



Kellogg's



VAYNERMEDIA

Health Audit

July 2025

Key Dates & Milestones



TUES, 6/17

Project Kick Off

Align on job to be done, scope of services & key milestones

Note: Scope is being reviewed by procurement teams in parallel



TUES, 6/24

Health Deep Dive

Led by Kellogg's. Share existing research, materials, campaign plans related to all health initiatives.

Share existing research as pre-read for VM team - upload [here](#). 90 min



WED, 7/23

Audit Share Out

Led by VM. Share out of broader findings of social audit and opportunity area(s)

90 minutes



MON, 8/4

GTM Strategy

Led by VM. A clear strategy and tactical plan on how to execute against the defined opportunity areas.

Request for in-person meeting! 90 minutes

Specific next steps and execution logistics to be determined based on GTM plan

The Ask

Help Kellogg's navigate the evolving health landscape — by analyzing attention & social behaviors in cultural conversation to identify how cereal can re-enter the wellness dialogue with relevance, credibility & modern appeal.

Our Methodology

Understand the state of attention and the culture around cereal & health

We immersed ourselves in the online conversation – tracking how people talk about health, what earns attention, and where cereal shows up (or doesn't). We scanned top content, formats, and engagement patterns to understand how wellness is being defined today.

Sources:



Analyze the competition inside and outside of the category

We studied how culturally relevant brands are earning trust – by assessing their messaging, tone, and tactics across social.

Brands:



What You Will See Today

Culture

The top cultural conversations and headlines about cereal & health

Consumer

Beliefs and emotions motivating today's consumer behaviors

The main ingredient narratives that are shaping consumer habits

Competitors

Brands breaking through in the health space

Cohorts

A launchpad for creative inspiration and targeting our audience

A first look @ our GTM approach

Culture
Consumer
Competitors
Cohorts

**The top
cultural
conversations
and headlines
about cereal &
health**



What's Inside RFK Jr.'s MAHA Report

Scrutiny of ultraprocessed foods, attacks on lobbyists and calls for larger clinical trials of vaccines

Lawmakers seek a national foam ban in 2026



The FDA Just Launched an AI Tool That Could Issue Food Recalls Faster

Meet Elsa, the FDA's behind-the-scenes AI assistant helping spot food risks before they spread.

Texas will put warning labels on some foods, but its additives list has inaccuracies



Health is a high-stakes guessing game, and it's all over the headlines.



Which Foods Are Actually 'Healthy'? The FDA Will Now Tell You

The government agency is tightening its standards for "healthy" claims. And for the first time in 30 years, its labeling rules will be updated to reflect new nutrition standards.

What's Inside RFK Jr.'s MAHA Report

Scrutiny of ultraprocessed foods, attacks on lobbyists and calls for larger clinical trials of vaccines

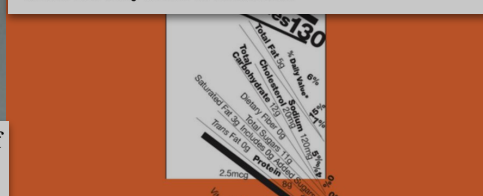


Here's Why the USDA Is Unleashing Millions of Lab-Grown Flies

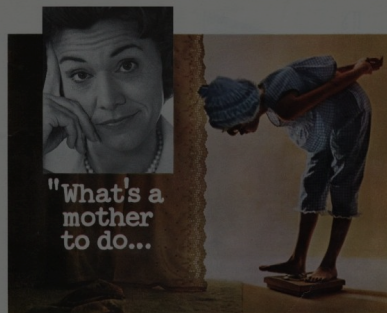
The unusual plan is intended to stop a gruesome cattle killer from crossing the border.

What to Know About the Collapse of the F.D.A.

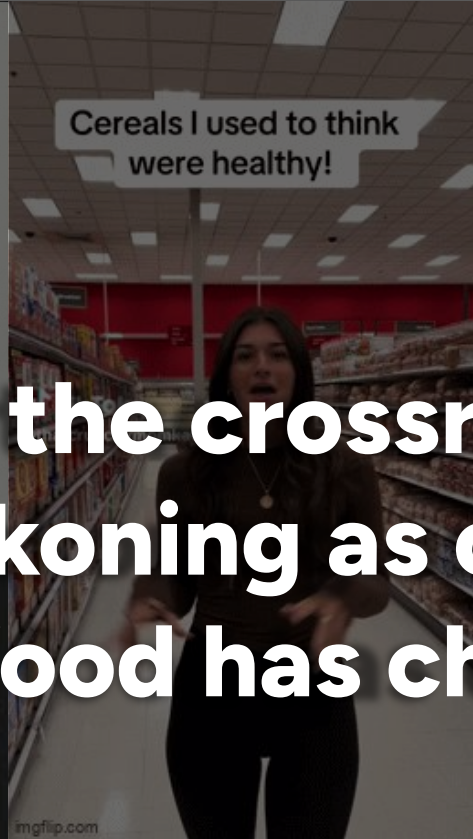
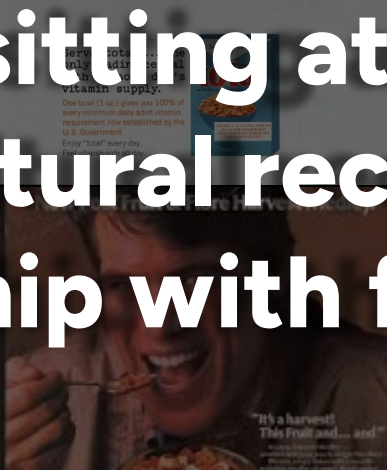
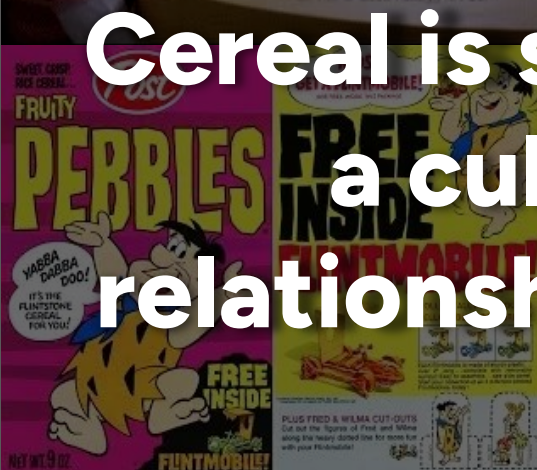
The regulatory agency confronts a future determined by a health secretary hostile to its mission.



Cereal is sitting at the crossroads of a cultural reckoning as our relationship with food has changed.

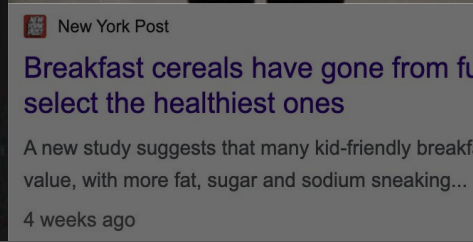
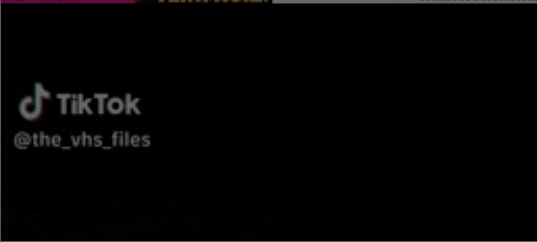


about vitamins...with a teen-age daughter who's forever going on a diet?"



Do Healthy Breakfast Cereals Exist?

Yes, experts say. But you have to know where to look.



Everyone's on a plan and somehow cereal doesn't fit any of them.

Our feeds are flooded with food identities: keto, gluten-free, plant-based, low-FODMAP, no seed oils, high-protein, dairy-free, no dyes, sugar detox, ancestral eating, and beyond. These aren't just trends they're full-blown belief systems with their own rules, rituals, and vocab. And yet, traditional cereal rarely makes the cut.

Best diets for 2025 revealed in new report — there's one clear winner



The Rise of Plant-Based Diets and Their Health Benefits

Chickpeas can significantly lower your cholesterol. Here are 5 tasty recipes scientists recommend to improve your health.

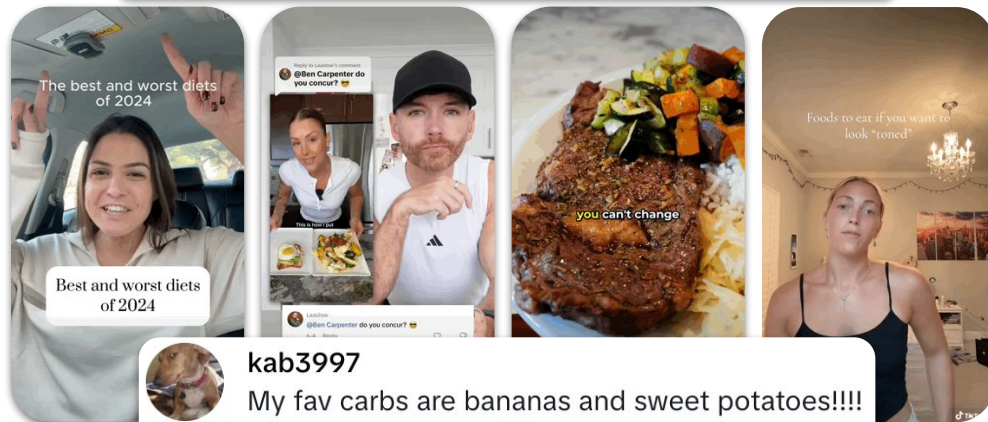
People in Blue Zones swear by beans for healthy aging — here are 3 longevity-boosting bean dishes from a recipe developer

The Food Pyramid is dead.

Wellness today is personalized, performative, and ever-evolving shaped by life stage, values, and what's trending in your feed. Food is no longer just fuel; it's a reflection of who you are. What you eat (and what you avoid) signals your beliefs, discipline, and sense of self.

What Ever Happened to the Food Pyramid?

The Digestive Boom: Why is gut health a top wellness trend in 2024?



kab3997

My fav carbs are bananas and sweet potatoes!!!!

3d ago

Reply



Madeline Thomas

I lost 50 pounds following a Mediterranean lifestyle... truly works!



Chef Shandi the Dietitian

I love the Mediterranean diet because it is so flexible and love fiber!!



Caitlin

Diet just means what you eat in day. It doesn't always mean the same as "I'm on a diet."



Jayne Sokolich

Avocado oil and olive oil have about the same macros and olive oil actually has more minerals and vitamins in it

3d ago

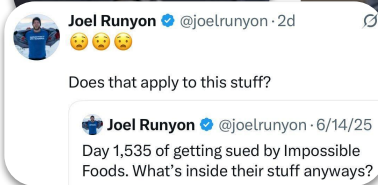
Reply

161

Food curiosity has become ingredient anxiety.

What was once an inspiring journey of self-betterment has turned into a minefield. Health conversations are increasingly driven by fear especially around ingredients. Red dye, sugar, seed oils, and anything “ultra-processed” are triggering major concern and making nostalgic staples feel suspect.

