

# Breakfast 2032

## Illustrative Report

MA: Design Innovation  
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# Breakfast 2032

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# Introduction

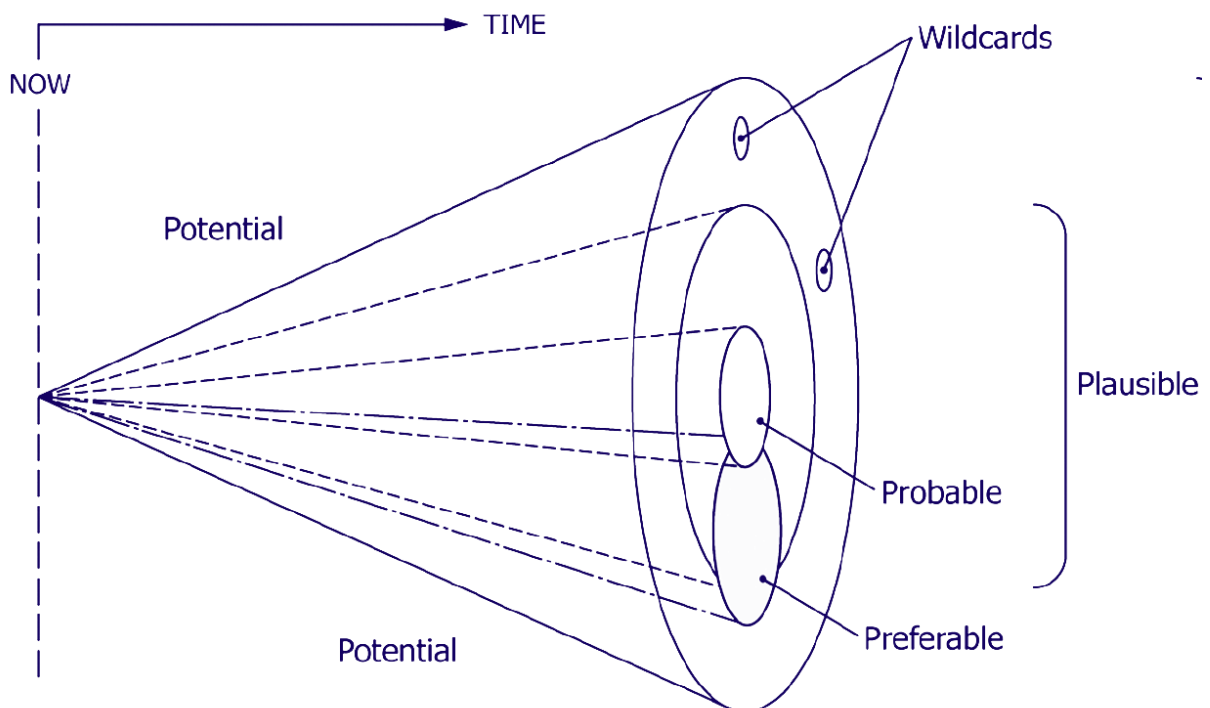
When starting to begin my research I discovered a quote,

**"It's almost going back to perhaps how it was in 1950s America when people did sit down at the breakfast table and they did have something to eat before going about their day."**

Saunders, N. Managing director, GlobalData (2021)

This determined the direction of my research right from the beginning and led me to work down a path to rediscover Kellogg's values, providing quality for families everywhere.

I decided to use the Futures Cone to explore a range of ideas which helped me to discover a number of possible futures to eventually get to a probable and preferable outcome.



Adapted from Hancock and Bezold (1994)

