



# Kellogg's Special K Cereal Promotional Ideas

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## ► SPECIAL K'S CURRENT MARKETING CAMPAIGN

- The #OwnIt campaign is about empowering women by defying the stereotypes of body shape in relation to beauty. The #OwnIt campaign also encourages women to live a healthy lifestyle.
- These women are the ones that carry the Special K banner with them, so we should give them tools and promotions that are interesting and motivating, which is what this programs are all about.



▶ TARGET MARKET: WOMEN AGE 20 - 40

- ▶ 90% of adult women are responsible for health care decisions for themselves and/or members of their family.
- ▶ Women look for brands that aid in their or their family's ongoing health and wellness. In fact, women are often willing to pay more for brands that they think will contribute to their well-being.
- ▶ Technology has an extraordinary impact on the way women move through the world and make decisions. Women use their smartphones for about 4 hours a day.
- ▶ Women are intensely social online and spend 40% more time on social networks than men.

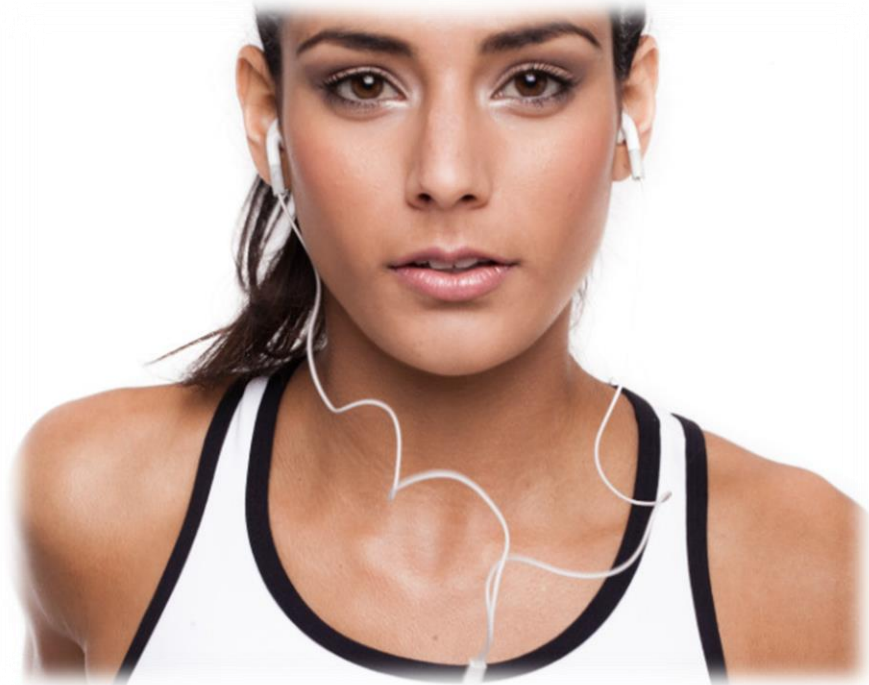




# Get Active! In-Store Bundle

## *Special* **K** Workout Armband

- ▶ For many avid gym-goers and outdoor persons who are dependent on their music and fitness apps, phones have become the best workout buddy.



# Get Active! In-Store Bundle

- ▶ Storing a phone while breaking a sweat isn't always a simple task. Sure, you can shove it in your sports bra, stick it in your waistband, or just hold it in your hand, but come on - that's ineffective (and sweaty).



- ▶ Web sites like Amazon are chock-full of workout armbands, but they can be pricey and not always trustworthy. The Kellogg's Special K Armband is an armband that fits most phones, doesn't slip, works with headphones, and is comfortable!



# Get Active! In-Store Bundle

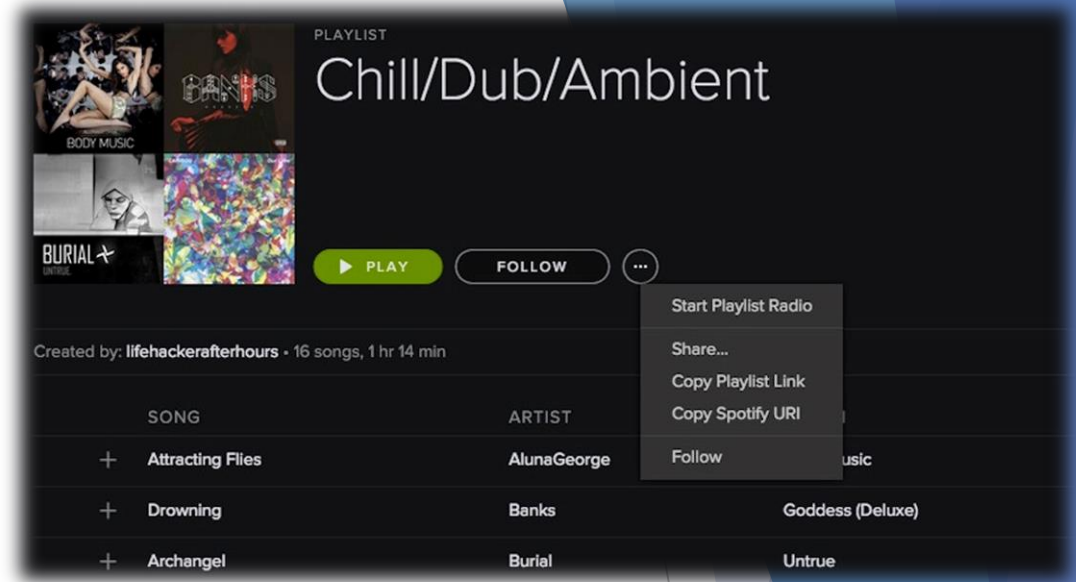
## ► COMMUNICATIONS AT POINT OF PURCHASE



# Overlay Promotion



- ▶ NOW THAT YOU HAVE YOUR SPECIAL K WORKOUT ARMBAND, #OWNIT AND SHARE YOUR POWERSONG WITH US ON SPOTIFY FOR A CHANCE TO WIN A PERSONALIZED ONLINE FITNESS SEMINAR.



