



CASE STUDIES OF EXCELLENCE



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CAMPAIGN: CHEERIOS MOMENTS OF GOOD**CLIENT:** CHEERIOS**AGENCY:** GEOMETRY

Cheerios Moments of Good:
 Surprising people in Walmart stores and their local communities with uplifting positivity.

Part of the anxiety of being a good mom is making good food decisions in light of competing demands. The Walmart millennial mom loves cereal for herself and her family. But with so many breakfast options out there, she's not buying as much as she used to. When she does, she buys based on price & taste. It's a choice devoid of any uplifting, higher order emotional good.

Cheerios brings wholesome goodness to breakfast and beyond. To get her from basing her purchase on price to adding Cheerios to her Walmart shopping list, she needed to see how that wholesome goodness could uplift spirits with positivity.

Cheerios launched a nationwide effort to emotionally connect moms with Cheerios through Moments of Good: unexpected, interactive pop-up events and experiences that rewarded Walmart shoppers and those who were doing good in their local communities.



The Moments spanned categories such as education, military, and social give backs. To amplify the experience and achieve a truly emotional impact, a 'ruse' was created to surprise each recipient of each Moment of Good.

In Kansas, for the Louisburg High School Marching Band that was headed to the Rose Bowl Parade for the first time, Cheerios worked with the school Principal to surprise the band and its

Director of almost 20 years. During what seemed to be a standard morning assembly, Cheerios interrupted it with the presentation of a \$25,000 check to help with the bands' travel to Pasadena, CA.

In Claremore, OK, Walmart shoppers in line were surprised with an acapella group – disguised as customers in the checkout line – singing the Cheerios jingle and awarding \$100 Walmart gift cards to pay for shoppers' purchases.

In Houston, TX, Cheerios took a barren plot of land badly damaged by recent hurricanes and turned it into a beautiful public vegetable & pollinator garden to benefit the city and students of the Zina Garrison Academy.

And in Oak Grove, KY, home to the Ft. Campbell military base, we surprised military service people, their friends, and families with a Walmart parking lot pop-up event where shoppers could pick, pack and send unique care packages to loved ones serving our country. Items were packed in shipping boxes that could be customized with stickers and Cheerios artwork. Plus, attendees could enter the Cheerios Social Video Box to post their thank you videos on to social media.

The campaign was extremely successful delivering a +25% sales increase in the first month of the program with double-digit growth on Cheerios over the length of the program. Content captured from events resulted in 5MM digital impressions and delivered over 1MM Moments with Walmart shoppers via the 11 total individual Moments executed in the campaign.

These events truly delivered good to deserving people in local communities. And, created millions of sharable moments that reconnected mom with the wholesome goodness and positivity Cheerios can bring to the table.

