



OPERATION REGENERATION

General Mills + Regenerative Agriculture

Hussman School of
Media and Journalism
UNC Chapel Hill

Meet the Team!



Maggie Greene

Maggie Greene is a senior from Westchester County, NY, majoring in Advertising and Public Relations. Maggie is currently working as an Account Coordinator at the PR agency, Ketchum, after completing the Summer Fellows Program out of Ketchum's New York office. She is primarily focused on clients in financial services and sports. Maggie also spent two years as a Marketing Intern for E.C. Scott Group, a beauty and cosmetics company, and one year as a Research Fellow for Voices of 9/11, a nonprofit organization. Upon graduation, she plans to return to New York to begin a career in PR consulting.



Mary Bowen Barringer

Mary Bowen Barringer is a senior from Durham, North Carolina, majoring in advertising and public relations with minors in history and conflict management. During her time at UNC, she has worked as a copy and audience engagement staffer at The Daily Tar Heel, and as a graphic designer at the 1893 Brand Studio. Upon graduation in May, she hopes to pursue a career in public relations focusing on fashion and lifestyle brands.



Lizzy Laufters

Lizzy Laufters is a senior from Raleigh, North Carolina, majoring in Advertising and Public Relations and minoring in Education. She is currently working as the Communications Intern for UNC School of Medicine. She has worked with the UNC Women's Soccer team since her freshman year in the marketing team and as head manager. She is passionate about equity for women's sports and equal-access to public education. Upon graduation, she hopes to pursue a career that combines her passion of sports and education.



Charlotte Melgard

Charlotte Melgard is a senior from Chicago, Illinois, double majoring in History & Advertising and Public Relations. During her time at UNC she was a part of the Women's Rowing Program and worked as a publicist and writer for a sports nonprofit called UNCUT. Upon graduation, she hopes to return to Chicago and pursue a career in public relations.



Cole Baker

Cole Baker is a Wisconsin-native with a passion for writing, traveling and exploring the world around him. Upon graduation in December, Cole will begin his role as an account executive for a boutique public relations agency based in Durham, NC.



Meghan McGuire

Meghan McGuire is a senior from Ash, NC, pursuing a double major in Advertising and Public Relations and Global Studies at the University of North Carolina at Chapel Hill. During her time at UNC-Chapel Hill, she has worked for Arts Everywhere as a student coordinator and been involved with the Morrison Art Studio on campus. After graduation, she hopes to pursue a marketing or public relations career for an international company.

Meet the Team!



Nicolette Racz

Nicolette Racz is a senior from North Bergen, NJ , double majoring in Advertising/Public Relations and Economics with a minor in Spanish in the Business Professions at UNC. Throughout her time at Carolina, Nicolette has worked for UNC Campus Recreation and has held internships at MissEmpowHer and TechStyle Fashion Group. Upon graduation in May 2022, Nicolette is interested in pursuing a career in either public relations or operations with a recognized, international brand in the consumer goods sector. With a strong interest in international markets, she is grateful for the opportunity to be able to interact and learn from diverse audiences, stakeholders and media professionals.



Kayla Kuvin

Kayla Kuvin was born and raised in Louisville, KY and is a graduating senior at UNC graduating with a major in Advertising/Public Relations. Throughout her time at Carolina she has worked with Kenan Theatre Group, and Longleaf Services. After graduation, Kayla plans to continue to work in public relations.



Ellie Baldwin

Ellie Baldwin is a senior from Greensboro, NC double majoring in Public Relations and Hispanic Literatures and Cultures. Ellie's undergraduate studies at Carolina have given her ample opportunities to conduct research, intern with two nonprofits, and travel to Guatemala. For two years, she has served as the president of UNC's chapter of From Houses to Homes. Upon graduation in May 2022, Ellie plans to pursue a career in public relations with a brand that prioritizes doing good and serving the community first.



Ivy Overcash

Ivy Overcash is a senior from Salisbury, NC, majoring in Advertising and Public Relations and minoring in Religious Studies. This past summer, she worked as a marketing and communications intern for NC Education Corps. She has also been a digital communications intern for Trans World Radio and is currently serving as the vice president of media engagement for UNC's chapter of International Justice Mission. Upon graduation, Ivy plans to work at a nonprofit and is excited to use what she has learned at Carolina to make a difference in the nonprofit sector.



Ashlyn Twiford

Ashlyn Twiford is a senior from Elizabeth City, NC, majoring in Advertising and Public Relations and minoring in Conflict Management. During her time at Carolina, she has worked as a marketing intern at a local advertising agency, Rivers Agency. Upon graduation, Ashlyn plans to spend time traveling and pursue a career in public relations.



Taylor Angel

Taylor Angel is a senior from Shelby, NC, majoring in advertising and public relations and minoring in exercise and sports science. Throughout her time at Carolina, she has worked as an Operations Ambassador at UNC Campus Recreation as well as worked as a PR intern at Fashion Meets Faith. After graduation, she plans to further her knowledge in public relations by attending ECU in the spring to study strategic communications.



