



Pebbles Cereal

Corey Chase, Gabrielle Gilmore, Annabelle Merrill, Garrett Rogers,
Trey Segrist, Natalie Spalding, Siyi Yang and Claire Wilkins

Team 6, Spring 2021

Table of Contents

03

Overview

05

Primary Research

14

Target Profile

19

Key Takeaways

22

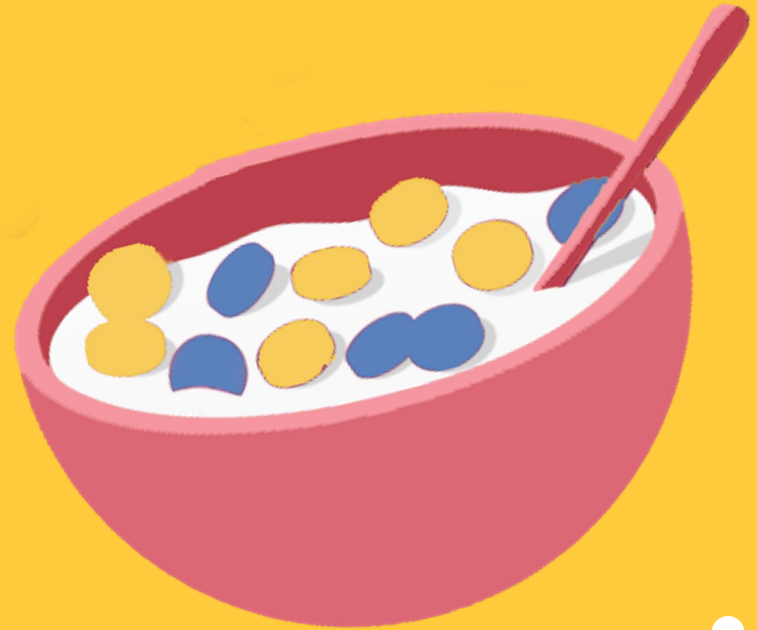
Insight

24

Consumer Journey

36

Recommendations





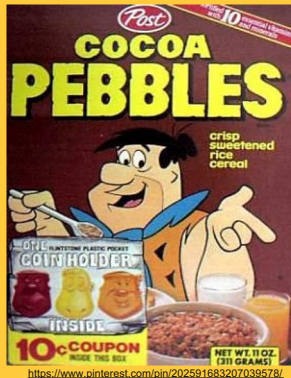
Overview

Overview

Fruity and Cocoa Pebbles were first nationally introduced in October 1971. Over the years, it has become one of the most popular cereal brands in the world. The cereal category has recently been declining, though Pebbles has still been able to have a steady hold within the category.



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With cereal competitors such as Lucky Charms and Frosted Flakes aimed at younger children, there are many cereal brands fighting for that demographic's attention. Pebbles wants to get an older demographic to purchase their product. Our challenge is to attract millennials and GenZ's to the Pebbles brand.

The background is a vibrant yellow with various abstract geometric shapes in blue, pink, and white. These include circles, squares, triangles, and wavy lines. A large white rectangle is centered on the page, containing the text "Primary Research" in a bold, black, sans-serif font. The text is split into two lines: "Primary" on the top line and "Research" on the bottom line.

Primary Research

Primary Research Objectives

- Understand motivations for purchasing Pebbles.
- Assess the consumer purchase journey.
- Explore the consumer's lifestyle and the role of food in their day.
- Learn consumer's perception of Pebbles and attitudes toward Pebbles snack products.
- Assess participants' thoughts on cereal and snacking.

Participant Screener Criteria

Aged 19-26

Often eats meals and/or snacks on the go



**Grocery shops
at least 2
times/month
for self**

Consumers or past consumers of the following brands: Pebbles, Lucky Charms, Cheerios, Froot Loops and/or Rice Krispies.