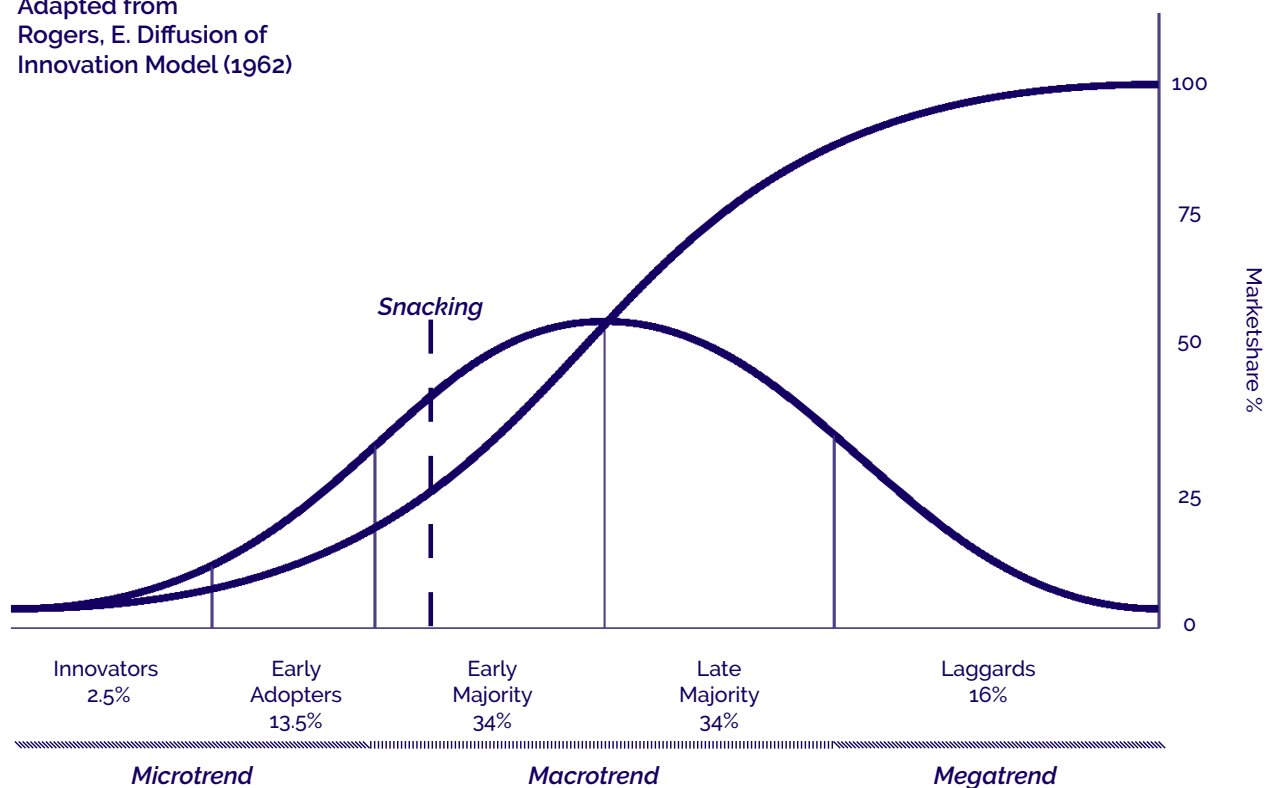
# Background Research & Trend Analysis

I used trend research to study and identify three key changes in culture and society in recent years. The continuation of these trends could shape what the future will look like.

The first trend I recognised was the increase in the behaviour of snacking. As a result of the pandemic the amount of adults snacking has increased. A global consumer trends study found that, "88% of adults say they are snacking more now than before the pandemic." State of Snacking, Global Consumer Trends Study, Mondelez (2020). Consumers also felt an increase in feelings of comfort, reward and satisfaction when snacking. The trend of snacking could also have been introduced into the world of cereal.

With "30% of cereal already eaten outside of breakfast" (Devenyns, J 2020) and an increasing number of consumers incorporating snacking into their lives I decided to map snacking on the Diffusion of Innovation Model.

Adapted from  
Rogers, E. Diffusion of  
Innovation Model (1962)



This showed that snacking cereal was approaching 'the tipping point' of where a trend could become a macro trend, and later become a mega trend, or it could fail if not pushed. The tipping point is said to be at a saturation of 34% of consumers. With 30% of cereal eaten at a different time to breakfast it shows that, snacking cereal could be a driving factor towards the growth of snacking as a trend.

There has also been a recent shift in the way we spend our time. The pandemic led to more 'work from home' approaches that will continue to be incorporated in more workplaces. They are looking to adopt a blended working approach which offer both at home and in office working opportunities. This working approach has led to an increase in productivity with "85% of managers agreed they were more productive with blended working." It seems that this way of working will continue. This means there is a shift in family time, as parents spend more time working from home, there are more opportunities to spend time together as a family.

