

# Everyday Cereal

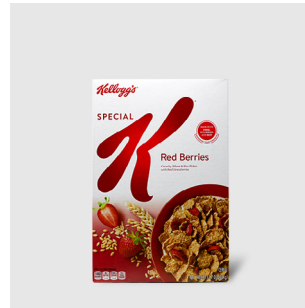
Subscription  
Overview



**EVERYDAY CEREAL** is a \$3.5 billion-dollar category dominated by a few well-established manufacturers and a wide variety of design aesthetics. Since competition is fierce, it's critical that brands focus on reinforcing key brand equities and increasing mental availability with distinctive, attention-grabbing designs.

# EVERYDAY CEREAL

## BRANDS TRACKED IN 2019

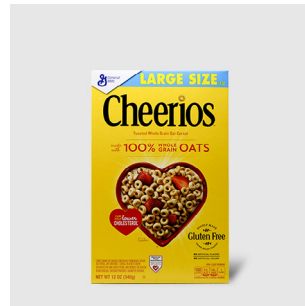
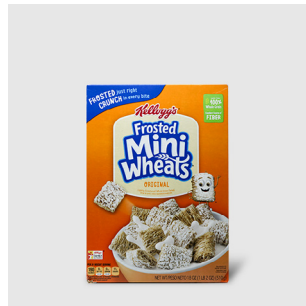
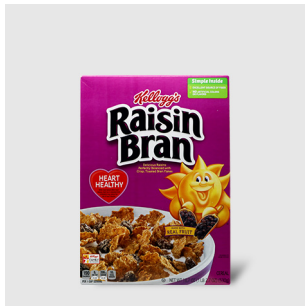


### STAND-OUT

Who grabs and holds attention?

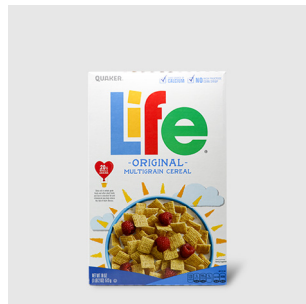
### FINDABILITY

Who's the easiest to locate?



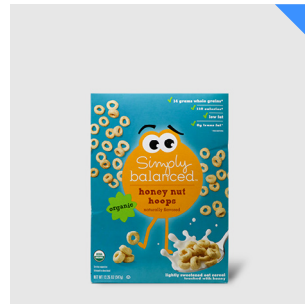
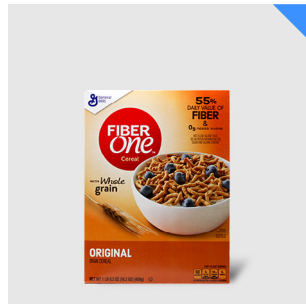
### COMMUNICATION

Who owns the messages that drive purchase in the category?



### MENTAL AVAILABILITY

Who's the most recognizable at a distance, and why?



### DISTINCTIVE ASSETS

Who has visual elements that are well-known and truly unique?

### RESONANCE

Which specific elements are most liked and disliked by consumers, and why?

# SNEAK PEEK



20.1 FT



36.8 FT



**CHEERIOS** is the most easily recognizable package when viewed from afar, with nearly twice the range of Frosted Mini Wheats.

## HONEY BUNCHES OF OATS'

visibility is 56% greater when it occupies a single facing rather than multiple facings, suggesting that it could have a greater advantage on e-commerce websites than in brick-and-mortar stores.



