

Creative Brief: Cinnamon Toast Crunch

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Cinnamon Toast Crunch Creative Brief



Why are we Advertising?

This is to inform children, teenagers, and young adults that Cinnamon Toast Crunch will satisfy their sweet tooth more healthily because the squares' sugary coating is filled with numerous vitamins and minerals.

Product Background

The famous cereal Cinnamon Toast Crunch was developed by General Mills in 1984 when the company decided they wanted to make a product that replicates the taste of cinnamon sugar toast. Three years later, Chef Wendell, the brand mascot, was developed to help promote the newly made cereal and was sometimes seen with two other bakery staff (who were quickly removed in 1991 for unknown reasons) on TV commercials and cereal boxes. 2009, the company eliminated the baking persona and left with Chef Wendell. As a new mascot, General Mills created "The Crazy Squares," which are seen as pieces of cereal (cinnamon squares) with eyes and mouths and are commonly seen eating each other due to being "so delicious." After so many years of consistency, General Mills altered their recipe in 2012 to promote a healthier product by increasing the amount of whole grains and decreasing the amount of sugar and sodium previously present in the cereal. Though they are considered one of the sweetest breakfast cereals on the market, they are still among the most popular in America. To stay relevant all these years later, General Mills continues to promote new flavors of Cinnamon Toast Crunch, such as Peanut Butter Toast Crunch, Sugar Cookie Toast Crunch, Chocolate Toast Crunch, Cinnagraham Toast Crunch, and so much more.

Target Audience

Demographic Information

Though Cinnamon Toast Crunch has shown that most of its consumers are children (both male and female) between the ages of 6 and 11, numerous adults between the ages of 35 and 44 also reach for this cereal. Because this cereal is a cheap, easy option when it comes to breakfast foods, individuals who purchase Cinnamon Toast Crunch are primarily ones with mid-income who either have younger children or are older individuals themselves who do not have enough time or money to spend on more expensive produce and breakfast items. As far as other demographic data, the younger audience (6-11) is most likely to be in elementary or middle school with parents who have jobs where they can work a few hours during the day while being able to take care of the kids during the evening such as a teacher, carpenter, electrician, etc. As for the company, older consumers (35-44) are probably individuals with mid-income jobs like the ones above or lower-income jobs like fast food workers, retail salespeople, etc. In both cases, these individuals are sometimes Caucasian. Still, they are mostly African Americans and Latinos, usually within this income range. They tend to live a decently nutritious lifestyle but enjoy treating themselves to something sweet, such as Cinnamon Toast Crunch.

Psychographic Information

Consumers of Cinnamon Toast Crunch greatly value the easiness and convince that this cereal brings along with the ability it has to satisfy cravings for a sweet treat with a little bit more health benefits than something else such as cookies, brownies, and more. Families and older consumers value having a healthy yet balanced diet and lifestyle where they can be athletic and eat nutritious meals while indulging in their occasional “let loose” meal. These individuals have a strong sense of family values and usually have other individuals with whom they share their meals. They enjoy having fun and loving and typically are surrounded by like-minded individuals.

Competition

The main competitors that Cinnamon Toast Crunch has to worry about are Rice Krispies, Frosted Flakes, and Lucky Charms. All these cereals typically value serving their consumers a quick and easy meal that tastes good and will help energize them throughout the day. With this being noted, all of these competitors sell cereals that are sweeter in taste and do not contain as much healthier ingredients as other cereals, such as Special K or Honey Bunches Of Oats. Although they each sell similar products, Cinnamon Toast Crunch is the most popular with their creative advertisements, great-tasting cereal squares, and the joy they bring to their Target Market.

What Does Target Currently Think?

Most consumers of Cinnamon Toast Crunch love this cereal for its great taste and exceptional cinnamon sugar flavor, a good source of grains, and its ability to be used for meals, snacks, and even desserts. With this being said, there are always things that consumers of a brand feel can be improved. For Cinnamon Toast Crunch, consumers tend to eat this cereal more than the amount stated on the back of the box. Though this is okay in some cases, some challenges can come with this, such as being introduced to an overabundance of sugar. Because of this, the target audience commonly comments online on how they would enjoy the cereal more if it was lower in calories and tasted less artificial and more like what it's supposed to taste like: a piece of Cinnamon Toast. To help eliminate these dislikes held by the consumers, Cinnamon Toast Crunch can try for a limited time to promote a new type of cereal that they can call CinnaBoost Crunch," which has more whole foods made within it and lower calorie/sugar products. In doing this, the consumers of this new Cinnamon Toast Crunch will be able to taste more real flavors with less of an artificial taste without worrying about putting harmful products into their bodies.

Consumer Benefit

When looking at and purchasing Cinnamon Toast Crunch, we want our consumers, especially the children, to think about how our product(s) are exciting and fun and can help them satisfy their taste buds without having to fix a meal that takes multiple steps and might also be a little confusing to make. By just eating this cereal, consumers can feel that they are getting everything they desire out of a quick breakfast – something that is nutritious and tasty and will give them the energy to be able to complete any challenges that they face throughout the day while being able to have it for multiple uses.

Why Buy?

