

OVERCOMING THE SILENT CEREAL KILLER

INCREASE KELLOGG'S SHARE OF THE BREAKFAST
CUPBOARD, BY GETTING PEOPLE EXCITED TO



THE CHALLENGE

WHEN YOU'VE GOT DIFFERENT TASTES AROUND A BREAKFAST TABLE, THE CONCEPT OF MIXING IS SECOND NATURE – 52% OF PEOPLE ARE ALREADY DOING IT.

1

MIXING CEREALS STARTS AS A STAPLE

We all grow up with breakfast being the most fun meal of the day, connecting with your loved ones around the breakfast table. This is where the mixing happens, as parents have no choice but to buy a repertoire of brands in order to cater to the multiple tastes within one family.

156IX

Parents eating two or more Kelloggs brands

2

BUT, THINGS CHANGE ONCE YOU FLY THE NEST

When Gen Z's leave the family home environment for university, not only are they buying for one - but they are taught to prioritise productivity over pleasure, leaving little room for connecting around the breakfast table.

64IX


18 - 24 year olds eating two or more Kelloggs brands

THE REAL CHALLENGE

UNIVERSITY IS THE CEREAL KILLER

Protect Kelloggs from the threat of the Cereal Killer, keeping Gen Zs mixing around the breakfast table as they leave for university.

Meet the



FAST 5AM'ers

Uni life as we know it has changed. Less booze and a get-up-and-go attitude has meant that it's no longer the late nights that get our audience going - for Fast 5AM'ers*, it's the mornings that matter.

This routine of hustle has meant they have lost the moment around the breakfast table where KOMBOs are created, opting for on-the-go alternatives that fuel their hunger to get the most out of their university experience.

*Audience Size: 2,502M | Based on 39% (proportion of 18 - 24s who do not drink) of total 18 -24 UK population (6,417M)





**KEEP FAST 5AM'ERS MIXING AROUND
THE BREAKFAST TABLE**

**EVOLVING WHAT THE SOCIAL
BREAKFAST EXPERIENCE LOOKS LIKE TO
MATCH THEIR NEW MORNING ROUTINES.**



THE BIG IDEA

THE **KOMBO**'S MORNING MIXER

WITH



FRESHER'S
FESTIVAL
GROUP UK

Bring Fast 5AM'ers together around the world's biggest breakfast table, kickstarting their new university morning routine with KOMBOs of friends, flavours and music - all in partnership with the UK's biggest Freshers Festival organiser.

HOW IT WORKS

CREATE THE MOMENT

THE MORNING MIXER

Elevate the morning energy at Freshers Week by bringing together Fast 5AM'ers and unexpected artist KOMBOs around the world's biggest breakfast table.

ENGAGE FAST 5AM'ERS

THE TABLE ON TOUR

Alongside the Freshers Festival Group, take the table to the masses, hosting The Morning Mixer at 10 universities across the UK during Freshers Week.

SPREAD THE RITUAL

MIXERS ON MASS

Identify & recruit university influencers as KOMBOs ambassadors, tasking them with keeping The Morning Mixer alive on campus across the year.



ACTIVATION

THE MORNING MIXER

The breakfast table is the heart of the Morning Mixer. Fast 5AM'ers will gather here as the sun rises, ready to be energised to tackle their day.

Popular Gen Z musicians Loyle Carner & Jess Stewart will join them and perform one-of-a-kind KOMBO tracks whilst they eat.



Loyle Carner



Jess Stewart

FF FRESHER'S
FESTIVAL
GROUP UK

The Freshers Festival Group will provide access to the Student Unions in each city, and co-promotion to students alongside their regular freshers week schedules.

**40K BOWLS SERVED
OVER 2 WEEKS**

ACTIVATION

THE TABLE ON TOUR

We'll inject only the best morning vibes into the Fresher's Week festivities of 10 of the biggest universities across the UK, building awareness in the lead up to each event in order to maximise attendance:

- 1 Flyposting across sites in proximity to each university to create festival-style hype that our audience will be familiar with.
- 2 Geo-targeted Spotify takeovers from 5am - 9am with bespoke messaging tailored to each university will connect with Fast 5AM'ers in the midst of their morning routines.
- 3 Videos on the @freshersfestival TikTok page and posters on-campus will make us unmissable in spaces where students seek out information on Fresher's Week events.



UNIVERSITY OF LONDON

UNIVERSITY OF EDINBURGH

UNIVERSITY OF SHEFFIELD

QUEEN'S UNIVERSITY OF BELFAST

UNIVERSITY OF LEEDS

UNIVERSITY OF BRISTOL

KING'S COLLEGE, LDN

UNIVERSITY OF LIVERPOOL

UNIVERSITY OF BIRMINGHAM

UNIVERSITY OF MANCHESTER



MIXERS ON MASS

Use The Freshers Festival Group's network to establish a roster of KOMBOs ambassadors across our universities, tasking them to network on campus and identify pockets of early risers, inviting & equipping them to set up their own Morning Mixer

- 1** Ambassadors will be chosen based on their campus clout, and will fit the criteria of a Fast 5AM'er.
- 2** Ambassadors will keep the Morning Mixer alive on campus all year round, through existing societies who are traditionally early risers. Sports teams, book clubs, yoga societies etc. We'll routinely send them Morning Mixer merch to hand out around campus.
- 3** At the end of the academic year, they will host a final Morning Mixer breakfast for the whole campus, sending our own DJs to mix the music while they eat.

MEDIA PLAN & WHY IT WORKS

MEASUREMENT:

IMPACT

- Over 20M student impacts across our campaign plan
- 63% national student reach = 1.803M students reached

TRIAL

- 40,000 bowls of KOMBOs served to Fast 5AM'ers in the first phase of the campaign at our flagship events
- Consistent trial across the year through our ambassadors, driving both incremental reach & frequency to keep more Fast 5AM'ers mixing around the breakfast table

PURCHASE

- A 5% increase in Fast 5AM'ers buying boxes of breakfast cereal would equate to 125,000 new boxes of cereal in breakfast cupboards

MEDIA PLAN:

PILLAR	CHANNEL	SEPT	OCT – JUL	BUDGET
The Morning Mixer	Events			£325,000
The Table on Tour	Fly-Posting			£150,000
	Spotify 5-9 Takeover			£100,000
	Freshers Festival Group Co-Promotion			£25,000
Mixers on Mass	Ambassador Programme			£400,000
				£1M

WHY WE LOVE THIS IDEA:

- 1 It meaningfully connects with Kellogg's most at-risk audience at the moment that matters most, keeping the cereal killer at bay both in the short and long term.
- 2 It drives trial, experimentation and excitement for KOMBOs in the space where they are at their best – the breakfast table.
- 3 It combines impact with longevity, ensuring that KOMBOs is central to not only our Fast 5AM'ers Freshers Week experience, but their campus life all year long.
- 4 It gives KOMBOs a moment to own year after year, ensuring that Fast 5AM'ers present and future keep the breakfast table as part of their routine as they leave home and enter university life.