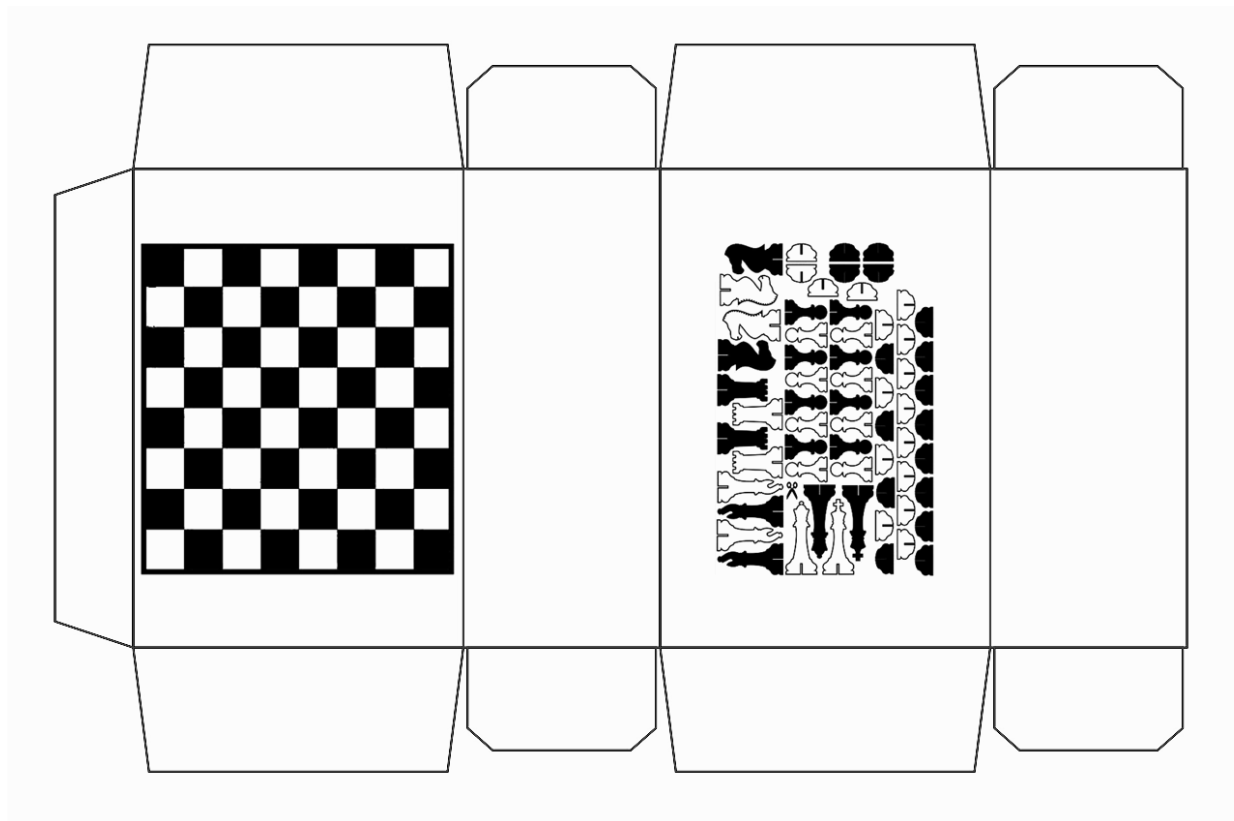
However, this could become shorter periods of time. Examples include, between online meetings or school classes. Mondelez found in a Global Consumer Trends Study that "56% of parents say snack time is one of the few times a day where my family/house-hold comes together". (State of Snacking, Global Consumer Trends Study, Mondelez, 2020). If this number continues to rise then consumers could be looking for a family friendly snack to eat at this time.

The third and final major trend I identified was the increase in the use of technology. There has been an increase in the amount of time families are spending together while watching streaming services. There was a report published by Ipsos & Wildbrain Spark that showed "74% of UK families watch kids' content together several times a week or more – with 36% doing so daily." This has shown a change in the way that families are spending time together and now that technology is becoming increasingly valued we could see a shift in how families incorporate technology into their activities. "82% of parents also said that they expect the time spent watching with their children would either stay the same or increase" (The Streaming Generation UK Report, WildBrain Spark & Ipsos, 2021)

## Possible Scenarios

Through the use of the future cone I was able to see two possible scenarios of the future. The first scenario is the coming of the 'new dark age'. James Bridle argues that, "as the world around us increases in technological complexity, our understanding of it diminishes" (Bridle, J. 2018, p1) could our fixation on the belief that we can understand our existence through data and computation possibly destroy itself. Maybe it is not enough to provide ourselves with a better world and we will start to see a more analogue focussed world and the introduction of board games printed onto cereal boxes.