Emmy Whitford

Emmy Whitford is a senior from Raleigh, NC, majoring in Advertising / PR and Economics with a minor in Computer Science. Throughout her time at UNC, Emmy has served on the PR Committee and now as Co-Head President of Girls Who Code. This past summer, she worked as a Marketing and Finance Intern for a venture capital firm in New York. After graduation, Emmy plans to pursue a career in public relations and creative consulting.



Emma Wissman

Emma Wissman is a senior from Huntersville, NC majoring in public relations. She is also completing a double major in psychology. Throughout her time in the Hussman School, she has designed campaigns for brands such as the Foundation of Hope and Carolina For The Kids, worked as a social media intern for The Summit Church's Chapel Hill Campus, and worked as a research assistant for a study on the PR strategies of international megachurches. After graduation, Emma's goal is to work on communication strategy for a megachurch or large religious organization.

Now, let's REALLY meet the team!



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Current State



A leader in the CPG industry known for its large portfolio of successful brands

OPPORTUNITY

What is regenerative agriculture?

General Mills faces the challenge of educating consumers on how it's implementing this sustainable practice in order to showcase its corporate social responsibility and be seen as a Force For Good

A leader in the CPG industry
AND an advocate for
sustainability and eco-friendly
business practices



Desired State

Brand Insight



General Mills is committed to accepting greater global and corporate social responsibility

General Mills has demonstrated this by:

- Setting, implementing, and measuring impactful regeneration targets and initiatives
- Publishing a four-part Global Responsibility Report each year (Food, Planet, Community, and People)
- Highlighting brands in their portfolio that prioritize a low environmental impact (i.e., Annie's and EPIC)



Category Insight



A category-wide migration is evident:

Legacy CPG companies are moving to create more sustainable products and utilize eco-friendly practices

By the Numbers:

- Sustainably-marketed products are responsible for **more than half of the growth in the CPG industry since 2013.**
- Sustainable products account for **only 17% of the CPG market**
- Within the CPG category lies an opportunity for **regenerative agriculture education**, which competitors are taking note of, too.



Cultural Insight



There has been a distinct, societal shift toward living and supporting **healthier, more sustainable lifestyles.**

Attitudinal Shift and Insights:

- People are looking to support organizations, people, and brands that **align with their personal values**
- There is no longer room for companies to behave unethically or who don't accept corporate social responsibility
- **Digital World = Digital Opportunities**



Consumer Insight



Our target consumer groups wants to live mindful lifestyles and support ethical brands, but they lack proper environmental education and are distrusting of corporate environmental claims

Gen Z and Millennials:

- A majority (66%) are willing to **spend more on sustainable products and brands**
- Largely **distrusting of corporate environmental claims**, with **45%** needing third-party validation
- Target **lacks education around regenerative agriculture** but supports brands that make efforts to be sustainable



