

Kellogg's

LEVEL UP BREAKFAST

PROBLEM

54% of families in the UK spend less than 10 minutes having breakfast together due to busy schedules and screens that pull us into our own digital worlds, disconnecting us from our family.

INSIGHT

Screens, especially phones and tablets, have taken over breakfast time, isolating family members even when they're physically together. However, screens can also become a catalyst to connect with each other. Just 15 minutes of quality morning time can improve the family's mood throughout the day.

IDEA

Embracing families' digital habits, we'll turn individual screen time into family time by creating a fun and interactive morning routine to start the day together.

Partnering with Candy Crush we create new levels of "Kombo Crush" full of new possibilities. A multiplayer version for a fun family interactive breakfast while sharing a mix of their favourite Kellogg's Kombo, driving users to purchase a variety of Kellogg's brands in store.



THE GAME

HOW WE START BREAKFAST

Morning breakfast with Kombo Crush becomes a fun experience to set a positive tone for the day ahead. We create a new morning routine where screens become a way to connect, while enjoying a variety of Kellogg's Kombos and discovering more.

HOW DOES THE GAME WORK?

Collaborating with Candy Crush, we introduce a new world, "Kombo Crush", a series of levels inspired by the different Kellogg's cereals and variety of flavours. Unlock new levels with the hidden codes on Kellogg's boxes' cereals.

But there is a twist, you can mix your retrieved cereals with the ones your family has collected to unlock Kellogg's rewards and try your favourite Kellogg's Kombos. Through a set of family missions, and multiplayer options, we will get families to connect through the screen.



BUY & UNLOCK

Unlock exclusive levels and in-game advantages with the hidden codes found in your favourite cereal boxes. Driving families to buy their favourite Kellogg's Kombo in-store and try Kellogg's brand they haven't tried before.

MULTIPLAYER MISSIONS

We will set weekly missions encouraging families to complete collaborative challenges during breakfast, creating a multiplayer experience to unlock all Kellogg's cereal brands and try their favourite Kombo mixes.



COUPONS & REWARDS

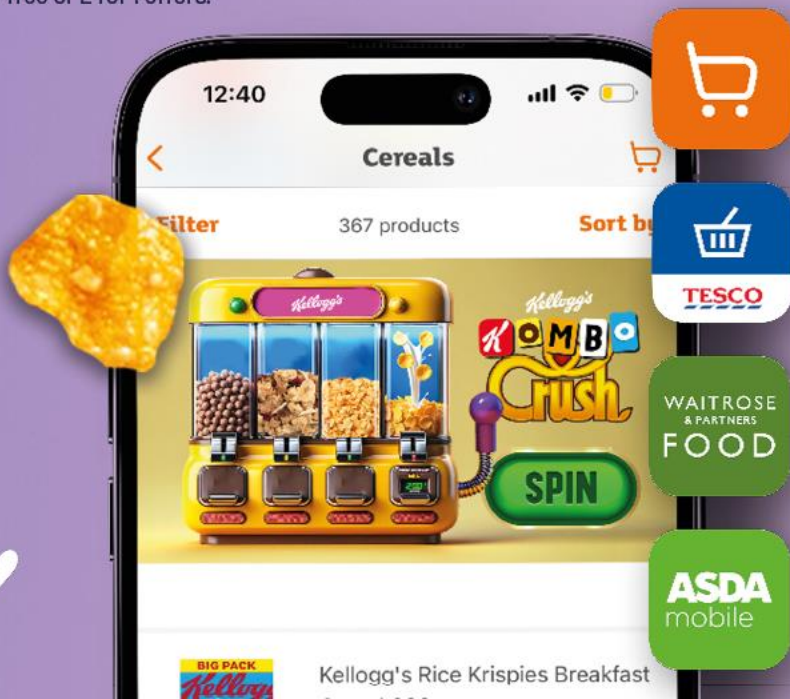
When family members have their phones nearby, they can mix and share the cereals they've collected, creating their best Kombos together. They can unlock coupons and offers to purchase Kellogg's Kombos in-store.



RETAIL + SOCIAL

What's your Kellogg's **KOMBO?** **SPIN, MIX & DISCOVER**

Introducing a cereal dispenser feature when getting groceries from your phone. When you click on spin, luck will create your perfect Kellogg's Kombo to try and add to your cart, adding some fun to your shopping experience. If luck is on your side, you can even win your Kellogg's kombo for free or 2 for 1 offers.



SHARING ON TIKTOK

We utilise TikTok to engage with the cereal lover community who need the inspiration to try a new Kellogg's Kombo. Share your family's Kombo Crush mission achievements on your stories to show your friends!



BUY & UNLOCK

We select two of our Kellogg's brands to create the Kellogg's Kombo for the month, releasing two limited edition Kombo Krush cereal boxes.

