



**KOMBO's**

**Creative Collective**

**Break away from boring  
breakfasts by lighting the  
late-night creative spark of an  
untapped audience:**

**STONERS.**

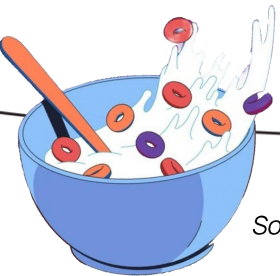
**THE CHALLENGE:**

**Cereal for breakfast is stale.**

We're asking Brits to get creative with their Kombo's at the *least* creative munching moment: breakfast

→ **Soggy sales: 2.6m** cereal sales decline since 2020.

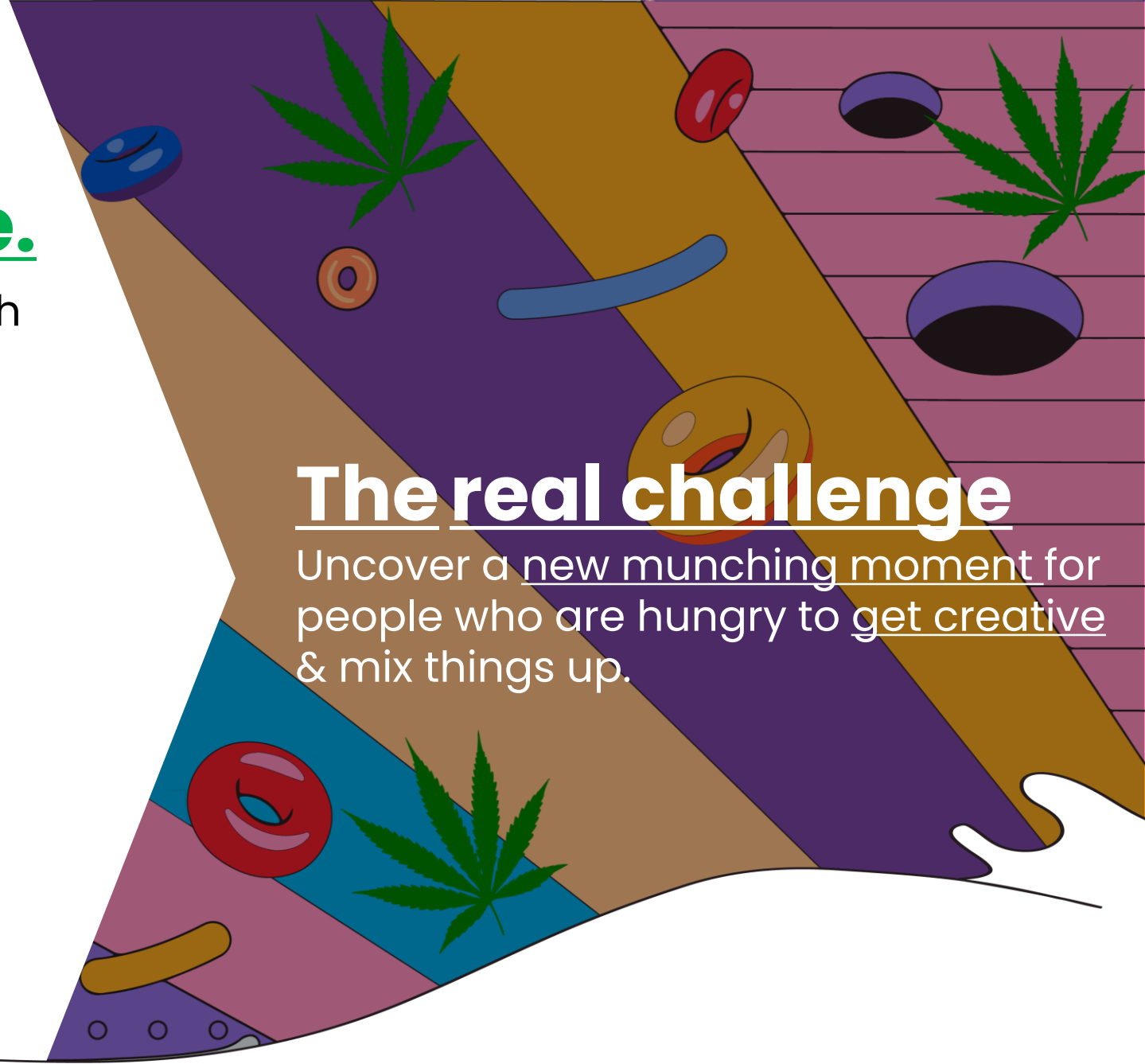
→ **Creative rut: 2/3** adults *never* change their breakfast.



