

flavorhaus
a creative company.

agency introduction

flavorhaus
a creative company.

Food & beverage-focused
advertising agency

Strategy + creative + data-
driven insights

Focused on awareness, trial,
and long-term growth

Built for **digitally native**
consumers

the problem

Not a product issue → a perception issue

01

Limited awareness at national scale

02

“Healthy cereal doesn’t taste good” assumption

03

Premium pricing increases hesitation

04

Strong competition from legacy brands

05

creative brief

target

Health-conscious consumers ages 18–34

objective

Increase awareness + shift taste perception + drive trial

insight

Consumers want both taste and health

Core Message: You don't have to choose. Consumers can enjoy bold flavor while still meeting their health goals.

performance-driven consumer profile

Lifestyle

- Gym 5–6x/week
- Listens to fitness podcasts
- Structured, routine-driven mornings

Goals

- Hit protein targets
- Stay consistent
- Build muscle

Frustrations

- “Healthy” food that tastes bad
- No quick, high-protein breakfast

Jake, 27

Sales Rep | Dallas, TX



Buying Behavior

- Subscribes to products
- Shops online
- Influenced by fitness creators

Mindset

Fuel first. Taste second (but still matters)

Why Magic Spoon

High protein + low sugar fits his routine

lifestyle-driven consumer profile

Lifestyle

- Busy, social schedule
- Heavy TikTok/Instagram user
- Shops during regular grocery runs

Goals

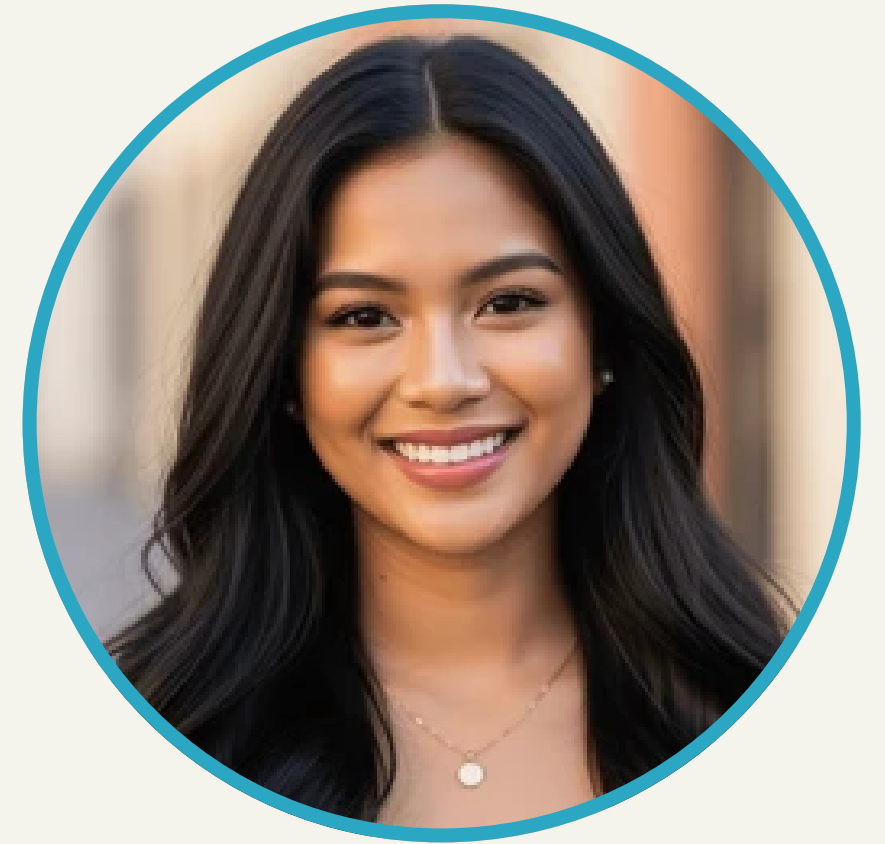
- Feel healthy without overthinking
- Keep food fun and easy