On the other hand, the world is far more likely to carry on into another digital revolution. The second scenario of the future shows our lives becoming more and more digital as the industry continues to be used, researched and developed.



## Demographic

The next generation is the Alpha Generation, those who are born between 2010 - 2025. I created a demographic persona for this generation to get a better understanding of their needs. This generation are the first to be completely immersed in technology their entire lives. With the increase in time families are spending using technology the future of breakfast is likely to be more digital.

### Demographic alpha generation

Born 2010 - 2025

The first generation who will be immersed in technology their entire lives.

Characteristics:

- Global
- Digital
- Social
- Mobile
- Visual

Notable Products:

- Facetime (2010)
- GoPro (2012)
- 3D Printers (2013)
- Google Glass (2014)
- Smart Speakers (2018)

Nostalgia can be used to advertise to the parents of Generation Alpha, the majority of which are Millennials. Whilst streaming as a family, "54% of parents agree that they choose content that reminds them of their childhood" (WildBrain Spark & Ipsos 2021). but this also applies to snacking with more than half of global adults buying nostalgic snacks from childhood.

## Recommendations

By combining all of these trends together I was able to create a new idea of breakfast. I created a design concept that incorporated the use of augmented reality and a mobile smartphone to bring back the nostalgic idea of toys inside cereal. Initially this could be achieved through breakfast cereal. However, cereal could shift towards a snack food, as snacking is starting to grow into a macro trend, and become a fun and fulfilling staple once again in the new home dynamic.







I created a customer journey map that would show how this product would be experienced. This highlighted some key points of the product. The product concept I created was very visual, designed to appeal to a younger audience. The major channels of the product are through marketing and advertising both digitally and offline. However, further marketing could be reached through word of mouth and the passage of information. The journey map also showed many opportunities where it could be developed, for example, the introduction of collections and sets. This could lead to the beginning of a new trend.

## Possible Solutions

Introducing holographic downloadable cereal toys to the market is certainly futuristic for breakfast but I think it is already possible to produce with ease. We could potentially see it being in the market in the next 3-5 years. I believe it is a vital step towards what breakfast will look like in 2032. Through the use of holograms we could eventually have the technology that is capable of projecting flavour onto objects. For cereal, this could mean that you simply buy your cereal 'shapes' and 'project' whatever your favourite flavour is onto them. This makes the ritual of having cereal easier. Additionally, it reduces the amount of different cereals bought within one household also leading to less waste production, it is more convenient for families as all the flavours are interchangeable and easier to accommodate to each family members' preference. There are also many opportunities for Kellogg's to branch into using subscription services to supply the 'shapes' to households.





**DOWNLOAD YOUR FAVOURITE FLAVOUR TODAY!**

Image: Kellogg's Snacks, (2017)

If the snacking trend continues to grow and evolves into a mega trend then snack flavours could also be incorporated into the projection system. Nostalgia could also be used to provide old flavours of cereal discontinued due to high sugar content that could now be re-considered as a snack. It could bring the Kellogg's experience to a digital platform like never before allowing consumers to branch out into new areas and try different things at the touch of a digital screen.



## Conclusion

As a result of the pandemic, family and work time have taken a shift to a blended state. Spending more time as a family creates different family time habits. The core values of Kellogg's are rooted in providing quality, in every aspect, for families everywhere. With emerging trends like snacking and family screen time and eating cereal outside of breakfast becoming a macrotrend, we could be about to see a digital change in cereal.

We have witnessed the start of the Alpha Generation, who will be immersed in technology their entire lives, the youngest turning 7 years old in 2032.

The home life experience could be very different in ten years time. Through the use of nostalgic branding, augmented reality and the increasing demand for family friendly technology the future could begin to look more virtual. In 2032, we could be simply 'projecting' classic flavours onto our cereal 'shapes'.



