

April 2024

APPLE JACKS



WE'RE WHAT YOU REMEMBER, BUT BETTER.

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Account Director	Creative Director	Media Planning & Buying	Social Media Director	PR Director

EXECUTIVE

SUMMARY



01 Percentage of target audience

Millennial Moms and Youthful Elite (18-24) have loved Apple Jacks since their childhood, but 60% say nutrition and flavor are the most important factors when buying cereal.

02 Positioning statement

Bellavis Creative recommends pursuing a campaign positioning **Kellogg's Apple Jacks** as a nostalgic, family-classic breakfast cereal that is better than ever before and has improved nutritional benefits.

03 What campaign is going to do

We believe our campaign recommendation can help drive brand awareness to 54 million households and 5.4 million to purchase at least one incremental unit of the brand's product, equating to a sales opportunity of \$40-43MM in the 12 months of the campaign

KEY INSIGHTS

REAL LIFE, REAL PEOPLE, REAL REVIEWS

NOSTALGIA COMMENTS

“Reminds me of my childhood. I was very surprised that they weren’t as sweet as I remember.”

-Jennifer

“The first bite brought back delicious memories from my childhood and I couldn’t have been happier with my purchase.”

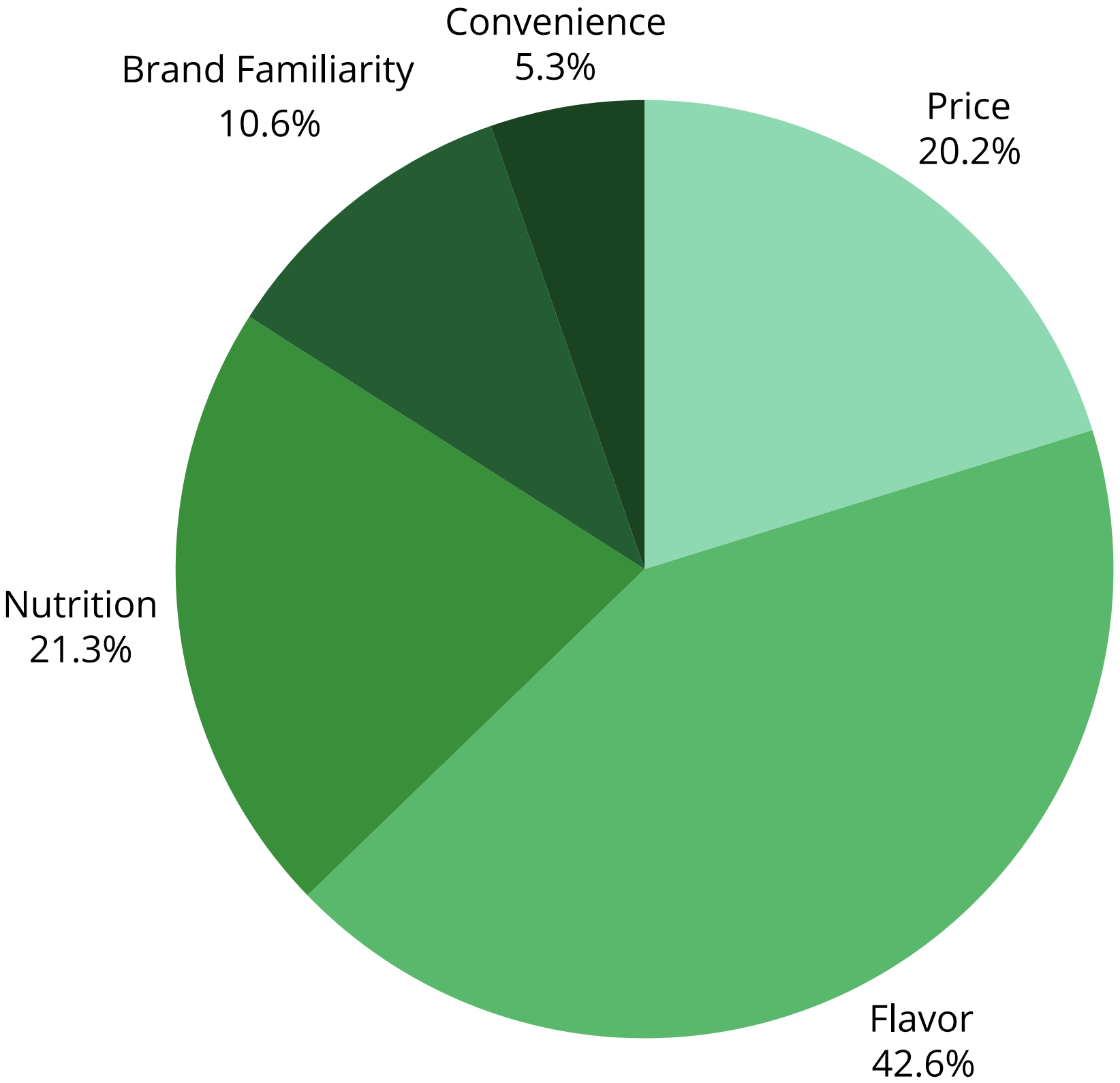
-Meg

“I was excited to find in my local Department Store a box of Kellogg’s Apple Jacks that said, “Now With More Cinnamon Deliciousness.”

-Davendor

KEY INSIGHT

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60%

60% of respondents believe that flavor and nutrition are the most important factor in purchasing cereal.

48%

48% of respondents think that cereal is unhealthy

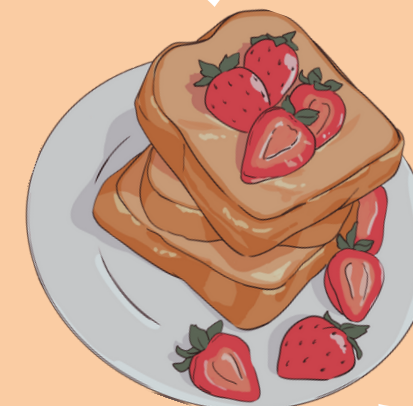
**primary research + MRI Simmons*

BIG IDEA

A
M
A
N
D
A



Denim Jackets



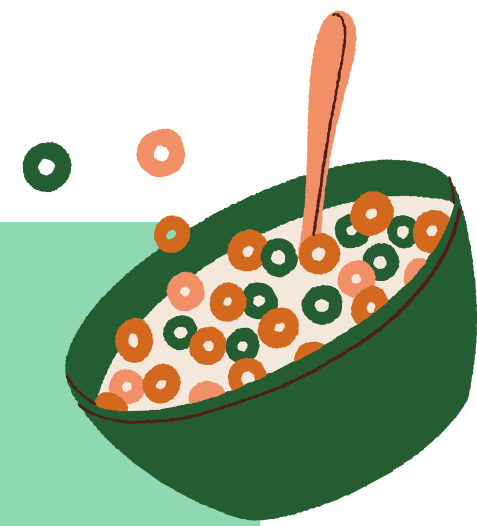
BIG IDEA

HERO LINE

BELLAVIS CREATIVE

We're What You
Remember, But Better!

With Less Sugar and More
Cinnamon!



THE ATLANTIC

TRADITIONAL MEDIA

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- In the 90s, Apple Jacks ran an ad campaign called “We eat what we like”
- Targeted towards children at the time, but now the children are grown into adults

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We eat what we love.

WHAT YOU REMEMBER, BUT BETTER



APPLE JACKS: “The Connection you Crave”

BELLAVIS CREATIVE



0- 0:5 ; soft laughter

Molly and Lisa playing when they were little



0:6- 0:10 ; Britney Spears playing on radio

Molly and Lisa eating Apple Jack’s for breakfast and listening to Britney Spears



0:11- 0:20 ; arguing

Teenage years: fighting, growing apart, older sister acts too cool



Younger sibling Lisa misses out on important milestones (?)