Target Audience Overview



Thought-leaders engaged in their communities and social issues

College-educated

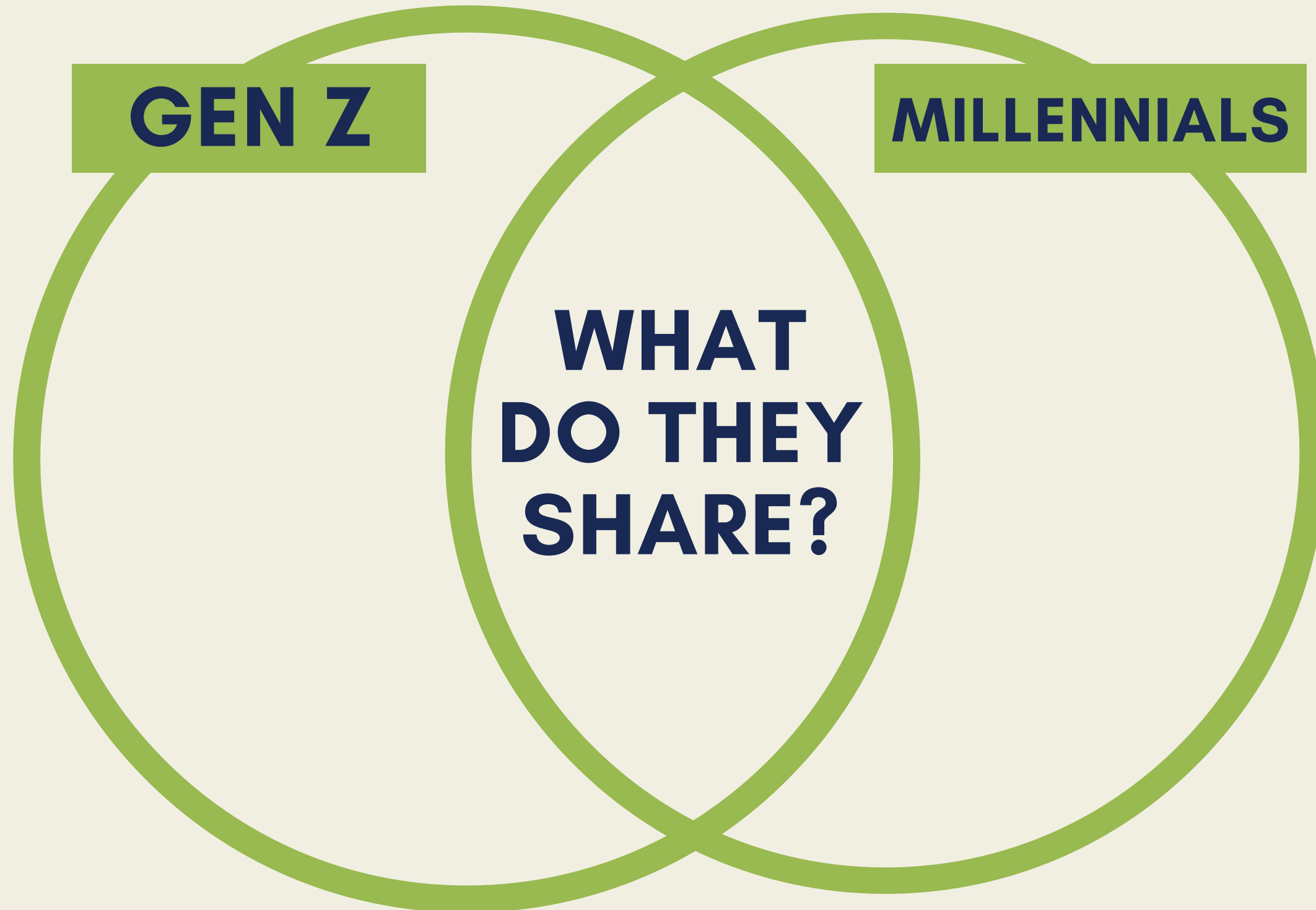
Environmental and Political Activists

Difference-makers





TARGET SIMILARITIES



Purchase decisions based on **personal, social, and environmental values**

Prioritize **authenticity, accountability, and transparency** at every step—from sourcing to sales

Seeking **validity** of corporate environmental claims

Willing to **pay more** for sustainable products

True **digital experts**

Digital Positioning via Social Monitoring

TWO-WAY COMMUNICATION



IMPERSONABLE

PERSONABLE



ONE-WAY COMMUNICATION

INSIGHTS:

PERSONABLE
CONTENT

TWO-WAY
COMMUNICATION

OPPORTUNITY
TO HIGHLIGHT
SUSTAINABLE
EFFORTS ON
DIGITAL
CHANNELS



CAMPAIGN STRATEGY

Through providing **educational and experiential opportunities**, General Mills can teach consumers about **regenerative agriculture**, showcase its impactful **ESG efforts**, and authentically position itself as a **Force For Good**.





**OPERATION
REGENERATION**

TERRITORY ONE
EDUCATION



TERRITORY TWO
EXPERIENTIAL

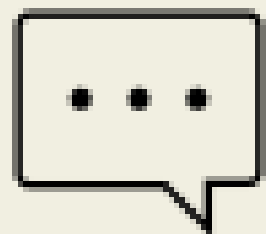


Territory One:

Education

General Mills + Regenerative Agriculture

Placing a stronger focus on educational opportunities to gain more visibility in the sustainability space and highlight regenerative agriculture



Digital Media and Social Influencers



Force For Good App



Earned Media



Digital Strategy by Channel



Community Seekers
Information Gatherers

Sponsored Content
Short-form DIY
Social Challenges



Information Gatherers
Conscious Consumers

Educational Content
Tutorials & DIY
Brand Storytelling
Behind-the-Scenes



Community Seekers
Conscious Consumers

Sponsored Content
Educational Reels
Brand Storytelling



Community Seekers
Information Gatherers

Educational Content
Tutorials & DIY
Behind-the-Scenes
Brand Storytelling





General Mills x Agriculture Influencers



Nature's Always Right | Steven Cornett

228K subscribers

Lemon Grove, CA

Educates users on regenerative farming techniques

Explain the benefits of growing your own food



@patchworkcityfarms | Jamila Norman

31K followers

Atlanta, GA

Dedicated to sustainable agriculture; sells produce at local farmers markets
Founding member of South West Atlanta Growers Cooperative



@bigcitygardener | Timothy Hammond

77K followers

Houston, TX

Passionate about urban agriculture and the regenerative methods that accompany it
Improving soil; maximizing gardening space





General Mills x Agriculture Influencers



@FarmerMelody | Melody

135.8k followers

20 y/o regenerative farmer in Washington

Posts educational videos about sustainable farming practices



Sustainable Dish | Diana Rodgers, RD

27k followers

Registered Dietician, author, podcast host
located in New England

Promotes healthy/regenerative lifestyle
Passion for food and farming





General Mills x Agriculture Influencers

patchworkcityfarms • Follow
Atlanta, Georgia

Liked by **generalmills** and 1,560 others

patchworkcityfarms Today I am committed to prioritizing soil health and how I can regenerate the soil on my farm to help the environment and future generations. General Mills is committed to regenerating soil around the nation. Learn how they are making a difference and how you can join them!