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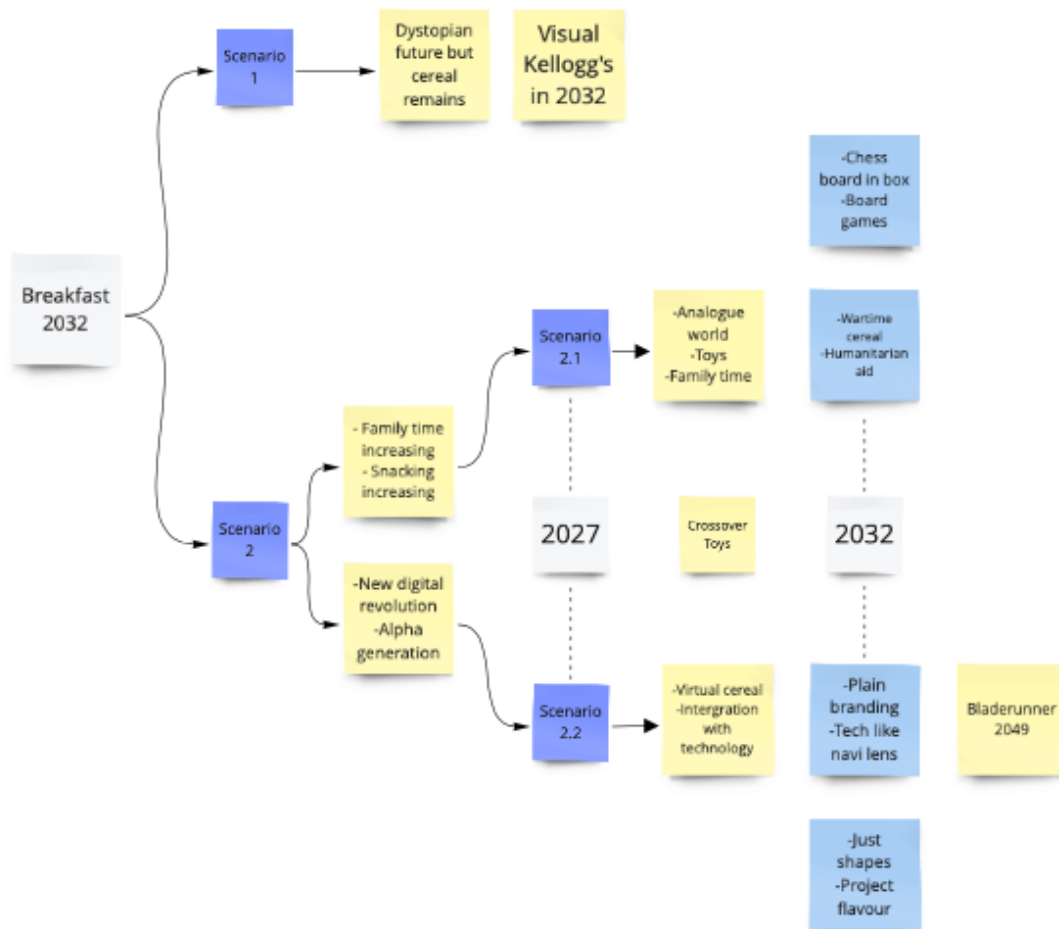
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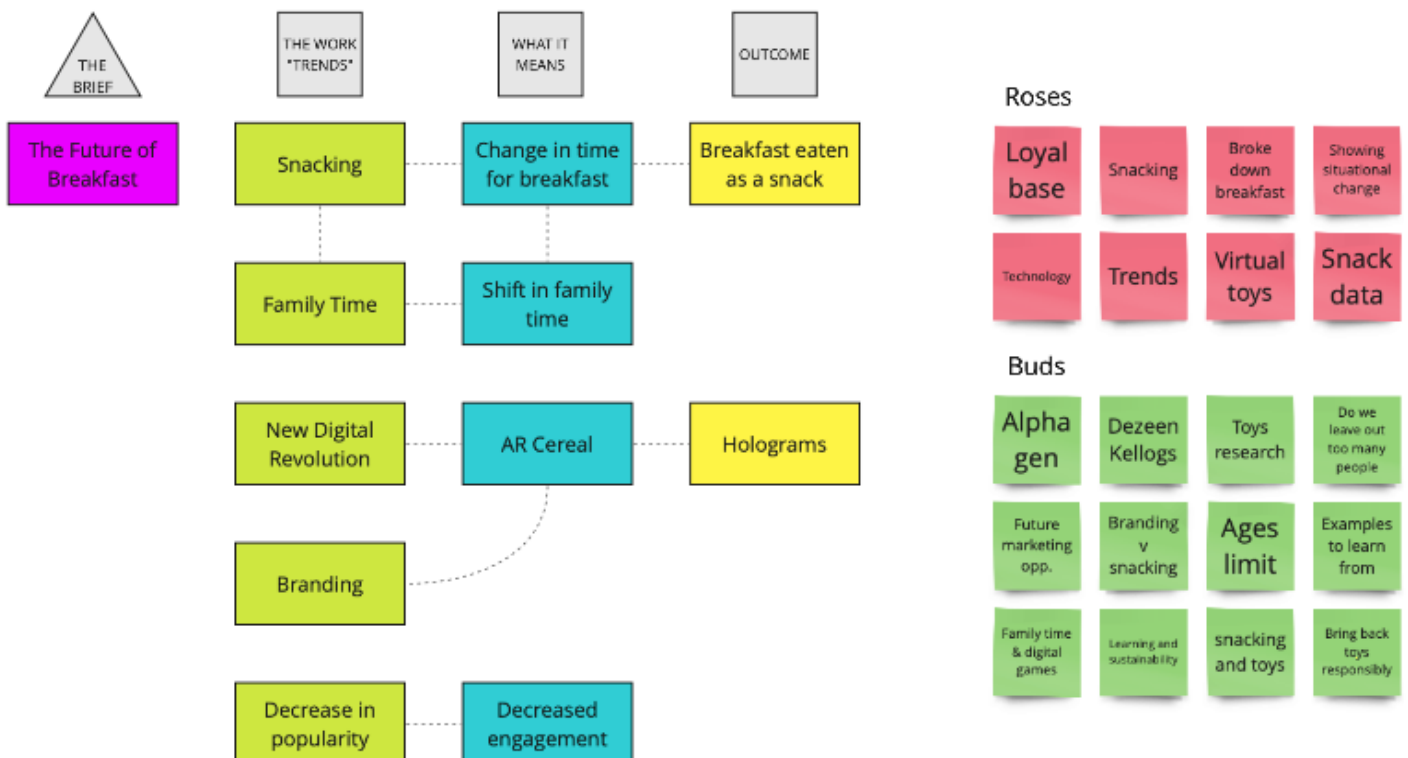
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# Appendix