Primary Research: Methodology

8 IDI's

20-30 minutes each

Individuals that qualified under the screener criteria

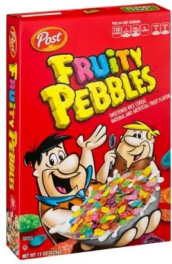
- Through our in-depth interviews, established participants' thoughts and feelings toward:
 - Pebbles as a brand
 - Cereal
 - Snacking
- Two projective techniques
 - Word association
 - Describing their consumer journey

Word Association

Cereal Brands

Snack

Sugary Snacks



Word Association

Breakfast



Treat

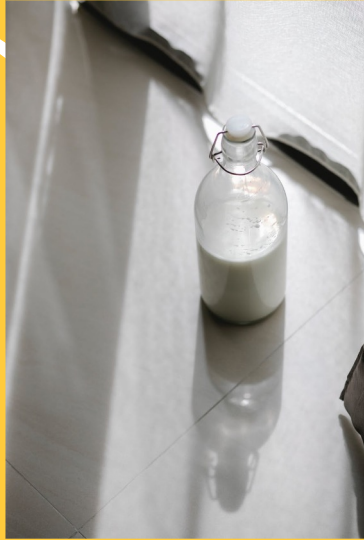


Midnight Snack



Word Association

Cereal



Sugary Cereal



Primary Research Discussion Guide

- The one-on-one setting allowed for participants to share their unique perspectives.
- The semi-structured discussion guide allowed researchers to probe and gain in-depth responses on predetermined topics but also allowed for flexibility to explore additional concepts that arise naturally in the conversation.
- The word association, in the beginning, gave researchers a snapshot of participants thinking before being introduced to the topic or the brand.
- The discussion consisted of 8 sections: values, lifestyle, the role of food in their daily lives, occasions for eating cereal, motivations, sources of influence, knowledge of the brand and potential barriers.
- Ending with the purchase journey framed the participants to walk us through their product selection experience.



FINDINGS & INSIGHT

Target Audience •

Our target audience is made up of older Generation Z and younger millennials between the ages of 19 to 26 who have minimal time to eat and are looking for the most convenient snack and meal.



Strive n' Revivers



Strive n' Revivers Profile

This consumer is **on the go** and looks for a snack or meal that can keep up with them.

Our target uses social media frequently to **engage** with popular culture and trends as well as connect with people they know.

Social and environmental change is highly important to this consumer, but they do not go out of their way to research these facts.



Relationship with Cereal

- Needing **minimal** thought - Cereal become **a top choice**
- **Two barriers**: The packing size and the addition of milk vs. quick break on the go.
- Working hard during the day - want the **opposite** when they are home - Recharge with **less work**.
- The feeling of **rejuvenation** and the **delicious** taste.

Relationship with Pebbles



- On-the-go habits
- Willingness to consume cereal during different times
- Sweet taste!
- Nostalgia?

Key Takeaways

Nostalgia



Revive

Simplicity



Key Takeaway #1: Nostalgia

Our audience values familiarity and nostalgia when purchasing snacks.

Takeaway: Consuming cereal is not just about eating; it's about the feeling of childhood and being rejuvenated.

“[When deciding which cereal brands to buy] the ones I've had throughout my childhood are ones I've really stuck with. Every once in a while, I'll branch out and try a new cereal brand, but I typically just stay with the ones that I know are good.”

Takeaway: The sweet, delicious taste promotes a feel-good, satisfying experience.

“What am I feeling whenever I'm eating cereal, it's kind of like a dopamine overload. You know, it's just it's a little bit nostalgic, it reminds me of my childhood, and it's always just kind of like a feel-good food.”

Key Takeaway #2: Revive

Eating cereal is an occasion and ritual where the consumer will sit down with a bowl of cereal and finally have a moment to take a breath within their busy day.

Takeaway: The sugary, fun taste of Pebbles creates a moment of stresslessness.

“I pretty much only eat cereal late at night, and it's usually whenever I've got a movie on, or I'm chilling out watching YouTube, or something like that. It's like that relaxing thing. It's my go-to late-night snack for sure.”

Takeaway: For the participants, cereal is a way to energize and fuel them while on the go before the storm of accomplishments.

“I want a snack when I am really tired. Or sometimes, I want to stop working on my assignment and get refreshed.”

Key Takeaway #3: Simplicity

Participants have busy schedules and are looking for a convenient, stress-free snack.

Takeaway: When participants move through monumental and ever-changing times, the habits of consumption stay the same.

“It's just subconscious, just walking down the cereal aisle and seeing what I'm used to and just grabbing it, putting it in the cart and just not thinking about it again.”

Takeaway: The consumption of Pebbles changes from grabbing a quick snack that recharges to a moment of rest when they grab the bowl of cereal.

“Usually, when I choose cereal, it's because I can't find something that is easier to make, or I just have a taste for something that is sugary at that moment.”

