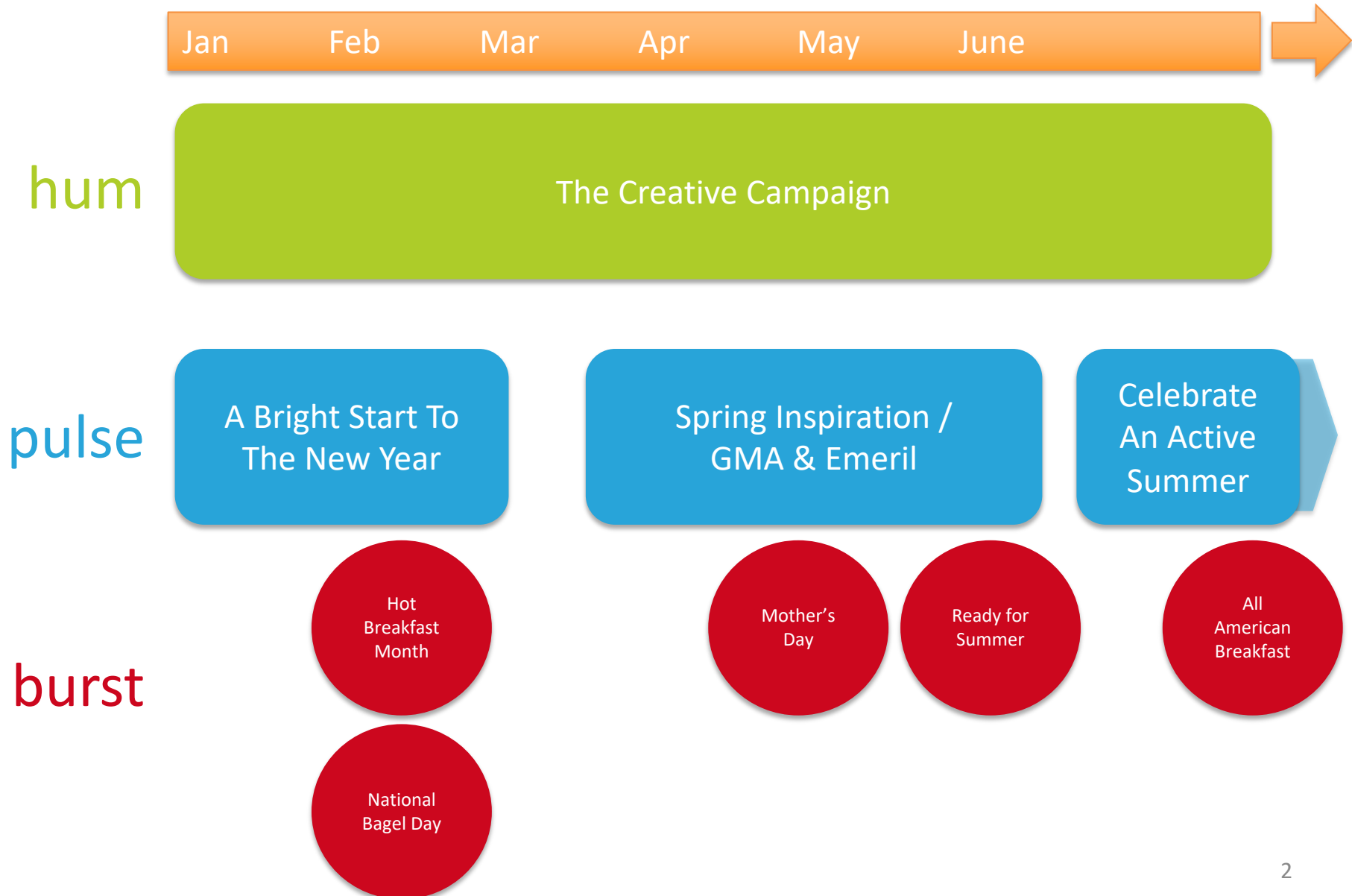


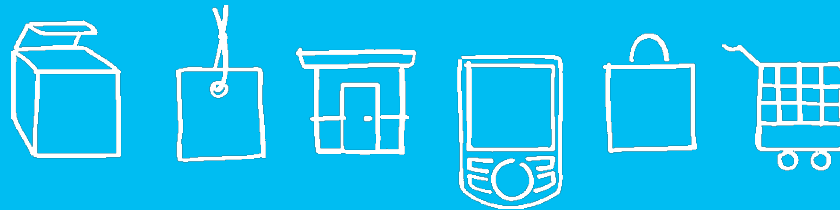


Thomas'® English Muffins Hot Breakfast Month & National Bagel Day Concepts

Messaging and Tactical Construct



Hot Breakfast Month



Hot Breakfast Month: Concept A

Hot Breakfast Month: Concept A

Before you even tiptoe from underneath the covers, you know it's going to be a cold one. The chilly season has taken over, so why not change your routine into something that not only warms your body, but also warms your family's soul?