Big Food Is Ditching Synthetic Dyes. What Investors Need to Know.

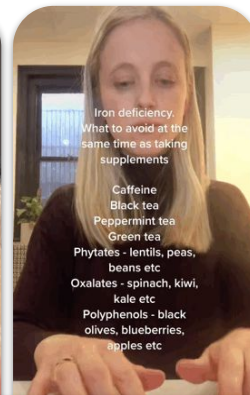


People are trying, but food is under-nourishing.

Even health-conscious consumers are discovering they're missing key nutrients like fiber, iron, and protein not because they're eating poorly, but because today's food often lacks depth.

You're probably eating way too much protein

Americans are obsessing over protein and forgetting about fiber.



Noam
Omg nooo I'm obsessed with blueberries
2022-8-8 Reply



thehealthpress · Creator
It's mainly a problem if you are supplementing with iron - as these foods can bind to iron.



Davejj
Processed meat. The quality of the protein is probably garbage. Fair play to ya for getting through it
5d ago Reply



Joanne
I eat one kiwi daily, with skin, gut health has improved no end



Ü
no sugar at all. tried it. 3 months. lost 10kg. fuck. it's legit
5-17 Reply

GLP-1 drugs have shifted the conversation from 'willpower' to 'biology'.

The healthy eating narrative has shifted from "eat less, move more" to a deeper understanding of hormonal and neurological regulation of appetite and metabolism – validating the complexity of weight management.

How weight-loss wonder drugs are redefining the way our bodies work



Wendy

Appetite suppression is the least of the helpful things my GLP1 does!! My inflammation is finally under control, which means my autoimmune disorder is in remission for the first time ever. My brain fog is gone, my energy is better, my mood is better. My whole body feels better. AND it's helping control my food noise and urge my cravings so I can finally learn to eat healthy. I've totally changed my eating habits, which is huge for me. People who think it's just making us less hungry really don't get it.

6-4 Reply

2,441



Lui Zenay 🇮🇹

So many benefits!! Now if only insurance's would stop being so greedy and provide consistent coverage for these meds in people that really need them.

6-3 Reply

348



Hannah Sykes

I've been on it for 3 months and I've lost 35 pounds!!

4-3 Reply

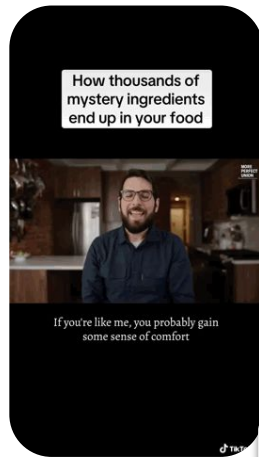
196

Yes, even processed foods are now political.

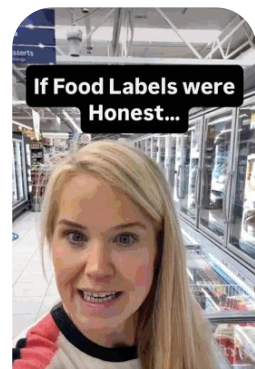
The backlash against processed foods has moved beyond concerns about sugar or nutrition. Today, they're lightning rods for larger cultural debates from corporate responsibility to transparency to who gets to define "healthy." For some, food brands have become shorthand for what's broken in America.

The Rise of Ultra-Processed Food Scrutiny

Food Transparency Revolution: How Brands Can Lead



Decades of policy decisions have shaped a food environment where ~70% of it is ultra-processed, and very few Americans are meeting nutrition guidelines.



sophiemorrisnutrition
#ingredientismatter
6-16 Reply



J

Love this, hard to believe it's all legal advertising 🍷

6-18 Reply



Marie

so wrong that public are allowed to consume these things

6-23 Reply



Kaylan Danielle

oh well dayum lemme start getting my fiber in cuz I didn't know alllll dat!



Bryden I Moonshot Media

So true. Just don't eat highly processed foods everyday day



Davejj

Processed meat. The quality of the protein is probably garbage. Fair play to ya for getting through it 🍷

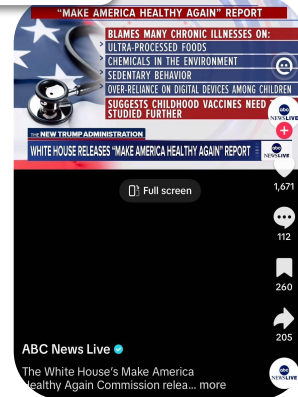
5d ago Reply

Mistrust has gone mainstream.

Skepticism of “Big Food” is no longer fringe it’s widespread, bipartisan, and growing. Institutions like the FDA, major food companies, and even medical experts are facing public doubt. It’s playing out in memes, state laws, and TikToks from voices who reject official guidance entirely.

Furious NYC moms rail against toxins in kid foods: ‘Shouldn’t be so hard to protect your family’

New Texas Law Targets 44 Food Additives With New Warning Labels – Here’s What That Means for You



Health is now a high-stakes game where the rules keep changing and people are left to figure it out on their own.

1

CONFUSION ERODES TRUST. SIMPLICITY BUILDS IT.

People aren't looking for the "healthiest" food — they're looking for the food that makes sense, for them.

In a noisy space full of contradictions, the brands that win are the ones that speak plainly, confidently, and consistently (aren't apologetic).

2

HEALTH IS PERSONAL AND EMOTIONAL

Consumers aren't choosing food based only on nutrition facts — they're choosing based on identity, fear, and aspiration.

Speak to real feelings, real needs, not just functional benefits

3

MARKET TO PERSONAL JOURNEYS NOT "HEALTH"

We aren't all chasing the same goal. Some are healing their gut. Some are managing aging. Some are biohacking for energy.

One-size-fits-all health messaging won't cut through. A cohort-based approach that speaks to distinct needs, motivations, and tensions — each with tailored, relevant language.

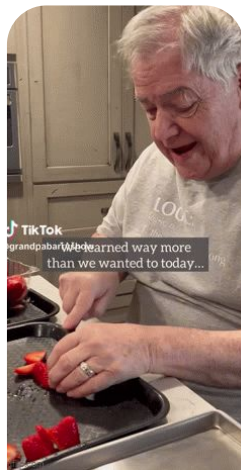
Culture
Consumer
Competitors
Cohorts

**Beliefs and
emotions
motivating
today's
consumer
behaviors**

Modern health is a self-curated journey, constantly reshaped by life stages and the evolving needs of each generation.

gen x and boomers prioritize proactive health management to redefine aging on their own terms

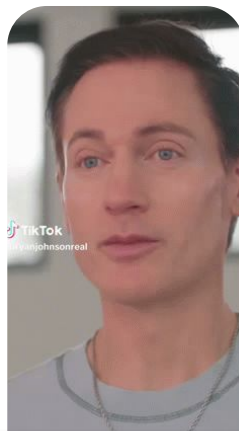
REGAINING COMFORT AND REGULARITY



BIOHACKING TO BETTER HEALTH



LONGEVITY HACKS AND LIFESTYLE



 **bryanjohnsonreal**
Bryan Johnson · 2-3

Follow

I Designed the Perfect Anti-Aging Diet #bryanjohnson #health #dontdie #longevity #wellness #nutrition

gen z and millennials feel empowered to optimize their health for the sake of a better, stronger future

MEAL PREPPING TO INVEST IN THEIR FUTURE HEALTH



TAKING A HOLISTIC APPROACH WITH GUT HEALTH



BEING HEALTHY IS A CHARACTER TRAIT



As personal wellness takes center stage, people are spotlighting their unique journeys and struggles, shattering the traditional idea that health is one-size-fits-all.

sharing tummy issues
loud and proud



joanna_spicer
Joanna Spicer · 2-18
IBS-C gang rise up

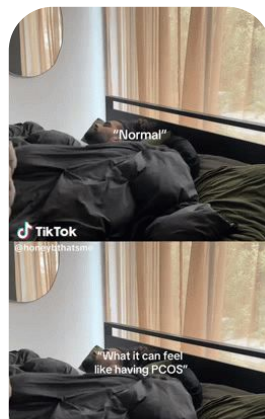
food journey for
diabetics



Bronte Village
@Sharon36692

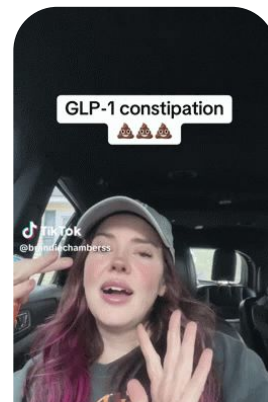
I have just beat diabetes by following a healthy keto diet. A healthy diet without sugar, carbs and processed foods really does work!!

de-stigmatizing
hormonal health



zandralovely
From one PCOS girl to another, sending you all love 🤍
6-12 Reply

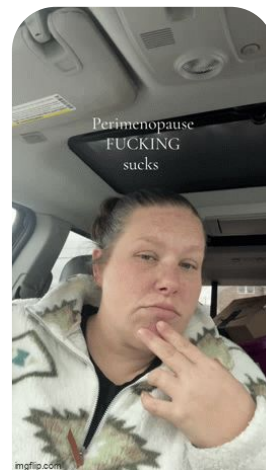
cultural phenomenon
of glp-1



jennyjenbell
Girl same it will not come out
4-9 Reply

"I thought I was alone!"
🤔🤔🤔🤔 (Reddit)

normalizing
peri/menopause



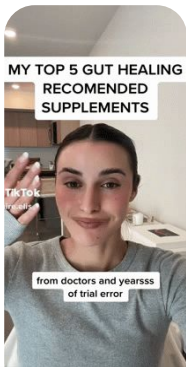
r/Menopause · 1 yr. ago
ReferenceMUCH2193
Is menopause worse now or are we more vocal?

"I think we know more about
healthcare and speak about it more..."

With health moving at the speed of culture, people have an insatiable need to seek out the best health hacks amid a cacophony of voices.

influencer endorsements

GUT SUPPLEMENT JOURNEY



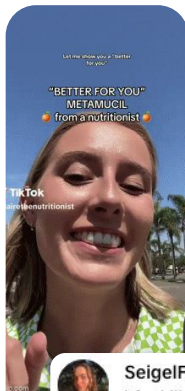
FITNESS INFLUENCER RECCOS



tessa
Taking too many supplements is not good for your kidney.
2023-7-9 39 Reply

nutritionists & hcps

NUTRITIONIST APPROVED



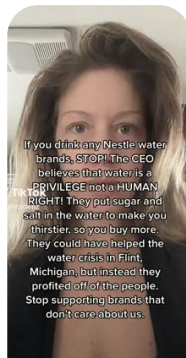
SeigelFritze
i feel like this is sponsored
5-17 Reply

WHAT I EAT IN A DAY DOCTOR EDITION



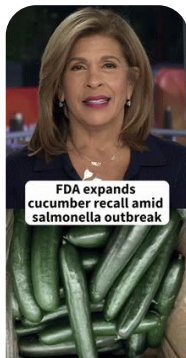
big food corporations

"PROFITING OFF PEOPLE WHO ARE SUFFERING"



Anthony
these recalls are never ending....