- ▶ Spotify is already one of the most popular music services in the world.
- ▶ Spotify is heavily integrated with both Facebook and Twitter, offering a myriad of possibilities for cross-platform campaigns and user-generated exposure.
- ▶ It also has useful playlist sharing features where users have the option of sharing songs or a playlist directly with others by passing around the URL or Spotify link.
- ▶ The shared playlist feature can be super useful, since anyone using Spotify who's also following that playlist can add their own songs to the mix.
- ▶ Everyone can use the platform and its many features, including free and premium Spotify users, add songs to an existing playlist or share them in their social media profiles.



- ▶ THE POWERSONG IS YOUR GO-TO SONG WHEN YOU NEED A BOOST OF EXTRA MOTIVATION. WE ALL HAVE ONE.
- ▶ Special K will create a playlist competition to find the best PowerSong by partnering with Spotify to integrate the competition on Special K's Facebook page.



- ▶ Fans will be able to search for a song, select it, and share it to be entered into the *PowerSongs* playlist.
- ▶ Those who enter the contest will be placed into a sweepstakes to win a year's supply of Special K Cereal!
- ▶ The people who contribute to this 'ultimate user-generated playlist' will be entered to win the sweepstakes.





# Healthy Lifestyle

## Mail-in to Redeem

Special  
**K Fitness Mat**

- ▶ The most versatile piece of sporting equipment. The Special K Fitness Mat is lightweight and comes with a carry bag with a strap.
- ▶ Pick up three (3) specially marked boxes of Special K cereal or snacks products and get a free Special K Fitness Mat.
- ▶ Look for pin codes in purchased Special K products, go to [www.specialk.ca](http://www.specialk.ca) and follow the instructions to redeem.



THANK YOU

*Kellogg's*



# Kellogg's Kids' Cereals Promotional Ideas



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- ▶ TARGET MARKET: KIDS AGE 6 - 12 & THEIR MOMS
  - ▶ Parents either think one of two ways; one, they want their kids happy - so whatever gives the greatest reaction would be enticing enough for parents to want to buy the cereal; two, they want quality or educational value, and wouldn't mind spending the money if either of those ends are met.
  - ▶ Everything depends on age . 6 to 8 year olds think Minions are funny...therefore they like them. Slapstick humor and all. 9 to 12 year olds thinks Minions are cool, therefore they would want them too.
  - ▶ Kids like toys that DO things. Lights, sounds, transforming... shoot out a dart...anything. So it has to do *something*, even if it doesn't do what you'd assume.
  - ▶ Simple, no set up, no follow-up or looking up online...that's the ideal in a cereal box toy.



# Stand out in the supermarket

## On the floor...

- ▶ When you walk into a supermarket, the first thing you're going to see is a path of Minion footprints.
- ▶ The path will lead to the aisle with bananas in the fruit section, and then footprints will lead to the cereal aisle where Kellogg's products are located.





# Stand out in the supermarket ...and on the shelf



- ▶ The characters from Despicable Me 3 are invading Kellogg's characters' territories on their cereal boxes.
- ▶ How would Tony the Tiger, Snap, Crackle, & Pop, Toucan Sam, and Cornelius Rooster react to this Minions' invasion?
- ▶ The design of each box (Frosted Flakes, Rice Krispies, Corn Flakes & Froot Loops) will be different, and each box will tell a story.







## The box!

- ▶ In Tony the Tiger's case, he is helping the Minions reach the bananas on a tree...and there's a lineup!
- ▶ Every Kellogg's character will react differently and will have a funny and unique interaction with the movie's characters.



In the box.

## Minions LED Flashing Cereal Spoon



- ▶ 4 - 6 collectible spoons, each for a different Dispecable Me 3 character: Donny, Bob, Gru, Lucy, Dr. Nefario, Agnes, Steve, Kevin, etc.
- ▶ Minion spoons are popular products on Etsy, and LED cutlery is already being produced.



# Trade in the supermarket.

## Non-Spill Low Profile Bowl with Non-Slip Base



- ▶ Silicone, non-slip base.
- ▶ Has a curved inner-lip that pushes the food back onto your utensil, rather than spilling over (**great for the kids!**).
- ▶ Low profile design for extra stability.
- ▶ Microwave and dishwasher safe.
- ▶ Thick walls so the bowl is not burning hot when pulled from the microwave.
- ▶ Shatterproof. **Yay!**
- ▶ Lightweight.





# Supermarket trade with purchase.



- ▶ Buy any 2 marked Kellogg's products plus \$2 and get one of the four collectible cereal bowls.
- ▶ Collectible: Each bowl features character from Despicable Me 3 and one of the 4 mascots from Kellogg's cereals for kids .



# Kellogg's

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# DESPICABLE ME 3

## ► COMMUNICATIONS AT POINT OF PURCHASE



### ► Minion Island Display Stand.

► Puts a spotlight on Kellogg's Cereals for Kids in the supermarket: Frosted Flakes, Rice Krispies, Corn Flakes & Froot Loops.

► Clear message, focused on target market.

► Makes the product irresistibly attractive to consumers.



# THANK YOU