Frustrations

- Diet culture extremes
- Healthy food that feels boring

Emma, 22

Student | Atlanta, GA



Buying Behavior

- Tries viral or aesthetic products
- Influenced by social media

Mindset

Wants balance, not restriction

Why Magic Spoon

Nostalgic + better-for-you = no tradeoff



key insights

Consumers
want high
protein without
sacrificing
flavor

1

Many believe
“healthy
cereal” tastes
bland

2

Social media
drives food
discovery

3

Subscription
increases
retention

4

The barrier is *perception*, not demand.

brand positioning

Positioning: Magic Spoon delivers the cereal you loved growing up, built for how you eat today.

Category:
Breakfast cereal

Difference: High protein, low sugar, nostalgic flavors

Reason to Believe:
12-13g protein,
grain-free, strong
DTC growth





campaign objectives

Increase awareness among 18–34 audience

Improve taste perception

Strengthen retail purchase intent

Drive first-time trial

Increase subscription consideration

the big idea

“Never Outgrow the Good Part”

People still want what they loved as kids

They feel like they have to give it up

Cereal is nostalgic but seen as unhealthy

You don't have to outgrow what you love.

execution 1: NYT Games Partnership

Puzzle-backed cereal boxes
inspired by NYT Games

Turns breakfast into a *daily ritual*

QR code → subscription bundle

50% off both subscriptions

MORNING GAMES

A Better Morning Routine

Now featuring daily puzzles

Today's Mini

				1			
1							
		2					
3					2		

ACROSS

- Magical ____
- First meal of the day

DOWN

- Spoonful of fun
- Shape of a cereal loop

Today's Theme

C	E	R	E	A	L	F	K	O
P	R	O	T	E	I	N	K	V
S	P	O	O	N	T	L	C	R
S	W	E	E	T	V	N	I	R
F	P	A	F	V	A	C	I	B
A	R	S	L	T	Z	V	M	K
V	N	K	T	O	H	Q	R	B

Word Search

- CEREAL
- PROTEIN
- SPOON
- SWEET

Complete today's puzzles as part of your morning routine.

Get 6 months
50% off





Scan to upgrade
your morning

Get 50% off your first
6 months of breakfast
+ daily puzzles

Never Outgrow the Good Part

execution 2: gym partnership

Partnership with Planet Fitness

Free or discounted first box

Subscription bundles

Messaging

Performance: Protein that doesn't
feel like a sacrifice

Lifestyle: Your routine, but better

planet fitness & MAGIC SPOON

Protein that doesn't feel like a sacrifice. Your routine, but better.

JOIN & GET YOUR FIRST BOX FREE!

Fuel Your Fitness Journey

- ✓ High Protein • Low Carb
- ✓ Easy, Delicious & Nutritious

GYM + CEREAL BUNDLE

SUBSCRIBE & SAVE!
Stay on Track with Your Gym & Cereal Combo!

execution 3: social campaign

“I Thought I Outgrew This”

- TikTok + Instagram short-form video series
- Everyday moments (morning, gym, night)
- Relatable, nostalgic tone

Ending line: Turns out I didn't outgrow it.