Get Out of the C(old)

CONCEPT: Get Out Of The C(old)

- **PROGRAM:**
 - Support EMs to strategically target moms during February's Hot Breakfast Month.
- **DIGITAL:**
 - Microsite of daily hot breakfast options featuring Thomas' English Muffins (advent calendar of sorts)
 - Offer time-sensitive deals on EMs and Maxwell House bundle when the weather gets below a certain temperature. This can be executed via specific retailer Twitter or FB
- **LOCAL RADIO:**
 - When the temperature falls below a certain level (obviously all regions are different) the first x# callers will get a free Thomas' EM and Maxwell House bundle at a specific retailer
- **PR:**
 - Select markets that are know for cold and a lot of walking (i.e., Chicago, NYC) give people a place to get out of the cold by offering tents, space heaters and a free hot breakfast (EM and Maxwell House)

Get Out Of The C(old)

- **CUSTOMER-SPECIFIC EXECUTION:**

- Create a custom FSI that features a calendar of Thomas' EM hot breakfast options that can go on a fridge along with a coupon
- Co-display with Maxwell House along with take one calendar of hot breakfast options and a variety of partner product coupons (i.e. eggs)
- Utilize cold/milk/eggs vault and/or firewood for secondary signage
- Offer morning sampling at the beginning of every month along with a coupon for an EM and Maxwell house bundle. Can be announced in FSI and/or retail-specific radio tag
- Catalina cereal and milk with bundle offer

Hot Breakfast Month: Concept B

Hot Breakfast Month: Concept B

Your family has mastered the art of layering for winter warmth, but have you mastered the ultimate way to keep your family warm this season? Thomas' and Maxwell House are teaming up to make your mornings deliciously hot all month long.

Bundle Up For Breakfast

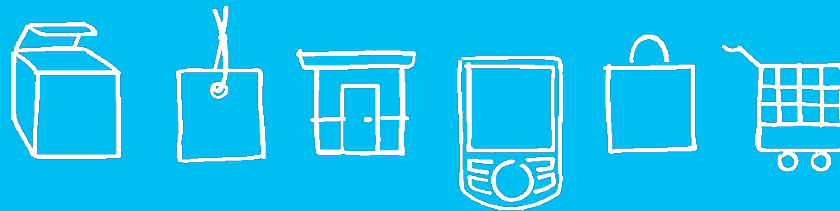
CONCEPT: Bundle Up For Breakfast

- **PROGRAM:**
 - Support EMs to strategically target moms during February's Hot Breakfast Month.
- **DIGITAL:**
 - Microsite gives tips on how to best keep your body warm during the winter months. Thomas' EM and Maxwell House are at the top of the list in addition to clothes, boots, scarves, etc.
- **LOCAL RADIO:**
 - Donate winter items during a radio remote at select retailer to get x\$ off or a free coupon for Thomas' EM and Maxwell House

Bundle Up For Breakfast

- **CUSTOMER-SPECIFIC EXECUTION:**
 - Encourage shoppers to layer up their hot breakfast by offering a coupon booklet of participating hot breakfast items and recipe suggestions
 - Charity Overlay: Donate layer or a bundle of blankets, etc. in exchange for x\$ off Thomas' EM and Maxwell House bundle purchase.

National Bagel Day



National Bagel Day: Concept A

National Bagel Day: Concept A

You can express your love in many ways, but none better than starting the day with a toast. A toasted Thomas' bagel, of course, on National Bagel Day. So raise your morning glass and toast to the delicious and love-filled day.

Toast The Ones You Love

CONCEPT: Toast The Ones You Love

- **PROGRAM:**
 - Start off National Bagel Day in Philly, the city of brotherly love
- **DIGITAL:**
 - Utilize Real Women of Philadelphia's website to feature fun recipes of the day
 - Fans are encouraged to show and share their love of Thomas'/cream cheese/National Bagel Day on Twitter (hashtag) for a chance to win a trip to Philly.
- **PR:**
 - Kick off National Bagel Day at the LOVE sculpture in Philadelphia. The city will be invited to gather with free toasted Thomas' bagels and Philadelphia cream cheese
- **CUSTOMER-SPECIFIC EXECUTION:**
 - Get rewarded for your love of Thomas' on National Bagel Day with a buy x# and get one free. Or buy x# Thomas' bagels and get a free cream cheese

National Bagel Day: Concept B

National Bagel Day: Concept B

Around Valentine's Day you see hearts as a symbol of love wherever you go.
We think the best thing to share in this month of love is a bagel. What a better way to celebrate your better half with the other half of your bagel.

Celebrate Your Other Half

CONCEPT: Celebrate Your Other Half

- **PROGRAM:**
 - Get a lift from the Valentine's Day mindset and highlight bagel attributes to draw attention to National Bagel Day
- **DIGITAL:**
 - Fans are encouraged to show how they celebrate the ones they love by sharing the other half of their bagels via Instagram.