

Post Pebbles Seasonal SKUs

Background: Moms and kids want breakfast to be fun. The cereal aisle, specifically, the sweet cereal segment, is filled with an abundance of options varying in color, shape, texture and flavor to meet this need. Recognizing that news and innovation continue to drive consumer excitement and purchase in the category, Pebbles launched three limited edition, seasonal SKUs for Summer, Halloween and Christmas with the festive flavors consumers love – Summer Berry, Candy Corn and Sugar Cookie – to maintain/drive share, increase buy rate and stay relevant among moms and kids.

The Idea: Support the launch by developing eye-catching packaging that featured the iconic Flintstones characters in fun seasonal attire and playful taste cues. Back panels would showcase easy seasonal recipes to encourage product usage and consumption beyond the breakfast table.

The Result: *The limited edition flavors drove category excitement and increased buy rate for Pebbles. Packaging for all three SKUs broke through the clutter, reinforced appetite appeal and drove kid request at shelf.*



Three delicious flavors and easy on-pack seasonal recipes brought excitement to the breakfast table, holiday parties and beyond all year long!



BRANDING



PACKAGING

For inquiries, contact
newbusiness@eastwestmg.com