INSIGHT

“There are so many things that I have **going on** in my life right now: bills, **commitments**, starting serious relationships, **exploring** the world on my own and **so much more**. Sometimes I feel like there’s not even a **moment to breathe**. I long for the **days as a kid**, just sitting on my couch watching **cartoons**. I can **relieve** this moment by picking up a **bowl of cereal**; it **transports** me back to a **time** when I didn’t have so much on my plate.”



CONSUMER JOURNEY

Step 1 Step 2

Search

Consideration

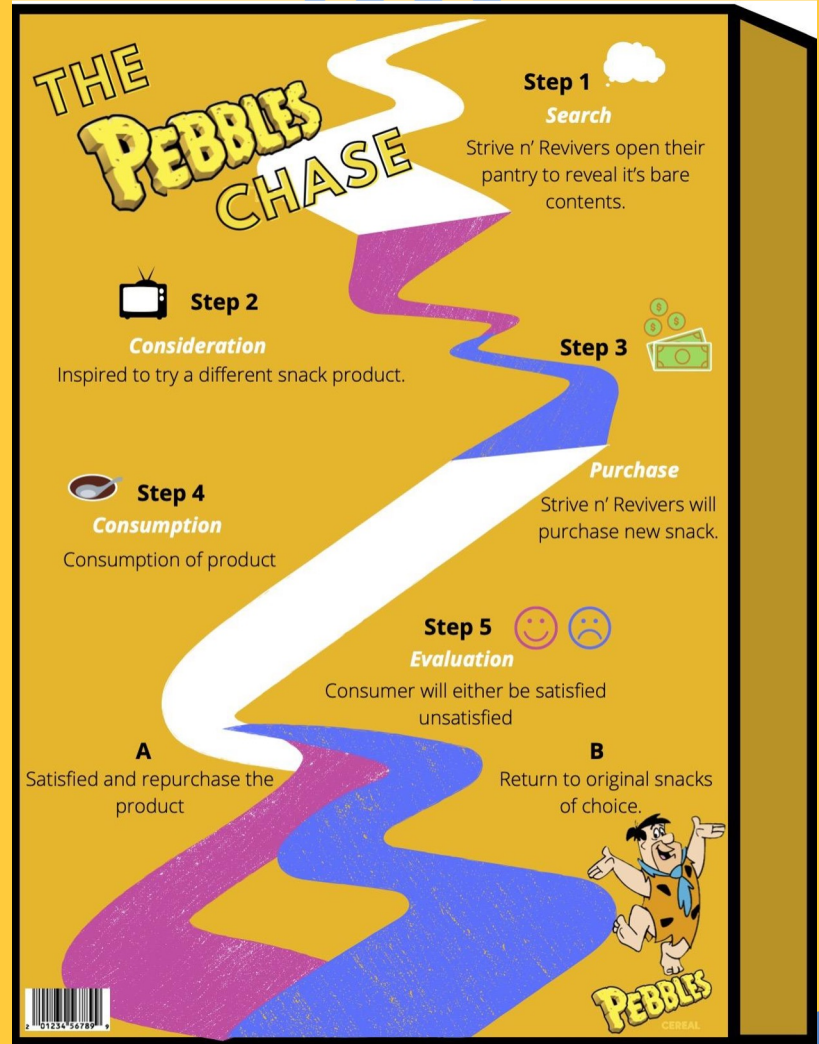
Step 3 Step 4

Purchase

Consumption

Step 5

Evaluation





01

Start the Search

Strive n' Revivers open their pantry to reveal its bare contents.



Step 1: Start the Search

Feeling:

Annoyance, Inconvenienced

Trigger:

Needing to replenish their snack assortment.

Sources of Influence:

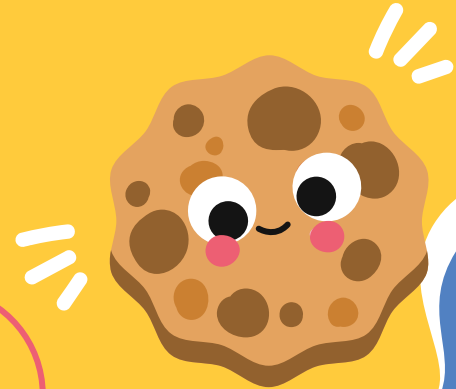
Family, friends, economic background, social media platforms such as Twitter and Instagram

Mindset: Snacking is a habit in which having a limited time schedule will encourage a trip to the grocery store at their earliest convenience.