#regenerativeagriculture #sustainableagriculture
@generalmills ... more

View all 20 comments
20 MINS

vodafone 10:04 AM 50%

Sustainable Dish- Diana Rodgers
Yesterday at 10:55am

Come see how General Mills is making an impact with its regenerative agriculture initiative. You can tour this farm in North Dakota (a part of GM's initiative) to see regenerative grazing practices in action, learn about optimal human nutrition and how meat can be an important part of the food system. Also tune into this weeks episode of my podcast to learn what regenerative agriculture and how it affects the food on our table!

Liked by **General Mills** and 100 Others 54 Comments

Like Comment Share

bigcitygardner • Follow
Houston, Texas

Liked by **generalmills** and 3,560 others

bigcitygardner Good farming and gardening start with GOOD and HEALTHY soil. Healthy soil starts with sustainable gardening and farming practices. Unsustainable farming practices attribute to 1/3 of greenhouse gas emissions.

Today I challenge you to learn what it means to #regenerate your soil. Tag me and @generalmills in a post with your regenerative efforts to be entered in a chance to win some of my favorite seeds and a consultation on your garden.

#regenerativeagriculture #sustainableagriculture
@generalmills ... more

View all 20 comments
50 MINS

#regeneration #generalmills #sustainableagriculture

LIVE Tour of Soil Health Academy
100K - 3 months ago

36K 1K Share Download Save

Nature's Always...
228K subscribers SUBSCRIBE

Comments 5K

TikTok TikTok TikTok

Come harvest in the garden with me

@farmermelody
Sustainable farming = better harvests AND a better environment #RegenerativeAgriculture #GeneralMills

75.5K

Trend Analytics:

#SustainableAgriculture = 2.2M views
 #SustainableFarming = 9.0M views
 #RegenerativeAgriculture = 57.0M views
 #Regeneration = 1.5M views



General Mills "Force For Good" App

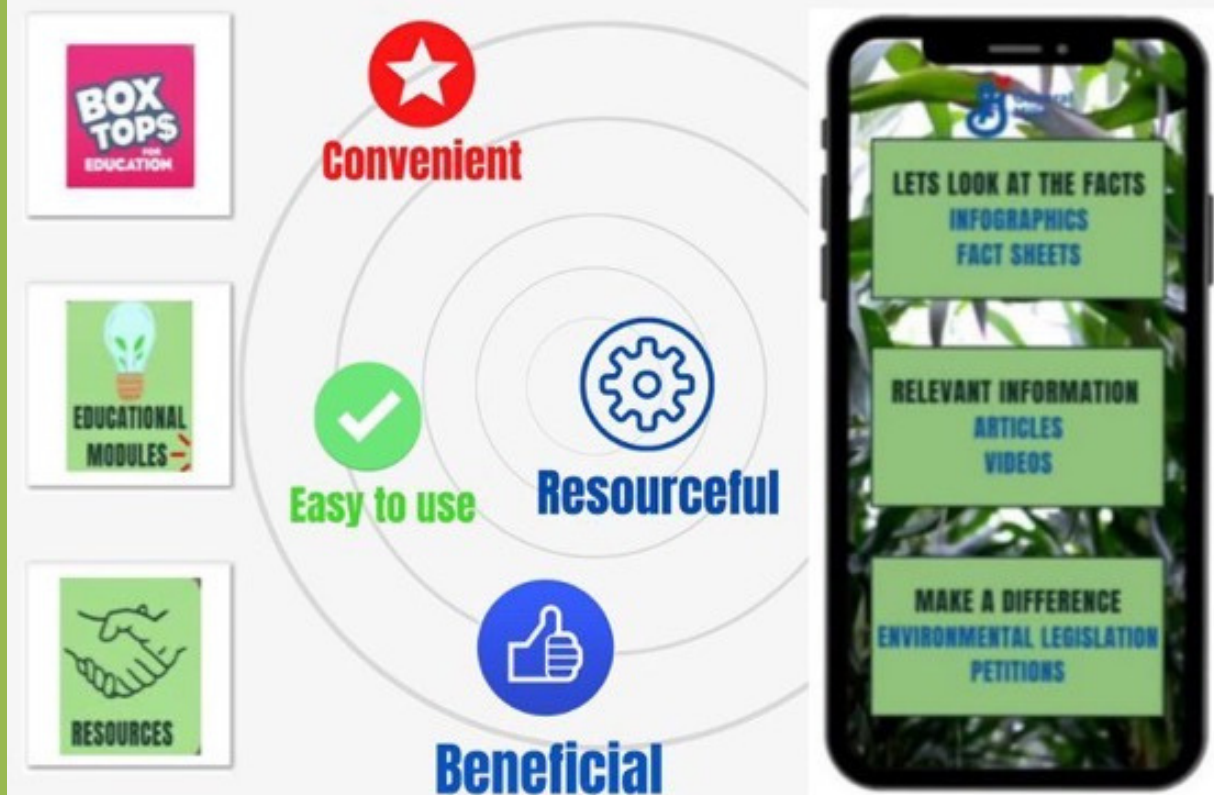
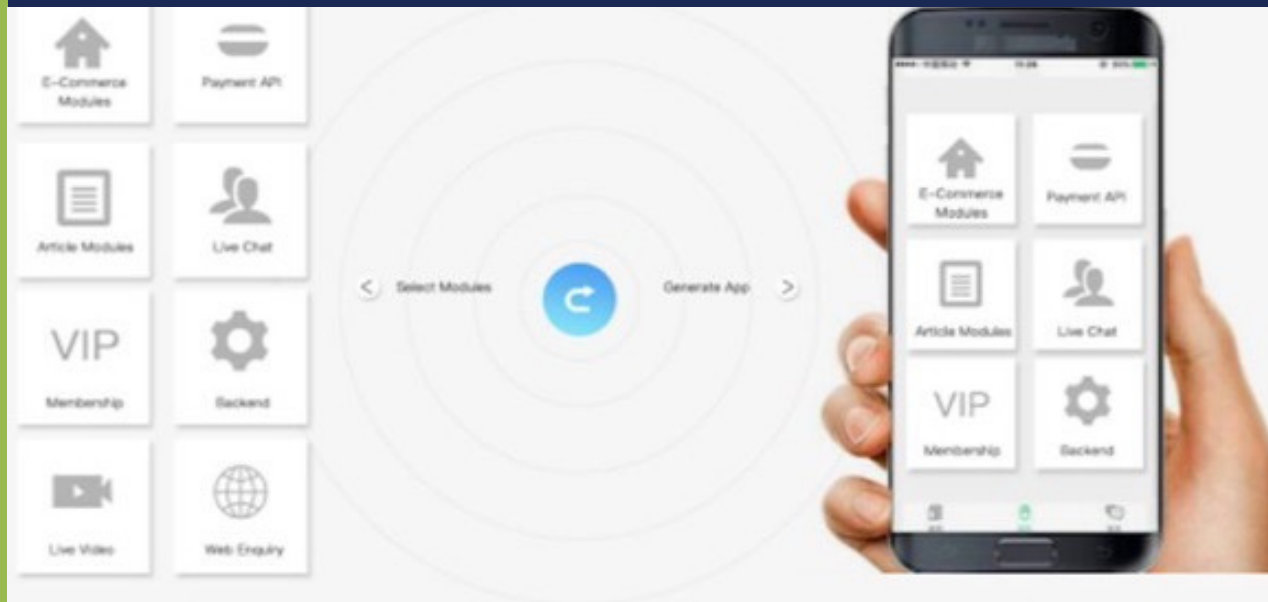


