



## UK Young Lions Competitions 2024

**Dear UK Young Lions Competition Participants,**

As UK Representative for Cannes Lions, we are looking for the very best young talent to compete on behalf of the UK at the festival against advertising professionals from around the world.

Winners will not only have the opportunity to compete in the Global Young Lions Competitions but will also receive a full festival pass to enjoy everything the festival has to offer.

This year, we are delighted to be setting an exciting brief provided by Kellanova.

This document provides all the information you will need to complete your competition entries. You will find instructions for all deliverables inside.

**All competition entries are due by 23:59 (GMT) on Monday 4 March 2024.**

We wish you the very best of luck with your entries!

**Events Team  
Advertising Association**

**Thank you to our partners:**

 Clear Channel

  
Mail METRO MEDIA

sky | MEDIA

UK  
AEG

## Background Information

### The Kellogg's Kombos Campaign: Bringing a cereal mixing activation idea to life

The cereal category faces multiple challenges including declines in penetration and brand repertoire, the loss of occasions to other breakfast options, considerable volume declines as well as other economic and legislative challenges. What if we could find a way to start addressing some of these issues whilst bringing fun and excitement to keep cereal as the undisputed No.1 choice for breakfast?

In the UK, Taste is the no. 1 driver of category growth for cereal, with 75% of consumers saying it is the top priority when choosing breakfast cereal (Mintel report Q3, 2020) and the Kellogg's cereal portfolio includes an iconic group of great tasting brands (Fig. 1).



Fig. 1 – Overview of the main Kellogg's UK cereal brands.

At the beginning of 2023, we identified cereal mixing as an area of opportunity for the business. We undertook a data-driven E2E approach, starting with conducting a shopper panel with 500 UK adults (Fig. 2). From this we confirmed that there is indeed a big opportunity in cereal mixing, with over half of respondents doing it either on a regular basis or having tried it now and again. We also learned that elevating the eating experience, whether from a flavour or texture perspective, is the key reason why consumers would be motivated to mix different cereal together. Last but not least we identified that within our portfolio of brands that the most taste-led brands like Crunchy Nut and Coco Pops are clear mixing favourites.



Fig. 2 – UK shopper panel results.

We then worked with an agency partner to come up with the ‘What’s Your Kellogg’s Kombo?’ creative platform (Fig. 3), with the objective of launching Kellogg’s ‘Kombos’ as a taste-centric Masterbrand campaign to bring back excitement into the cereal category.




Fig. 3 – What’s Your Kellogg’s Kombo platform visual.

With more clarity on the opportunity around cereal mixing and a work-in-progress platform idea, we then partnered with our Sensory & Culinary team to identify the cereal ‘Kombos’ that could deliver the best eating experience and made a top 10 list including classics like a Coco Pops and Rice Krispies mix (Fig. 4) or a Crunchy Nut and Special K combination.

## COCO POPS & RICE KRISPIES

*‘The Ying and Yang of Kombos’*



Snap Crackle and Pop along with Coco the monkey join forces in this playful pairing. Upon mixing, the smell of lightly sweetened cocoa fills the air, along with the smell of toasted cereal and vanilla. Puffed rice grains swim, standing out amongst the dark brown chocolatey rice puffs in this perfect duo. The bowl offers a playful, and visually pleasing alternative to eating alone. With the addition of milk, the snap crackle and pop is enhanced, with the cereal gently floating in the milk. The chocolatey coating slowly begins to dissolve in the milk turning it chocolatey!

**Why?**  
Two iconic cereals perfectly paired, 'I'd rather have a bowl of Rice Pops!' 50:50 mix recommended


|   |                                     |   |
|---|-------------------------------------|---|
|  | <b>Appearance</b>                   | Duo colour of white and brown, visually exciting  |
|   | <b>Flavour</b>                      | Toasted rice notes, along with sweetened cocoa rice   |
|   | <b>Texture</b>                      | Remains the Snap, Crackle and Pop of both products, light airy and crispy texture that melts in the mouth |
|   | <b>Suitability (rated out of 5)</b> | 5 perfect for kids!   |

Fig. 4 – Coco Pops & Rice Krispies ‘Kombo’ sensory overview.

Finally, we partnered with our key account teams to commercialize ‘Kombos’, focusing on our core brands and building the individual account plans both in-store and on ecommerce with the aim of delivering a quadruple win: for the category, addressing the aforementioned key challenges around brand repertoire, penetration and value, through a focus on taste; for the customer, delivering a new & different insight-led activation to drive sales; for the shopper, incentivizing an existing habit and delivering on elevated eating experiences and for the Kellogg’s brand, delivering a strong Masterbrand campaign to support our Core product lines and drive volume and repertoire.