INCREASED FOOD RECALL



government regulations

"HERE IN THE STATES WE DON'T HAVE REAL FOOD"



KFF
<https://www.kff.org> · from-drew-altman · the-sad-state...
The Sad State of Trust in the CDC and FDA



Scientific American

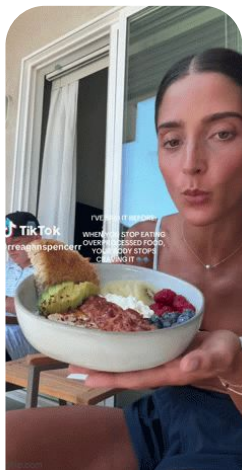
For the New Year, the FDA Is Changing What Foods Can Be Called 'Healthy'

Whole grains and fruits are in, and added sugar is out. That's going to change what's on a lot of cereal boxes and other things.

But when caught in the storm of information, many are forced to wrestle with their own instincts to figure out what's right for their health.

moving towards a rejection of convenience and ultra-processed food culture

"ANTI ULTRA PROCESSED GIRLY"



ONLY FEEDING THEIR FAMILY "REAL FOOD"



RISE OF CLEAN EATING WITH NARA SMITH



taking on the role of personal nutritionists, scrutinizing ingredient lists to optimize health

PARENTS HYPER ALERT AROUND DANGER OF RED DYE



USING VMS TO SECURE THAT EXTRA BOOST OF HEALTH



ONLY EATING SINGLE INGREDIENTS



Dani

Yea, as a daycare provider, this is so true. It's not "just sugar" and the difference is noticeable between dye/corn syrup free treats and the junk filled ones.



256

At the end of the day, consumers are *exhausted*.

All they want is validation that they're making the right wellness choices.



Avery 🦋

All these rules is truly exhausting 🤔

1-24 Reply



14.1K



Hybrid Ai 🧠

Does this even help ?

7-3 🧡 0 Reply



vaness 9e

are Kelloggs cereals ok?



c

ITS ALWAYS SOMETHING! UGHHH

1-23 Reply 🧡



3689



renchick

Is this opinion or are you a dietician?

6-11 Reply



838



Emily LL 💖

Which magnesium do you recommend? There are so many different kinds in each one does different things it gets confusing. 🤔

5-1 🧡 1 Reply



bella

and this is why my mindset is "okay ur just not going to eat anything at all."

1-24 Reply



1d ago

what about coconut yogurt

1d ago Reply



mattyfatty123

Why fish oil? My cardiologist said you don't need this. Just wondering

5-29 🧡 0 Reply



Nate Baldwin

I'll just eat air



sara

what about just plain non fat greek yogurt

1d ago Reply



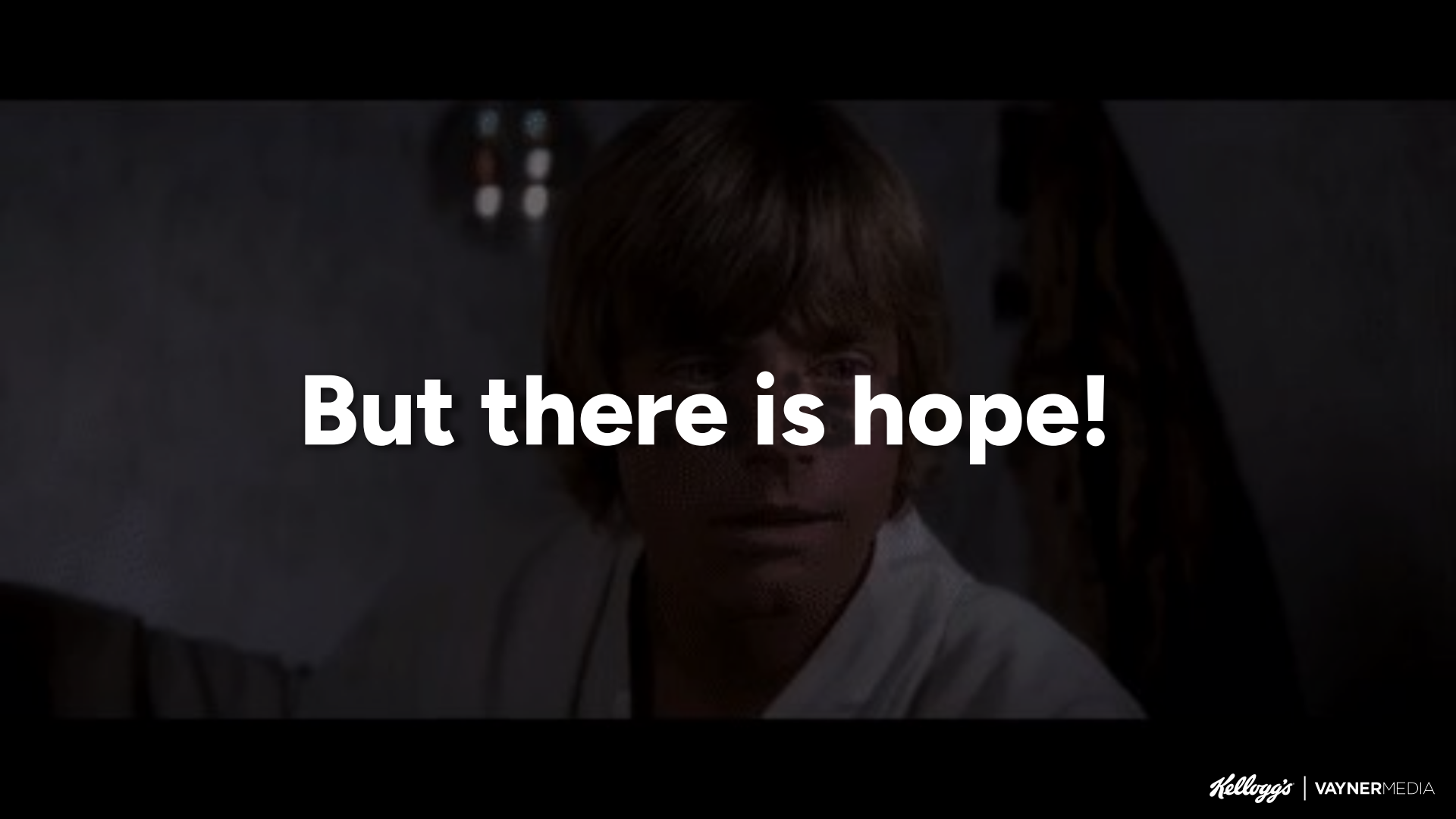
r/HealthyFood · 3 yr. ago
No-Cartoonist-2022

I'm confused about what's considered healthy nowadays



r/HealthyEatingnow · 2 yr. ago
morihimes

I eat the same thing every day - is this healthy/sustainable?



But there is hope!

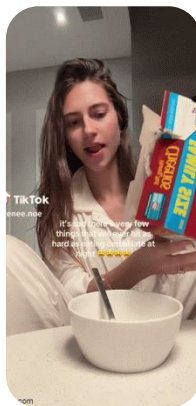
In midst of all the chaos, cereal creates a spectrum of feel-good moments many want to hold onto.

JOY + SATISFACTION

"DISCOVERED CRAVING FOR CEREAL"

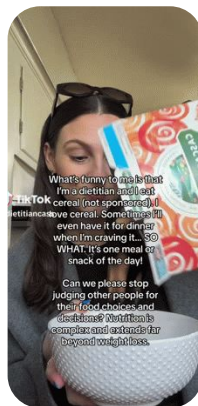


"FEW THINGS WILL HIT AS HARD AS CEREAL AT NIGHT"



CONFIDENCE + INVIGORATED

CHOOSING CEREAL DESPITE JUDGMENT



ENJOYING PRE-WORKOUT CEREAL BOWL



EASE + RELIEF

CAN BE EATEN AS A MEAL ANY TIME OF THE DAY



"CEREAL FIXES EVERYTHING"



NOSTALGIA + COMFORT

BRINGS THEM BACK TO THEIR CHILDHOOD



"CEREAL HAS BEEN THERE WHEN NOTHING ELSE WAS"



Amber- mom life-
Girl same same. Fruity pebbles were my lifeline
1w ago Reply



ahartmom
Cereal checks all the boxes. Hungry, cereal. Need a sweet treat, cereal. Want a snack, cereal. I could go on and on! And I'm not talking "healthy" cereal, give me ALL the Cap N Crunch with Crunch Berries!

6-27 Reply



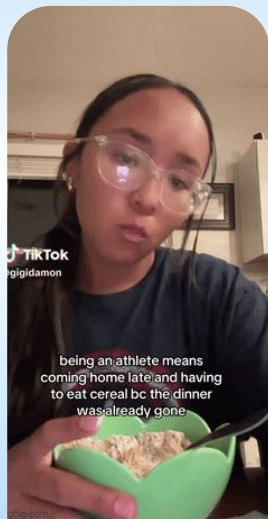
Theo
My Cap'n crunch is a ride or die
4-14 Reply

Cereal continues to feel like a safe space for those seeking simplicity in an overwhelming world.

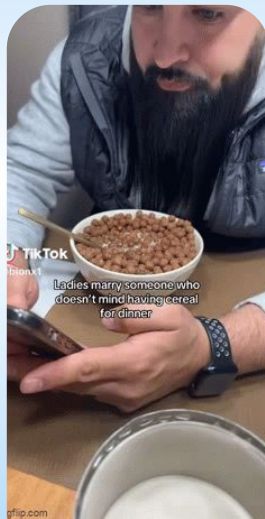
nutritional shortcut



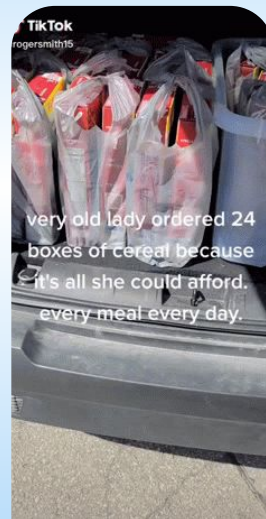
shelf-stable & pantry staple



low-effort meal



cost efficient



family-friendly



Kezia KAT

Yes queen let's stop shaming our food choices 🍌

2023-1-23 Reply



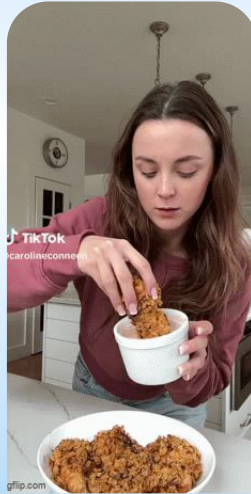
777

For many, cereal is becoming a creative outlet to reclaim wellness on their own terms.

popularization of
loaded cereal bowls



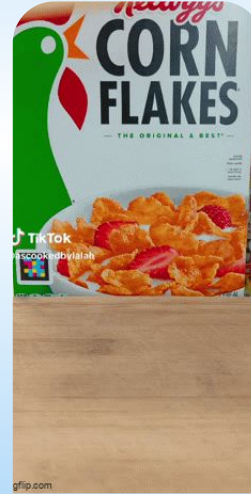
cereal as batter for
chicken tenders



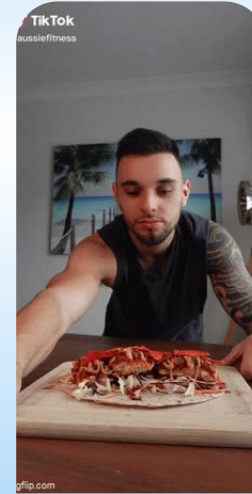
no-bake cornflake
cookies



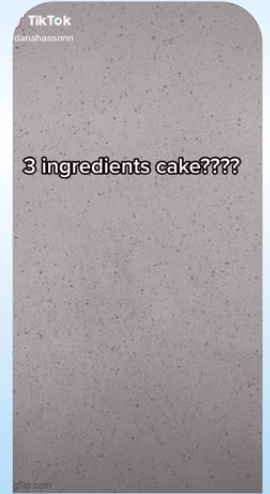
cereal-coated
mozzarella sticks



copycat kfc
zinger wrap



3 ingredients cake



Health-forward innovations are helping rewrite cereal's narrative, gradually easing it towards a guilt-free treat.