Objectives

- Promote **company transparency** by providing a step-by-step layout of GM's efforts toward becoming a "force for good"
- Develop an **all-inclusive** method for consumers to gather information about regenerative agriculture
- **Attract both millennials and Gen Zers** and inspire them to make a **personal impact** on the environment

App Features & Logistics

Regenerative Agriculture & Box Tops for Education App



Merged App that includes the following features:

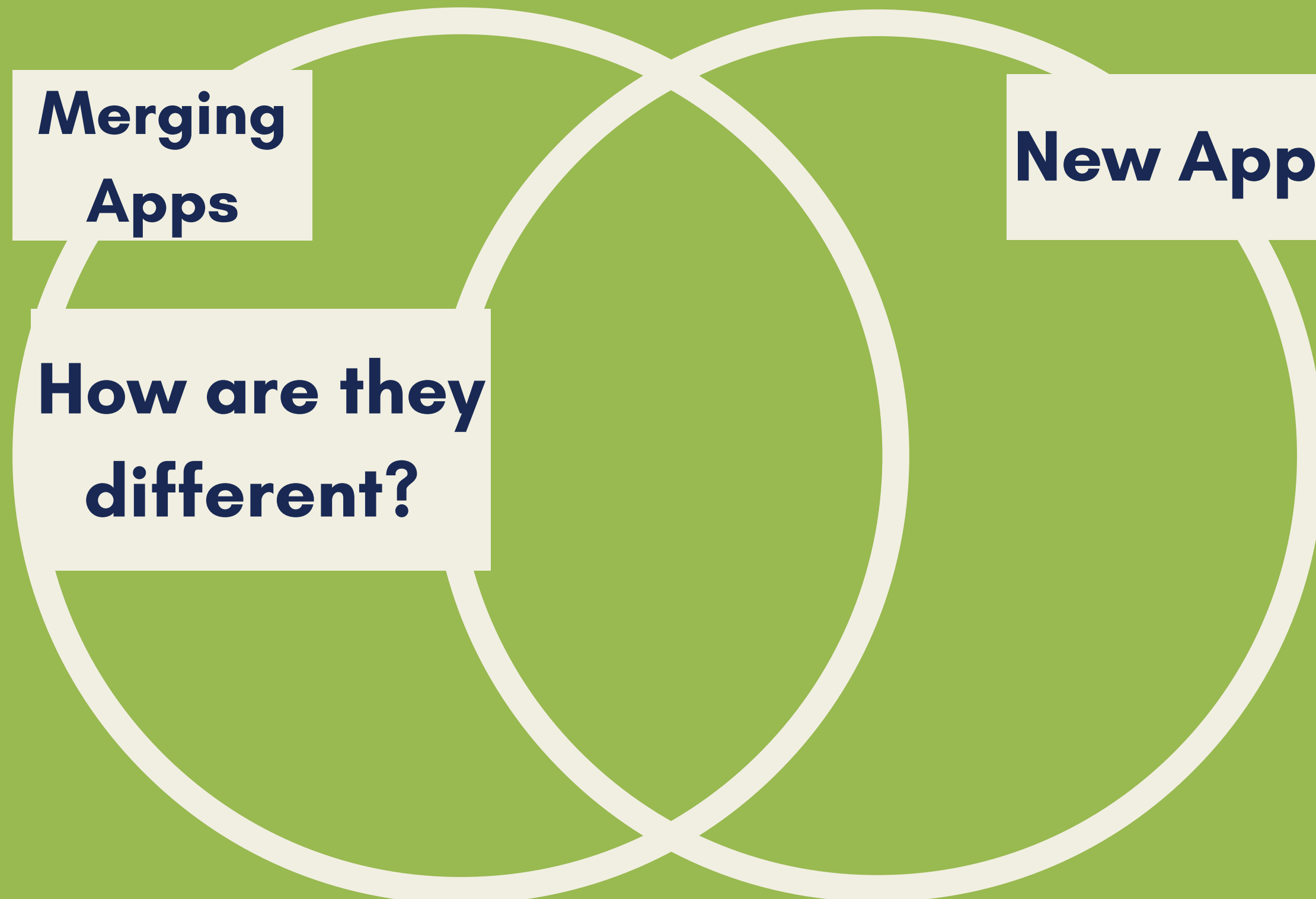
- **Digital Box Top program**
 - Expose previous "Box Tops for Education" app users to regenerative agriculture
- **Educational regenerative agriculture module**
 - Infographics
 - Factsheets
 - Articles
 - Local farmer testimonial videos
- **Resources module**
 - Provide consumers with information they need to get involved and have a direct impact on the environment
 - Legislation
 - Petitions
 - DIY garden kits



