



Strategic Target Profile/Definition

Frosted Flakes Cereal

Demo-Psycho/Occasion/Attitudes: *Adult cereal eaters 35+ who grew up enjoying the great taste of Frosted Flakes Cereal but are currently lapsed or infrequent "closet (ch)eaters" of the brand because they believe it is for kids and, therefore, should be eating cereals for "adults".*

Usage/Behaviors: *Eat those "healthy" cereals they perceive are for adults (such as oatmeal, Special K, Total Cereal, etc.) even though they prefer the taste of Frosted Flakes and may have it in their pantries for their children.*

Need: (1) *Permission (as in freedom from the guilt) to ...*
(2) *Indulge in the great taste of Frosted Flakes.*

**People/User Type
(Demo/Psycho/
Condition-Life
Stage-Occasion/
Attitudes):**

**Who Use (Usage/
Behaviors):**

**And Who Need
(Rational and/or
Emotional):**