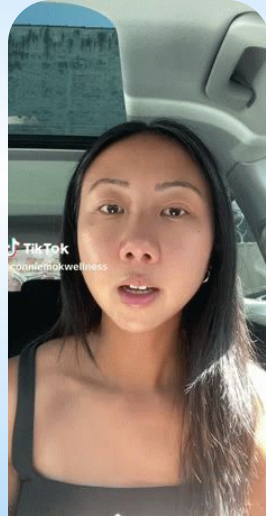
maximizing protein



The Rise of Protein Cereal: Reinventing Breakfast for the Modern Consumer

Cereal Gets a Protein Boost: How Innovation is Reshaping the Breakfast Market

supplying essential vitamins



preventing iron deficiency



Angy
Thank you so much for this! As a low iron girl, I hate the iron pills and I'm too scared of needles for the infusion

supporting heart health



increasing fiber intake



95 Percent of Americans Don't Get Enough Fiber, These Breakfast Cereals Can Help

People aren't chasing the perfection they're chasing peace of mind, public credibility, and brands they can believe in.

1

GUILT-FREE EATING IS THE NEW ASPIRATION

People aren't chasing perfection, they're chasing peace of mind. Food choices that align with their values and goals (even loosely) feel like wins.

When cereal fits into their personal health rules — high fiber, protein-packed, or just balanced — it becomes something they feel good about, not guilty for.

2

IF HEALTH IS PUBLIC, MAKE CEREAL BRAG-WORTHY

People share what makes them feel smart, strong, or in control. Cereal can earn a place in that story — but only if it feels intentional.

When cereal is framed as part of a larger health system (e.g., protein pairing, fiber support, no shame snacking), it becomes post-worthy again.

3

THE INGREDIENT LIST IS THE TRUST TEST

People don't just read labels — they scrutinize them. One long word, one perceived loophole, and trust collapses.

The brands that win are the ones that write like humans, not legal teams. No fine print. No footnotes. No corporate logic.

Culture
Consumer
Competitors
Cohorts

**The main
ingredient
narratives
shaping
consumer
habits**

Protein is no longer just fuel for gym enthusiasts – it's a modern badge of health.

cultural shift from diet to nourishment



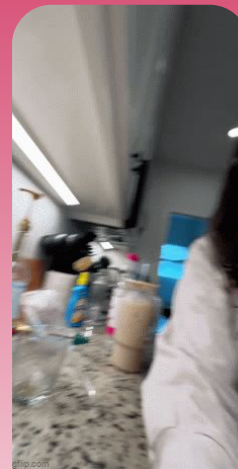
'protein' and 'healthy' go hand-in-hand



protein 🧡 holistic health



rise of GLP-1 pushed the need for protein



protein for breakfast = longevity hack



 **sofiatafitness**
sofia · 4-15

Follow

Eating MORE whole, clean foods has tremendously helped me. You don't need to eat less, just start eating more of the right things :)



B Marie

My problem is I hate meat so it's hard to get protein



Sandras 🌻

this really helps i need more protein intake ty 😊

5-5 Reply

Fiber's glow-up is real, but hitting your daily goals feels like a constant hurdle.

believing the only way to get enough fiber is to push themselves to uncomfortable limits

HIDING FLAXSEED IN EVERYTHING

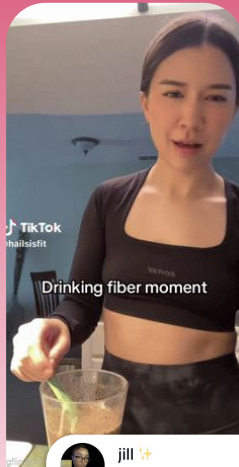


Jay.turquoise

This is actually smart lol

3-28 Reply

GRIMACING THROUGH DAILY DOSE OF BIOACTIVE FIBER



jill

Try dates or fig newtons

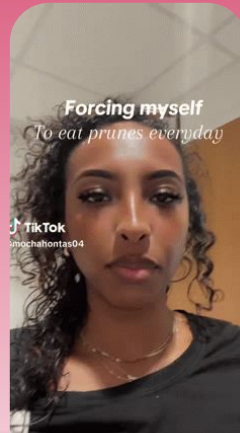
4-3 Reply



La_prieta04 · Creator

Omg I don't like either of those! Those are next on my list to force feed myself

"FORCING MYSELF TO EAT PRUNES EVERY DAY"



OFF-PUTTING TASTE AND TEXTURE



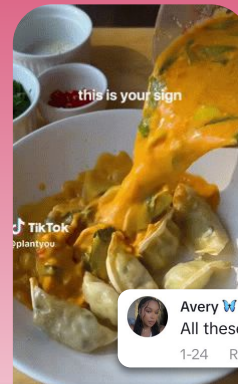
euphychick

i feel like the texture of this would prevent me from eating it

5-14 Reply

actively held back by barriers and complicated health rules

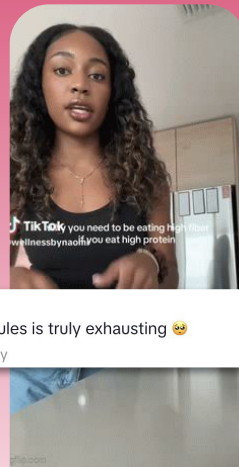
HIGH-FIBER FOODS ARE HARD TO COOK



Avery

All these rules is truly exhausting

1-24 Reply



MariAM

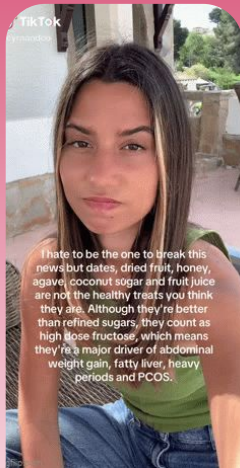
I love high fiber foods but a lot of the time they're very hard to cook and ACTUALLY turn out good

3-20 Reply

Sugar is condemned by health experts and influencers as the villain of modern wellness.

the anti-sugar movement created a narrative that all sugar is bad for you

SUGAR
ALTERNATIVES ARE
EQUALLY AS BAD



NO SPACE FOR
BALANCE OR
MODERATION



9 GRAMS OF ADDED
SUGAR IS
CONSIDERED A LOT



gabbituft
Gabbi · 2024-11-22

Follow

Healthy cereal - is it possible?? 🤔

-
This was a rough one, as most cereals are loaded in refined sugars, artificial sweeteners, synthetic dyes, and other additives.

"I looked at every single cereal box in my grocery store one time. Not a single one had no added sugars. I just cut it out of my life. Haven't had a box of cereal in 2 years." ([Reddit](#))

fear mongering tactics lead to a lot of anxiety around what people can eat

SUGAR TRIGGERS
INFLAMMATION



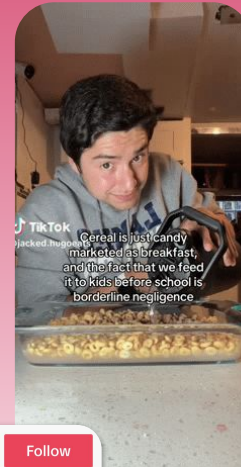
CEREAL FOR
BREAKFAST = CRIME



faissalrah
Faissal · 4-9

High sugar spikes which provides short term energy boost followed by a sugar crash which will make you feel tired and make you crave more sugar [#sugar](#) [#cereal](#) [#sugarcrash](#) [#nothealthy](#) [#relatable](#)

FEEDING KIDS CEREAL
IS "BORDERLINE
NEGLIGENCE"



The label 'ultra-processed' has morphed into a powerful symbol of people's distrust and rebellion against 'Big Food'.

"processed foods were made by the cigarette industry"

fear-inducing chemicals and scientific terms

using colon cancer as a scare tactic

associating ultra-processed foods with trash



"...We know that diets higher in ultra processed foods are associated with some worse health outcomes but we can't really say why with any confidence." ([Reddit](#))



articfox927

Frozen food is horrible. Read the ingredients, the amount of sodium, cholesterol and saturated fat is really BAD!



cupid

me. I needed this. lol I've cut process food out so much that when I eat it, I can't stomach it. the taste is pure chemicals.

2024-10-25 Reply



"Ultra-processed baby food is one of the things that bothers me most in life. Why are we starting babies off on junk food and then surprised when they end up craving junk food for the rest of their lives." ([Reddit](#))

Not every ingredient needs a defense – just a role in people's health journey.

1

FIBER IS BUBBLING UP IN CONVERSATION, BUT THEY DON'T KNOW HOW OR WHERE TO GET IT

People are aware that fiber is important, but they don't know how to fit it into their lifestyle.

It's not mission impossible. People have forgotten that cereal is a simple source of the fiber they need.

2

THE SHAME ERA IS ENDING SUGAR JUST NEEDS CONTEXT

People know sugar's not great but they also know life is messy.

If we acknowledge that reality, we can give them permission to enjoy cereal without guilt.

3

DON'T DODGE "ULTRA-PROCESSED." DISARM IT WITH HONESTY

Most people can't actually define "ultra-processed" they're reacting to the vibe, not the science.

The more brands dance around the term, the more power it gains. Consumers are demanding honesty not perfection.

Culture
Consumer
Competitors
Cohorts

**Brands
breaking
through in the
health space**

There are so many brands we could have looked into that are winning in the health conversation.



AG1 supergreens owns the conversation about high-performance living, and gut health as the foundations of self care.



OLIPOP reinvents soda with fiber-rich prebiotic pop to take on the gut-wellness conversation.