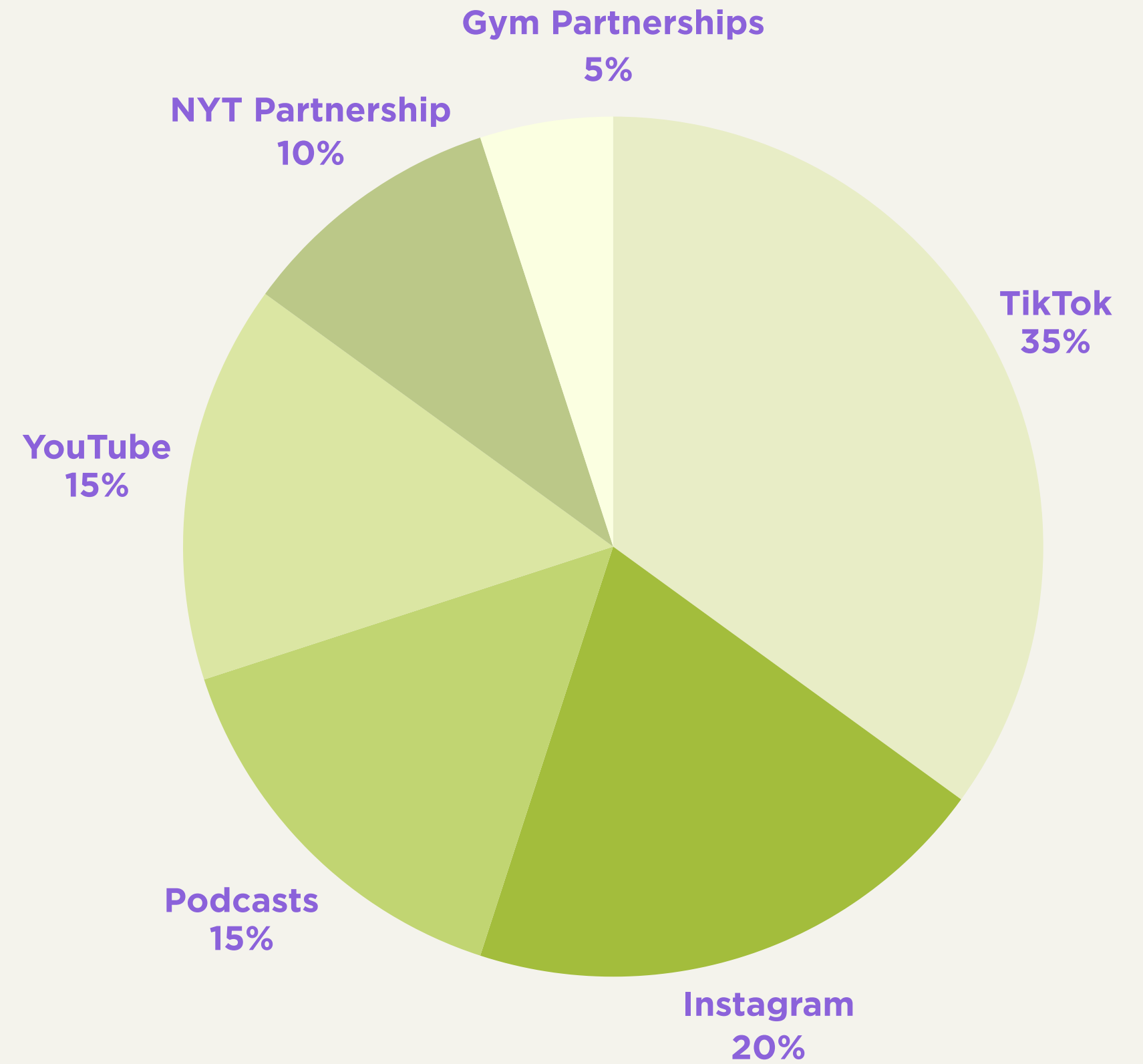
budget breakdown

Total budget: \$500,000

- **TikTok:** 35% (\$175,000)
- **Instagram:** 20% (\$100,000)
- **Podcasts:** 15% (\$75,000)
- **YouTube:** 15% (\$75,000)
- **NYT Partnership:** 10% (\$50,000)
- **Gym Partnerships:** 5% (\$25,000)

Why This Works:

