



THE MARKET

Enjoyed by East Africans for the last 30 years, Weetabix is manufactured by The Breakfast Cereal Company (Kenya) Ltd. Besides Weetabix, the company's products include Alpen Muesli and Weetabix Minis.

Currently commanding 65 percent of the market, Weetabix is packaged in five different sizes that target various market segments. The 225g is aimed at the C1 segment, while the 450g and 900g target the A-B segment. The 112g pack, and the 37g pack - also known as "single serve", target the C2 - D market.

At one stage, Kenyans perceived Weetabix as a children's product – a perception that was changed by an aggressive marketing campaign that positioned Weetabix as a product for the whole family. For years, Weetabix was packaged for the top and middle end of the market. However, the introduction of the single serve pack - containing two biscuits and retailing at KSh 25 - as well as the 6 biscuits pack retailing at 73 Kshs - has tapped into the massive lower-end of the market.

Weetabix is primarily a breakfast cereal, yet its convenience and nutritious value make it an anytime, filling meal.

Growing health consciousness has seen an increase in the demand of Weetabix, as consumers now understand the benefits of wholegrain

wheat. Research has shown that many people skip breakfast due to their hectic life style or because they want to lose weight.

The brand conducts public relations campaigns aimed at educating consumers about breakfast being the most important meal of the day. Medical research shows that skipping breakfast can lead to unstable blood sugars. Wholegrains too are a vital part of a healthy diet, and are naturally low in fat and contain no cholesterol.

As consumers become more aware of the health-giving properties of Weetabix, it becomes a regular purchase.

ACHIEVEMENTS

In 2002 a major plant overhaul on line upgrades saw a 200 per cent increase in capacity.

In 2003, the company re-launched the new generation Weetabix packs with two campaigns: "Recharge with Weetabix" and "Have Weetabix, have a nice day." A year later the "Have you had your Weetabix Today?" Advertising campaign was launched.

In 2005, the company launched the Weetabix Single Serve Pack. By this time, the brand had regained its market share and grown it to 65 percent. Brand equity sat at 4.4 versus 2.7 for competition, while top-of-mind awareness grew to 67 percent versus 11 per cent for competition.

Overall brand awareness was at 99 per

cent, according to Consumer Insight Research. Weetabix expanded its manufacture by further increasing line capacity to cope with demand.

Alpen, a Muesli product manufactured by Weetabix, was also launched in 2005.

In 2006, the entire Weetabix Minis range imported from Weetabix Ltd UK was launched. The Brand achieved close to 95 percent share of voice (brand power index), up from 75 per cent in 2005.

The company achieved ISO 9001:2000 certification in 2006. Both the plant and management systems were certified. The company sought, an ISO 9001:2000 as the system ensures efficient business processes and quality production.

2006 also saw the company changed its name to The Breakfast Cereal Company (Kenya) Ltd, from HOM (Weetabix) Ltd. This move saw the adoption of the latest generation Weetabix packs, as seen throughout the world.

During the same year, a new advertising campaign was launched, and consumers were



asked: “How have you had your Weetabix today?” as a follow-on from the previous, successful campaign - “Have you had your Weetabix today?”

2007 saw Weetabix celebrating 30 years in East Africa, with plans afoot to run a large-scale consumer promotion to build brand loyalty.

Weetabix was the first brand in its segment to introduce a single serve pack and the first brand in its segment to aggressively market itself through various formats.

HISTORY

The Weetabix brand came to Kenya in 1975, when the manufacturing license was acquired from Weetabix Ltd UK. In 2002 further investments were made in the improvement of the plant, which enabled an increase in capacity.

In the same year, Weetabix was re-launched into the market, manufactured by HOM (Weetabix) Ltd. The change of packing which took place at the same time had a major impact on the market, and sales of the brand grew.

The fact that Weetabix was always perceived as a children’s product in Kenya was a disadvantage, however, and aggressive and focused marketing activities have helped change this perception.

In 2006, the company changed its name to “The Breakfast Cereal Company (Kenya) Ltd.” The new name emphasises the core business of the company.

THE PRODUCT

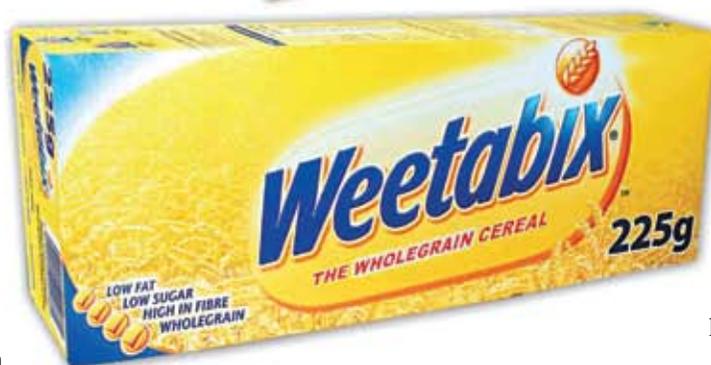
Weetabix offers many unique selling points, including being a nutritious, instant and healthy breakfast; being affordable for all market segments; great taste and low in fat, sugar and calories; rich in fibre; and available throughout the country.

The cereal is available in five different packaging variants, indicating the company’s desire to encourage low earners to eat a healthy breakfast and expand its market share.

RECENT DEVELOPMENTS

In March 2008, The Breakfast Cereal Company introduced a Weetabix “Six-Pack” into the market. The brand believes that the Six-Pack will serve to bridge the price gap between the Single Serve pack and the 225g pack.

In July 2007 The Company launched other Weetabix products imported from the UK, including Weetos, Alpen Bars, Oatibix,



ReadyBrek, Weetaflakes, Branflakes and Fruit & Fibre.

PROMOTION

Weetabix is promoted through various marketing activities across the different market segments. Broadcast and print media have helped the brand grow over the years. The product is promoted during prime time on radio and television spots, while outdoor advertising has been used to increase visibility as well as enhance the brands’ awareness.

The brand is also promoted through various public relations activities. During promotions the company uses point of sale materials like posters and wobblers.

The “How have you had your Weetabix today?” Marketing campaign has been very successful.

The idea is to demonstrate to consumers that there are many ways to eat their Weetabix, instead of just the conventional “add milk” method.

BRAND VALUES

The Weetabix brand prides itself on being a consistently high quality product, that offers wholegrain goodness, high fibre, low sugar, and which is fortified with essential vitamins and iron. These qualities are emphasised by the logo and packaging.

The brand promises consumers high quality, factory fresh cereal, good value for money and availability throughout the country.

Weetabix is committed to being the number one cereal in East Africa and ensuring that when consumers think breakfast, they think Weetabix. This is made possible by affordable pricing for all market segments.

Consumers can trust they are getting value for money whichever pack they prefer. This is evident from the consistency of the product.

THINGS YOU DIDN'T KNOW ABOUT WEETABIX

- Weetabix was the first manufacturer in its category to launch a single serve pack into the market, targeting low-end consumers.
- Weetabix celebrated its 30-year anniversary in East Africa in 2007
- Brand Awareness for Weetabix in Kenya is at 99 percent, while top-of-mind awareness is at 67 per cent.
- Weetabix is the leading breakfast cereal in East Africa
- Weetabix currently dominates almost 95 percent share of voice in electronic media
- Weetabix does not only compete against other breakfast cereals, but also with products like bread, chapati, mandazi, potatoes and arrowroots - common breakfast offerings in East Africa