DAILY HARVEST

Daily Harvest set out to deliver plant-based frozen meals to fuel busy lives with nutritious convenience.



KIND bars champion label transparency, real-ingredient snacking – blending nutrition with mindful simplicity.



Hu is a bold brand that's sparked an anti-processed, paleo and vegan, chocolate and snacks craze.



Three Wishes offers allergen-free, protein-packed cereal empowering modern, ingredient-conscious families.



Oatly provides plant-based oat milk, fueling debates on dairy alternatives and sustainability.

SAKARA

Sakara offers plant-based meal delivery blending luxury wellness with nourishment.



ALOHA delivers clean, plant-based protein bars fueling active, mindful lifestyles.



Moon Juice offers adaptogenic herbal powders and snacks for holistic, stress-hacking wellness.



Forager Project creates organic, dairy-free cashewmilk products rooted in plant-based sustainability.



Lesser Evil produces mindful snacks – organic, low-guilt treats promoting joyful wellness.

Our Criteria

This mix of brands is facing and responding to the same cultural pressures Kellogg's is up against

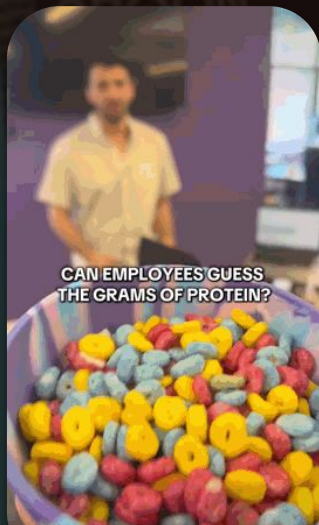
Each one offers a smart example of how to show up with clarity and confidence in a world where health is personal, food is emotional, and every message is under scrutiny.

- Operate in or adjacent to food and wellness
- Speak to health without over-promising
- Position themselves as credible without sounding clinical
- Stay consistent
- Create emotionally resonate messaging
- Have built trust with their audience





Magic Spoon wins by making health feel fun turning macro talk, nostalgia, and real reviews into snackable, scroll-stopping content.



Magic Spoon cereal review: Tastes like childhood, but is healthy

Magic Spoon wins by turning childhood nostalgia into a badge of adult wellness. Flexing high-protein, zero-sugar credibility.



OfficerPineapple WThumbs 🍍
🤔🤔🤔 love the dad joke!!! 🔥🔥🔥

They thrive by keeping content casual, fun, and platform-native making healthy cereal feel right at home in your feed.



Lita
Wow that's actually girl math and dinner
6-14 Reply

And rather than force the message, they fuel it through micro and mid-tier fitness, lifestyle, and family creators who taste, react, and riff in real time.



Add in behind-the-scenes humor, factory tours, and flavor dev diaries, and you get a brand that's transparent, community-driven, and surprisingly human.

Relevance is not about reinvention it's about reframing. Magic Spoon didn't create a new category; it told a new story about cereal.

Health framing can be bold and fun no need to get clinical. Magic Spoon succeeds by treating health as fun empowering, not restrictive.

Kellogg's can modernize tone, structure, and form without losing its roots especially with brands like Special K or a new platform around fiber or protein.

Cereal doesn't have to hide it just has to evolve.

Magic Spoon shows that modern consumers will embrace cereal again if it meets their functional needs and feels culturally current.

Chobani

Chobani proves that trust is earned through consistency, community, and a purpose bigger than the product.



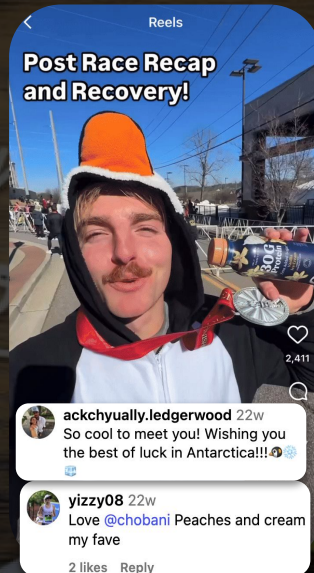
**Rewriting the Yogurt Story.
Chobani's Disruptive
Marketing & The Power of
Authenticity**

For Chobani it starts with a real story and clean ingredients told in a warm, community-first voice.



Chobani beats class action over 'zero sugar' label

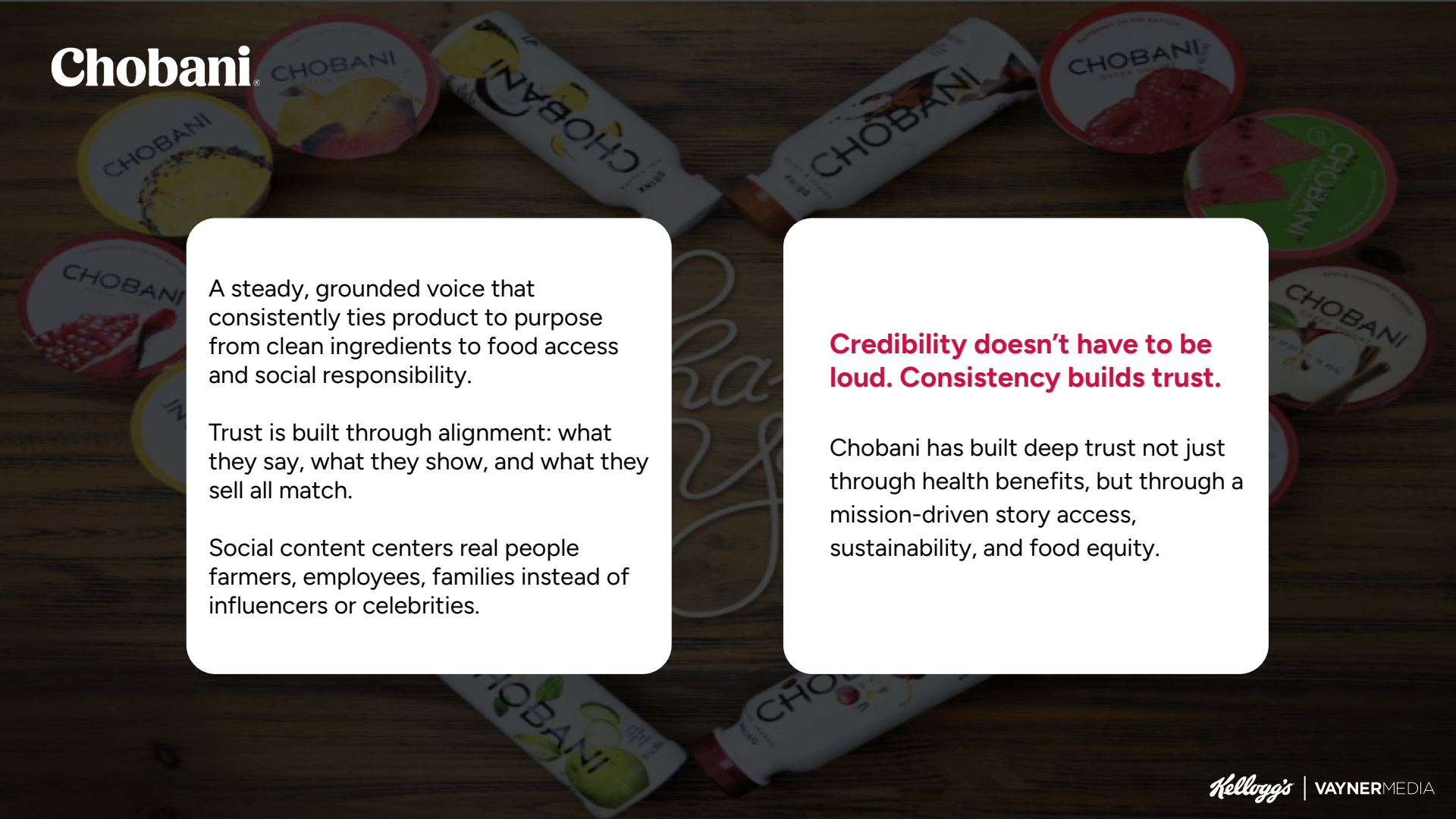
Even when health debates spark online, Chobani stays grounded leading with balance, not noise.



They turn fans into storytellers, showing up through real routines, creators, and IRL sampling.



But what sets them apart? Purpose. Chobani makes health about access, equity, and impact at scale.



Chobani®

A steady, grounded voice that consistently ties product to purpose from clean ingredients to food access and social responsibility.

Trust is built through alignment: what they say, what they show, and what they sell all match.

Social content centers real people farmers, employees, families instead of influencers or celebrities.

Credibility doesn't have to be loud. Consistency builds trust.

Chobani has built deep trust not just through health benefits, but through a mission-driven story access, sustainability, and food equity.

IMPOSSIBLE

Impossible thrives on boldness, controversy, and clarity of mission.
They address skepticism head-on, lead with science, and add edge



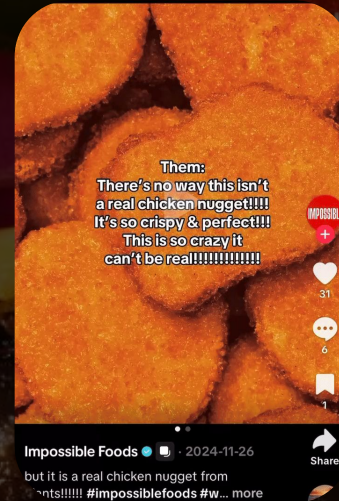
Impossible Foods CEO Peter McGuinness on 'persistence over resistance' and the future of plant-based foods

Impossible owns the narrative calling out anti-science critics and refusing to hide its GM tech, instead backing it with full FDA transparency.