### The Kellogg’s ‘Kombos’ Campaign In 2023

The campaign kicked off in September 2023 in Tesco and then expanded to other retailers including Sainsbury’s, Morrisons and ASDA throughout October and into November. In parallel with the retailer activity, we’ve also had PR, influencer, sampling and couponing elements of the plan (Fig. 5 – 10).

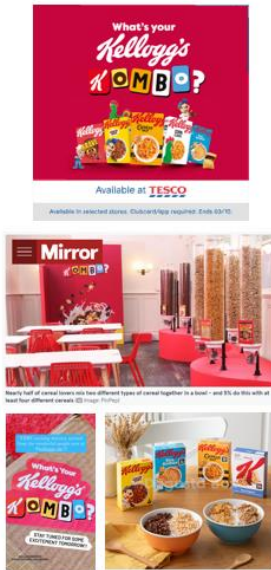




## The Campaign: A Full-Funnel Experience

### Pre-Store

Retailer Social, PR, Influencers, Sampling



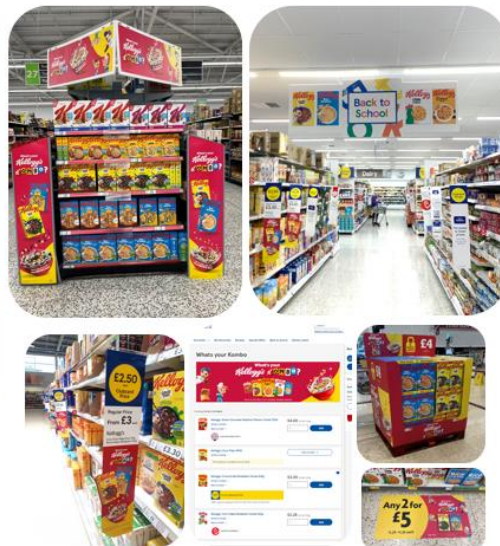
### Front of Store

Digital 6 Sheets



### At Point of Sale

In-store POS (Aisle Fins; Aisle Arch; Blank Ends; Floor Stickers; Fully Branded Gondola End / Shippers); Ecommerce (Search, Banners)



### Post Purchase

Coupons (Magazine / Online)





# KELLOGG'S KOMBOS

## PR

The Key Elements Of The PR Campaign:

- 'The UK's Top 50 Combos' Media Story To Drive National Coverage
- 'Kombos' Creative Mailer To Generate Editorial Content
- The Kellogg's Kombos Pop-Up Café

Mix & Discover your








Fig. 5 to 10 – The Kellogg's 'Kombos' campaign in 2023.

## The Competition Brief for UK Young Lions 2024

### Primary objective:

To evolve the 'Kellogg's Kombos' platform and proposition to further drive brand repertoire (e.g., to get someone who currently shops Coco Pops to also add Rice Krispies to their basket) and to consequently drive brand penetration and volume across our top six Kellogg's cereal brands (Crunchy Nut, Kellogg's Corn Flakes, Special K, Coco Pops, Rice Krispies and Krave).

### Secondary objective:

Reignite excitement for breakfast cereal, doing so in a really fun and taste-centric way.

### Additional information:

As mentioned in the background information, 2023 was the first year of this campaign and the key focus was very much in-store so there's plenty of scope to build upon the idea and/or propose a whole new approach, identifying more opportunities to incentivize the taste-driven UK cereal consumer to mix different Kellogg's cereals together.

Some potential thoughts on how the Kombos proposition may evolve – note these are purely suggestions and you are not obliged to use them.

- Is it about heroing certain 'Kombos' for certain occasions throughout the year?
- Is it about expanding into cereal mixing within other contexts (e.g. cooking/baking)
- Is it about establishing cross-category (e.g. milk, fruit) partnerships?
- Is it about working with celebrities?
- Is it a mix of all the above plus something else?

### Your target audience:

The Kellogg's brand heartland are families. Core audience for this campaign would be 18-49 adults, given the variety of brands included within it.

Note: whilst the campaign does include kids' cereal brands (Coco Pops, Rice Krispies), **we do not advertise directly to children.**

### Key messaging

'What's Your Kellogg's Kombo?' and 'Mix & Discover the possi'BOWL'ities' are the two key messages we've used for the first year of the campaign. We would like to keep the essence of the messaging consistent for Year Two but are very much open to evolving the message itself.

### Tone of voice:

Fun, witty, positive, cheerful, family-friendly. Familiar with a twist. See [this advert](#) for reference.