The app QR code would be attached to different GM products!



Benefits of Merging Apps VS Creating New Apps



Merging App

- Creates a **unified message** for users
 - GM as a "Force for Good"
- Requires **less maintenance** and **less expenses**
 - New app price range: \$100,000-\$300,000
- **Drives loyalty** to key brand objectives and messages
 - Regenerative agriculture awareness
 - School box top donations

Strategies to satisfy existing app users:

- Slowly **make updates** to the existing app
- Offer **incentives** for existing users
 - Maintain user retention rates
- Provide **notification banners**

Territory Two:

Experiential

General Mills + Regenerative Agriculture

Placing a stronger focus on experiential opportunities in order to engage with consumers, influencers, and garner earned media opportunities, through:



In-Person Event Opportunities



PR Boxes and Masterclasses



Earned Media



Eco-Village Marketplace



Objectives:

- 1) Establish General Mills as a "local" and "transparent" brand to target audience
- 2) Demonstrate General Mills' support to its farmers and sustainable agricultural practices
- 3) Provide educational materials, tutorials, and DIY kits
- 4) Feature sustainable General Mills brands (Annie's, EPIC, etc.)

Potential Locations

- 1) Green City Market - Chicago, Illinois 
Encourages sustainable practices on local and global scale.
- 2) Red River Market - Fargo, North Dakota 
Enhance access to fresh local produce in area.
- 3) Danes County Farmer Market - Madison, Wisconsin
Provide educational platform to learn about quality of locally grown food and highlight agriculture heritage.
- 4) Downtown Farmers Market - Des Moines, Iowa
Nationally recognized farmers market for food entrepreneurs.
- 5) Frankenmuth Farmers Market - Michigan 
Focus on using food as conduit to bring communities together.
- 6) Northeast Farmers Market - Minneapolis, Minnesota 
Contribute to the success of local growers and producers and foster sustainable practices.
- 7) Helena Farmers Market - Montana 
Brings together Montana growers, producers and community.
- 8) Union Square Market - New York City
Educating public about healthy environment for creating an "equitable food system."



The Features

- Highlight local farmers from Pilot Farm Programs as vendors.
- Serve as a sponsor/partner at large, sustainable markets through donations.
- Set up pop-up events at market for in-person brand activation and engagement.

At Home DIY Garden Kits and Masterclasses

DIY Garden kits could be purchased at General Mills pop-up tents or through the "Force for Good" app.

The kit would include the following supplies:

1. Non-GMO seeds
2. Compostable peat pots
3. Potting soil disks
4. Wooden pot markers
5. A detailed garden guide

Extension:

Masterclasses could feature partnered influencers to allow for more social engagement and consumer interest























General Mills DIY Gardening Kit

includes...