- Higher spend on discovery platforms
- Strategic investment in conversion channels



media strategy & flowchart

TikTok (35%) → awareness + discovery

Instagram (20%) → conversion + retargeting

YouTube (15%) → storytelling

Podcasts (15%) → trust + recall

NYT Partnership (10%) → habit + retention

Gym Partnerships (5%) → trial

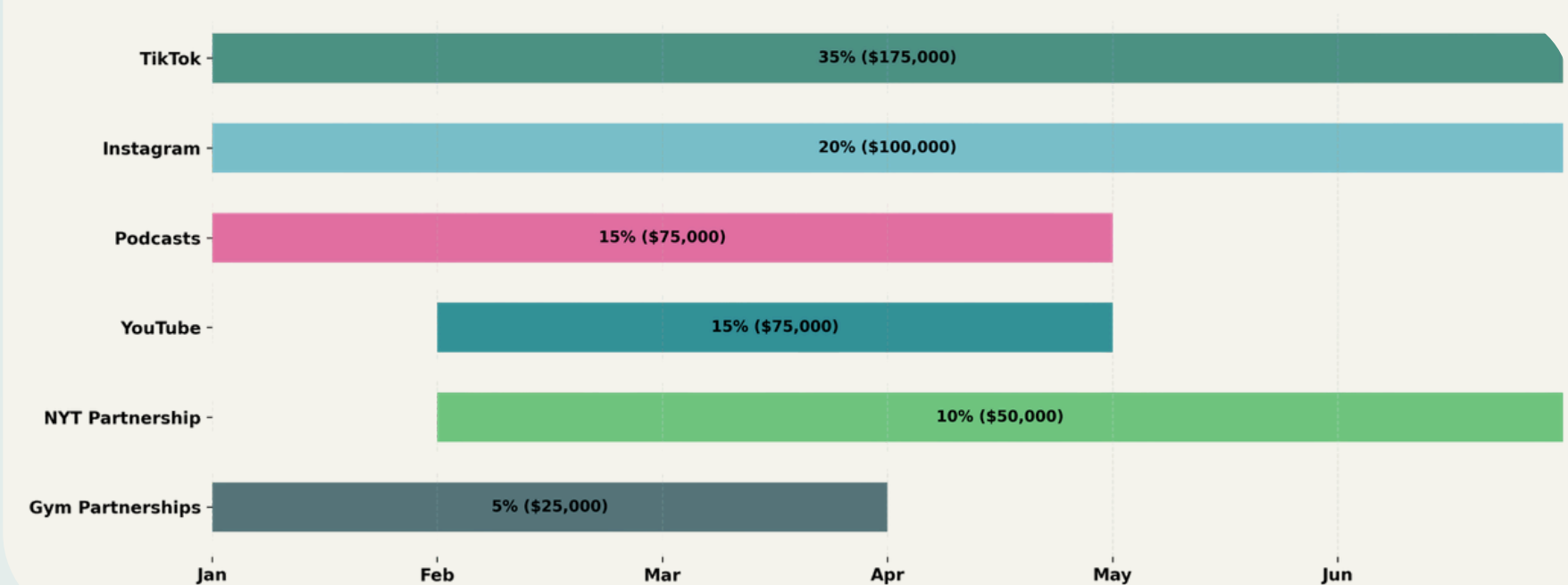
Jan-Mar: heavy launch

(TikTok/gym/influencers)

Feb-Apr: YouTube + podcasts

Jan-June: TikTok + Instagram ongoing

Gym partnerships end **after March**



measurement

pre-campaign

Concept testing,
message clarity

mid-campaign

Engagement, CTR,
conversions

post-campaign

Awareness lift,
purchase intent,
retail sales

conclusion

Magic Spoon is not trying to be another cereal brand. *It is redefining what cereal can be.*

By focusing on health-forward Gen Z and Millennials, we align with the brand's **digital roots, strongest acquisition channels, and highest lifetime value audience.**

- Solves perception, not product
- Combines nostalgia + nutrition
- Drives trial and long-term subscription

Magic Spoon isn't asking consumers to grow up.
We're giving them a reason to come back.