Motivation: What the consumer has grown up eating, little time and motivation to do extensive food preparation, need for satisfying snack with a good tasting product.

Quote:

“I mean whenever I'm stressed, I just really look for something that's kind of sweet, you know that's just kind of like that comfort food.”



02

Consideration

A new event or individual will also inspire the snacker to try a different snack product. The consumer's willingness to try a new product will be based on repeated exposure to the snack product.

Step 2: Consideration

Feeling:

Curious, Investigative

Trigger:

Seeing product on social media, introduced to it by a friend, an occasion to bring a fun snack, online recommendation

Sources of Influence:

Commercials, family, friends, physical advertisements, coworkers, social media like Instagram and Twitter, influencers and streaming services such as Netflix.

Mindset: This product is new and could potentially satisfy the consumers' snack cravings.

Motivation: The consumer is curious and open to trying a new product that is recommended by popular culture or relevant individuals in life such as family or friends.

Quote:

"You know me, if one of my buddies is snacking, it usually makes me want a snack."





03

Purchase

Strive n' Revivers will purchase this new snack in their store of choice.

Step 3: Purchase

Feeling:

Excited, Curious

Trigger:

Consumers once again have the need to satisfy craving and go to purchase a snack, this time the consumer will keep the new product in mind and purchase it.

Sources of Influence:

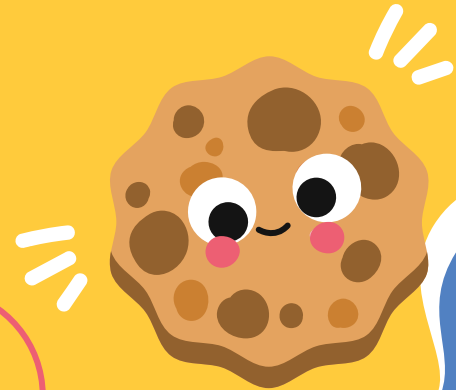
Repeated exposure and curiosity

Mindset: The information the consumer received about the product is attractive enough to encourage purchase.

Motivation: After finding inspiration to buy the new product and then seeing it in the store, the consumer will desire this new product.

Quote:

“Video ads do attract me. If my friends recommend a brand to me, I may go and find it.”



04

Consumption of Product

The customer decides to reach for the product and try it out.

Step 4: Consumption

Feeling:

Stressed, Seeking Relief

Trigger:

The consumer becomes hungry
and reaches for a newly
purchased snack.

Sources of Influence:

Social environment, friends,
coworkers, family, classmates.

Mindset: This consumption is
mindless, as the consumer is in the
habit of reaching for their snacks.

Motivation: Need to satisfy craving
caused by different emotional and
physical needs.

Quote:

“I don't want to be stressed out
about whatever work I'm doing.
I just want that time as a
break.”

“I want a snack when I am
really tired. Or sometimes I
want to stop working on my
assignment and get refreshed.”

05

Post-Purchase Decision

At this point, the consumer will either be satisfied and repurchase the product or return to their original snacks of choice.

Step 5: Evaluation

Feeling:

Reflective, Satisfied or
Dissatisfied

Trigger:

Evaluation of product.

Sources of Influence:

Feelings, previous trial, friends
and family.

Mindset: Personal preference.

Motivation: Previous snack
memories will lead to repurchase
or dismissal of product.

Quote:

“I still buy the same snacks my
mom bought when I was a kid.”

“Nine times out of ten, I’m going
to run to a snack that I know will
satisfy me.”

Recommendations



Social Media

Focus advertising efforts on digital and social media platforms. Strive n' Revivers dominate digital and social media spaces and spend large amounts of time across various digital platforms.



Influencers

Utilize influencers with a strong presence on social media to promote Pebbles as a snack for Strive n' Revivers.



Streaming

Pursue partnerships with streaming services to increase Pebbles' relatability to Strive n' Revivers and position Pebbles products as snacks to eat while streaming.



Advertising

Expand Pebbles' brand through advertising to show Pebbles as a snack that will appeal to older Generation Z and younger millennials.

Communicating that Pebbles understands the need for a moment of rejuvenation for Strive n' Revivers with cereal as a snack that helps Strive n' Revivers recharge.



**Thank
you!**