

HOW THIS BRAND IDENTITY FITS THE BRIEF

The problem

Despite the fact that cereal sales in the UK have declined, 85% of UK residents still consume breakfast cereals. Cereal is perceived as a dull but convenient breakfast option, lacking excitement. According to Kellogg's shopper panel report, 48% of consumers have never mixed their cereals, primarily due to a lack of awareness. Creating an opportunity for a broader cereal mixing campaign identity to raise awareness and engage consumers.

The idea

Human nature thrives on exploration, adventure, curiosity and a good breakfast. Our identity is about redefining what a Kombos breakfast really means, because it's much more than just cereal.

We identified the key characteristics of each cereal to create distinct personalities. When our different characters collide in a Kombos bowl, the possibilities are endless. Through playful scenarios, we're bringing the excitement of Kombos to life.

The characters

Our identity revolves around six characters, that are visual personifications of each cereal in the campaign. Their shapes and colours draw inspiration from the respective cereals' texture and main colour associations. These vibrant and quirky characters adapt to unpredictable, comedic scenarios, illustrating various Kellogg's Kombos. The scenarios bring people's kombos choices to life in a fun and engaging way. This approach embraces limitless cereal combinations, emphasising that pairing two cereals can be tasty, while three or more might lead to exciting experiences.

The tagline - 'What would your Kombo do?'

This tagline sparks imagination for our consumers with every new kombos. Encouraging them to experience the possibilities of mixing their cereals.



HOW THIS BRAND IDENTITY WOULD EVOLVE

Our identity would evolve to create an awareness campaign to encourage more consumers to mix their cereals.

- An app or extension to the Kellogg's website can be created for users to generate random Kombos where various character scenarios would also appear with the generated suggestions that get consumers excited about trying the Kombos.
- Consumers could post their opinions on the Kombos they've tried and how it made them feel, to make their own character scenarios. Creating a personalised experience. This could be done as a social media stunt on Instagram or as part of the Kellogg's website.
- QR codes could be placed on the cereal boxes and when a combination of QR codes are scanned, the respective characters appear on the screen. Consumers are rewarded with short clips of the Kombos characters interacting, reviews by previous explorers and tasting notes.
- The packaging of the different cereals could be redesigned in the style of our identity, including the characters, for a limited time. This could clearly label cereal suggestions that consumers should consider combining.