Impossible Foods has always claimed to bleed red, now its label will

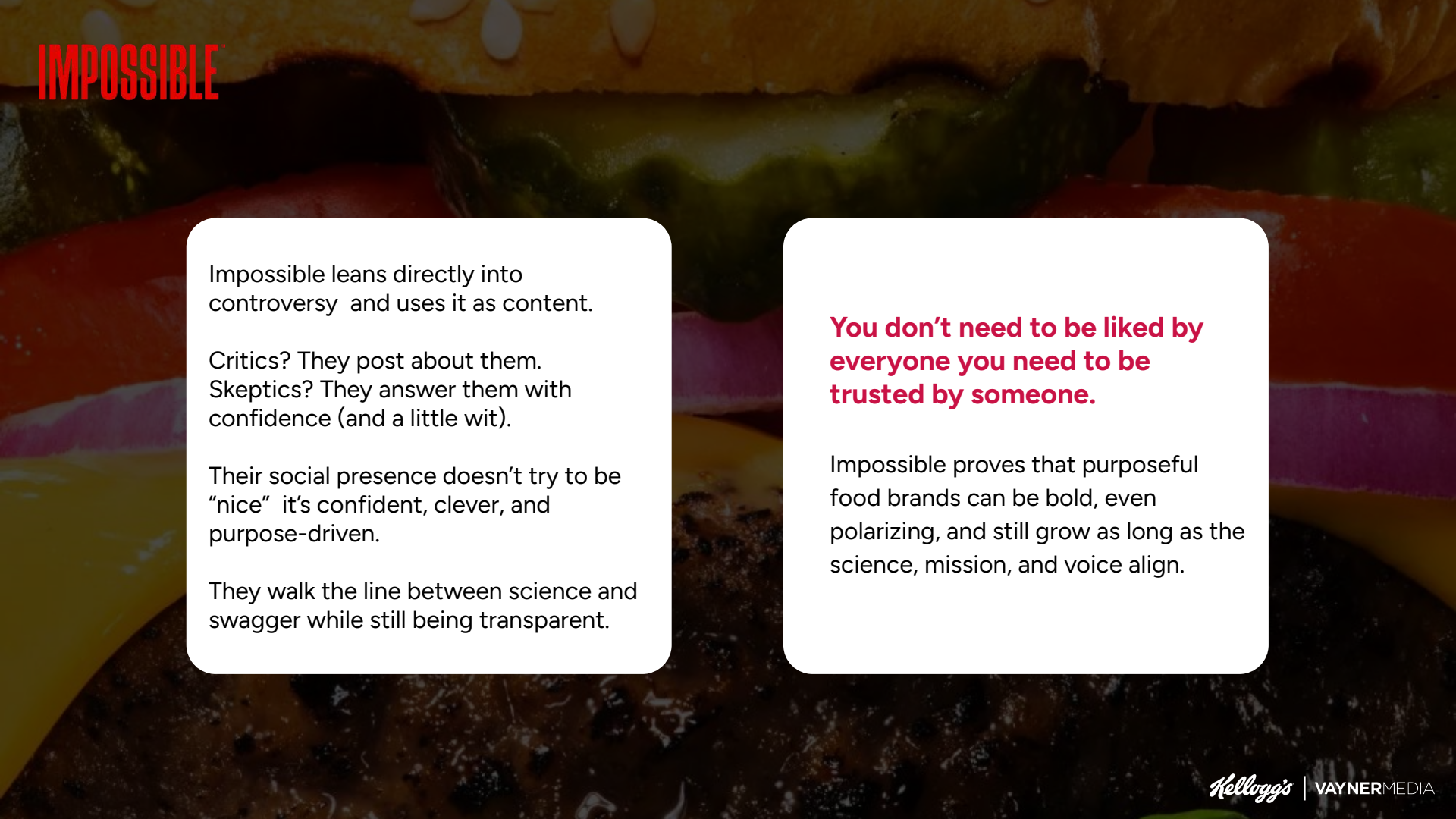
They don't silence the skeptics they turn them into content, using doubt as a springboard to deepen trust.



They don't sugarcoat every message is bold, strategic, and unapologetically clear about what they stand for.



Proof-driven, but with punch they show you the science and make you feel something.



IMPOSSIBLE

Impossible leans directly into controversy and uses it as content.

Critics? They post about them.
Skeptics? They answer them with confidence (and a little wit).

Their social presence doesn't try to be "nice" it's confident, clever, and purpose-driven.

They walk the line between science and swagger while still being transparent.

You don't need to be liked by everyone you need to be trusted by someone.

Impossible proves that purposeful food brands can be bold, even polarizing, and still grow as long as the science, mission, and voice align.



Fairlife wins by being benefit-first and integrated into real routines.
No fluff just clear, repeatable usage.



Fairlife Milk: Revolutionizing the Dairy Industry and Seizing the Opportunity to Capture The Untapped Youth Sports Market

Fairlife earns trust by keeping it simple leading with clear benefits like high protein and low sugar, without the over-explaining.



Its voice feels natural on social, speaking the language of modern wellness giving out tasty recipes and partnering with influencers in the space without sounding like a pitch.



Dayt316
I drank a whole one with a scoop a protein the other day haha.

Consumers validate the product themselves, sharing everyday rituals from smoothies to gym preps where Fairlife fits right in.



It's not trying to be flashy just a quiet staple in the health routines of people who want results without the noise.



Fairlife shows up with simplicity, benefit-first clarity, and a social-native language high-protein, low sugar it doesn't over-explain, it just delivers.

Most of its organic social mentions come from users incorporating it into real wellness routines: smoothies, coffee, gym prep, etc.

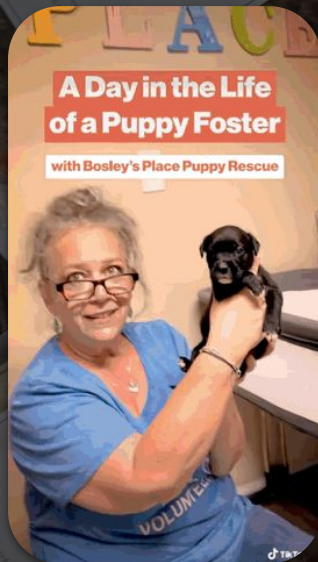
Has earned a space in the "daily system" of health-seekers not flashy, but dependable.

**Make it make sense
and they'll make it a habit.**

Consumers want food that earns a place in their routine, not just their pantry. The clearer the benefit, the easier it is to be remembered and repeated. Cereal can live here again, if positioned for how people actually live.

The
Farmer's
Dog

They lead with emotion, trust, and values. They sell not just food,
but the feeling of being a better pet parent.



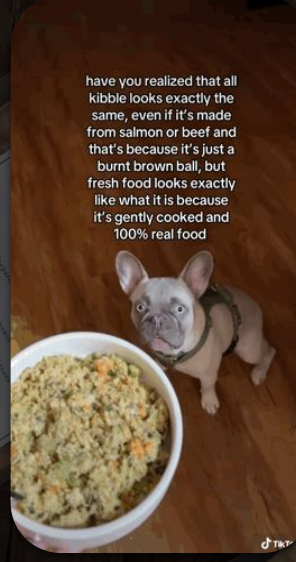
The Farmer's Dog doesn't just market meals it tells emotionally charged stories that stick.



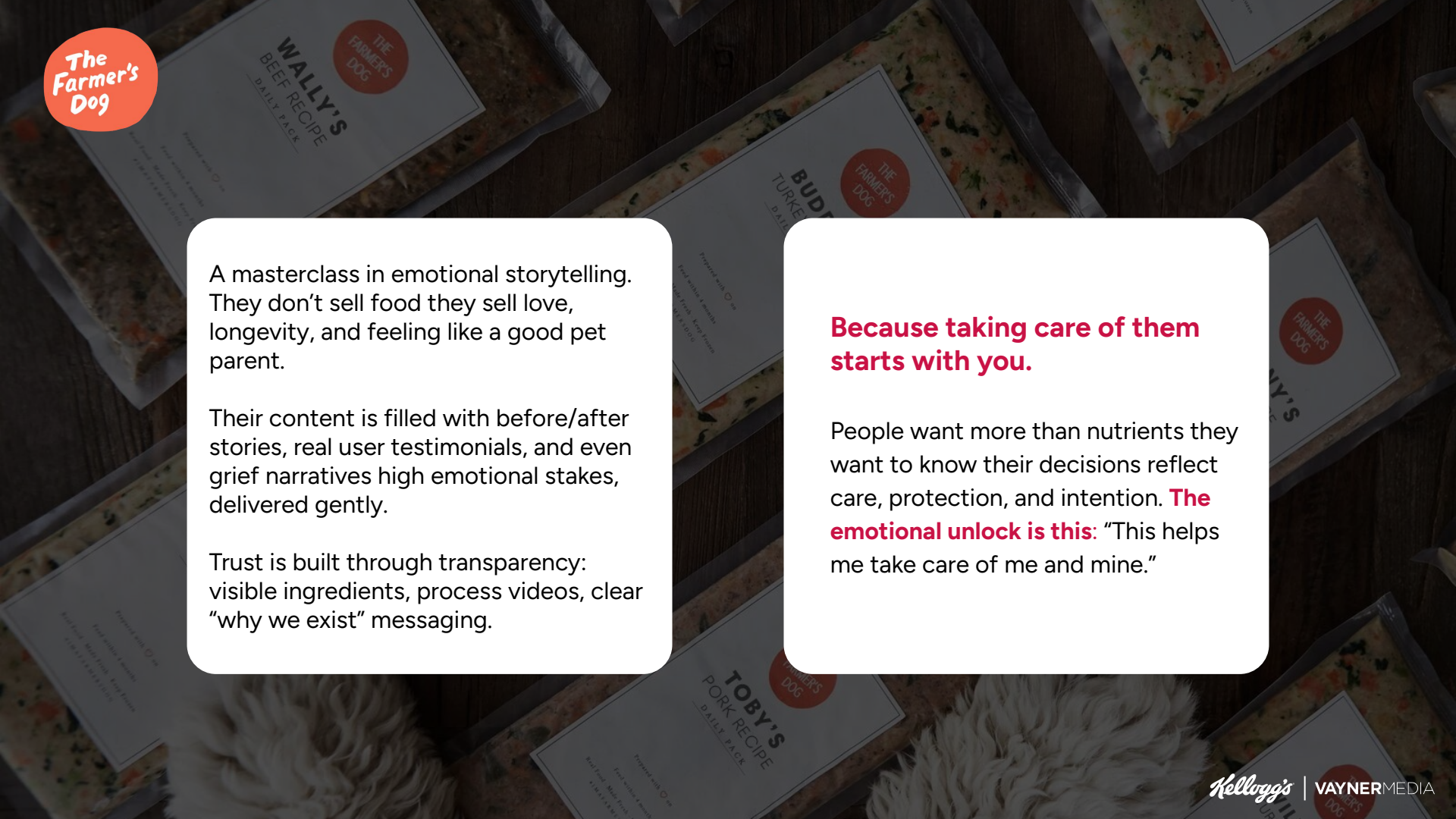
From heartfelt before-and-afters to grief-filled tributes, its content taps into the deep bond between people and their pets.



Every testimonial feels personal, building trust not through claims, but connection.



Transparency seals it — with visible ingredients, process walkthroughs, and a clear reason for being, they make doing the right thing feel easy.

The background of the slide features several bags of The Farmer's Dog pet food. The bags are labeled with names like 'WALLY'S BEEF RECIPE', 'BUD'S TURKEY', and 'TOBY'S PORK RECIPE'. Each bag has a red circular logo that says 'THE FARMER'S DOG'. The bags are arranged in a slightly overlapping manner, creating a sense of depth. The overall color palette is dark and earthy, with the red logo providing a pop of color.

The
Farmer's
Dog

A masterclass in emotional storytelling. They don't sell food they sell love, longevity, and feeling like a good pet parent.

Their content is filled with before/after stories, real user testimonials, and even grief narratives high emotional stakes, delivered gently.

Trust is built through transparency: visible ingredients, process videos, clear "why we exist" messaging.

Because taking care of them starts with you.

People want more than nutrients they want to know their decisions reflect care, protection, and intention. **The emotional unlock is this:** "This helps me take care of me and mine."