### Branding:

Please refer to the Assets folder in the Resources section below.

**The Kellogg's Masterbrand logo and the KOMBO logo (which is made up of different letters of the logos of the different cereal brands) must appear in all assets created.**

The Masterbrand logo must follow the brand guidelines provided.

The KOMBO logo and its background colour may be redesigned provided all letters are readable and the word spells KOMBO.

Individual cereal brand logos (Crunchy Nut, Coco Pops, Rice Krispies, Corn Flakes, Special K, Krave) may be used dependent on which Kombo(s) is heroed in each asset.

**Note: Only the above six cereal brands should feature in your campaign.** Any other brands eg. Frosties must not be included.

Note: '[Mashups](#)' have been launched in the past in the United States but should not be used in your work as Kellanova would be unable to produce a combination of different cereals as one product, given European supply chain restrictions.

**Resources you can access:**

[Assets folder](#) containing:

- Kellogg's Masterbrand logo and guidelines
- KOMBO logo in its entirety and as individual letters
- Individual cereal brand logos
- Various KOMBO assets - **note these are provided just for reference and should not be used in their entirety in your work**
- Cereal pack shots – **note these are provided just for reference and should not be used in their entirety in your work**

**Previous UK YL briefs and work**

View the UK Young Lions 2023 Competition Brief [here](#)

Read about the 2023 winners and view their winning work [here](#)

# The Competition Briefs

## 1. MARKETERS

To be eligible to compete in the Marketers competition the team must be made up of two young professionals aged between 18 and 30 on 21 June 2024, working for client companies that engage the services of advertising and communications companies (i.e. Unilever, Coca-Cola etc.) Advertising /media agencies may not compete in the Marketers competition.

### THE BRIEF

To evolve the 'Kellogg's Kombos' platform and proposition to further drive brand repertoire and to consequently drive brand penetration and volume across our top six Kellogg's cereal brands (Crunchy Nut, Kellogg's Corn Flakes, Special K, Coco Pops, Rice Krispies and Krave).

Secondary objective – to reignite excitement for breakfast cereal, doing so in a really fun and taste-centric way.

You may build on previous work or propose a completely new approach as provided it delivers on the key objectives.

The campaign should find the most powerful way of engaging with the target audience to deliver positive results.

No budget has been specified for the brief, but you may suggest one if you wish.

Please refer to the 'Branding' section for which logos to include in your work.

### DELIVERABLES

A PowerPoint presentation of no more than 10 slides to include:

- Summary slide– that visually represents the campaign you are creating
- The marketing campaign insight – what is the lead insight your campaign will capitalise upon and why?
- The marketing campaign idea & activation – what is the central idea of the campaign and how will you most powerfully deliver that idea?
- The marketing campaign measurement & target impact – how will you track and measure success? What impact do you believe the campaign will have?

This should be accompanied by a written submission (maximum 150 words for each slide) to elaborate on your presentation. This may include, as you see fit: Campaign Timeline / Campaign Examples / References / Campaign Budget

The final submission must be uploaded as two pdf documents – the presentation deck and written submission.

**The Marketers Jury will award points according to the following criteria:**

- 25% Strategy and insight
- 25% Overall concept and message
- 25% Relevancy to brief
- 25% Perceived effectiveness

## **2. DIGITAL**

To be eligible to compete in the Digital competition the team must be made up of two young professionals aged between 18 and 30 on 21 June 2024, working in creative communications / advertising / digital agencies.

### **THE BRIEF**

Create an integrated digital-led campaign that will evolve the 'Kellogg's Kombos' platform and proposition to further drive brand repertoire and to consequently drive brand penetration and volume across our top six Kellogg's cereal brands (Crunchy Nut, Kellogg's Corn Flakes, Special K, Coco Pops, Rice Krispies and Krave).

Secondary objective – to reignite excitement for breakfast cereal, doing so in a really fun and taste-centric way.

You may build on previous work or propose a completely new approach as provided it delivers on the key objectives.

Note – if your campaign includes social media, please focus on platforms other than X (Twitter).

It is important to clearly and creatively showcase our products in your campaign to bring your idea to life.

No budget has been specified for the brief, but you may suggest one if you wish.

Please refer to the 'Branding' section which logos to include in your work.

