

## Research Findings for the Development of our Cereal Advert

### *Preliminary Findings*

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Before developing the storyboard for my cereal advert I decided to look at other successful examples and see what important aspects of those adverts made them so successful.

I decided to look at 3 other popular brands, Frosties, Cheerios and Coco Pops. I looked at their mascots and some of their popular adverts to see if there was any correlation between them or what individually made each brand's advertising successful. A main factor I noticed was that two of the most popular kid's brands, Frosties and Coco Pops, used anthropomorphic mascots. Cheerios, while marketed as a children's cereal, didn't use a consistent mascot and generally stuck to using more individual advertising ideas. Cheerios also has mild success in the industry but Frosties and Coco Pops have much more success in the children's cereal category. Cheerios seemed to aim for a broader spectrum with less focus on just children and more on whole families, particularly middle class families. [Coco-Pops](#) and [Frosties](#) seems to aim for more Lower Class to Middle Class families, offering easier to digest advertising that easily grabs the attention of the demographic in question.



### *How we should use this information in our work.*

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Looking at what made other cereals successful, it would be a safe option to use a mascot that resembles an animal children can relate to. The avoidance of animals such as dogs and cats in other brands leads me to believe kids prefer an animal more exotic and unique. Monkeys and Tigers are different and stand out, so we should also make our mascot something that will be more recognizable. Bears are juxtaposed as friendly animals in products such as teddy bears, so we could create a teddy bear like mascot that appeals to kids while remaining a unique icon for our brand. Another thing to take into account is that our cereal will have to compete with already established icons in the market. It would be easier to target a section of the market that has less focus on kids and would be easier to establish ourselves in. Porridge and Oats has generally been focused more to adults and older people, but it could be targeted to kids by making the recipe more interesting to children, most likely with the inclusion of cocoa. This is probably the best solution for breaking into the market and allowing a strong establishment for our brand, which could then be furthered with other cereal types without risking too much in the long run.

### *Main points to take away*

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When creating our brand, what we should be considering is how the break into an industry that already has established competitors and brands. The suggestion of a Bear mascot is easy to connect with porridge considering the 'goldilocks' story that most children would have heard when they were very young. Targeting porridge gives us an easier opening to expand our product into the cereal market without as many risks, and using a mascot that can target children and families will help us achieve that goal.