Cereal lovers can find hidden codes in each of the cereal boxes to unlock new missions and exclusive levels. Encouraging families to purchase, collect and try all the different Kellogg's cereal brands.



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SUMMARY

THE PROBLEM

Over half of UK households spend less than 10 minutes sharing breakfast. With busy routines and screens taking over, breakfast tends to become rushed and isolating. However, screens can also become a catalyst to connect with each other.

With a decline in the cereal category, Kellogg's wants to bring excitement and fun to the UK's favourite cereal brands.



RETAIL + SOCIAL

We release our Kellogg's Kombo of the month with limited edition packaging. By scanning the hidden QR code in the packaging, you unlock new levels and multiplayer missions in-game, driving families to purchase and collect all of the Kellogg's brands cereals to keep playing.

Fun during breakfast isn't enough, so we wanted to create an exciting shopping experience. 'Spin, mix and discover' on your preferred grocery online shopping app to find 'What's your Kellogg's Kombo' and buy your favourite cereal brands.

Share your Kombo Crush experience on TikTok and Instagram to engage with the cereal lover community and discover more Kellogg's Kombos!



THE GAME

Partnering with Candy Crush, we're introducing the 'Kombo Crush' world, making breakfast with family more fun. Unlocking new levels and exclusive collaborative missions when you purchase Kellogg's brands cereals in-store.

Our Kombo Crush levels help parents to start the day on a positive note: playing with the family, while exploring the different Kellogg's Kombo alternatives and getting coupons for the weekly grocery shopping enjoying a tasty breakfast.



Kellogg's

LEVEL UP BREAKFAST

CAMPAIGN SUMMARY

It's time for the cereal category to claim their spot on our table again, after facing market challenges in the last years.

By gamifying the experience of mixing Kellogg's cereals, we will embrace families' digital habits, and find parents right where they already are. The reality is that more than 9 million people play Candy Crush for three hours or more a day, but only spend four hours a week of quality family time.

A partnership with Candy Crush will bring more fun to cereals, but most importantly will help families to build digital routines together. Using screens to enable family quality time, to Level Up Breakfast.

By purchasing special edition Kombo Crush cereals every month, families will unlock exclusive levels and new missions to continue playing every breakfast, building their appetite to try different cereals and discover new favourites.

CREATIVE INSIGHT

The cereal category is facing some challenges at the moment, and the truth is that modern families barely have time to sit together and enjoy breakfast. Only 54% of UK families are now spending less than 10 minutes together at the breakfast table.

Our target audience are already scrolling through their phones in the morning, checking their social media platforms or simply playing their usual games, even children follow along with their iPads.

Screens can be seen as an enemy against family time, as they tend to be an isolating experience, but we want to capitalise on this habit. However, screens can be turned into enablers to connect, and enjoy breakfast time again as a collective.

The gamified aspect of our Kombo Crush not only turns breakfast into a fun family activity. But also encourages families to buy and collect new Kellogg's brands to unlock and discover new hidden premium levels.

By purchasing special edition Kombo Crush cereals every month, families will unlock exclusive levels and new missions to continue playing every breakfast. Building their appetite to try different cereals and discover new favorites.

SOLUTION

We will "Level Up Breakfast" by making mornings fun and tasty. By understanding families' digital habits during breakfast.

We're partnering with Candy Crush and introducing the "Kombo Crush" world, with new collaborative levels, unlockable when families purchase Kellogg's brands cereals.

Starting the morning with excitement and a fun game sets the family's mood for the day, offering a chance for families to spend quality time. By playing the different levels, you can explore more Kellogg's Kombos alternatives and receive coupons to enjoy a delicious breakfast.

Fun during breakfast isn't enough, so we wanted to create an exhilarating shopping experience. Spin, mix, and discover on your preferred online grocery shopping app to find "What's your Kellogg's Kombo" and buy your favorite cereal brand.

We utilise TikTok to engage with the cereal lover community who need inspiration to try a new Kellogg's Kombo, sharing your family's achievements on Kombo Krush. Breakfast has never been more fun!

HOW DOES THIS WORK

Morning breakfast with Kombo Crush becomes a fun experience to set a positive tone for the day ahead. We create a new morning routine where screens become a way to connect. While enjoying a variety of Kellogg's Kombos and discovering more flavours.

Collaborating with Candy Crush we introduce a new world, "Kombo Crush", a series of levels inspired in the different Kellogg's cereals and variety of flavors. Unlock exclusive levels and game advantages with the hidden codes found in your favourite cereal boxes. Driving families to buy their favourite Kellogg's Kombo in-store and try Kellogg's brand they haven't had before. Creating multiplayer missions for a collaborative morning together.

We select two of our Kellogg's brands to create the Kellogg's Kombo for the month. Releasing two limited-edition Kombo Krush cereal boxes. We can find hidden codes in each of the cereals to unlock new missions and exclusive levels. Driving families to purchase, collect and try all the different Kellogg's cereal brands.