0:21- 0:24 ; car lock noise, loud sigh

Fast forward a few more years, Lisa is an insurance agent living a hectic life and had a long day. She comes home and immediately goes to his fridge- nothing there besides milk. Sighs in exasperation.



0:25- 0:28 ; rustling of items



0:29- 0:31

Opens up his pantry, nothing of substance except for the Apple Jack’s box. Camera pans back to him, where you can see the gears turning on her face



0:32- 0:35 ; sigh of exasperation



0:36- 0:39 ; “ding” light bulb sound

APPLE JACKS: “The Connection you Crave”

BELLAVIS CREATIVE



0:40- 0:44 ; intro of Unwritten by Natasha Bedingfield

Immediately gets in her car, blasting old songs from the 90s, excited and happy.



0:45- 0:50 ; girl singing to “Unwritten

She pulls into his sisters driveway and then knocks on her door, with a box of Apple Jacks in his hands.



0:51- 0:54 ; knocking sounds



0:55- 1:00

She greets him with a wide smile and says, “oh my favorite!” and she walks into her home.



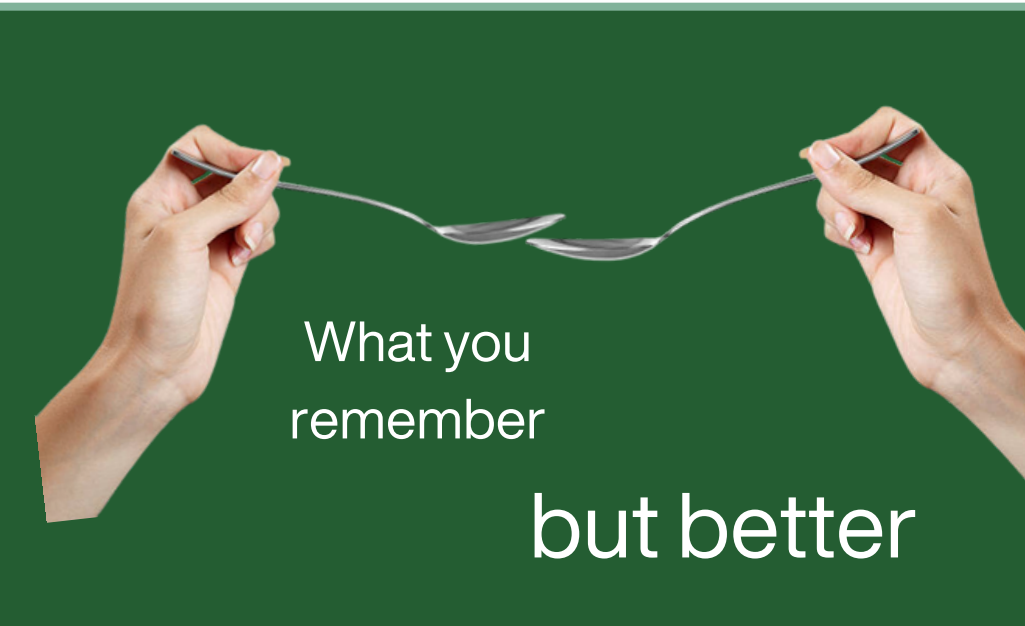
1:01- 1:06 ; conversation, intro to BritneySpears song

The next clip shows them eating Apple Jack’s together jamming to Britney Spears again and laughing / catching up.



1:07- 1:13 ; Britney Spears, faint laughter

Molly says “They taste exactly how I remember it”.
Lisa responds “ But Better!”, and they clink their spoons in celebration and smile.



What you
remember

but better

1:14- 1:21 ; swoosh sound and fade of BGM

NYT HOMEPAGE

DIGITAL MEDIA- FIXED COST

BELLAVIS CREATIVE



BELLAVIS CREATIVE

TED LASSO PRODUCT

IMPACT MEDIA



PR PLAN

STRATEGY/OVERVIEW

Apple Jack's online presence currently says many consumers are:

- 1) Unhappy with the newly redesigned mascots
- 2) Dissatisfied with the recent quality and taste of Apple Jacks compared to how they remember it

**SOCIAL MEDIA + EARNED MEDIA =
CHANGE CONSUMERS MINDS**

BELLAVIS CREATIVE



NekoArry

they gentrified [apple jacks](#) 🙄

3-17 Reply

👍 159.9K 🗨️

— View 91 replies



Changed For The Worse

28 days ago

Nothing like they used to be, smaller in size, and they've changed the flavor. Super disappointing.

Helpful? 👍 (2) 👎 (0)

Report



Why mess with a good thing?

2 months ago

These are not the jacks of years ago. No real taste, other than... artificial.

⊗ No, I do not recommend this product.

Helpful? 👍 (2) 👎 (1)

Report

92%

millennial moms more receptive to
products supporting charities



Apple Jacks donates **15% of gross sales** to
Foster America throughout 2025
campaign



Promoted on **social media** and backs of
Apple Jacks boxes



National media tour following
announcement

AJ'S PAVES WAYS

SIGNATURE CAMPAIGN PR EVENT

WHY?

1) **PURCHASE INCENTIVE** BEYOND TASTE &
QUALITY

2) **CHARITABLE CAUSE + MEDIA TOUR =**
EARNED MEDIA



Elementary children **write or draw new
Bad Apple & Cinnamon adventures**

(Inspired by early 2000s Apple Jacks commercials)



5 winners whose ideas are made into
actual 2026 commercials



Promoted on **social media**



Pitched to **small, local media** outlets

'ADVENTURES OF BAD APPLE AND CINNAMON' CONTEST

SIGNATURE CAMPAIGN PR EVENT

WHY?

