

Fieldword Findings (**Saudia Arabia**)  
Emerging Markets Research Project  
Client: **The Kellogg Company** / Breakfast Global Insights

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Confidential – Internal use

**business**case

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# 1. Profiles Introduction

who we're the approached people



Millennial  
Mother






Older Mother

Millennial  
Worker

Centennial

Millennial  
Student

# At-a-Glance

Consumer Profile	Target Age	Name	Age	Education	Occupation	Family Consist of
	25 - 35	Mrs. Abdulla Bashuaib (Mother Name - Shifa)	29	Middle School Grad	Housewife	Mother + Father + 1 Boy 6 YO + 1 Girl 2 YO
	35 - 50	Mrs. Abdallah Salem Obid (Mother Name - shaima)	37	Bachelor Degree	Housewife	Mother + Father + 3 Boy 8 YO, 4 YO & 1 YO
	13 - 18	Mr. Khaled Jamal	16	Student @ local school	Student	2 boys + 2 girls / Khaled is the oldest .
	20 - 25	Mr. Hattan Bawaked	23	Undergrad local Uni Student	NA	Family consist of Mother + Father + 2 Brothers + 2 Sisters
	25 - 30	Mr. Yehya Ibrahim EL Shaery	30	Bachelor Degree	Employee As Warehouse coordinator	Himself + Wife

## 2. Knowing the consumer



FINDING 1 - Born with simple instinct not demanding complexity not exaggerate,

FINDING 2 - Seeking Stability and collective ambition for better life





# Finding 1: Simple and self satisfied people

## 1. Description of finding

- All when asked to describe their personality they started by “simply” they are self satisfaction.
- Personality values evolve around , generous, humble, caring,
- They don't seek show off nor comlex.
- Luxury for them is to have nice cloth /travel

## 2. Why its important for the project

- They can be easily attracted and being loyal consumers.
- Simple marketing campaigns/activities with low budget will do the job.

## 3. Insight

- Born with simple instinct not demanding complexity not exaggerate

## 4. Supports

- *Older Mother “im a simple person don't like to socialize a lot but I maintain contact.”*
- *Melleinal Mother “Not very social, my family is my focus. Friends will say about me Generous and quite person”*

# Finding 2: Seeking Stability and collective ambition for better life

## 1. Description of finding

- mothers hoping husband and kids to succeed and better life, other profiles want to get married have family and succeed in work”.

## 2. Why its important for the project

- This is a deep emotional trigger that can be used to persuade shoppers and consumers towards certain product/brand

## 3. Insight

- Eager to have a better and stable future

## 4. Supports

- *Older Mother “My 5 Year ambition is to see my kids happy and my husband in better job.”*
- *Millennial Worker “ I Have a 5 years plan is to get married, create a happy saturated family and open my restaurant”*
- *Centennial “Finish My Final Exam, get a job in an airline Get married have a small family”*

# 3. Consumption Overall

- FINDING 3 – No Monthly budget is set but they are conscious about spending. And getting the best value with accepted quality
- FINDING 4 - new products exploration might be an option preferably if recommended by trusted person and there are some surplus money.
- FINDING 5 - **Hypermarkets and Supermarkets are the main shopping destination for monthly stocking “driven by the Offers, Price then Brand”** Grocery stores are for daily essentials, Eggs, Milk, Bread.





# Finding 3: No Monthly budget is set but they are conscious about spending. And getting the best value with accepted quality

## 1. Description of finding

- Monthly budget is not a priority for consumption
- Spending is based on amount availability.
- They spend wisely on getting the accepted quality with reasonable price.

## 2. Why its important for the project

- Knowing the above will support in understanding consumer behavior towards there monthly shopping missions and how its related to spending's

## 3. Insight

- Budget is not an issue how to spend is the key.

## 4. Supports

- *Older Mother* “we do not determine/plan a budget depends on the commitments and income”
- *Millennial worker* “I am a waster, my mother she always tells me what's in my pocket is for others, I cant save money”.
- *Millennial Mother* “No monthly budget but we know the average shop shopping SR 500-400 “

# Finding 4: New products exploration might be an option preferably if recommended by trusted person and there are some surplus money

## 1. Description of finding

- Willingness to try and explore new products , by 1/recommendation 2/ not to exceed the budget.

## 2. Why its important for the project

- Helping determine new launches and guide on how to increase trail.

## 3. Insight

- Exploration is welcomed yet with some constraints.