Gatorade makes hydration feel like performance fuel
backed by science and trusted by athletes.



Gatorade frames hydration as essential to peak performance, not just recovery. Its authority comes from decades of sports science.



And since 1985 its credibility has been backed by the Gatorade Sports Science Institute, translating that research into routines through campaigns like "Prime, Perform, Recover."



By positioning hydration as a performance tool, they directly linked Gatorade to endurance, recovery, and energy.



Trusted by athletes and transparent about sugar, Gatorade secures its place as the go-to fuel for those pushing their limits.



Gatorade doesn't just sell hydration it sells human performance.

Its content blends science, sport, and culture: workouts, athlete routines, behind-the-scenes training moments.

Even when challenged on sugar or "legacy" status, it doubles down on its edge never chasing approval.

Uses creators not as ads, but as real people living the brand.

**Don't run from legacy
reclaim it with confidence.**

Gatorade is proof that even a decades-old brand can feel modern if it shows up where people are and speaks their language especially when backed by function and performance.

The best health brand don't chase everyone they're trying to be trusted by someone.

1

CONFIDENCE > CAUTION

The brands winning today aren't playing defense — they're standing firm in what they offer and *why*. It's time for Kellogg's to **own its role**, not apologize for it.

2

TRUST IS EMOTIONAL, NOT INFORMATIONAL

Whether it's about dogs, hydration, or protein — people trust brands that reflect their values, not just their macros.

3

PURPOSE, NOT PERFECTION CUTS THROUGH

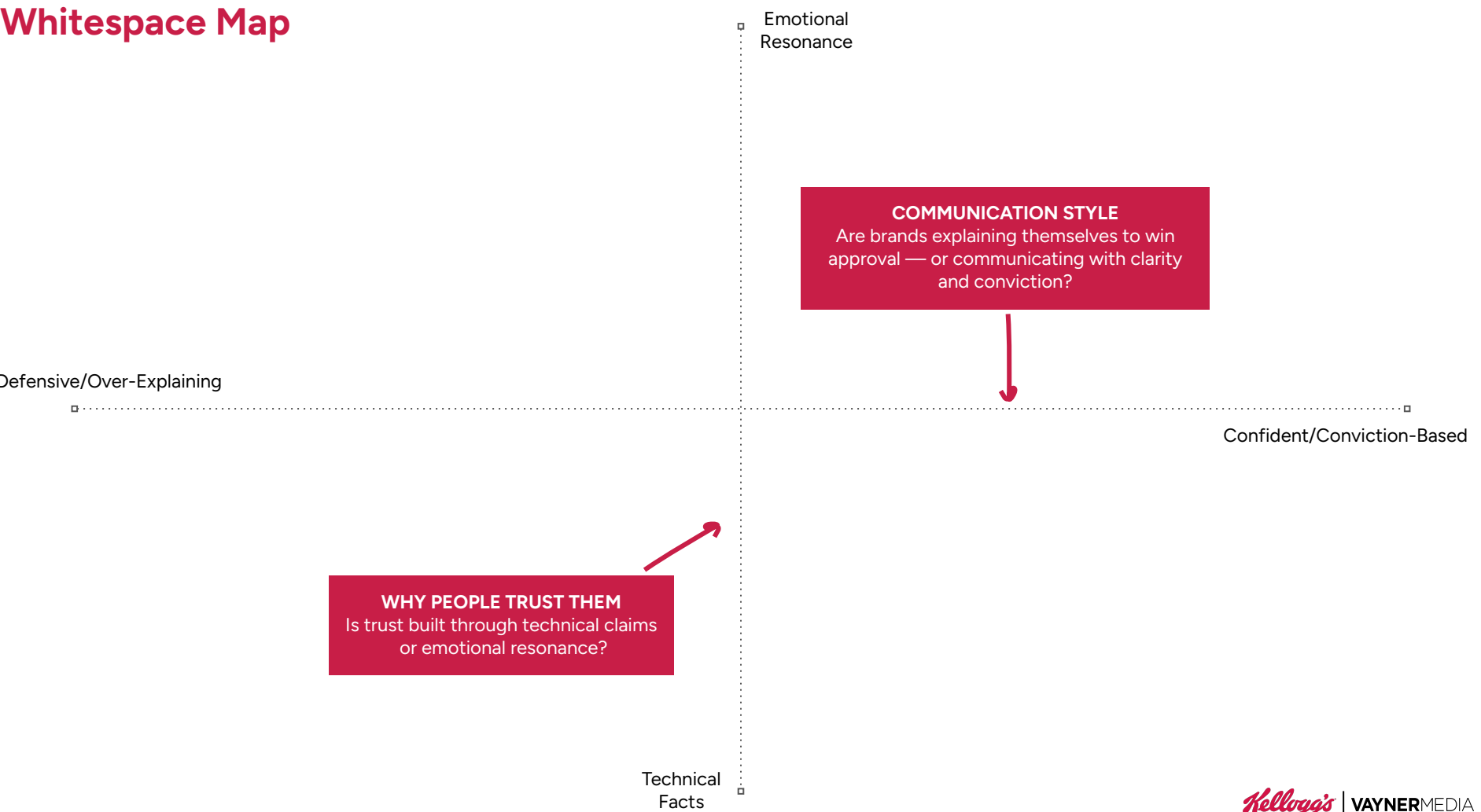
You don't need to be squeaky clean — you just need to stand for something and explain yourself clearly. Consumers will meet you halfway

4

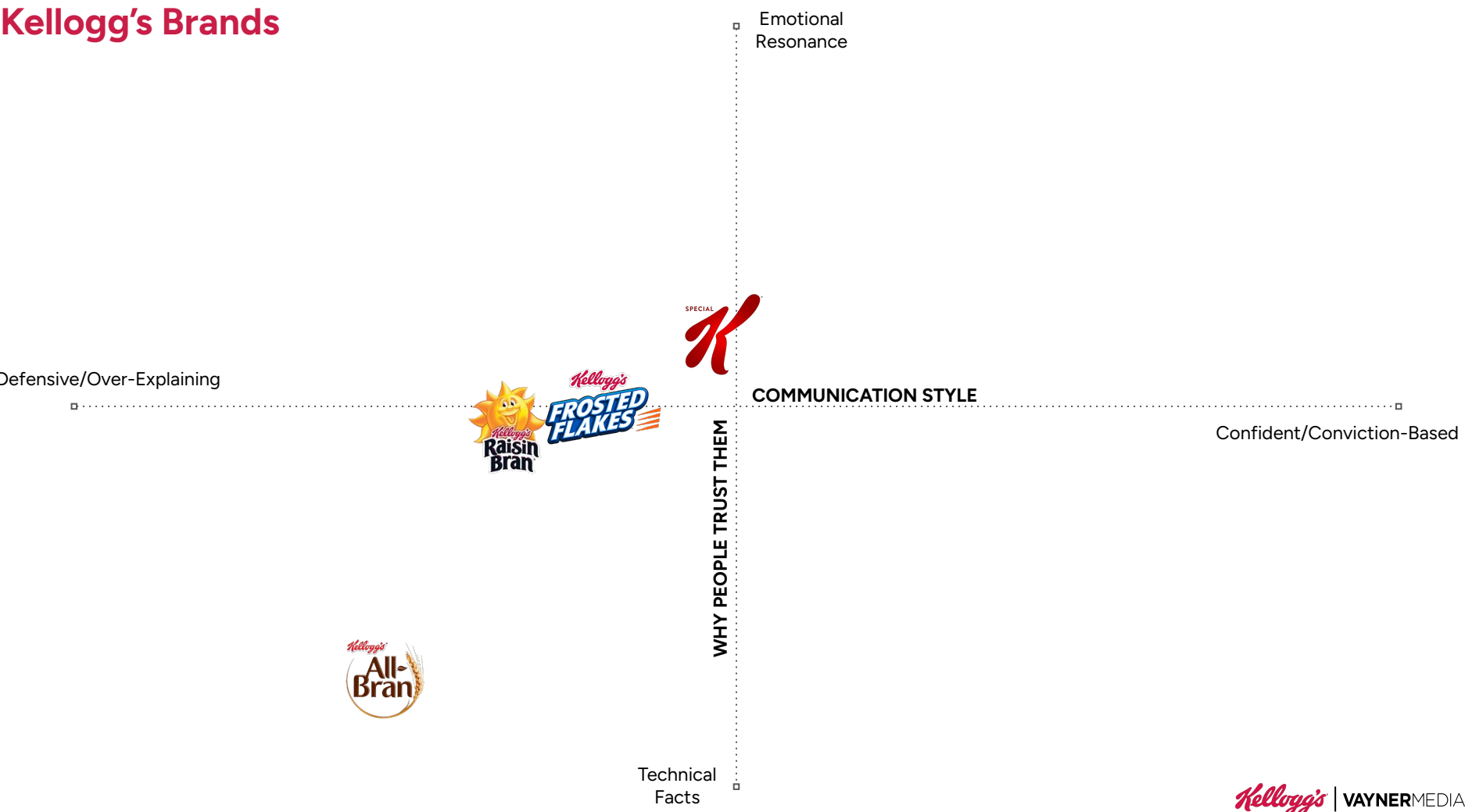
PEOPLE DON'T WANT POLISHED. THEY WANT PROOF.

The most trusted brands don't oversell — they show real people, real routines, and real benefits.