**1) CONSUMERS RECLAIM A BOND WITH THE
MASCOTS**

**2) ENGAGEMENT WITH LOCAL COMMUNITIES
AND MEDIA**



INFLUENCERS

BELLAVIS CREATIVE

Emily & Ella Fauver



Millennial Moms



1.2M Instagram 4.7M TikTok 29.4K YouTube



Healthy, loving mother-daughter relationship that share fun routine

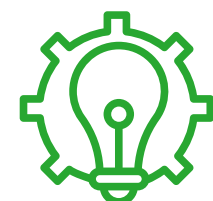
Brooke Averick



Youthful Elite



154K Instagram 1M TikTok 95.3K YouTube



Podcast personality who loves reminiscing about their childhood

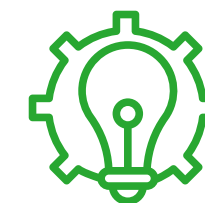
Huda Kattan



Millennial Moms
Youthful Elites



54.1M Instagram 9.4M TikTok 4.13M YouTube

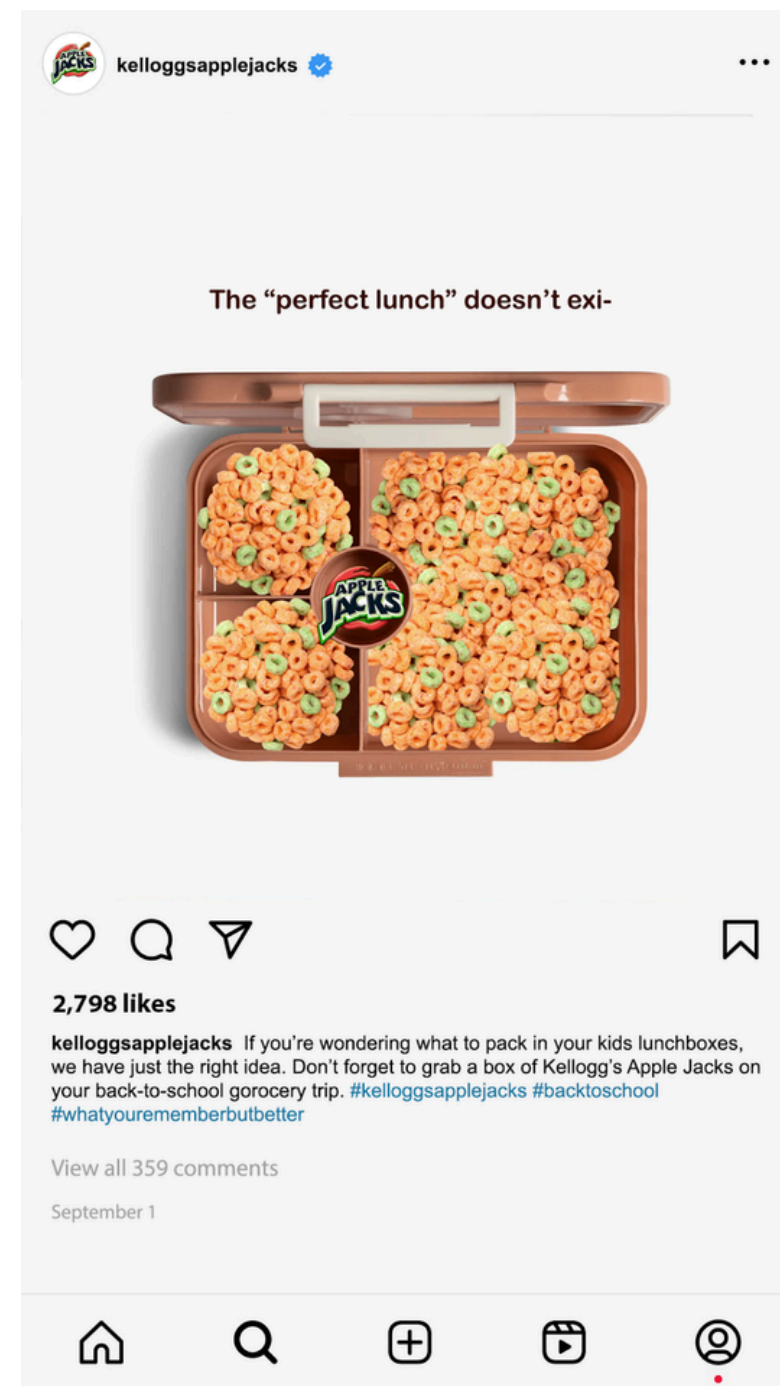


Mother and entrepreneur with trendy and dynamic video content

SOCIAL MEDIA EXAMPLES

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01 Owned Media Handles



02 Paid Influencer Content



Platforms:

Instagram, TikTok, Snapchat, Youtube

Tone:

Short & Sweet
Evoke "simpler days"
Vibrant colors

Engagement:

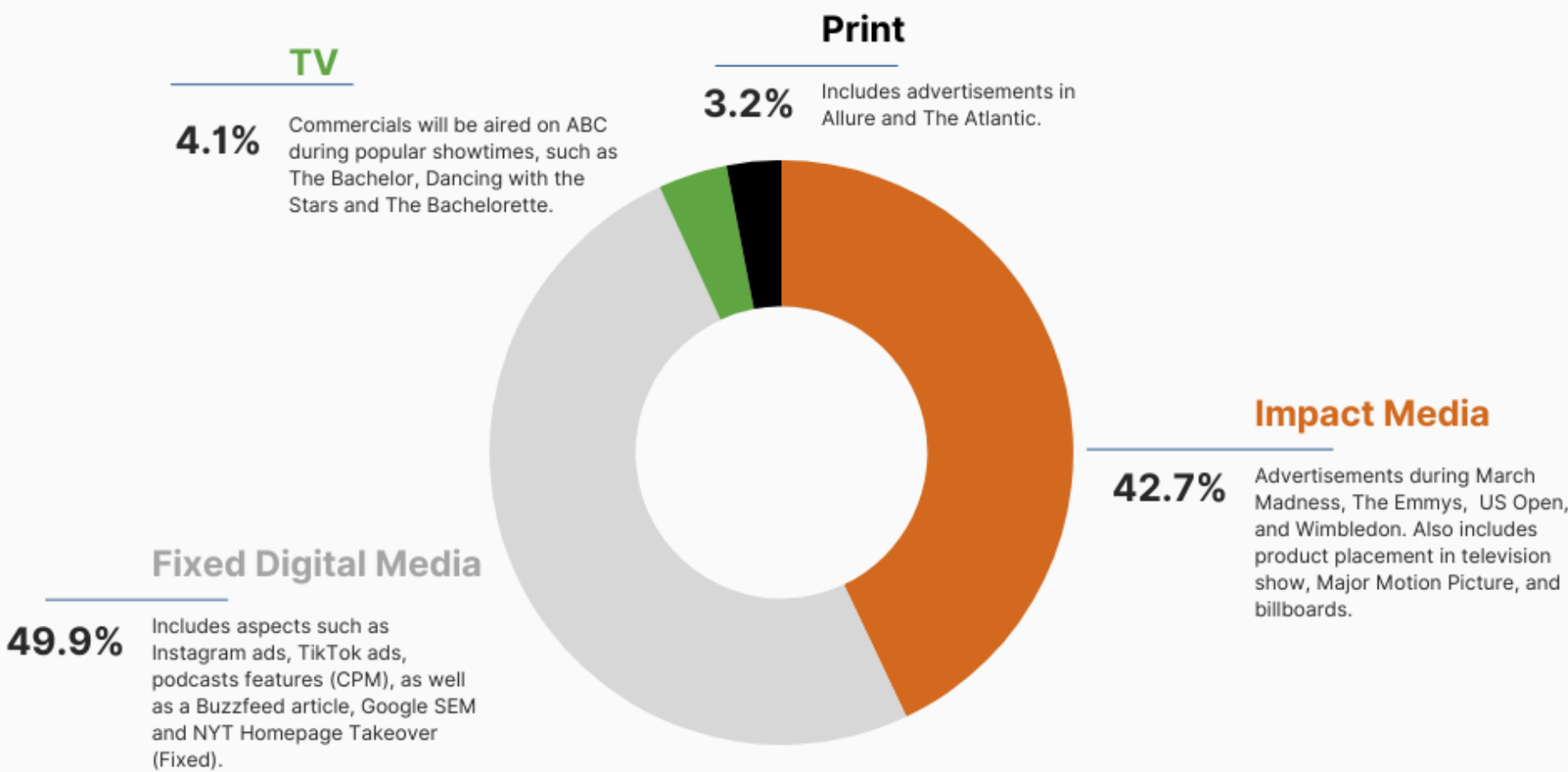
Comments & Tags
Trends
Hallmarks via Hashtags

Frequency:

1-2 per week
Heightened during key drive periods
Video content

MEDIA PLAN

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50%

Of our media includes TikTok ads, BuzzFeed articles, podcast features and NYT homepage takeovers.

43%

Of our media will include advertisements during large events such as March Madness and product placements in television shows.