## 4. Supports

- *Millennial Worker “If buying juice and found a new brand/flavor I will can try it if I have extra money its all about the affordability”*
- *Millennial Mother “If Al Marai launched a new product we might try it and we can buy it if we tried at a friends place and we liked it”.*

# Finding 5: Hypermarkets and Supermarkets are the main shopping destination for monthly stocking “driven by the Offers, Price then Brand” Grocery stores are for daily essentials, Eggs, Milk, Bread.

## 1. Description of finding

- Monthly shopping is done in Hypermarkets and supermarkets because of the monthly offers done during pay week.
- Small and medium grocery stores are targeted for daily items
- Offers is the key driver for shopping followed by price then brand.

## 2. Why its important for the project

- Winning at the store level is by understanding consumers/shoppers drivers and needs,

## 3. Insight

- Price and Promotions are the 2 main consumer drivers.

## 4. Supports

- *Mellenial Worker - I look at the price first then the brand I know how much I got accordingly I buy. If I will buy home stuff I buy from a regular grocery.*
- *Mellenial Mother “We shop with my husband I mainly check the pricing and offers specially from supermarkets cafefour/panda we check the offers on the phone and they we go buy”*

## 4. Breakfast

- FINDING 6 - Breakfast is a tradition not an option.



# Finding 6: Breakfast is a tradition not an option

## 1. Description of finding

- Breakfast is essential to start the day. They were born and raised and breakfast is part of their daily routine.
- Breakfast can vary from light meals “boiled eggs, chees, cereals, sandwich” to “grilled liver/meat or oriental food” depend on the day, hunger and occasion.

## 2. Why its important for the project

- Understanding the breakfast dynamics and structure will support in providing the right product.

## 3. Insight

- Breakfast regulates diet and gives you energy.

## 4. Supports

- *Older mother “Breakfast is what my Kids Like it consist of Foul, eggs, cheese, olives and it is essential in our family (Everyday), even if it’s a sandwich”*
- *Millennial Student – I Worship Breakfast, either lite meal or oriental”*



# 5. Cereal

- FINDING 7 - Oatmeal is considered as healthy and tasty meal/soup during lunch.
- FINDING 8 - Cereal box specialty "Corn flakes" are available in every home however it is not Top of mind when it comes to breakfast consumption yet Kellogg's is a top of mind brand.

# Finding 7: Oatmeal is considered a healthy and tasty meal/soup for lunch.

## 1. Description of finding

- Oat meal is not preferred as a breakfast meal.
- It's a must to have item during the month of ramada as soup.
- Its cooked at lunch and sometimes dinner.

## 2. Why its important for the project

- To get better understanding on how consumers behavior towards oatmeal and consider developing a product targeting this occasion.

## 3. Insight

- Oatmeal is for late meal not breakfast.

## 4. Supports

- *Millennial worker "Oat, there is biscuits, oat meal we do as soup. We use it in Ramadan a lot and regular 2 times a week we do it soup not as breakfast."*
- *Older mother "Oatmeal, Quaker I would eat it in lunch 2 times a month with milk we like it in lunch its light and healthy "Oatmeal + Milk"*
- *Mellenial mother "Oats we use it I Ramadan with meals not in breakfast. Its sessasary in ramada. Because its healthy tasty and light"*

# Finding 8: Cereal box specially "Corn flakes" are available in every home however it is not Top of mind when it comes to breakfast consumption yet Kellogg's is a top of mind brand.

## 1. Description of finding

- Corn flakes is available in every house, and every member likes it
- Yet it's not the preferred "top of mind" when it comes to breakfast
- Kellogg's is a brand that everyone knows from long time.

## 2. Why it's important for the project

Brand has a top of mind awareness, need to increase activities to increase consumption and frequency.

## 3. Insight

Kellogg's should be part of your breakfast.

## 4. Supports

- *Millennial worker – "Kellogg's is always available in home, the whole family eats from it. Someone woke up early/late heat some milk and add it"*
- *Older mother "Kellogg's this is the brand that we always purchase but last time we got the Fitness because of dieting"*

# 6. Recommendations

- Increasing nutrition values awareness about cereals and oat meals, using different shopper engaging activities will help to maintain consumption
- In store promotions should be driven by value/Price off. This is a must have Mechanics. Image driving promotion are nice to have. Since their shopping missions are driven by offers and price.
- Utilize the simplicity of this segment by running to the point messages and activities
- Since the brand is top of mind but is not in consumption, build activities and campaigns that triggers occasions and consumption frequency