- Organic non-GMO seeds
- Compostable peat pots
- Potting soil disks
- Wooden pot markers
- A detailed garden guide



Earned Media

	AGRICULTURE	NATIONAL	SUSTAINABILITY	REGULATORY/ESG	FINANCE
Sample Headline	"An inside look at how General Mills is committed to the future of the agricultural supply chain"	"General Mills: Now a Sustainable Force For Good"	"General Mills leads the way in sustainable agriculture through their regeneration programs"	"Global Food Chain Regulations Aim to Prioritize ESG: What Companies are Listening?"	"Publicly-traded General Mills sees uptick in sustainable investors after launching their regenerative agriculture program "
Sample Media Target	Megan Schilling, Writer, Successful Farming	Dinah Voyles Pulver, investigative Reporter, USA Today	Michael Hirtzer, Journalist, Bloomberg Green	Katherine Dunn, Business and Environment Editor, Fortune	Simon Jessop, Chief Correspondent of Sustainable Finance, Reuters
Sample outlets	   	    	   	  	    

Earned Media

- Hashtag + responsive social media presence
- Daytime news outlets
- Diminishing the gap between the consumer and company through specific headline pitches

**#GMRegenerates
with the [name of
family]'s"**



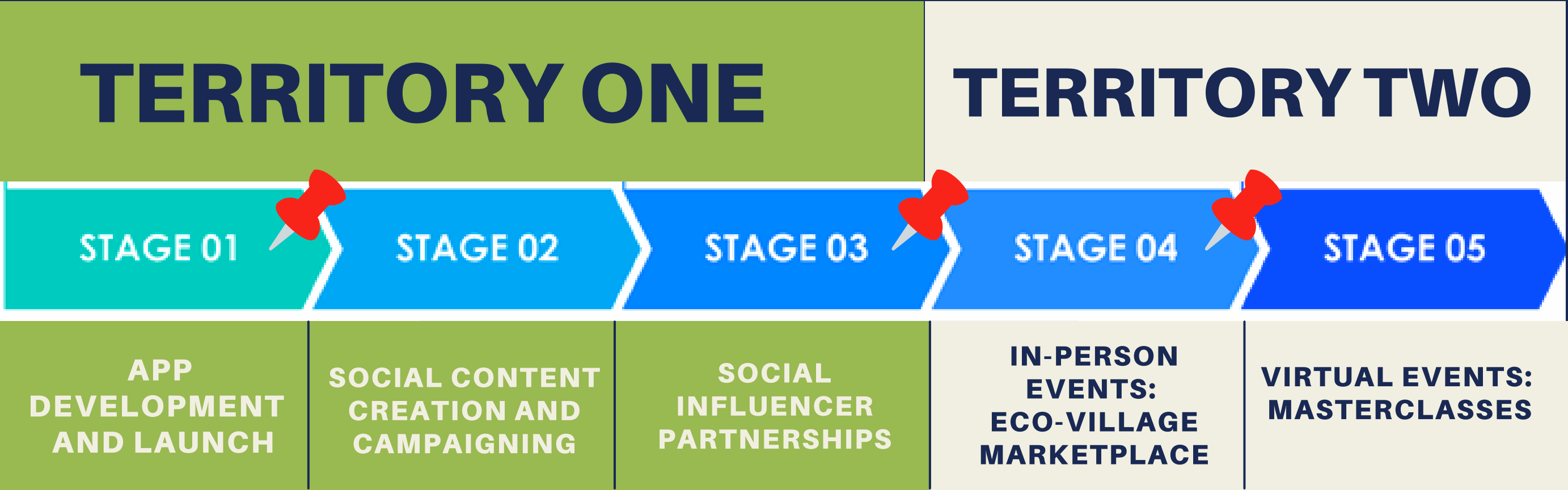
This family is helping forward our efforts with regenerative agriculture by taking initiative with the DIY gardening kit. With this kit, the family is sustainably growing their own food.

Words from the family:

"Since the gardening kit arrived at our house, we feel like we are actively making a positive difference to both our environment and our consumption habits."

Timeline

TARGET LAUNCH WEEK: **NATIONAL AGRICULTURE WEEK MARCH 21-27**



KEY EARNED MEDIA PUSHES

KEY DATES FOR SOCIAL PROMOTION:

- 4/22: EARTH DAY
- 9/15: WORLD CLEANUP DAY
- 9/21: ZERO EMISSIONS DAY
- 9/26: WORLD ENVIRONMENTAL HEALTH DAY
- 10/24: INTERNATIONAL DAY OF CLIMATE ACTION
- 12/5: WORLD SOIL DAY

Budget



APP DEVELOPMENT

- Yearly app updates range: \$10,000+ per year
- New app development price range: \$100,00-\$300,000
- QR Code Manufacturing and Tracking: \$150,000



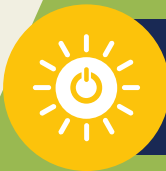
POP-UP TENTS

- 20 Pop-Up Events
- Vendor space rental: \$10-\$50, including application fee (both fees vary upon location)
- Market equipment (tent, tables, supplies.): \$800-\$1,000



DIY KITS/MASTER CLASSES

- DIY Kit price range: \$40-\$150 per kit, depending on quality and quantity of products included
 - 50 people per class, 10 total classes
- Master Class subscription: \$15/month



SOCIAL MEDIA CONTENT

- Video production showcasing regenerative agriculture on farms: \$85,000 for 7-8 videos



SOCIAL INFLUENCERS

- 12 Micro-influencers
 - 5 posts at \$750/post = \$45,000
- 6 Mega-influencers
 - 2 posts at \$8,000/post = \$96,000