MEDIA PLAN CALENDER

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Impact Media

Traditional Media

Fixed Cost

CPM Cost

January

The Bachelor ABC- **\$66,206**
The Atlantic- **\$64,733**

NYT Homepage Takeover-
\$800,000

Hulu Ad- **\$300**
Obsessed Pod (30)- **\$400**
Obsessed Pod (60)- **\$625**

Feburary

The Bachelor ABC-
\$132,412

Hulu Ad- **\$300**
Instagram Ad- **\$400**
Obsessed Pod (30)- **\$400**

March

March Madness -
\$2,176,114

Allure- **\$129,466**

Youtube- **\$200**
Brooke & Connor (30)- **\$1,000**
Obsessed Pod (30)- **\$400**

April

Google SEM-
\$150,000

Instagram Ad- **\$400**
TikTok Ad- **\$1,000**
Brooke & Connor (60)- **\$1,250**
Brooke & Connor (30)- **\$1,000**
Obsessed Pod (30)- **\$400**

May

Outdoor Billboard -
\$1,600,000

TikTok Ad- **\$1,000**
Brooke & Connor (30)- **\$1,000**

June

The Bachelorette ABC-
\$66,206

Buzzfeed Articles-
\$20,000

TikTok Ad- **\$1,000**
Brooke & Connor (30)- **\$1,000**

MEDIA PLAN CALENDER

BELLAVIS CREATIVE

	Impact Media	Traditional Media	Fixed Cost	CPM Cost
July	Tennis Events- \$36,674 Major Motion- \$1,000,000	The Bachelorette ABC- \$132,412	Google SEM- \$50,000 Buzzfeed Article- \$20,000	Instagram Ad- \$400 TikTok Ad- \$1,000 Brooke & Connor (30)- \$1,000
August	Tennis Events- \$36,674 Outdoor Billboard- \$1,600,000	The Atlantic- \$129,466	Google SEM- \$50,000 Buzzfeed Article- \$20,000 Snapchat Filter- \$7,000,000	Instagram Ad- \$400 TikTok Ad- \$1,000 Brooke & Connor (30)- \$1,000 Brooke & Connor (60)- 1,250
September	Tennis Events- \$36,674	DWTS ABC- \$66,206 The Atlantic- \$64,733	Google SEM- \$50,000	Instagram Ad- \$400 Youtube- \$200 Brooke & Connor (30)- \$1,000
October	Product Placement- \$500,000	DWTS ABC- \$132,412 Allure- \$129,733		Hulu Ad- \$300 Youtube- \$200
November				Hulu Ad- \$300 Youtube- \$200 Obsessed Pod (30)- \$400
December		DWTS ABC- \$66,206		Hulu Ad- \$300 Obsessed Pod (30)- \$400 Obsessed Pod (60)- \$625

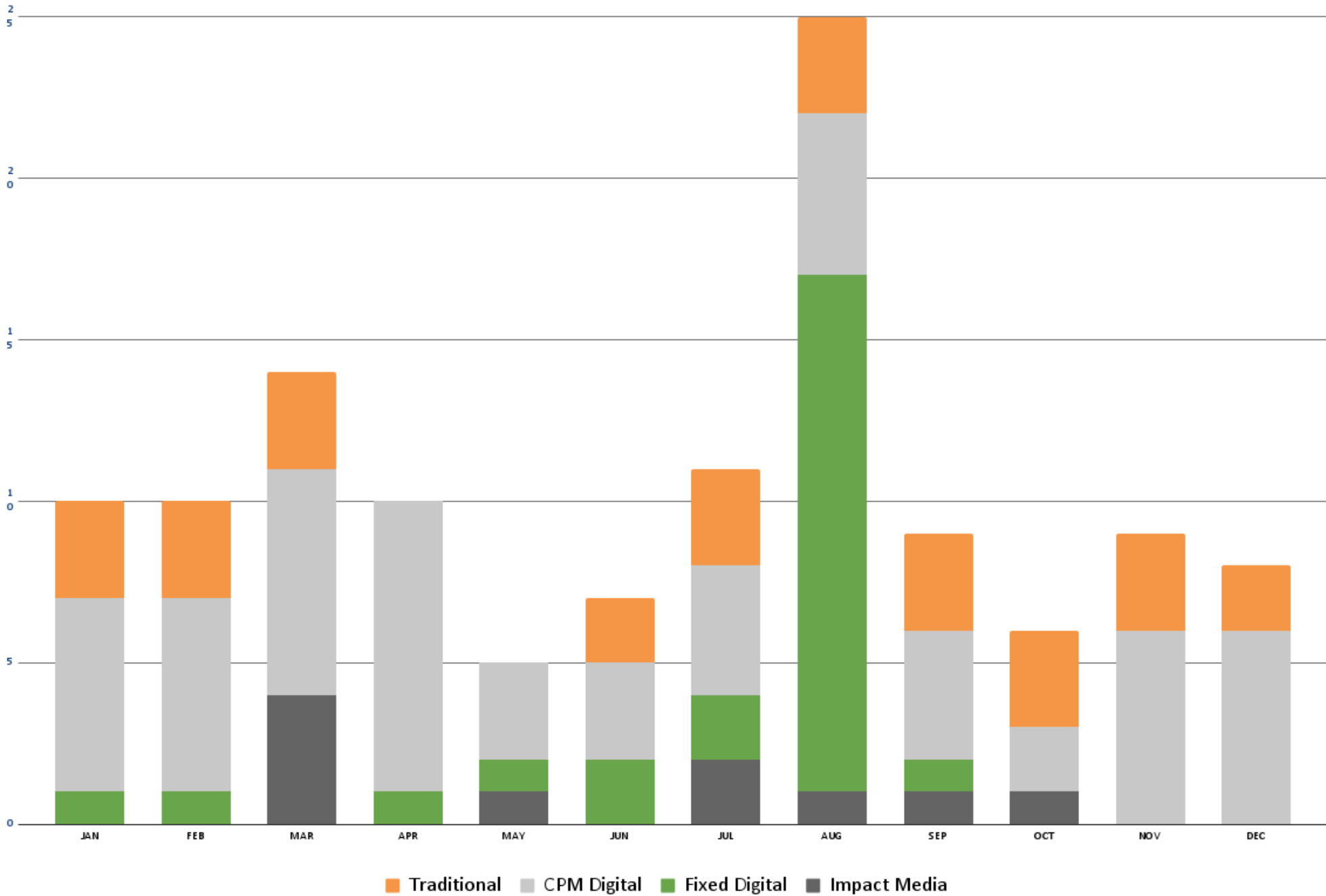
COMBINED MEDIA

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August has the largest amount of media due to the Back-to-School season.

The beginning months use a variety of media to gather more attention toward the campaign

