

Fixed

Mixed?

The logo for Kellogg's KOMBO cereal. It features the word "Kellogg's" in a red, cursive script font at the top. Below it, the word "KOMBO" is written in a large, bold, red, sans-serif font. The letter "O" in "KOMBO" is stylized with a white oval cutout.

Insight:

It goes without saying Kellogg's is the cereal of choice, but when it comes to mixing cereal there's a naturally even split of those who mix (52%*) and those who don't (48%*).

Strategy:

To bring the idea of cereal mixing to the masses, causing people to choose what side they are on with the question 'Are you Fixed or Mixed?' and motivating the 30%* who are curious but undecided to take a stance. The resulting debate will generate intrigue and excitement bringing cereal back to the top of the breakfast conversation.

**UK Shopping Panel results*



Kellogg's **KOMBO**

Are you a
cereal mixer?

Make a new
classic, everyday.



Fixed

Fixed

Fixed

Fixed

or
Mixed

or
Mixed

or
Mixed

or
Mixed



Krave

Special K



Crunchy Nut

Rice Krispies



Corn Flakes

Coco Pops

Kellogg's KOMBO

Fixed

or Mite?

Logo:

An inviting and friendly mark. Two bowls are concealed within the O's, subtly hinting at smiles and underlining the idea of mixing cereals.

Colour:

Our palette ensures each cereal is represented with vibrant and tasty colours from the Kellogg's portfolio. Unique Colour Kombos vary from application to application showing off the variety of mixes.

Type:

Two typographic approaches of the same typeface are used: Kellogg's Fixed for a classic, consistent and structured look, and Kellogg's Mixed for a playful, exciting, and spontaneous feel.

Imagery:

Imagery of cereal is key to generating taste appeal. Delicious bowlfuls showcase each of the 6 key brands, either combined or individually.

Cameos are used to further elevate the taste and textural qualities of the Kombos. Overlapping and interacting with typography and other ingredients to create fun and exciting compositions.

Tone of Voice:

Using a simple, family-friendly tone with witty rhymes or puns asking short, snappy questions to ignite debates and enhance memorability.

Single
or
multiple

Kellogg's KOMBO

Kellogg's
6 Tasty
Originals
or...

Fixed
or
Mixed?

Kellogg's KOMBO

Kellogg's
...720
Delicious
Kombos

Decline
or
Combine?

Kellogg's KOMBO

How do you like
your cereal?

Fixed

Kellogg's KOMBO

Front

How do you like
your cereal?

Mixed?

Kellogg's KOMBO

Back

For the Fixers



Are you a cereal mixer?



Are you a cereal mixer?



Kellogg's
KOMBO

In-Store:

In-store displays can be divided into two sections: one for the Cereal Fixers and another for the Cereal Mixers. Buy One Get One Half Price offers can incentivise shoppers to purchase a Kombo. Interactive displays can engage consumers in considering which Kombos they prefer.

Shop signage can infuse playfulness and flavour appeal using our versatile typeface and delicious imagery.

App:

The Kellogg's Kombo app generates a unique combination every day. Users can share their unique Kombos with friends on social media and contribute to the ongoing debate.

Social Media:

Social media platforms serve as a stage for the Fixed or Mixed debate. Poll functions enable users to pick their side.

TikTok integrates the Fixed or Mixed campaign, offering a filter to help users generate their daily Kombo. Users can identify themselves as Fixers or Mixers, both in cereal choices and everyday life.

Spotify immerses the campaign in the realm of music. Listeners receive their Daily Fix (a carefully curated playlist of their favourite artist) or their Daily Mix (a shuffled playlist of all their favourite artists).

The campaign seamlessly aligns with the Kellogg's master brand tagline, "Whatever you do, we do breakfast," emphasising that whether you're a Cereal Fixer or a Cereal Mixer, Kellogg's has you covered.

Additional Activations:

The campaign lends itself to any event where mixing is involved, such as a 'Breakfast Bar,' where 'Cereal Mixologists' craft unique Kombos.

For the Mixers



Are you a cereal mixer?



Are you a cereal mixer?