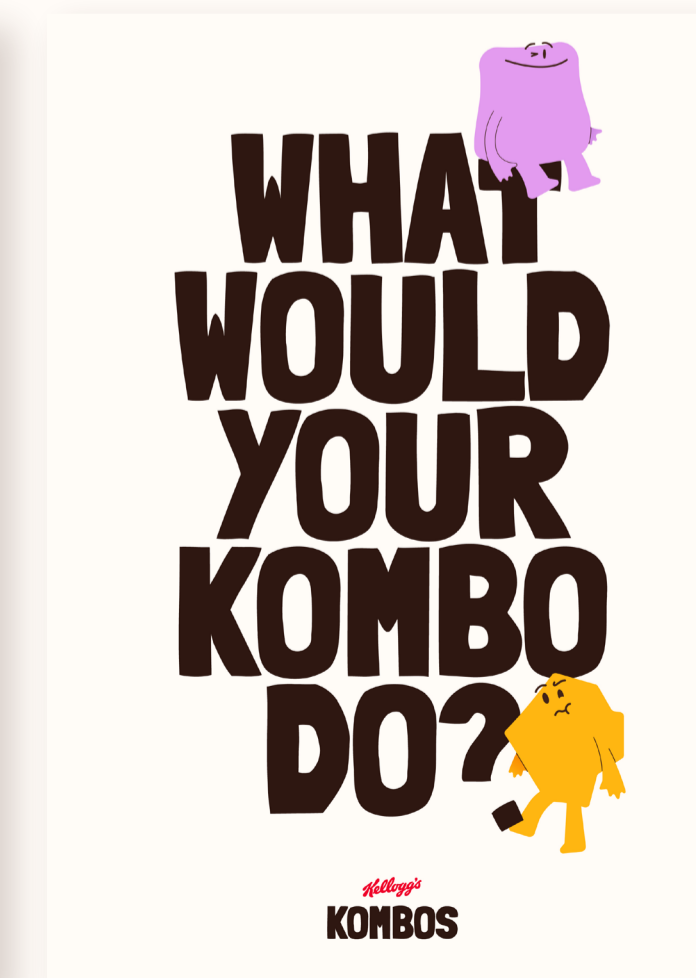
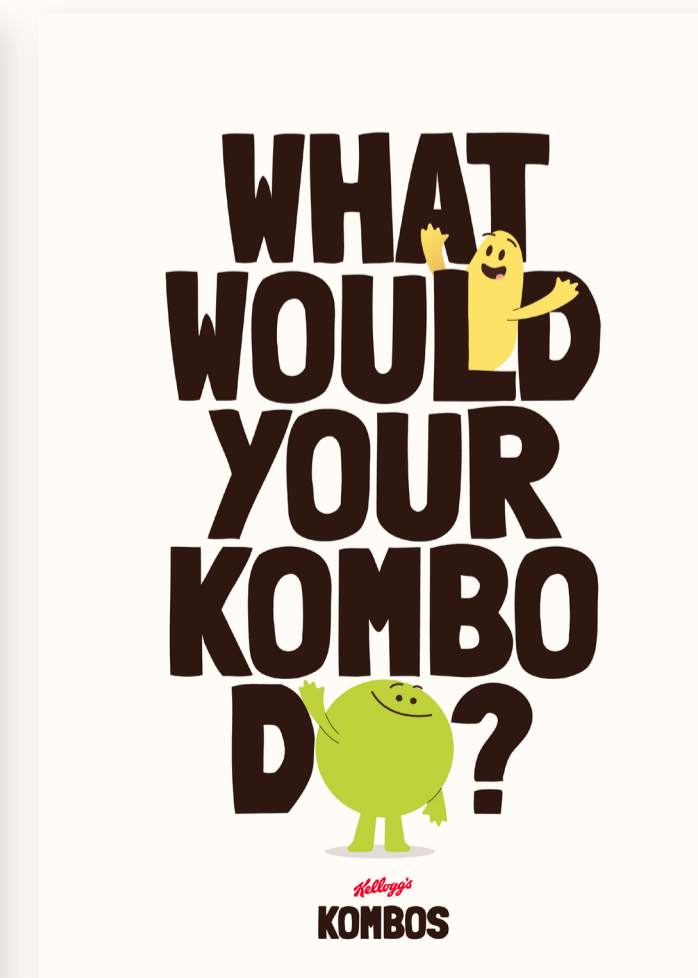
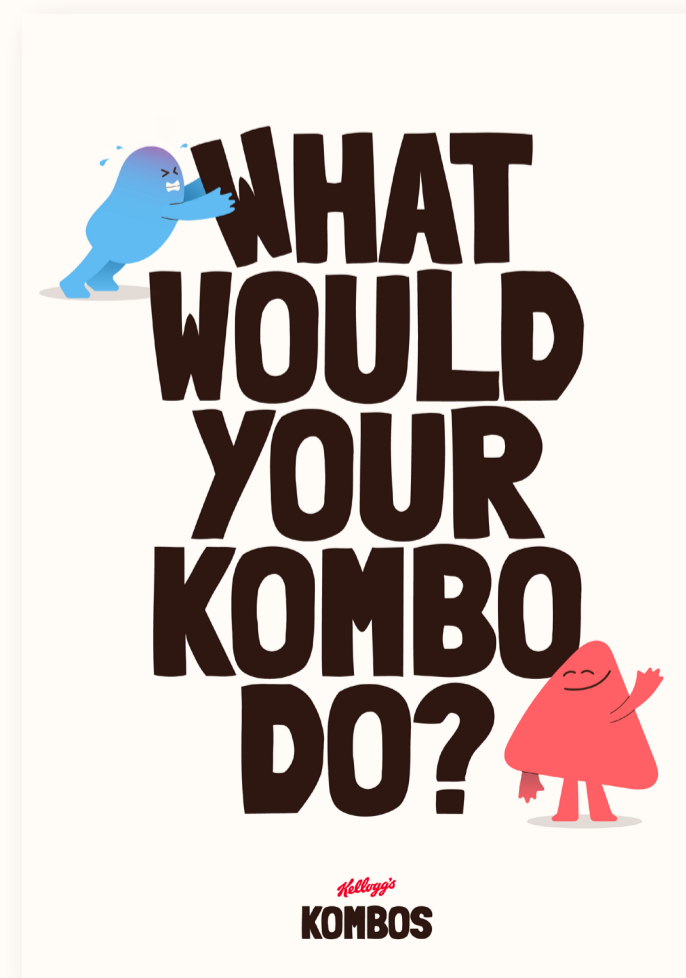
Kellogg's

KOMBOS

What would your Kombo do?