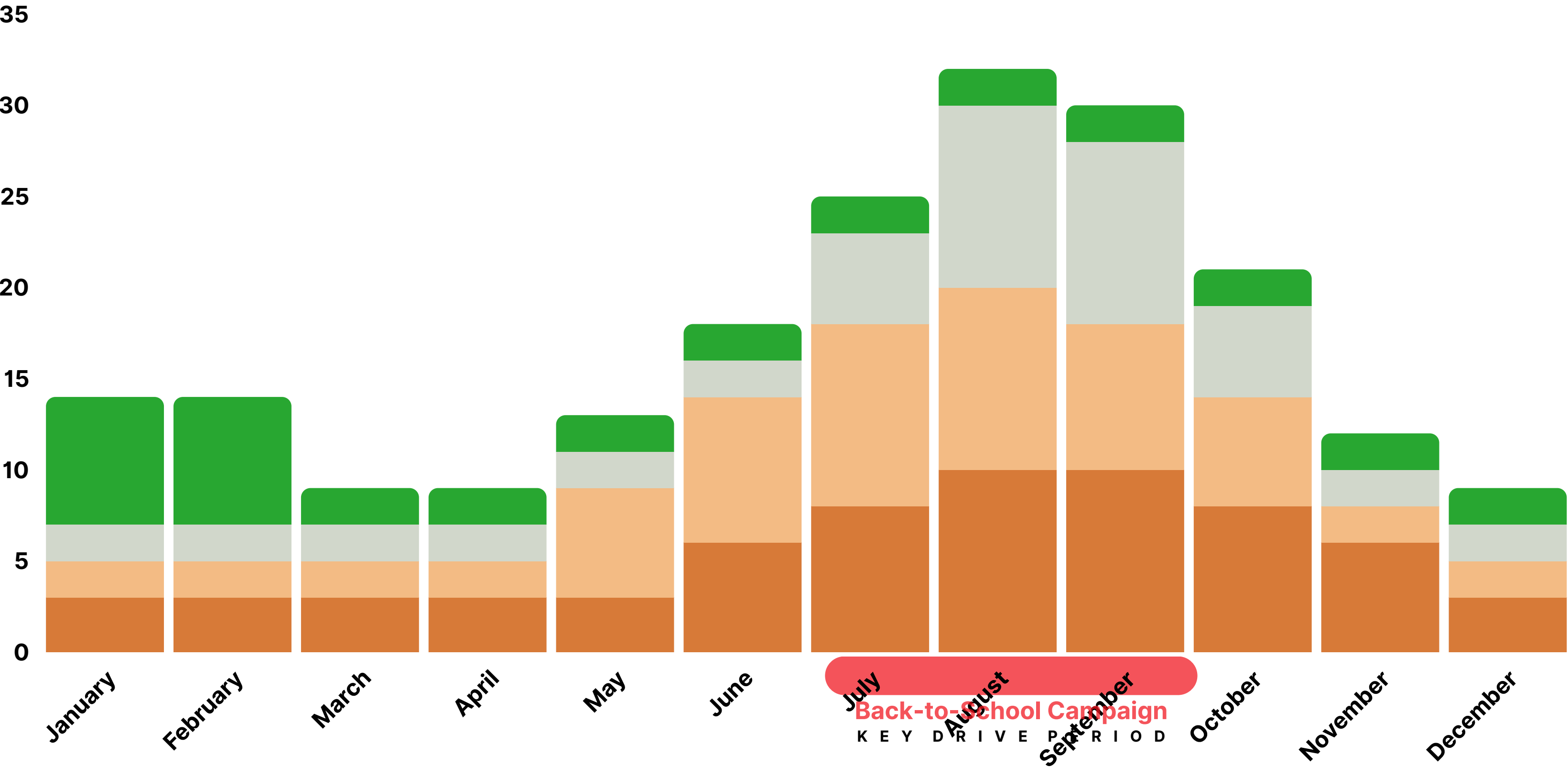
Combined Media Flow Chart



SOCIAL MEDIA TIMELINE

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Instagram TikTok Snapchat Youtube



SUMMARY

- Bellavis Creative aims to target **Youthful Elites** (18-24) and **Millennial Moms** (27-42).
- Apple Jacks should make the target audience feel **nostalgic** and **reminisce** on their favorite childhood memories after their first bite.
- Now with **less sugar** and **more cinnamon**, parents have the opportunity to connect with their children about their favorite Apple Jack memories, while still ensuring their children are eating healthy.



We're what you remember, but better!



THANK YOU

WE'RE WHAT YOU REMEMBER, BUT BETTER.



APPENDIX



EXECUTIVE SUMMARY



Who is Apple Jacks talking to?

Main Message:

Key word:

Millenial Moms

What you remember, but better.

NOSTALGIA

Reasons to believe:

Desired feeling from target audience:

Main Goal:

- Less Sugar, more cinnamon
- A way to connect and bond with children

Apple Jacks should make the target audience remember their childhood memories of eating Apple Jacks and find a way to connect with their child through the cereal. With new added benefits, they find that Apple Jacks is an even better option than ever before.

KEY ISSUES

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Apple Jacks is the perfect breakfast option for those who seek less sugar without forfeiting taste.

Perfect for on-the-go or any meal of the day: lunch, sporting events, after-school/work, etc.

Apple Jacks is a trusted brand that can provide a delicious mix of apple and cinnamon for any occasion

TARGET AUDIENCE

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Why we chose Millennial Moms

Select All	***			Household Products: Food products/Breakfast Cereals (Cold) Used in last 6 months/ BRAND CONSUMER_Kellogg's Apple Jacks					
Study Universe	***	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
		100.00%	100.00%	100 ←	2,437	12,387	100.00%	4.90%	100 ←
((Respondent: Bases_Women) AND (Respondent: Generations_Millennials (b.1977-1996)) AND (Respondent: Parent/Grandparent Status_Parent (of child currently living with you)))	***	9.75%	100.00%	100 ←	447	2,189	17.67%	8.88%	181 ↑

Millennial Moms are 81% more likely than the average person to buy Apple Jacks

Millennial Moms are Penny Pinchers & Swayable Shopaholics

Select All	AND (Respondent: Generations_Millennials Respondent: Parent/Grandparent Status_...)			Household Products: Food products/Breakfast Cereals (Cold) Used in last 6 months/ BRAND CONSUMER_Kellogg's Apple Jacks				
Study Universe	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
	100.00%	9.75%	100 ←	2,437	12,387	100.00%	4.90%	100 ←
Psychographics: Buying Styles Segments_Penny-Pinchers	31.07%	14.31%	147 ↑	561	2,916	23.54%	5.45%	111 ↑
Psychographics: Buying Styles Segments_Swayable Shopaholics	30.36%	12.48%	128 ↑	711	3,498	28.24%	5.84%	119 ↑
Buying Styles: My children have a significant impact on the brands I choose._Any Agree	45.40%	13.89%	142 ↑	941	4,876	39.36%	6.05%	124 ↑

TARGET AUDIENCE

BELLAVIS CREATIVE

Why we chose 18-24 y/o

Select All					Breakfast Cereals (cold)/Brand_Kellogg's Apple Jacks				
Select All									
Study Universe	Weighted(000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
	252,819	100.00%	100.00%	100	2,437	12,387	100.00%	4.90%	100
Respondent: Age Summary_18-24	29,295	11.59%	100.00%	100	349	1,835	14.81%	6.26%	128

Youthful Elite are 28% more likely than the average person to buy Apple Jacks

Youthful Elite are Penny Pinchers & Swayable Shopaholics

Psychographics: Buying Styles Segments_Conscientious Consumers					Psychographics: Buying Styles Segments_Swayable Shopaholics				
Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
4,386	20,734	100.00%	15.86%	100	5,548	28,363	100.00%	21.70%	100
598	2,926	14.11%	20.02%	126	1,058	6,047	21.32%	41.38%	191

BILLBOARD

IMPACT MEDIA

BELLAVIS CREATIVE



WHAT YOU
REMEMBER

BUT BETTER

SNAPCHAT FILTER



MARCH MADNESS

IMPACT MEDIA



PR PLAN

WHY FOSTER AMERICA?

- 1) Our campaign promotes Apple Jacks as a **FAMILY-CLASSIC** cereal that is healthier than they remember
- 2) It is a cereal they should **WANT** to give their children



The Apple Jacks x Foster America partnership allows moms to look out for their own children while making an impact on other (foster) children.

