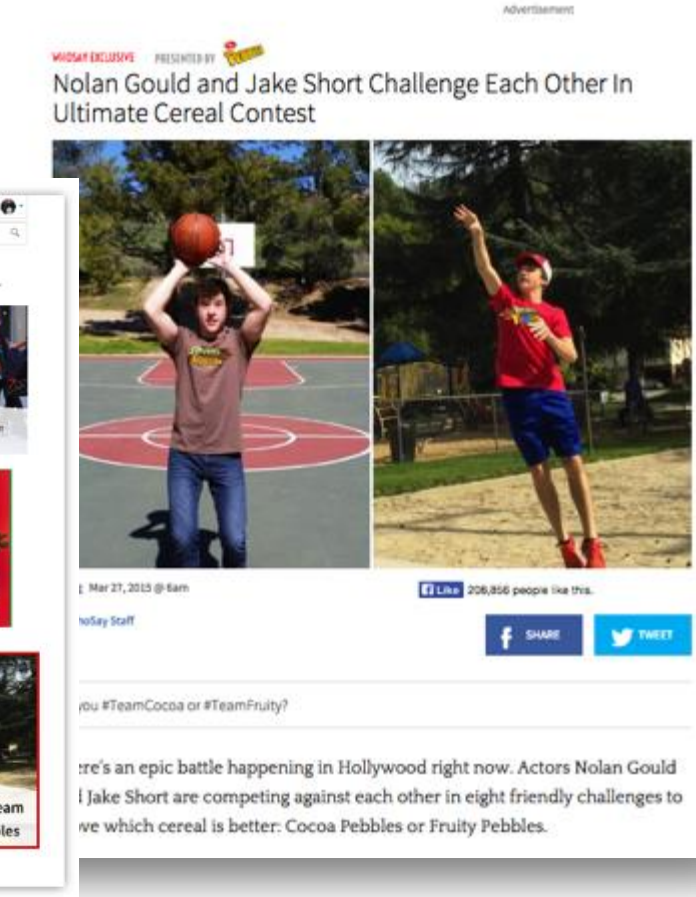
whosay

ENTERTAINMENT STYLE LIVING NEWS MYWHOISAY TRENDING MORE

CELEBS UNFILTERED

KEVIN BACON Eats 'Ice Cream for Breakfast' — And You Should Too

The star of "The Following" wants you to indulge with him on this very special day.



Advertisement

WHOSAY EXCLUSIVE PRESENTED BY

Nolan Gould and Jake Short Challenge Each Other In Ultimate Cereal Contest

Mar 27, 2013 @ 6am

hoSay Staff

206,856 people like this.

you #TeamCocoa or #TeamFruity?

There's an epic battle happening in Hollywood right now. Actors Nolan Gould & Jake Short are competing against each other in eight friendly challenges to determine which cereal is better: Cocoa Pebbles or Fruity Pebbles.

Results to date: 22.6MM impressions, 830k engagements

#PowerofPR



Celebrity Seeding



ADAMDEVINE @ADAMDEVINE
@TeamFruityPebbs



RETWEETS 150 FAVORITES 356
6:24 PM - 31 Mar 2014

missteenusa FOLLOW
696 likes 68w
missteenusa #CocoaPebbles all the way!
What team are you? #TeamFruity
#TeamCocoa @kyrievirg
missteenusa @TeamPebbles
elle_sauli #teamcoca girl!
cecefredd #teamcoca
addledorf Hahahahahahaha
addledorf I cannot stop laughing I love you so much
taylorurb I want coco pebbles now

Follow

Kylie Jenner @KylieJenner

When I'm dishing with my friends our guilty pleasure is chocolate! Totally on #TeamCocoa. Join my team: TeamPebbles.com #ad

tyler posey @tylergposey

What brings out the Teen Wolf hunger in me? Definitely a bowl of #FruityPebbles. Join my team at @GoTeamFruity! #ad

noah cyrus @noahcyrus

i love cocoa pebbles #teamcocoa



Follow

RETWEETS 162 FAVORITES 662

11:00 AM - 30 Jul 2014



Business Results

Positive sales movement during key social activation window despite continued category declines



Total Pebbles Sales



Total Pebbles Base Sales