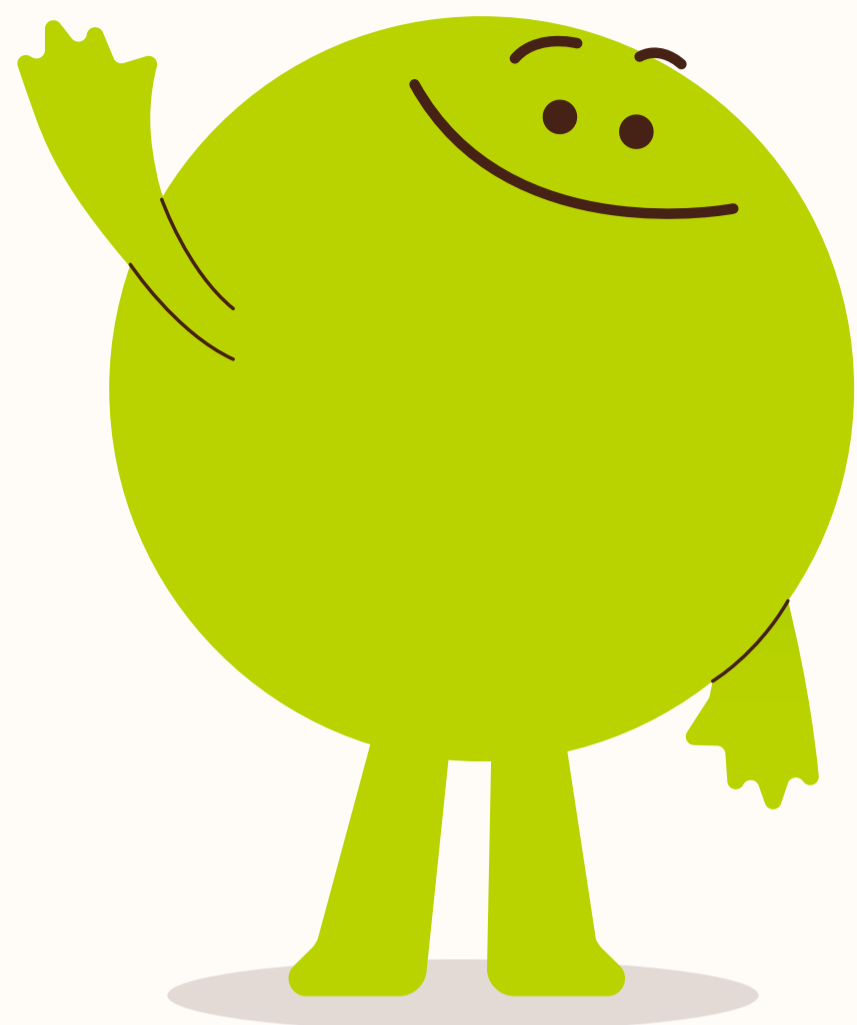
The logo

Our logotype is designed with a typeface that has a hand-crafted feel. To evoke a quirky personality.



CORNELIUS FLAKEFIELD

Cornelius is a straightforward, down-to-earth individual who mirrors the simplicity of Corn Flakes. He finds joy in life's uncomplicated pleasures.