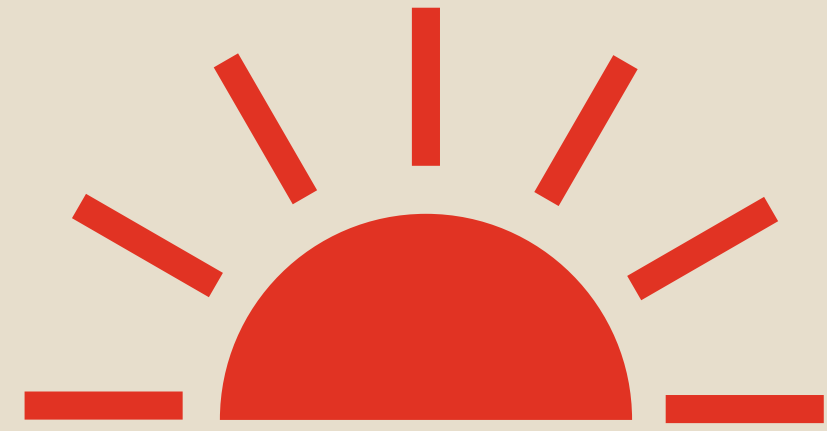
Kellogg's
KOMBO

Mix & Match Totem



Aisle Signage

Kellogg's
KOMBO



Good Morning
Cereal Mixer!

What's
Today's
Tasty



Komb
o?
o?

coco



Krisp
ies

Share your Kombo:

special



Krave

Share your Kombo:

 Kellogg's 



Are you a cereal mixer?

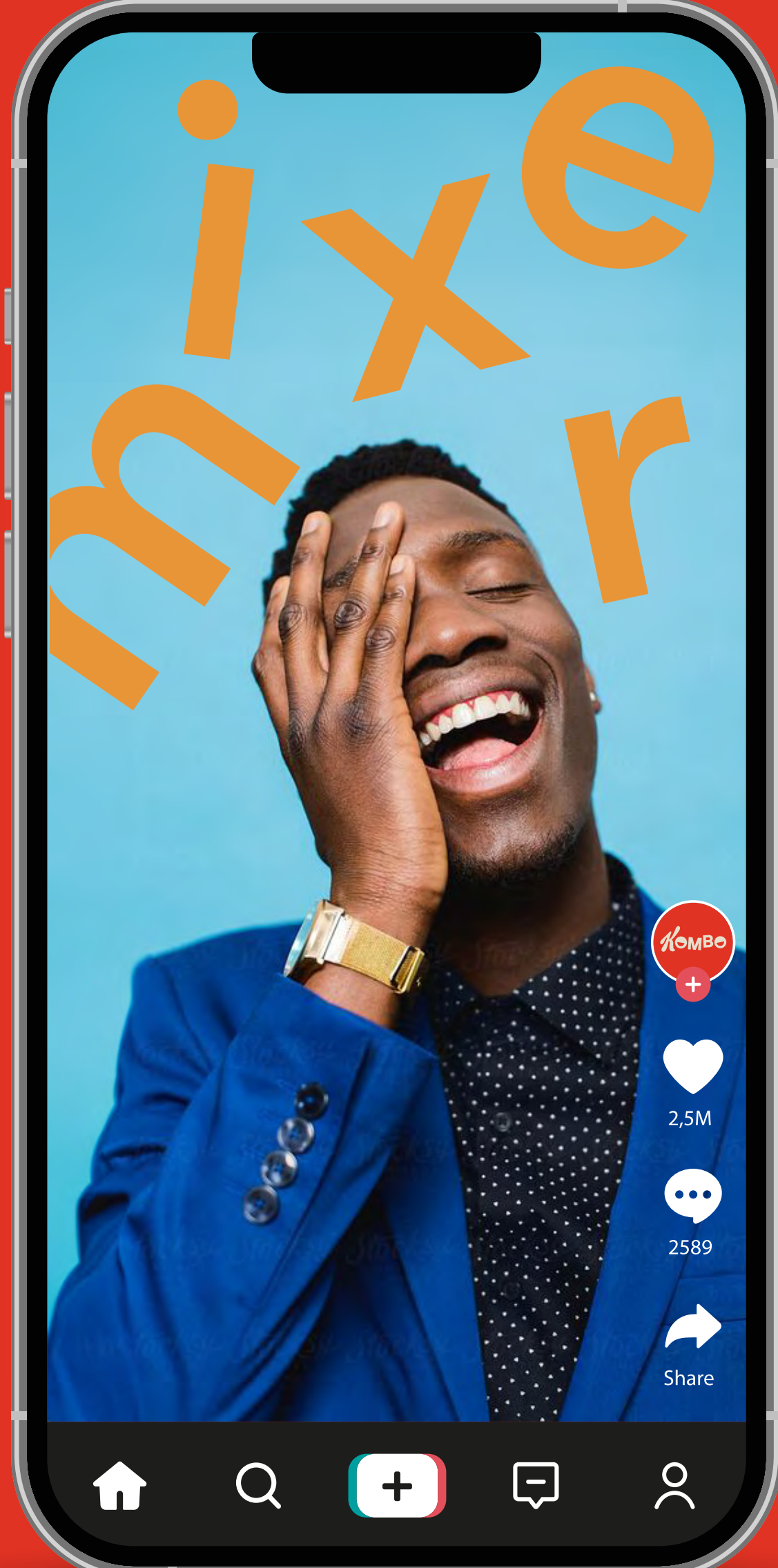
   

 626 likes



Kellogg's

Whatever you do, we do breakfast.



