

Introducing:

Kellogg's
K O M B O
CREATIONS

Introducing the expanded Kellanova cereal mixing campaign; *'Kellogg's Kombo Creations'*.

This campaign will progress the previous Kellogg's Kombos platform by leaning into play, creativity and nostalgia to encourage shoppers to create unique combinations of cereals, yogurts and their own hero ingredients to create breakfasts that playfully remind them of concocting their favourite foods - just like they did when growing up.

We plan to launch the campaign at the end of June - just in time for the whole family to be spending more time together at home over the holidays, tapping in to the playful, upbeat summer mood around the breakfast table.

We'll activate this through-the-line starting with a partnership with Global Radio, key influencers and Müller Dairy, through to bespoke retail activation to drive brand penetration and sales uplift.

Overall Campaign Aim: Drive +5% uplift in total cereal volume (within 6 key SKUs) in partner stores during the campaign and in the following 6 months.



Alex Balcombe & Anton Mallach
UK Young Lions 2024



Our campaign will build from our key insight around flavour and nostalgia.

Our Key Insight:

Flavour preference, and the act of playing and being creative with food are both deeply personal, yet shared experiences. Our favourite unique tastes (especially ones we've created ourselves) and food rituals connect us to our past, and encourage us to share it with the future.

1

Personalisation & Taste

The 'IKEA Effect' shows that people perceive food as tasting better when they prepare and create it themselves, particularly when they can make it healthier. *

*Dohle et al, 2016 - Study linked in supporting document.

2

Nostalgia

As kids, we used to love the joy of mixing up our foods and creating new flavours. People are nostalgic for this joy, and yearn to share that with their friends and families.

Campaign Overview and Objectives

1

Campaign Objective:

Drive up-selling between Kellogg's 6 key cereal brands to expand basket size and increase re-purchase frequency to deliver +5% sales uplift.

2

Marketing Objective:

Drive awareness of the flavour and emotional benefits of mixing Kellogg's cereals, prompting shoppers to try themselves.

3

Key Message:

Mixing cereals, yogurts and toppings creates a healthier, tastier breakfast option that evokes the nostalgia of playing with food as a kid.

Audience: 'Playful Nostalgists' : Primary household shoppers (for houses of any size, with and without kids) engaged with the zeitgeist - both now, and from their childhood.

Campaign Platform; Kellogg's Kombo Creations

We'll encourage shoppers to playfully create their own flavours and a healthier breakfast with multiple Kellogg's cereals, yogurts, toppings and more - just like those crazy childhood creations.

Remember the joy of building your own pizza with wacky toppings, or creating the craziest fizzy drink flavours for your younger siblings - **What if you could bring that playfulness back, and to the breakfast table?**

And we know that when **Brits prepare their own breakfast, it tastes better and is healthier than buying on-the-go.** So we're going to help shoppers to create a Kombo of cereals plus yogurts and toppings to build their favourite flavours - either by using specially created recipes, or by coming up with their own.

BANANA SPLIT



Example Kombo Creation: Krave + Rice Krispies + Muller Light Banana Yogurt = Banana Split

ATL Campaign; The #KomboCreations Challenge

Our campaign will kick-off with the *#KomboCreations* challenge & competition; where we'll task shoppers with coming up with their own cereal-based creations.

We'll partner with Radio Hosts from Global Radio, social influencers and food creators to share their own Kombo Creation inspired by their childhood, then, challenge their networks to do the same through collab social posts and our microsite.

The winners will receive a year's supply of their creation, plus see the ingredients merchandised together on supermarket end-caps.

Global Radio

Partner with Global to have a segment across all breakfast radio shows promoting the *#KomboCreation* challenge - preceded by a throwback to a mix-up of a few old-school hits.

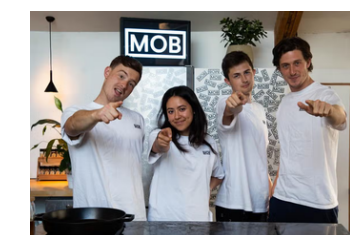


Influencers (themed around joy):

Sam Thompson & Allison Hammond



Food Creators: Mob Kitchen & Nadiya Hussain



Partnership; A unique opportunity with Müller

We'll partner with the #1 UK Yogurt manufacturer; Müller to co-develop Kombo Creation recipes that showcase the playful mixture of multiple Kellogg's cereals with Müller yogurts, fruits, nuts and other ingredients to create new, exciting and healthier breakfast dishes that remind people of their favourites - like Apple Pie or Eton Mess.

The Kellogg's logo is written in its signature white cursive font on a dark red background.

How we'll bring this partnership to life:

1. **Packaging:** Featuring Kombo Creations recipes on both yogurt and cereal product packaging, prompting cross-sell and encouraging shoppers to create their own dishes.
2. **Through-the-line media:** Speaking to shoppers through our ATL media and partnerships, right through to co-branded retail-out-of-home on high streets; and geo-targetted social micro-boosting of nearby #KomboCreations competition entries to demonstrate the virality of the challenge during the purchase decision.
3. **Presence in key cultural moments:** We'll leverage key British cultural moments to promote themed Kombo Creations to segmented, interest based audiences - i.e. Strawberries & Cream for Wimbledon and Mince Pie for Christmas.