### **DELIVERABLES**

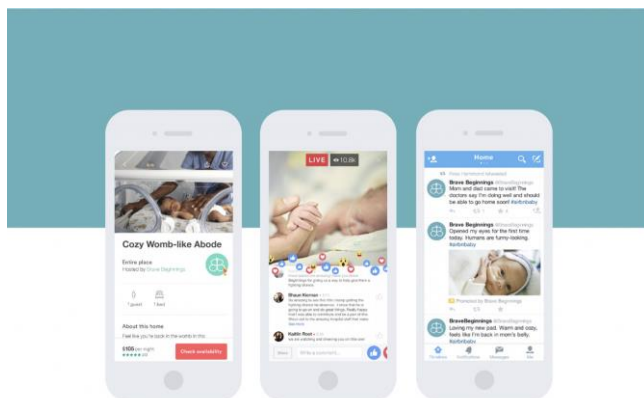
- A presentation page including: examples of 3 digital components (in JPEG format, one JPEG for each component). These components could utilize social media platforms, but also any other digital-led execution.
- An image summarizing the campaign (in JPEG format).
- A four-part written submission (150 words per section).
  1. Campaign summary
  2. Creative insight — How can creativity help answer the brief using social media platforms and technology?
  3. Solution — the platforms, technology and tools used and why?
  4. How does it work? How will the digital solution help answer the brief and move the campaign objective/s forwards?

Suggested sizes for each digital component are: 1920 x 1080 at 72 dpi. You may submit different sizes if you wish. No flash or video elements are permitted.

The written submission should be no more than 600 words (150 per section) and the final file must be submitted as one pdf document.

The entire entry should not exceed a file size of 50MB.

### Examples of deliverables:



### The Digital Jury will award points according to the following criteria:

- 25% Presentation/Craft
- 25% Social Media Concept
- 25% Creative Execution
- 25% Perceived Effectiveness Functionality

## 3. DESIGN

To be eligible to compete in the Design competition the team must be made up of two young professionals aged between 18 and 30 on 21 June 2024, working in creative communications / advertising / digital agencies.

## **THE BRIEF**

Create a compelling visual identity for the overall objective and if desired, the secondary objective:

Overall objective: to evolve the 'Kellogg's Kombos' platform and proposition to further drive brand repertoire and to consequently drive brand penetration and volume across our top six Kellogg's cereal brands (Crunchy Nut, Kellogg's Corn Flakes, Special K, Coco Pops, Rice Krispies and Krave).

Secondary objective – to reignite excitement for breakfast cereal, doing so in a really fun and taste-centric way.

You may build on previous work or propose a completely new approach as provided it delivers on the key objectives.

It is important to clearly and creatively showcase our products in your campaign to bring your idea to life.

No budget has been specified for the brief, but you may suggest one if you wish.

Please refer to the 'Branding' section for which logos to include in your work.

## **DELIVERABLES**

- A brand identity and a tagline – must be adaptable for use in a variety of applications and cultural contexts and scalable from billboards to mobile devices and extendable across digital, social media and printed collateral
- Max. 250 word description of how this brand identity fits the brief
- Max. 250 word description of how the brand identity would evolve.

Please refer to "Resources you can access" on page 4.

The brand identity and tagline should be submitted as a pdf document.

The written submission should be no more than 500 words and the final file must be submitted as one pdf document.

The entire entry should not exceed a file size of 50MB.

The Design jury will award points according to the following criteria:

- 25% The creative idea
- 25% Strategy (including insight)
- 25% Relevancy to brief
- 25% Execution

## **4. FILM**

To be eligible to compete in the Film competition the team must be made up of two young professionals aged between 18 and 30 on 21 June 2024, working in creative communications / advertising / digital agencies.

## **THE BRIEF**

Create a 60 second film that will build awareness for the overall objective and if desired, the secondary objective.

There was very little video content created as part of the Year 1 of the campaign and it was all either animation or UGC, nothing live-action or scripted. Teams have lots of room to bring their creativity to life.

Overall objective: to evolve the 'Kellogg's Kombos' platform and proposition to further drive brand repertoire and to consequently drive brand penetration and volume across our top six Kellogg's cereal brands (Crunchy Nut, Kellogg's Corn Flakes, Special K, Coco Pops, Rice Krispies and Krave).

Secondary objective – to reignite excitement for breakfast cereal, doing so in a really fun and taste-centric way.

It is important to clearly and creatively showcase our products in your campaign to bring your idea to life.

You may build on previous work or propose a completely new approach as provided it delivers on the key objectives.

No budget has been specified for the brief, but you may suggest one if you wish.

Please refer to the 'Branding' for which logos to include in your work.

## **DELIVERABLES**

- Film and edit a maximum 60 second film and upload it to a site of your choice and provide the url (and password if required) when submitting your entry.
- Provide a max. 300 word accompanying explanation to support the film

Filming may be carried out using a camera of your choice. The written submission should be uploaded as a pdf.

