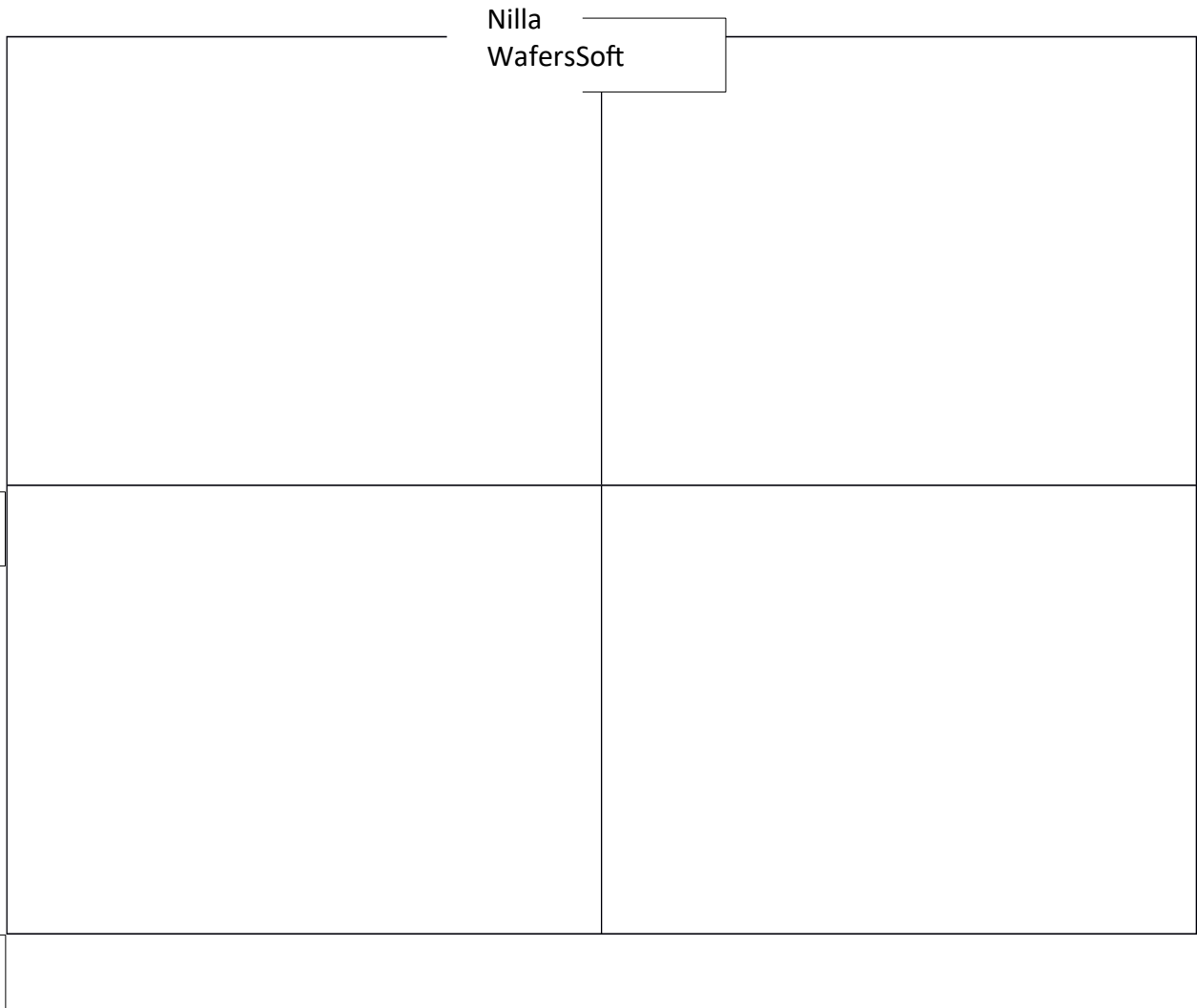


Perceptual Map

Oreos Grandma's Cookies



Brand Positioning

Statement

Target Market:	Health enthusiasts, 25 to 34, who are conscious about the texture of their foods
Category:	Brand with soft, low fat cookies
Brand Promise:	Gives you a satisfying mouth feel yet guilt free pleasure during snack time
The Reason to Believe:	<ul style="list-style-type: none"> A survey done by National Today discovered that 65% of people like their cookies chewy, putting Grays Cookies on the top of their lists. Consumers have reported that after switching to Grays