Retail; Bringing the platform to life at purchase



Retail Endcap



Tactical In-Aisle Shipper



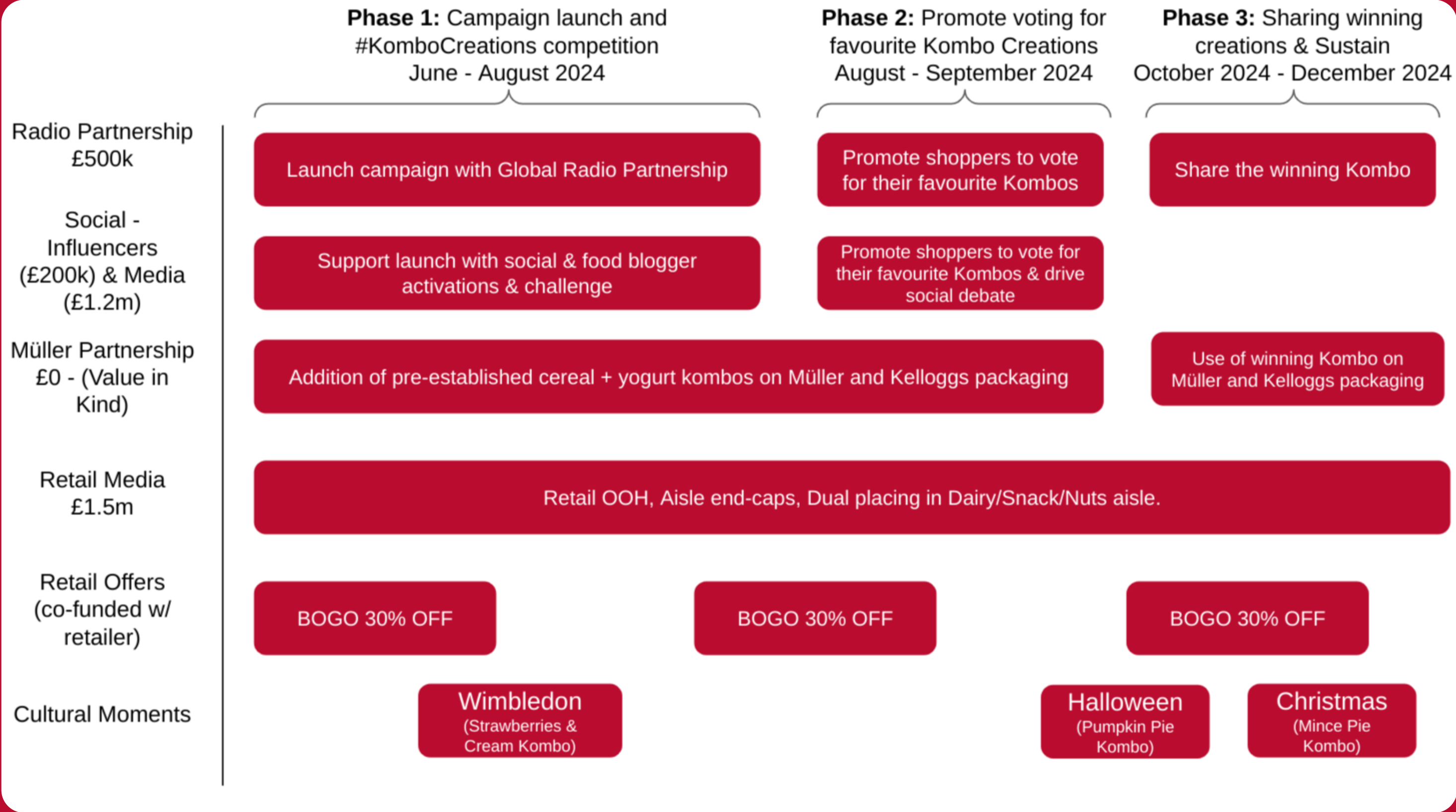
Retail Out-of-Home

We'll make this campaign highly prominent to shoppers during their purchase journey, particularly throughout the store (prompting them at multiple stages) to optimise our sales impact.

Key Retail Placements:

1. **Key aisle endcaps** in both dairy and cereals aisles with full ingredients stocked (incl. refrigerated yogurt) to prompt cross-sell.
2. **Tactical shippers** in Dairy and Nuts/Snacks aisle with a range of Kellogg's cereals to re-prompt shoppers about Kombo Creations and capture shoppers who may not have purchased in category.
3. **Point of Sale (POS) banners** in the cereal aisle with a 'Buy-one-get-one 30% off' discount, incentivising purchasing multiple boxes together to drive upsell, building shopper behaviour.

Campaign Phasing, Key Moments and Channels



We'll ensure we deliver impact at each phase of the funnel and efficiently track impact.



Key Measurements of Campaign Impact:

Consideration uplift for Kellogg's cereals: **+5%**

Consideration for mixing cereals: **+15%**

Purchase intent for multi-box purchases: **+10%**

Cereal sales uplift: **+5%**