PR PLAN

MEDIA RELATIONS

- Kellogg’s Apple Jack’s lack of social media presence and unique campaigns in the last decade lends itself to a sort of **shock factor** with any major campaign run in the future. Apple Jack’s should hope **media figures will be intrigued** by their sudden activity.
- Apple Jacks should lean into their **association with Kellogg’s** as the leader in the cold cereal category. They should reach out to figures and outlets **who have covered Kellogg’s in the past**.
- Also a national media tour with press conferences and interviews leading up to the release of the campaign should lend itself to earned media.

ABC News

Van Scott
van.scott@abc.com

USA Today

Francisco Guzman
fguzman@gannett.com

South Florida Sun Sentinel

Ron Hurtibise
rhurtibise@sunsentinel.com

The Denver Post

Sam Tabachnik
stabachnik@denverpost.com

The Pioneer Press (MN)

Molly Guthrey
mguthrey@pioneerpress.com

The New York Times

Jordyn Holman
jordyn.holman@nytimes.com

The Los Angeles Times

Stephanie Breijo
stephanie.breijo@latimes.com

New York Daily News

Kaitlyn Rosati
nomannomad.net@gmail.com

The Seattle Times

Brendan Kiley
bkiley@seattletimes.com

NBC Chicago

Regina Waldroup
regina.Waldroup@nbcuni.com

PR PLAN

APPLE JACKS STAKEHOLDERS



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01

Kellogg's and its shareholders

Kellogg's has 34,000 employees worldwide in addition to its shareholders who all rely on the company's success in the cold cereal market.

02

Retailers

Retailers can make the decision to place Apple Jacks on their shelves or not. If Apple Jacks does not perform, retailers can quickly replace Apple Jacks with another Kellogg's or other cold cereal.

02


Apple Jacks consumers


Apple Jacks consumers buy the cereal because it is classic and trusted. Apple Jacks must provide them with the flavor, quality and satisfaction we promise or else they will stop buying the product.


INFLUENCERS: CONTINUED


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 Millenial Moms


 1.2M 4.7M 29.4K
Instagram TikTok YouTube


 Healthy, loving mother-daughter relationship that share fun routine


 Mary Ruth Organics, Elf on the Shelf, Shark Beauty


 Millenial Moms


 154K 1M 95.3K
Instagram TikTok YouTube


 Authentic personality who loves reminiscing about their childhood


 The Laughing Cow, State Farm, Planters


 Millenial Moms Youthful Elites


 2.2M 2.7M 6.2M
Instagram TikTok YouTube


 Duality in Gen Z following, recent shift to represent family dynamic


 McDonald's, Axe, The Farmer's Dog, Amazon, Cut


 Millenial Moms Youthful Elites


 54.1M 9.4M 4.13M
Instagram TikTok YouTube


 Heavy Instagram Reel presence and mother connections with target audience platform