Source: GlobalWebIndex 2020-2024; Science Direct

**The real challenge**

Uncover a new munching moment for people who are hungry to get creative & mix things up.



THE AUDIENCE:

There's an untapped audience with big potential... and even bigger appetites...

# ...The Kush Kreatives

(7.5M UK Adults)

Cereal lovers, who challenge the "stoner sloth" stereotype, and have a passion for creative combos.

**Cereal Munchers: i398** for eating cereal more than x1 per day

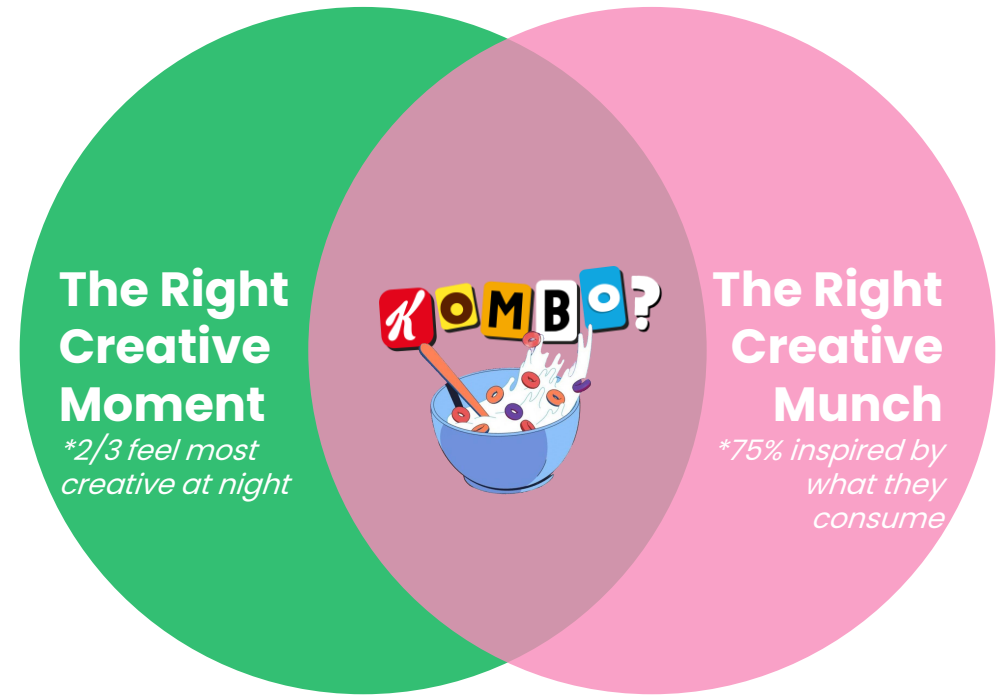
**Creative Experimenters: i142** are creative & love experimenting

Posted by u/patteh11 1 years ago

33 if you like eating cereal while high read this

For me personally when I'm high it's usually at night. So I smoke a bowl and I want another bowl... Of Coco Pops with milk. It's the two in one combo to eat when high - cures my munchies and my cotton mouth.

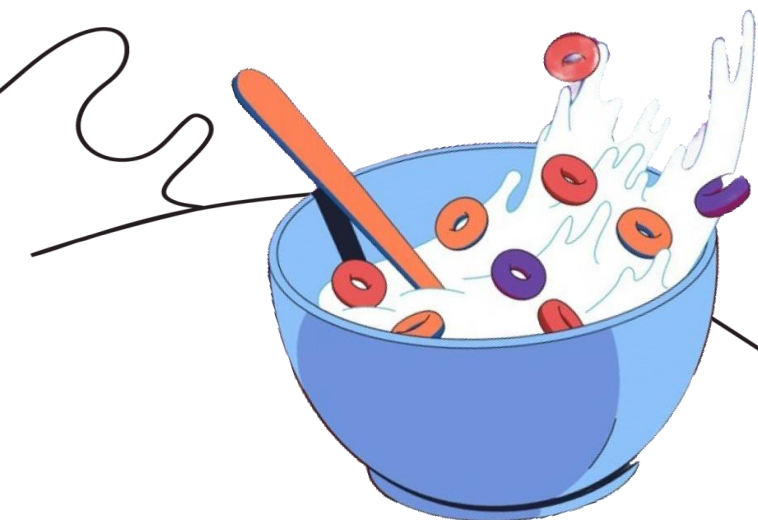
There's one combo that fuels their creativity the most:



