



Entenmann's[®]



2024 Marketing Support
"Goes Great with People"



Entenmann's Family Positioning

Entenmann's
Delicious
On The Go!

On-the-Go
Shopper
Brand Extension

Entenmann's
Knife & Fork
/Full Size

Younger Households
Brand Entry

Entenmann's
Meets Consumer Needs
Across Life Stages

Older Households &
Empty Nesters
Brand Loyalty

Entenmann's
**Little
Bites**

Entenmann's
**Baker's
Delights**

All Family Households &
Snack Consumers
Brand Exploration

Entenmann's
DONUTS



Entenmann's
COOKIES



Entenmann's Brand Campaign

Brand Purpose:
**Sweeten
Moments
that Matter**

Entenmann's

Goes great with people



**Donuts.
Because it's
hard to split
a coffee**



Entenmann's



Entenmann's

Entenmann's New Imagery and New Tagline

Consumer Objective

*We want consumers to remember Entenmann's and to see us as a brand that is **relevant** to their lives and offers solutions to help meet their **family demand moments**, so that they continuously & confidently choose us (try and repeat) because we are **worth the splurge**.*

Communication Objective

*We want to leverage our new campaign platform "**Goes great with people**" to build a stronger consumer image, consideration, and **emotional connection** to reinforce our brand relevance and overall value in their lives.*



Entenmann's[®]
Goes great with people



Entenmann's


Entenmann's New Video Campaign

Be on the lookout for Q1 2024 Launch – Celebrating “Goes Great with People”



Entenmann's 2024 Marketing Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Paid Media	 Goes great with people											
	Support: CTV, OLV, Gaming, Social, Paid Search, Retail											
Demand Moment Events	<div style="text-align: center;"> Uplifting People </div>											

Shopper Marketing	Return to School	Pound & Berries	Donut Days	Back to School	Harvest & Holiday
	Full Year Omni Support				

Product Merchandising & Innovation	Seasonal Support Program											
				 						<div style="background-color: #00AEEF; color: white; padding: 10px; border-radius: 15px; text-align: center;"> Harvest and Holiday New Items </div>		