 Sephora, Ulta, Ipsy, Tweezerman

 Youthful Elites

 1.9M 13M 1.7M
Instagram TikTok YouTube

 Loving relationship between father and daughter in podcast-video format

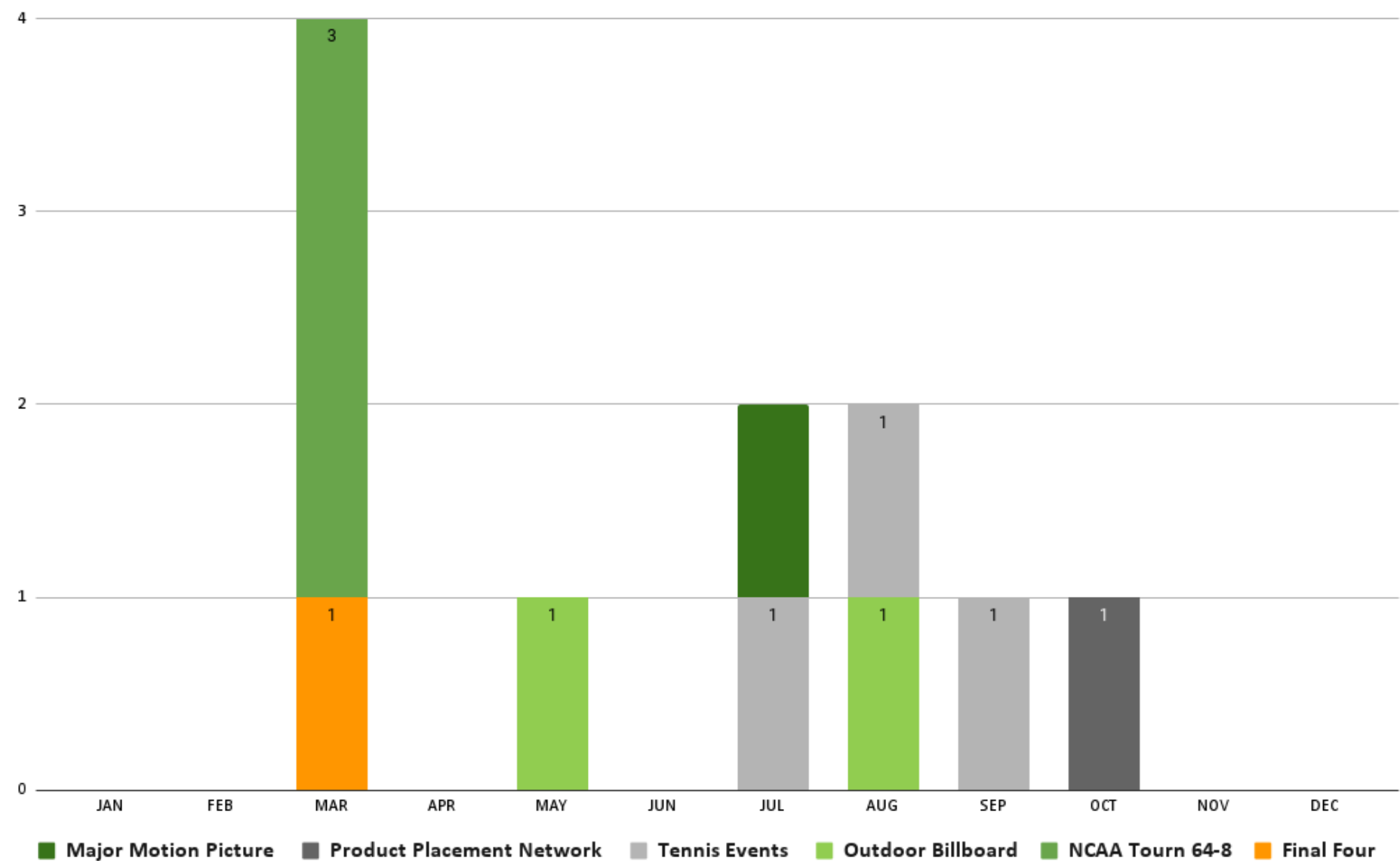
 Amazon, Walmart, Undenially Dairy

100k for 10 mentions across platforms

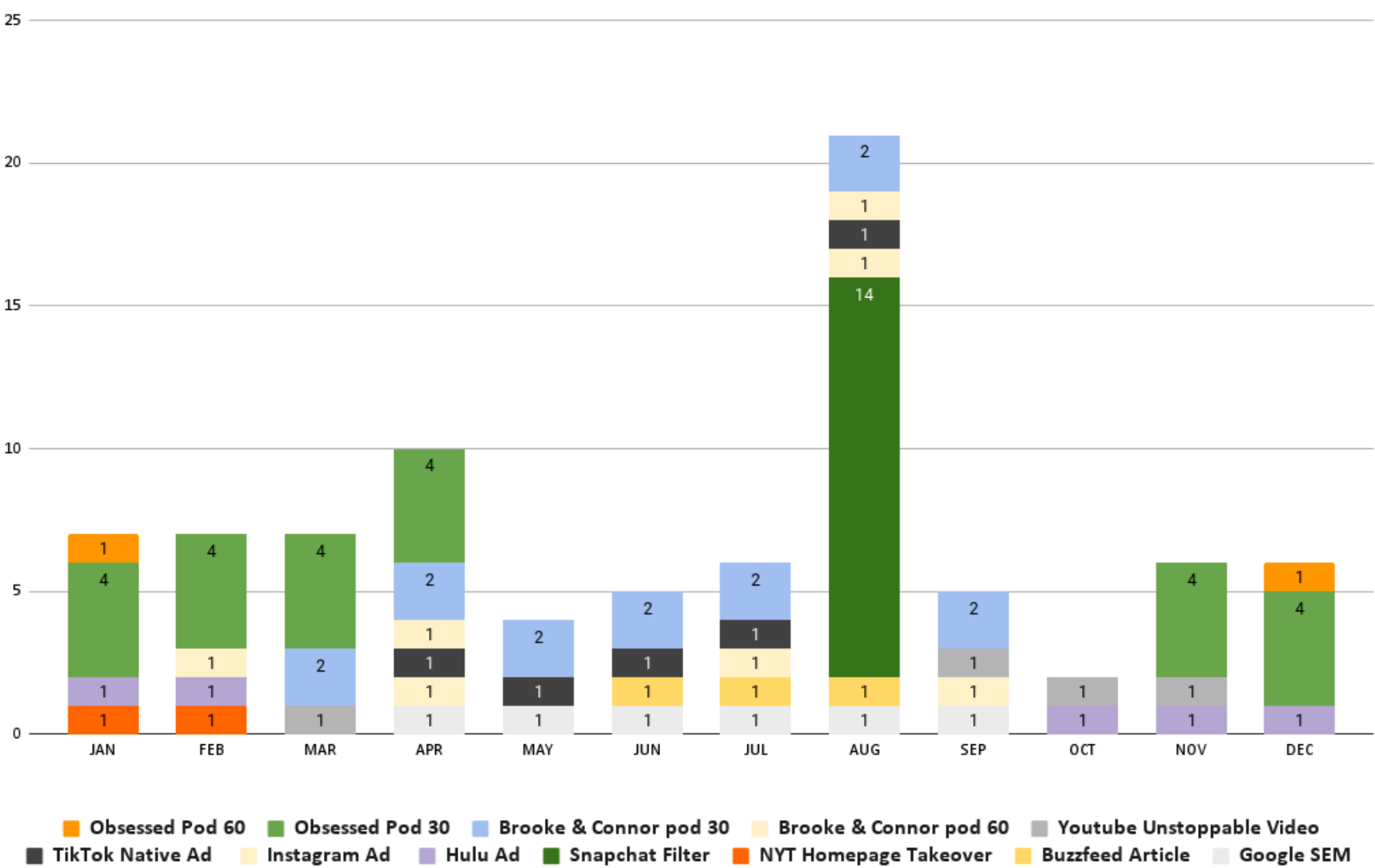
INDIVIDUAL CHARTS

BELLAVIS CREATIVE

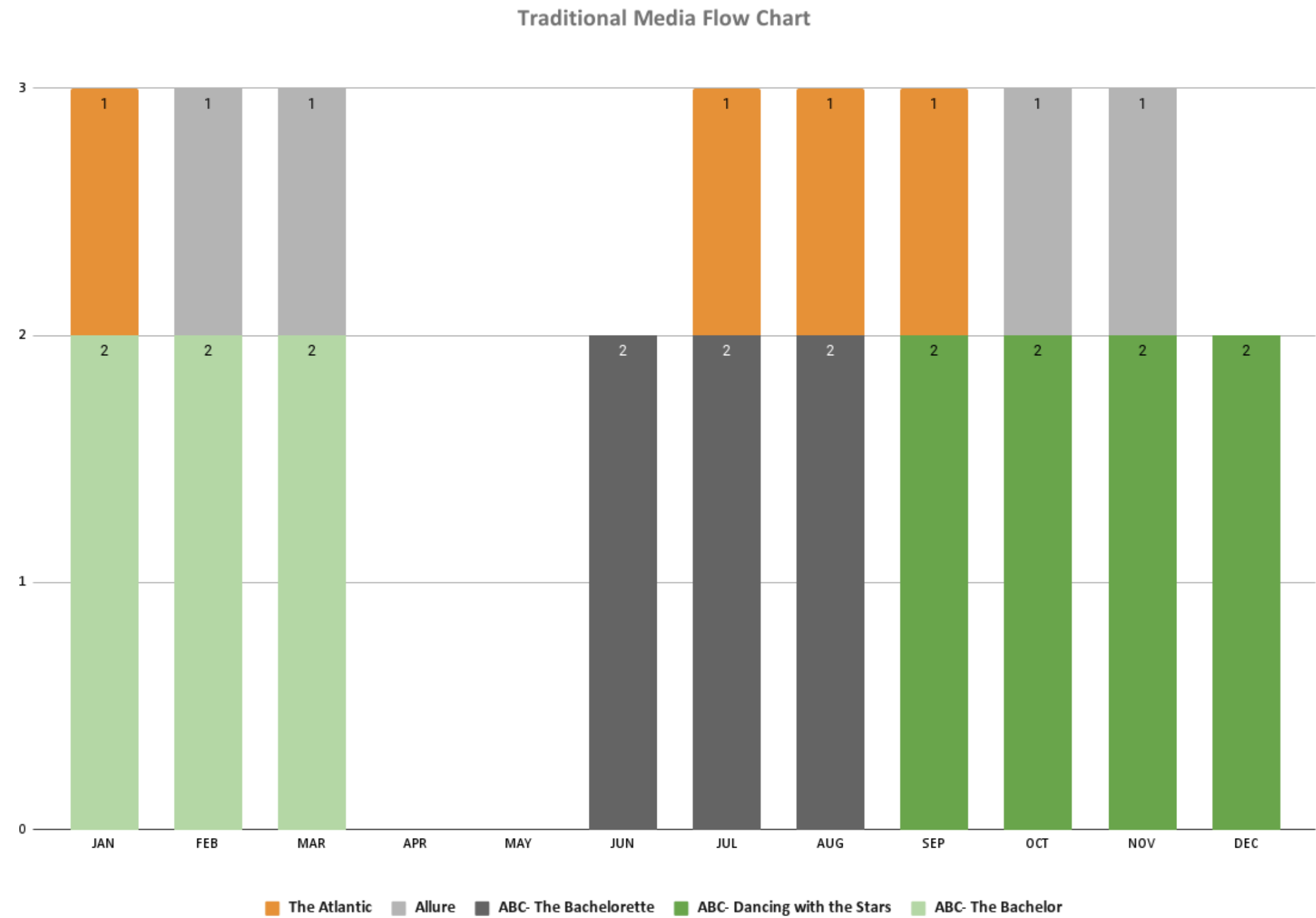
Impact Media Flow Chart



Digital Media Flow Chart



INDIVIDUAL CHARTS



	January				Febuary				March				April				May				June					
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
Impact										\$2,176,114								\$1,600,000								
Basketball										\$2,176,114																
Billboard																		\$1,600,000								
	July				August				September				October				November				December					
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	Total	
Impact				\$2,707,022										\$500,000											\$6,983,136	
Tennis Events		\$35,674							\$71,348																	
Major Motion Picture			\$1,000,000																							
Outdoor Billboard						\$1,600,000																				
Product Placement														\$500,000												