## Appendix 1



## Appendix 2





## Appendix 3

PHASES	PRE-ENGAGEMENT	PURCHASING PRODUCT	EXPERIENCE	SHARING & REVIEWS	LOYALTY
ACTIONS	Sees advert	Sees product and chooses from selection	Eats cereal and plays with AR toy	Showing someone else AR toy	Buys the product again
THOUGHTS	Considers cereal either as a snack, or breakfast and wants to try something new to make it exciting	Can't wait to get home and try product	Excited to try toy	Wants to show other people what they have	Wants more toys to add to collection
CHANNELS	Marketing & Advertising	Supermarket or e-commerce	AR using mobile device	Website or Application	Marketing & Advertising
FEELINGS	Confused on how the new product will work	Loves the idea of having a virtual toy	Loves the experience of making cereal fun	Feeling connected with the brand, owns something	Satisfied with product and will re-buy
OPPORTUNITIES	Step by step, how to use product	Selling product online	Appealing to parents (millenials) with nostalgia	Word of mouth - expanding potential future customers	Develop more collections of toys

# Self Evaluation

I found the future projection during this project challenging. It was difficult to envisage an idea of the future that would be both preferable and probable. I was able to use my experience in graphic design for this project. This was a great tool for me to develop ideas onto screen. This allowed my idea to become physical and not just a concept. The concepts I created clearly communicated my idea, a way that Kellogg's can introduce themselves into the digital world.

Throughout my undergraduate degree we did not have as much opportunity to present our work to industry. I have enjoyed being able to work on a realistic client based brief. This is something I want to continue to develop throughout the course. I believe my final presentation was successful. It was well rehearsed and within the time limit, and clearly communicated my idea to my audience.

I find that I work best independently and being able to work around my schedule on this project led to a more developed outcome. Time management is always a big factor in all of my projects. Alongside this 6 week project I also had to manage my commitment to sport, representing MMU as a Scholar Athlete.

I believe that the outcome of this project is successful. I explored learning to use a range of future projection tools. Using these tools I was able to develop a feasible and desirable outcome that sits comfortably 7-10 years in the future. Although the technology is not necessarily available to us at the moment, as the digital world continues to grow and develop our idea of 'possible' will change.