Source: Reddit 2024; GlobalWebIndex 2024; YouGov 2024; Consciousness & Cognition\*  
Source: Psychology Today; National Library Of Medicine

**INSIGHT:**

**Kombo's is a bowl full of late-night creativity, waiting to be munched.**



**STRATEGY:**

**CULTIVATE KOMBO**  
**CREATIVITY**

**GET** Kush Kreatives, who are hazed by standard cereal selection

**TO** Mix up their bowls with Kombo's

**BY** Turning their kushy evenings, into moments of Kombo creativity.





## **THE BIG IDEA:**

# **KOMBO'S CREATIVE COLLECTIVE**

We'll partner with **Amazon** to create the world's first creative combo e-learning hub. Hosting online lessons that unexpectedly combine some of the most popular art forms, starting with Abstracts X Ceramics.

Supported with a complimentary bi-weekly Prime series featuring the UK's favourite unlikely kush-loving creative duo – **Louis Theroux & Big Narstie** (*11m combined social reach*) – seeing the pair getting high & hilariously try their hand at the creative combos.

## **Rolled out across 3 phases:**

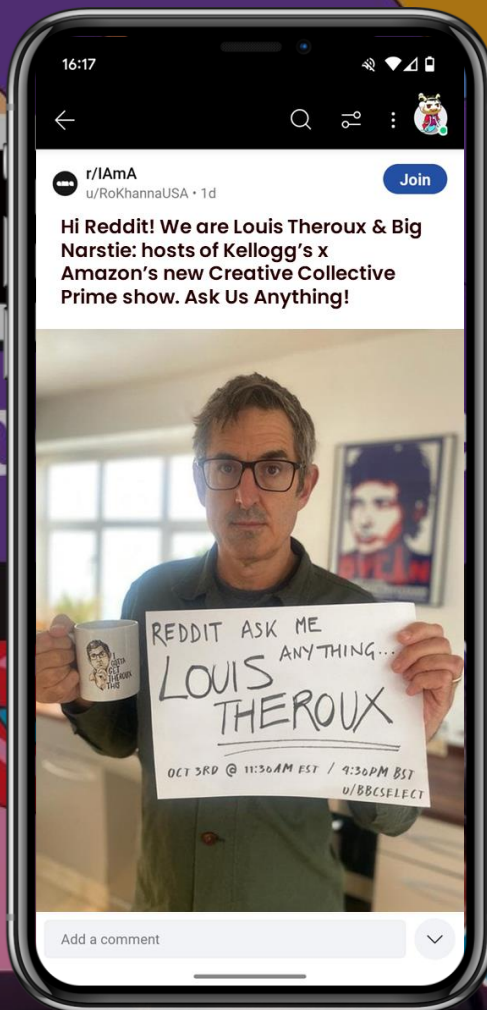
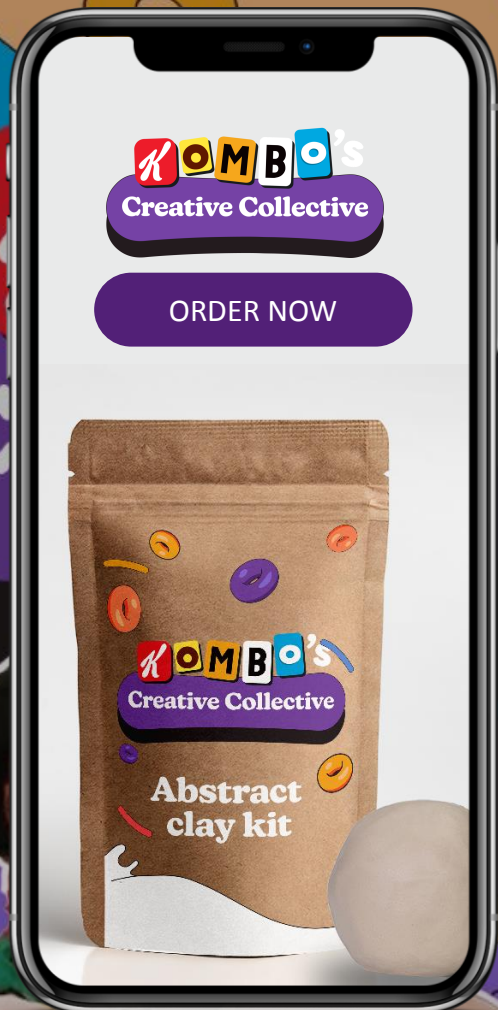
- 1. Light Up Attention**
- 2. Spark Creation**
- 3. Make Some Green**