	January				Febuary				March				April				May				June				
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	
Fixed Cost				\$800,000																					
NYT Homepage				\$800,000																					
Buzzfeed Article																									
Google SEM																									
	July				August				September				October				November				December				Total
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	
Fixed Cost						\$7,260,000																			\$8,160,000
Buzzfeed Article				\$60,000																					
Google SEM						\$300,000																			
Snapchat Filter						\$7,000,000																			

NYT Homepage

Buzzfeed

Google SEM

Snapchat

\$800,000

\$60,000

\$300,000

7,000,000

		January					Febuary					March								April							May								June						
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4								
CPM							\$4,025																\$8,050																		
Hulu Ad						\$60 (10,000 Impressions/Unit)																																			
Instagram Ad							\$4 (100,000 Impressions/Unit)										\$4																								
Youtube Unstoppable Video										\$20 (10,000 Impressions/Unit)																															
30: Brooke and Connor										\$20 (50,000 Impressions/Unit)													\$60																		
30: Obsessed Pod						\$160 (10,000 Impressions/Unit)											\$40																								
60: Obsessed Pod		\$25 (25,000 Impressions/Unit)																																							
Tik Tok Ad																							\$30 (100,000 Impression/Unit)																		
60: Brooke and Connor																	\$25 (50,000 Impressions/Unit)																								
		July					August					September								October					November								December								
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	Total							
CPM							\$7,650																	\$2,725										\$22,450							
Instagram Ad						\$12 (100,000 Impressions/Unit)																											Instagram	\$2,000							
																																	TikTok	\$5,000							
																																	Youtube	\$800							
Tik Tok Ad				\$20 (100,000 Impressions/Unit)																													Hulu	\$1,500							
																																	Obsessed (30)	\$2,400							
Youtube										\$20 (10,000 Impressions/Unit)									\$40 (10,000 Impressions/Unit)														Obsessed (60)	\$1,250							
																																	B&C (30)	\$7,000							
60: Brooke & Connor						\$25 (50,000 Impressions/Unit)																											B&C (60)	\$2,500							
30: Brooke & Connor						\$60 (50,000 Impressions/Unit)																																			
Hulu Ad																							\$90 (10,000 Impressions/Unit)																		
30: Obsessed																											\$80 (10,000 Impressions/Unit)														
60: Obsessed																														\$25 (25,000 Impressions/Unit)											

MRI SIMMONS

WHY WE CHOSE CERTAIN PLATFORMS

Select All	Used Or Use ***	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Use *** In The Last 30 Days_Instagram					
Study Universe	***	Index	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
		100 ←	20,263	95,459	100.00%	37.76%	100 ←
Respondent: Age_18 Years	***	124 ↑	624	6,049	6.34%	69.35%	184 ↑
Respondent: Age_19 Years	***	123 ↑	486	2,639	2.76%	65.68%	174 ↑
Respondent: Age_20 Years	***	121 ↑	500	2,747	2.88%	73.45%	195 ↑
Respondent: Age_21 Years	***	125 ↑	433	2,072	2.17%	67.73%	179 ↑
Respondent: Age_22-24 Years	***	106 ←	1,585	6,288	6.59%	64.46%	171 ↑
Respondent: Age_25-29 Years	***	111 ↑	2,731	11,716	12.27%	57.45%	152 ↑
Respondent: Age_30-34 Years	***	133 ↑	3,176	13,270	13.90%	52.72%	140 ↑
Respondent: Age_35-39 Years	***	133 ↑	2,476	10,317	10.81%	48.54%	129 ↑
Respondent: Age_40-44 Years	***	121 ↑	1,977	8,297	8.69%	41.15%	109 ←

Select All	Internet: Social Media, Photo Or Video-Sharing Services Visited Or Use d In The Last 30 Days_TikTok				
Study Universe	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
	7,453	38,266	100.00%	15.14%	100 ←
Respondent: Age_18 Years	463	4,519	11.81%	51.81%	342 ↑
Respondent: Age_19 Years	354	1,935	5.06%	48.16%	318 ↑
Respondent: Age_20 Years	303	1,487	3.89%	39.76%	263 ↑
Respondent: Age_21 Years	276	1,426	3.73%	46.62%	308 ↑
Respondent: Age_22-24 Years	866	3,494	9.13%	35.82%	237 ↑
Respondent: Age_25-29 Years	1,147	5,433	14.20%	26.64%	176 ↑
Respondent: Age_30-34 Years	983	4,395	11.49%	17.46%	115 ↑
Respondent: Age_35-39 Years	736	3,466	9.06%	16.31%	108 ←
Respondent: Age_40-44 Years	594	2,760	7.21%	13.69%	90 ←

01

Instagram

We chose to use Instagram to promote our advertisements because when running a crosstab, we found that **Youthful Elites** were about **90%** more likely to use Instagram than the usual person and **Millenial Moms** were around **50%** more likely.

02

TikTok

We chose to use TikTok because it's a great media to reach both of our audiences. MRI Simmons gave us indexes of **above 300** for our **Youthful Elites** and **Millenial Moms** were also more likely to use TikTok with indexes ranging from **108-176**.

03

YouTube

We chose to use YouTube as one of our platforms because when running an MRI Simmons crosstab we found that **Youthful Elites** were about **35%** more likely to use YouTube and **Millennial Moms** were around **20%** more likely.

MRI SIMMONS

WHY WE CHOSE CERTAIN PLATFORMS

Select All	Magazine: Magazine Website Audiences_Atlantic, The					...
Study Universe	...	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
		2,203	7,958	100.00%	3.15%	100
Respondent: Age_18 Years	...	* 19	* 171	* 2.15%	* 1.96%	* 62
Respondent: Age_19 Years	...	* 18	* 93	* 1.17%	* 2.31%	* 74
Respondent: Age_20 Years	...	* 26	* 100	* 1.26%	* 2.67%	* 85
Respondent: Age_21 Years	...	* 23	* 83	* 1.04%	* 2.71%	* 86
Respondent: Age_22-24 Years	...	99	271	3.41%	2.78%	88
Respondent: Age_25-29 Years	...	221	762	9.58%	3.74%	119
Respondent: Age_30-34 Years	...	347	1,170	14.70%	4.65%	148
Respondent: Age_35-39 Years	...	328	1,125	14.14%	5.29%	168
Respondent: Age_40-44 Years	...	245	830	10.43%	4.12%	131

Select All	Magazine: Magazine Website Audiences_Allure					...
Study Universe	...	Unweighted	Weighted(000)	Vertical(%)	Horizontal(%)	Index
		703	3,287	100.00%	1.30%	100 ←
Respondent: Age_18 Years	...	* 38	* 427	* 12.99%	* 4.90%	* 377 ↑
Respondent: Age_19 Years	...	* 16	* 89	* 2.71%	* 2.22%	* 170 ↑
Respondent: Age_20 Years	...	* 24	* 148	* 4.50%	* 3.96%	* 304 ↑
Respondent: Age_21 Years	...	* 26	* 131	* 3.99%	* 4.28%	* 329 ↑
Respondent: Age_22-24 Years	...	74	259	7.88%	2.66%	204 ↑
Respondent: Age_25-29 Years	...	101	418	12.72%	2.05%	158 ↑

01

The Atlantic

- We chose to advertise in The Atlantic because we found that **Millennial Moms** were about **60%** more likely to read The Atlantic than the average person.

02

Allure

Our feature in Allure focuses on our **Youthful Elite** audience. When running a crosstab, those who range in age from 18-24 had indexes ranging from **170-377** for Allure.

03

ABC

ABC was the channel that we found to be the most popular for both of our audiences, especially during times when shows like The Bachelor, Dancing with the Stars and The Bachelorette are airing.