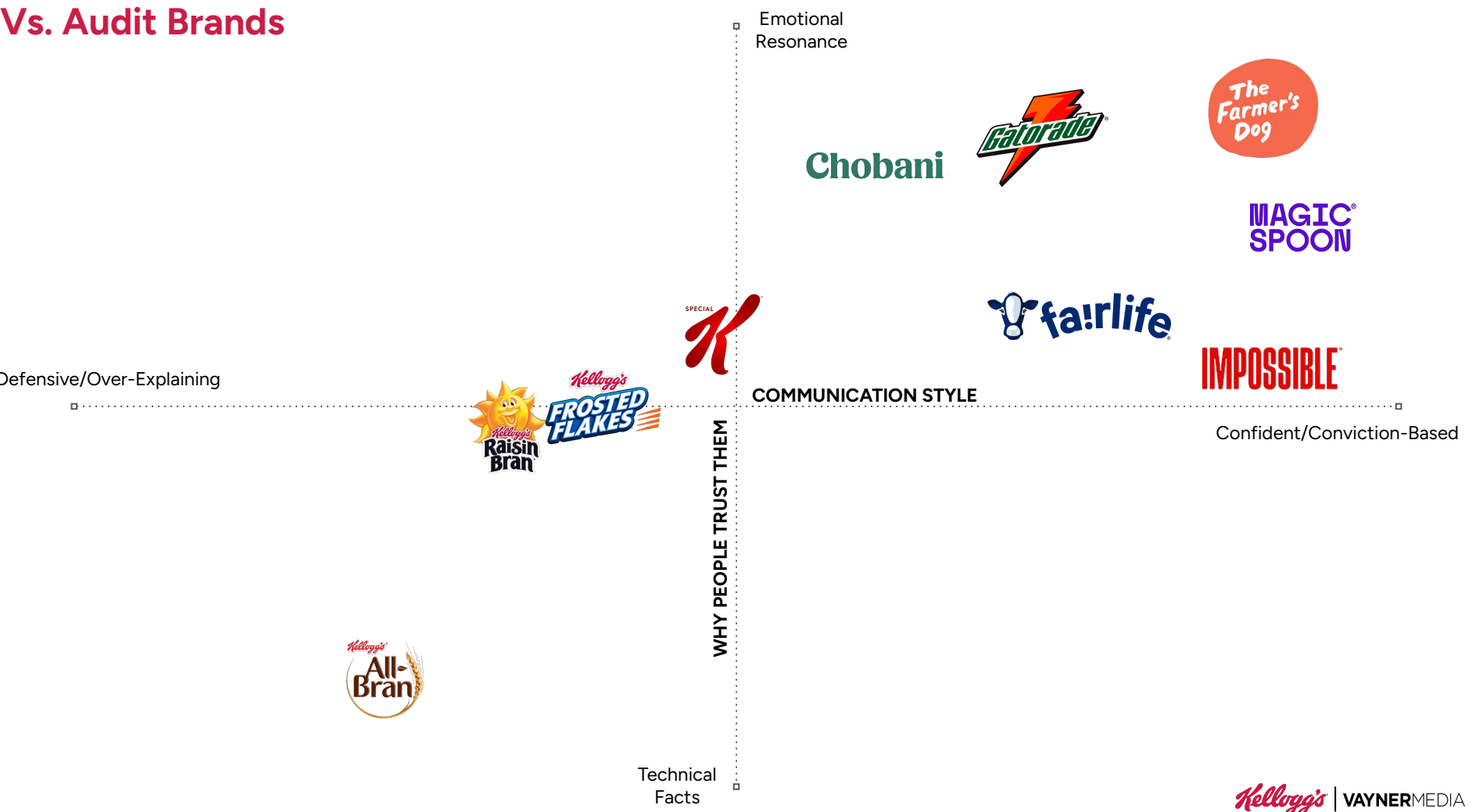
Whitespace Map



Kellogg's Brands



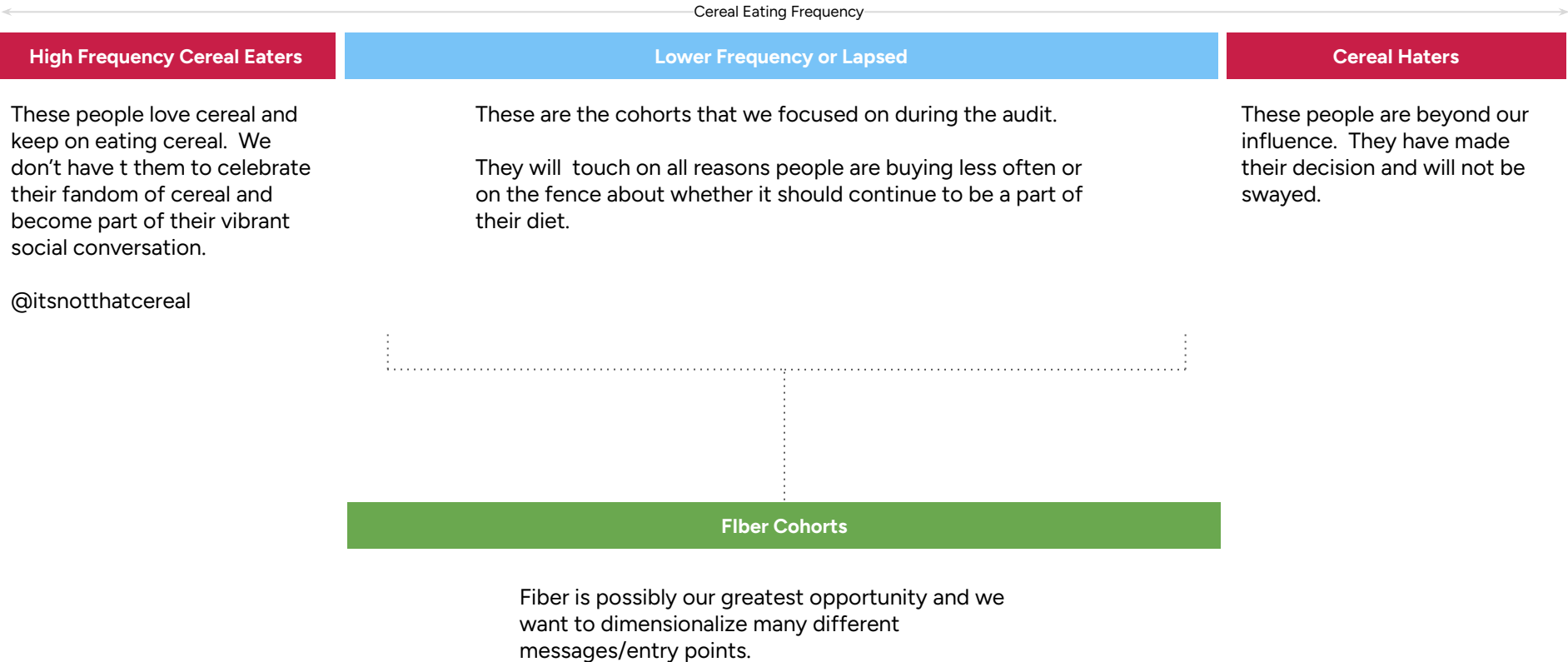
Vs. Audit Brands



Culture
Consumer
Competitors
Cohorts

**A launchpad
for creative
inspiration
and targeting
our audience**

Cohort Approach /Foundations



Cohort Approach /Foundations

← Cereal Eating Frequency →

High Frequency Cereal Eaters

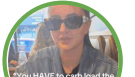
Lower Frequency or Lapsed

Cereal Haters

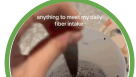
Fiber Convo



18-24 Fitness Newbies With High-Protein, High-Fiber Diets to Maximize Their Gains



YOU HAVE to carb load the day before a long run. The Run Clubber looking for light, energizing carbs to fuel their miles and hit that next PR.



20-25 The Eager-but-Clueless Fiber Seeker who knows they need more fiber, but isn't sure how much or where to actually get it.



The Importance of Fiber. The Gen Z Mental Health Manager using fiber to feel better because a healthy gut means a healthier mind.



25-35 Health-Minded Men Prioritizing Fiber and Gut Health For Their Families

Protein Convo



Working Apps better than a chalkboard. The Sweet Treat Enthusiast Who's Skipping Tiny Treats For Big, Satisfying Flavor Without The Guilt.



"Oh Snap, I'm 50" Midlife Thrivers Zeroing In On Nutrients to Boost Their Health

Ultra-Processed Convo



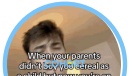
The Millennial Parent sneaking the "fun" cereal, but needing a health excuse to justify it in their crunchy home.



30s Parents of Little Ones Who Need Something Quick And Easy to Cope With the Chaos at Home



Millennial Parents Trying to Close Nutrient Gaps For Their Picky Eaters



20-28 Food-Rebel who's finally buying the "forbidden" cereal they weren't allowed growing up

Ingredient Anxious Convo



25-30 Ingredient Hawks looking for the ingredients they can actually pronounce



Embracing balance over extremes, the Cereal Boomeranger is finally back to enjoying the cereals they grew up with



Zillennial DINK Partners Who Don't Do The Cooking

Motherhood Convo



Pregnant Women Who Identified Craving Cereal As a Newly Experienced Pregnancy Symptom



18-30 PMS Goblins With A Bad Case of Bedrot in a Desperate Need of a Sweet Treat

Healthy Snack Convo



22-35 Corporate Climbers Looking For a Nutritional Shortcut During Their Busy Work Days



Kiddulthood Gamers Looking for Snacks That Can Give Them a Health Boost

Personal Health Journey Convo



35-60 GLP-1 User reclaiming gut health with fiber bringing cereal back as of their new routine.



22-28 Aspiring "Health is Wealth" Girlies Looking to Heal Their Gut

A black and white photograph of a man with long hair and a beard. He is balancing a dark bowl on his head with his left hand. With his right hand, he is holding a spoon to his mouth, eating from it. The background is slightly out of focus, showing what appears to be a kitchen or dining area. The overall tone is casual and humorous.

So, now what do we with all this heady stuff.

WHAT WE CAN'T STOP THINKING ABOUT

The cultural unlocks that could reshape how cereal shows up in the world next.

HEALTH ISN'T A MESSAGE. IT'S A MIRROR.

People don't want to be told what's healthy — they want to see themselves in it. Different people need different reasons to care.

WE DON'T NEED TO WIN THE WAR — WE NEED TO WIN BACK TRUST.

The BS meter is at an all time high. Trust doesn't come from perfection. It comes from proof, clarity, and showing up with conviction.

MODERN WELLNESS ISN'T POLISHED, IT'S PERSONAL.

Health is no longer quiet or private. It's a public, emotional, often messy journey — one that plays out online in real time.

FIBER IS THE MOMENT. IT NEEDS A CHAMPION. WHY NOT US?

Fiber is the next protein — but with a better story. No brand is leading the conversation with clarity or cultural weight.

IMPLICATIONS

People don't buy 'healthy', they buy what *health feels like*. That means modular messaging that meets them where they are — not where the brand wants them to be.

Folks aren't looking for perfect. They're looking for honest. We need to lead with transparency — not spin or 'healthwashing'. If trust is the new metric, clarity is our most valuable currency.

Today, health is lived out loud, so our creative can't play it safe. People trust brands that leave space for people to see *themselves* in the journey.

Kellogg's has the product, the legacy, and the scale to own this space. But we're not selling ingredients in our work— we're selling relevance and ritual.

PRELIMINARY THOUGHTS: OVERALL PLAN STRUCTURE

These audit findings aren't just thoughts — they're the sparks behind a bold, social-first go-to-market plan designed to reconnect Kellogg's brands with the people rewriting the rules of health.

Part 1: Counter Conversation - "Health Fit"

Goal: Address skeptics and nuanced health seekers who have specific needs (low sugar, clean ingredients, protein).

Execution: A modular, social-first storytelling framework that helps people navigate the portfolio to find what's right for them.

Role: Normalize the idea that cereal can play a positive role when matched to your lifestyle or needs.

Approach: Empathetic, empowering, non-defensive.

Part 2: Leadership Narrative - "Fiber Forward"

Goal: Reframe cereal as a health ally by building excitement around the benefits of fiber.

Execution: A focused, campaign-worthy push around fiber — supported by a hero product (Raisin Bran, All-Bran, or we can explore others).

Role: Cut through the noise of fad nutrients and food fear with a grounded, powerful truth: fiber is essential — and cereal can deliver it better than most.

Approach: Upbeat, accessible science, real-life benefits (gut health, fullness, longevity).

Next steps