**LIGHT UP ATTENTION:**

**BUILD AWARENESS IN IRL  
CREATIVE HUBS**

- **Launch event:** Taking over “Tate Lates” in London, hosted by Louis & Big, with the café serving up Kellogg's Kombo bowls, and IRL lessons. *(i264 visit The Tate)*
- **UV OOH:** Placements across the UK's biggest cities, revealing their true creativity at night.





## **SPARK CREATION:**

# **ENTICE KUSH KREATIVES TO CREATE & SHARE**

- **Reddit Partnership:** Kombo's Subreddit for Kreatives to share; AMA w/ Louis & Big Narstie; with branded site takeover. (*i224 use Reddit*).
- **Home Creative Kombo sets:** Delivered with surprise 2-pack Kellogg's Kombo, with Amazon Grocery.

**MAKE SOME GREEN:**

**MAKE KOMBO'S  
THEIR REGULAR  
MUNCHING RITUAL**

- **Art Market Pop-Ups:** Kellogg Kombo food pop-ups at London art markets.
- **Amazon Grocery:** 1-click purchase embedded across all content allowing, Kreatives to satisfy their cravings.

FEELING CREATIVE?  
Order this episode's creative  
combo on Amazon.

**KOMBO**  
Creative Coll

**Kellogg**  
CRUNCHY NUT

**Kellogg**  
Rice Krispies

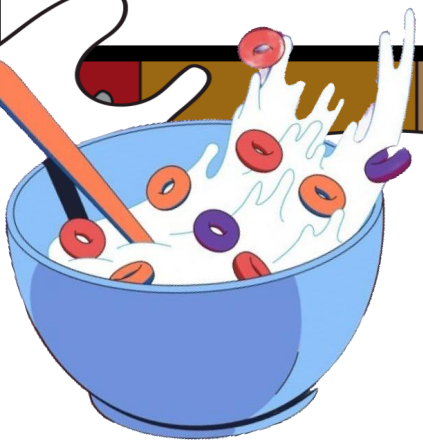
ORDER NOW!

# Measurement & Effectiveness

## ROLLING OUT OUR CORE KPI'S:

- **Creativity Collective Lessons:** Tracking the number of lessons taken on the hub. Goal of reaching 2m by Dec '24.\*
- **Creations Shared:** Tracking the number of creations shared through social channels; goal of reaching 100,000 by Dec '24.
- **Kombo's Per Month (KPM):** Contributing to Kombo sale uplift with goal of 6.6m KPM over campaign.\*

	SEP	OCT	NOV
<b>Creative Collective</b>	£275K		
<b>Prime Series</b>	£400K		
<b>Louis &amp; Big social posts</b>	£0		
<b>Tate Late</b>	£50K		
<b>UV OOH</b>	£100K		
<b>Reddit Partnership</b>		£125K	
<b>Home Kits</b>		£50K	



Sources: industry channel benchmarks; estimate based on streaming data; KPM based on 33x servings per box

“THIS JUST MIGHT BE MY WILDEST PROJECT YET. WHO KNEW KELLOGG’S HAD SO MANY KUSH-FRIENDLY COMBOS”

*Louis Theroux , 2024*

## WHY IT WORKS

**A true media-first idea that forges an unbreakable link between Kellogg’s and creativity.**

- **Addresses the right problem:** Finding the right moment to counter boring breakfasts.
- **Targets a brave, untapped audience:** The perfect consumer: creative cereal lovers who are primed to combine.
- **Builds an evergreen platform:** Collective drives brand penetration and can grow over time.
- **Drives actual results:** Campaign drives 600k total Kellogg’s Kombo brand sales\*