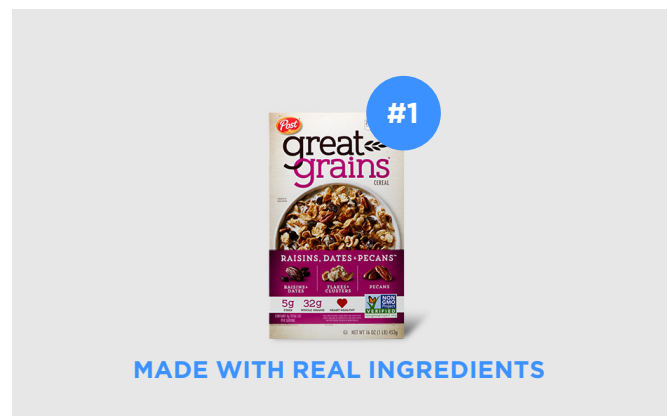
SINGLE



BLOCKED



**RICE CHEX'S** unique product format is a well-liked, distinctive brand asset—a building block for developing mental availability.

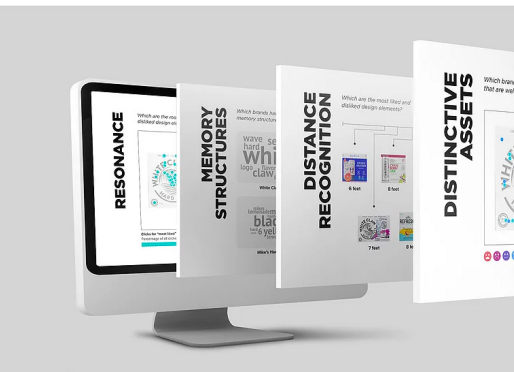


MADE WITH REAL INGREDIENTS

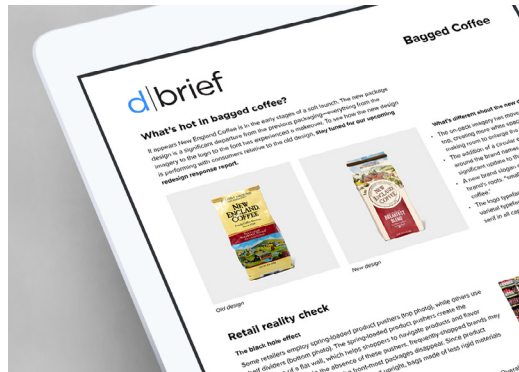
**GREAT GRAINS** ranks number one on “made with real ingredients,” one of the top purchase drivers in the category.

# THE TOTAL PACKAGE

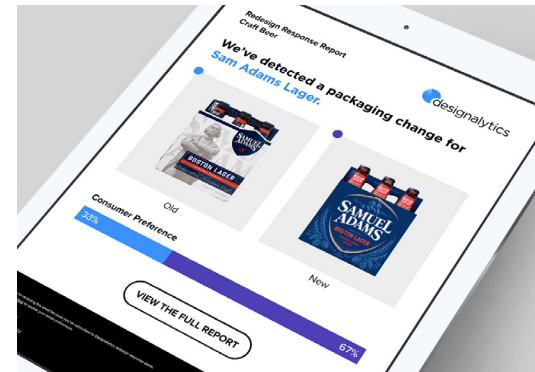
## ANNUAL CATEGORY REPORT



## MONTHLY CHANGE ALERTS & INDUSTRY NEWS



## REDESIGN RESPONSE ANALYSES



### ANALYSIS

- Annual deep-dive report of top 10 category leaders plus two “wildcard” challengers
- Full-spectrum design performance analysis
- New, innovative consumer exercises

### TRACKING

- Real-time online and offline design change detection
- Quick-turn consumer evaluation of old versus new designs

### TRAINING

- Extensive content covering design trends, macro-analyses, and case studies to elevate your organizational design competency
- Turn-key training for new managers, including online master classes in design management

### LOW COST, BIG BENEFITS

- Get better-than-custom research at a fraction of the cost
- Save hundreds of thousands of dollars for each misguided redesign attempt that is avoided
- Develop better, more strategic briefs that drive focused creative with greater sales impact
- Become a more design-savvy organization with ongoing insights and training

#### VIEW OTHER AVAILABLE CATEGORIES:

[designanalytics.com/categories](https://designanalytics.com/categories)

#### TO LEARN MORE, CONTACT US:

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