This brand has been around for many years, providing individuals worldwide with its iconic cinnamon sugar taste and crunchy squares, and it is also highly reliable. In other words, Cinnamon Toast Crunch is the fastest and easiest way for people to satisfy their cravings for something, such as a crispy piece of cinnamon sugar toast, without going through the long and messy process of actually making the food. Our cereal can be seen as fun and exciting for our younger audience with its square shapes, fun characters on the box, and popularity among their peers. For our older audience, this cereal can be seen as nostalgic because of its popularity among the public for many years. It can even bring them back to feeling like they are a little kid

again when they were faced with child-like happiness and had no worries. Besides this, for children, it can be an easy breakfast option that requires minimal effort, and the best part is that no preparation is needed. As for both audience members, though it might be seen as one of the sugary cereal options, it is one of the healthier dessert options that can be used to treat oneself without worrying about discomfort or side effects from eating other sugary dessert options.

One Thing

Over the years, Cinnamon Toast Crunch has had several slogans – “The Taste You Can See,” “It’s That Intense,” “Crave Those Crazy Squares,” and so many more. However, the one thing that all of these slogans have in common is that they are trying to direct consumers to how well our cereal tastes, whether you are a child, teen, or adult! Though there are many ways to eat this classic cereal, such as a snack, dessert, etc., the best way to eat it is in your favorite bowl with milk. In doing this, consumers will receive the best of both worlds by eating crunchy squares while drinking sugar-filled cinnamon milk.

Positioning

As our consumers already know, Cinnamon Toast Crunch is positioned as an exciting, fun-filled, multi-sensory, and nostalgic cereal. More specifically, with our cereal, consumers can be excited to start their day as they take their first bite. Through this, both children and adults alike can have a happy and entertaining day just because they had a small bowl of Cinnamon Toast Crunch. Children can be ready to start their day with something sweet and sugary, yet it gives them enough nutrients to keep them full throughout the morning. This is also something perfect for them since kids are always on the go, so they can hurry and eat at home or even pack it straight out of the box and take it out the door. We can also continue to attract them through the colorful marketing and bright and bubbly characters they see when a commercial pops up, or they look at our products at the store. For adults, as previously mentioned, this can be a quick, convenient snack that they can indulge in without guilt that they are eating too unhealthy. Not only will our cereal remind them of when they were younger, but our modern packaging and playful messaging can make these individuals feel they are choosing a good cereal brand with good products and cares about their consumers.

Unique Selling Benefit

Due to several factors, some of the most highlighted being their iconic positioning, fun and playful branding, and iconic taste, Cinnamon Toast Crunch outcompetes other similar cereal brands. The company has a decisive recognition factor due to its consistent packaging and

recognizable flavors, which are much different from other cereal brands. Due to their iconic lettering and bright, bold colors, their box is easy to spot in any grocery aisle. It can be recognized, especially by regular customers, in seconds. As for their branding, the Cinnamon Toast Square mascots create fun and laughter for the children who usually eat each other due to their makeup, which is the iconic cereal being sold! With these characters, the company uses numerous humorous advertisements, which makes them stand out among other cereal ads, which usually go the more serious route when promoting their products. Last but not least, though other cereals might be crunchy, such as Captain Crunch and Corn Flakes, this product is highly different due to its coating, which, rather than just being something like honey, is a lot more flavorful and fragrant, letting consumers know as soon as they put the item in their mouth just what cereal it is.

Brand Character and Personality

When thinking of this brand, I and numerous other consumers of this cereal brand might think of happiness, excitement, bright colors, sweetness, childlikeness, and playfulness when thinking of Cinnamon Toast Crunch. In most instances, individuals eat this cereal brand when they are children. Because of this, our first thoughts of the brand are what we perceive as a child, which is usually most of the characteristics described in the first sentence. However, over time, as people get older, they might not buy the cereal as frequently but start to add new associations such as remembrance of their younger years and the sweet classic taste that can only be described from this brand.

Tone

The cereal brand's tone and marketing have always been informal and friendly. Due to their consistency with everything else within the marketing aspect, such as their colors, fonts, and everything else associated with the boxes and commercials, it would be in the company's best interest to keep this tone, especially since many consumers are fed by nostalgia. They would quickly walk away if they no longer felt this connection. Besides this, Cinnamon Toast Crunch should continue to have upbeat music in their commercials that both kids and adults alike can connect to, feature all genders and ethnicities within their advertisements to communicate with multiple individuals while also keeping the same shape and makeup of the cereal but perhaps making it a little less sugar dense and more nutritious.

Media to be Used

Though it would be in the best interest of the company to promote its product on all types of media, such as on Cinema, Radio, Print, and so on, two of the best ways that Cinnamon Toast Crunch can advertise their products while making a profit and getting to their target audience members is through digital media, specifically dealing with social media and apps, and television. Because we are considered a media society, almost all adults and numerous children have electronics. With YouTube Kids being very successful, it would be very beneficial for this cereal brand to promote different, short ads with the classic children explaining why Cinnamon Toast Crunch is the best cereal with all of the fun colors, bright and happy music, and of course the Cinnamon Toast Piece mascots. For adults, social media apps such as Facebook and Instagram where the company can display short 10-second reels of the cereal being poured into milk with the box in the background or an adult model feeding their on-screen child the cereal who is now happy and ready to start their day. This will show the parents that the cereal is still a popular and fulfilling breakfast option for them and their children. Finally, for our older generation, due to most of them lacking much understanding about technology and their devotion to the television, we can promote classic commercials of different people tasting the cereal again for the first time in a long time, singling the older individuals watching that this might be a good cereal to purchase again because of how much they used to like it when they were younger. Besides that, we can also bring back some of the older characters, such as the iconic Chef Wendell, who is chatting with other people on the screen about how beneficial this cereal is for everyone's life, no matter who they are. This will make this audience remember what it was like being a child and eating the cereal, making them believe that if they eat it again, they will feel the same satisfaction they did when they were younger.