**The Film Jury will award points according to the following criteria:**

|     |                             |
|-----|-----------------------------|
| 25% | Originality                 |
| 25% | Overall Concept and Message |
| 25% | Creative Execution          |
| 25% | Perceived Effectiveness     |

## **5. PRINT**

To be eligible to compete in the Print competition the team must be made up of two young professionals aged between 18 and 30 on 21 June 2024, working in creative communications / advertising / digital agencies.

## **THE BRIEF**

The brief is to create a print advertisement that will build awareness for the overall objective and if desired, the secondary objective.

Overall objective: to evolve the 'Kellogg's Kombos' platform and proposition to further drive brand repertoire and to consequently drive brand penetration and volume across our top six Kellogg's cereal brands (Crunchy Nut, Kellogg's Corn Flakes, Special K, Coco Pops, Rice Krispies and Krave).

Secondary objective – to reignite excitement for breakfast cereal, doing so in a really fun and taste-centric way.

You may build on previous work or propose a completely new approach as provided it delivers on the key objectives.

It is important to clearly and creatively showcase our products in your campaign to bring your idea to life.

Very little was done from a print perspective as part of the Year 1 of the campaign: there were only ads in retailer magazines adapting the campaign [Key Visual](#).

No budget has been specified for the brief, but you may suggest one if you wish.

Please refer to the 'Branding' section which logos to include in your work.

## **DELIVERABLES**

Create a single print advertisement (A4 or A3) accompanied by a (max) 300 word written submission.

The ad can be in full colour or black and white. The ad and written submission must be uploaded as two pdf documents.

The entire entry should not exceed a file size of 50MB.

**The Print Jury will award points according to the following criteria:**

- 25% Originality
- 25% Overall Concept and Message
- 25% Creative Execution
- 25% Perceived Effectiveness

## **6. MEDIA**

To be eligible to compete in the Media competition the team must be made up of two young professionals aged between 18 and 30 on 21 June 2024, working for media agencies, in-house media departments in agencies, media owners or freelancers. **In-house media departments of advertisers i.e. those that engage the services of advertising and communications companies such as Unilever, Coca-Cola etc. may not compete in the Media competition.**

## **THE BRIEF**

Create a strategic media plan that builds awareness for the overall objective and if desired, the secondary objective, engages the target audience/s and creates positive action.

Overall objective: to evolve the 'Kellogg's Kombos' platform and proposition to further drive brand repertoire and to consequently drive brand penetration and volume across our top six Kellogg's cereal brands (Crunchy Nut, Kellogg's Corn Flakes, Special K, Coco Pops, Rice Krispies and Krave).

Secondary objective – to reignite excitement for breakfast cereal, doing so in a really fun and taste-centric way.

Your plan should be focused From September to November 2024.

Budget: £500k to £1M.

The focus of the campaign in 2023 was essentially below-the-line and as we move into 2024, we are looking for how we can evolve the 'Kellogg's Kombos' platform and proposition and bring it to life above-the-line, so your campaign should focus more on ATL and TTL media (e.g. TV, radio, print, digital, etc).

Your media plan should combine innovative media selection with creative uses of each media. Concentrate on why you have selected each media type and how they are intended to be used in a creative and impactful manner. The strategic idea must be demonstrated clearly across the selected media channels. If appropriate, still feel free to include PR, Promotion, etc.

Please refer to the 'Branding' section which logos to include in your work.

## **DELIVERABLES**

Teams should prepare their submissions in the form of a maximum 10 slide PowerPoint presentation. This should be accompanied by a written submission (maximum 150 words for each slide) to act as a voiceover for your deck.

The jury will seek to celebrate media efforts that engages the target audience/s in ways that are simultaneously innovative, engaging, encompassing and effective. Ideas should be kept simple and direct. Costs for the media selected must be realistic, but detailed cost explanations are not required.

The Media Competition does not require teams to become immersed in providing tactical media or numerical explanations. Ensure your presentation demonstrates that you have a clear understanding of the brief.

## **QUESTIONS TO ANSWER IN YOUR PRESENTATION**

- What is the challenge, and what is your insight?
- How does your strategy address both of these?
- How does your plan deliver your strategy? What is your big idea?
- What are your planned KPIs?
- How would you monitor and optimise against KPIs?
- What makes your plan unique and brilliant?
- ...And why will it work?

The final submission must be uploaded as two pdf documents – the presentation deck and the written submission.

**The Media Jury will award points according to the following criteria:**

- 25% Innovative Media Strategy
- 25% Media Target Insight
- 25% Creative Media Execution
- 25% Perceived Effectiveness

The entire entry should not exceed a file size of 50MB.