Daily Spotify Playlists



Fix



Mix



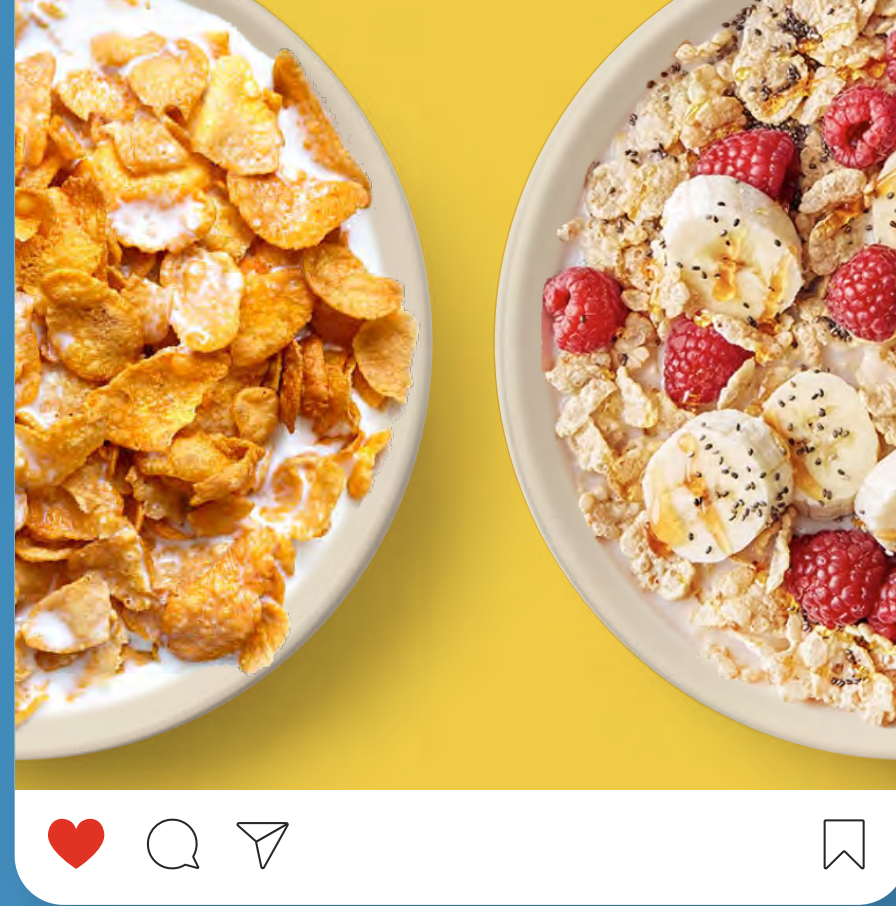


Helga Anderton @ArsenalGal
Taste, taste and more taste when you mix.
#KelloggsKombo #FixedOrMixed #Mixed

Eton B @EtonMess
Mixing cereal has just blown my mind
#MindBlown #KelloggsKombo



StewartTimsworth



Kellogg's @Kelloggs
18 Likes
Kellogg's What side are you on this Valentine's Day? #KelloggsKombo

Kellogg's @Kelloggs
Who else loves to mix it up #FixedOrMixed
Nahhh 22%
Hell yeah 78%
22,024 votes – Final results

Jack Bowman @Buckstopshere
KelloggsKombo



6 views

Kellogg's @Kelloggs
It tastes SO much nicer when mixed
KelloggsKombo #CrunchyNut #CocoPops



Kellogg's @Kelloggs
Cereal mixers: what's your favourite? #KelloggsKombo
Special K & Krave 20%
Rice Krispies & Coco Pops 30%
Coco Pops & Crunchy Nut 25%
Crunchy Nut & Special K 25%
2,022,024 votes – Final results

OddSocks



Kellogg's @Kelloggs
So... is it fixed or mixed? #KelloggsKombo
Fixed 35%
Mixed 65%
3,022,024 votes – Final results

BillyBoy123 @Billyboy123
OMG I can't believe people mix cereal?
#KelloggsKombo #FixedOrMixed

Paola C @LH44Lover
I LOVE mixing cereal I can't believe people are only just catching onto this? #KelloggsKombo

CerealMemer