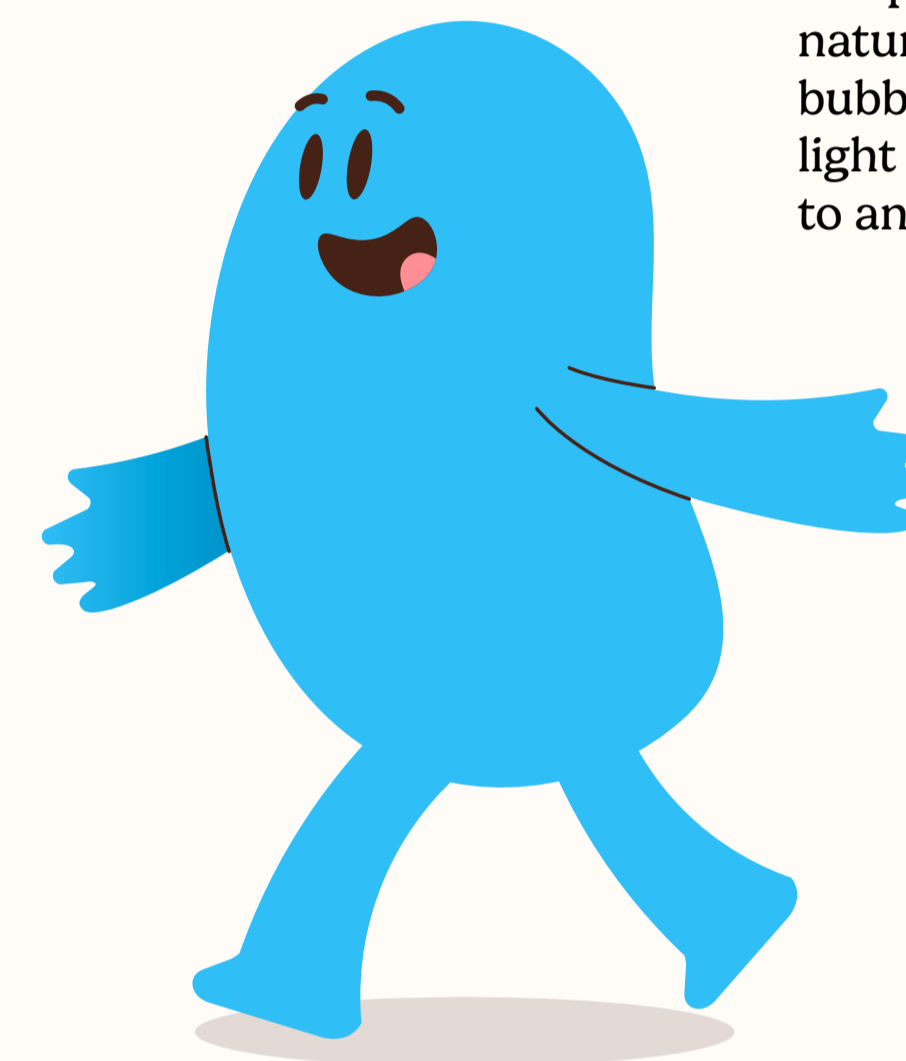
KAYLA SPECIALSON

Kayla is highly disciplined and goal-oriented, mirroring the commitment to health and wellness associated with Special K cereal.



KRISPINA RICEFIELD

Krispina embodies the playful nature of Rice Krispies, with a bubbly personality that adds a light and cheerful atmosphere to any gathering.



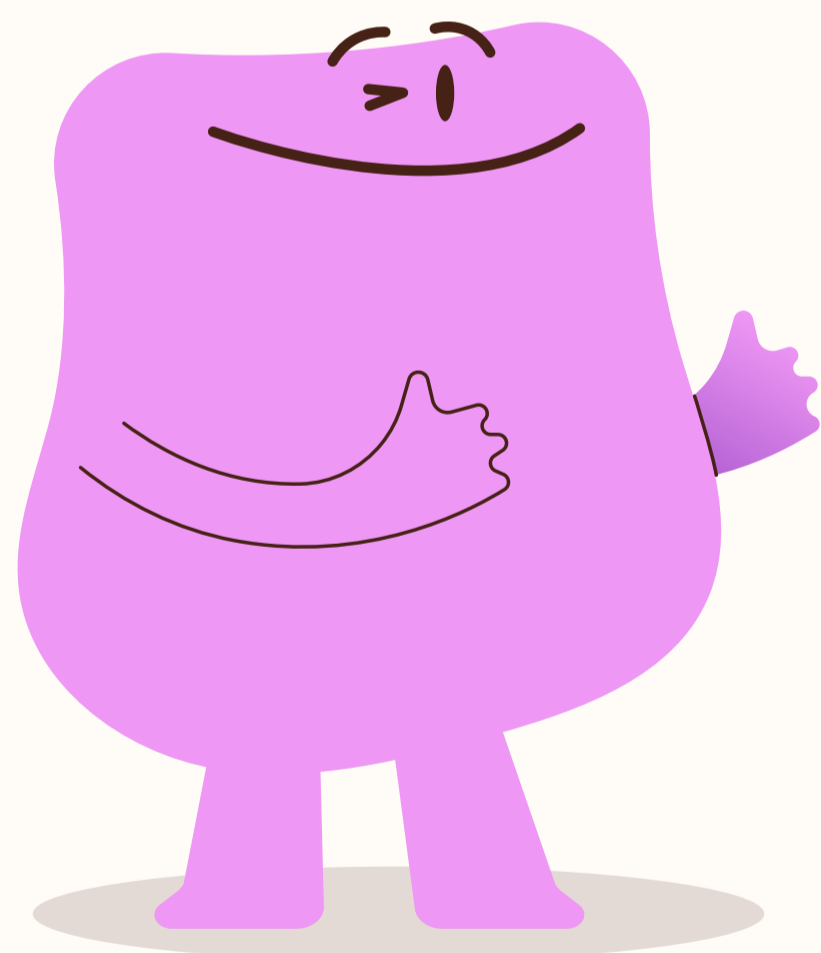
COCO POPPY

Coco Poppy is always full of energy, bouncing around with enthusiasm and radiating positivity.



KRAVEN

Kraven is undeniably charming, just like the irresistible chocolate filling inside Krave cereal. Their personality is sweet and indulgent.



CRUNCHLEY NUTSWORTH

Crunchley is an individual bursting with nutty enthusiasm. Their personality is energetic, and they approach life with a positive and upbeat attitude.

