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Post launches social campaign to elevate brand

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PARSIPPANY, NJ: Post Foods has launched a social media campaign to engage consumers and make its corporate name a better known brand after its February spin off.

The idea for the “Post Goodness” initiative “came out of the repositioning of the corporate brand” when it [spun off from Ralcorp Holdings](#) in February to become an independent entity, said Jennifer Mennes, director of media and PR for Post.

“We really wanted to revitalize the Post name, reconnect Post cereals and Post foods with goodness, and elevate the Post name to what consumers used to know it for, which was quality and wholeness,” she explained.

Post's cereal brands include Grape-Nuts, Honey Bunches of Oats, Shredded Wheat, and Raisin Bran.

Another campaign goal is to connect consumers with inspirational news, photos, and information on the PostGoodness.com microsite, said Mennes.

“There is so much negativity in the world, and we wanted to create a space where we'd encourage positive thinking and spreading good word in the US,” she said.

Consumers are encouraged to post their own positive photos, videos, or “good intentions” on the site, such as putting a smile on their face or going to the gym, Mennes said. Each time an item is uploaded, it becomes part of a grid, where people can comment or share it on Facebook, Twitter, and Pinterest.

Mennes added that PR “will play a key part of bringing this message out to consumers.”

Post is working with its [agency partner since 2011](#) Hunter Public Relations to reach a wide range of radio, broadcast, print, and online media, as well as 25 markets across the US. The bloggers are working with Post to create a “Goodness Forecast,” which will tally a score for the post positive parts of the country, based on weather, events, news, and other topics.

The microsite will also feature videos, including content with physician and nutritionist Dr. Melina Jampolis, who will discuss “the importance of nutrition for not only a healthy lifestyle, but also for a healthy outlook in life,” said Mennes. Post's VP of research and development Dr. Mark Izzo, as well as motivational speaker and author Lecia Rives, have videos on the site, as well.