**Note client budget not to exceed \$800,000



Scalability



INFLUENCER REACH

NANO: 1K-10K

MICRO: 10K-100K

MACRO: 250K-1M

MEGA: 1M+



IN-PERSON EVENT

FREQUENCY:

- MONTHLY
- SEASONALLY

LOCATIONS:

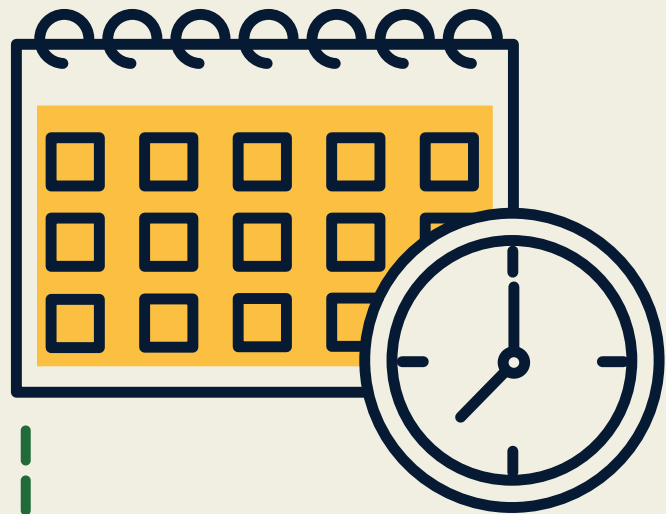
- LOCAL MARKETS
- MAJOR MARKETS



ADDITIONAL EXTENSIONS

- KEY CAMPAIGN SPOKESPERSON
- SATELLITE MEDIA TOUR
- CORPORATE PARTNERSHIPS

Evaluation Breakdown



GENERAL MILLS APP

Aims:

- 1) Have approximately 5-10K downloads of the app.
- 2) Have approximately 15% of users utilize the regenerative agriculture portion.
- 3) Have approximately 45% of audience know about the app and its uses.

- App Stats
 - Download, overall usage, & churn rate
- Earned Media
 - Traditional media
 - Social media
- Search Trends
- MAIN GOALS:
 - Public is sharing information about the app, general response and if people are actively seeking it out.

**EVALUATE:
MONTHLY**

IN-PERSON EVENTS & DIY KITS

Aims:

- 1) Have 55% attendance at events.
- 2) Have 50% audience engagement with the DIY kits.
- 3) Have 15 articles cover the events/kits.

- Audience engagement
 - Attendance at events
 - Virtual engagement
- Social Media
 - Mentions, impressions, & engagement
- Earned Media
- ROI
 - Inputs v. Outcomes
- MAIN GOALS:
 - General Mills recognized as a reasonable leader in CPG market
 - Increase brand sentiments & see GM as a force for good on a local level.

**EVALUATE:
BY EACH EVENT OR
MONTHLY**

SOCIAL MEDIA & INFLUENCERS

Aims:

- 1) Have 5 influencer collaborations & 3 more influencers actively reach out.
- 2) Increase GM's social presence by 25%

- Influencer engagement and pick-up
- Social media impressions & engagement
- Earned Media
- MAIN GOALS:
 - General Mills becomes part of public discussion with regenerative agriculture.
 - Increase brand engagement on social media with Millennials & Gen Z.

**EVALUATE:
MONTHLY**

Evaluation Overview



The cumulative results of the evaluation will demonstrate overall effort of:
Educating the public on regenerative agriculture
The steps to make General Mills more transparent and recognized for its efforts
Encourage public to see the brand as an authentic leader in the sustainable CPG market and as a “force for good.”

OVERALL INCREASED RECOGNITION OF GENERAL MILLS AS A FORCE FOR GOOD AND INCREASED AWARENESS OF REGENERATIVE AGRICULTURE EFFORTS.

**EVALUATE:
BEGINNING,
MIDDLE, & END**

Have 55% of target audience, Millennials & Gen Z, recognize GM as "force for good."

- Track through pre-and-post campaign activation surveys.
- Earned Media on both traditional and social media platforms.
- Brand engagement with General Mills both at events, on app, and through website traffic.
- Monitor Google Search Trends for "regenerative agriculture," or "General Mills regenerative agriculture."

AUTHENTICALLY GAIN A SHARE OF THE SUSTAINABLE CPG MARKET AND BE RECOGNIZED AS A REASONABLE LEADER IN CPG.

**EVALUATE:
BEGINNING,
MIDDLE, & END**

- Track Press Release Pick Up
- Track Earned Media on both traditional and social media platforms.
- Monitor brand awareness and sentiments through observation and surveys.
- Social Media and In-Person engagement.
 - Brands highlighting regenerative agriculture increase in sales.

A FORCE FOR GOOD:



**General
Mills**

Thank You!

What Our Team Learned

- The power and influence of a **legacy brand**
- The importance of **CSR and purpose-driven work**
- The value of a large team, where individuals can highlight their **strengths!**
- Communication and empathy are **key to team success**
- **Everyone's perspective is valued and needed**
- And...**so much more!**



Appendix

Final Report with Citations