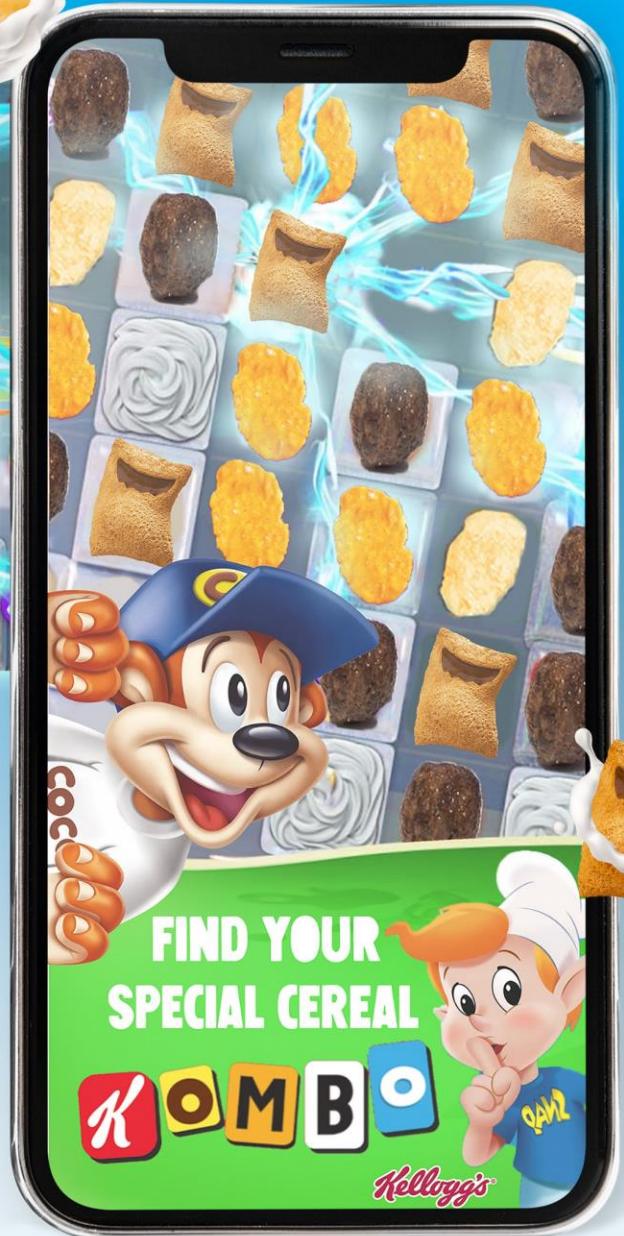




*Kellogg's*  
**K O M B O S**  
**Crush**

**Play with cereal Kombos, through Kellogg's x Candy Crush collaboration.**

*Delicious!*



**IN GAME  
COLLABORATION**

*Kellogg's*

**We're launching the platform of 'Kellogg's Kombo's' first, as an actual part of the game, to grab people's attention in the space they already know and love to play with combos.**

**We will create a collection of levels that are based entirely on our cereal.**

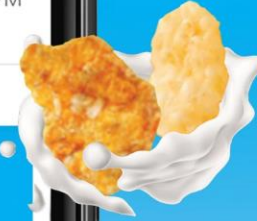
**Just like regular Candy Crush you swap different cereal pieces around to create 'Kombos' and rack up big points.**



**TAILORED  
EMAIL CONTENT**

*Kellogg's*

*Divine!*



**To join the game, people link their email up to the app. This gives us the ideal way to send players vouchers and discounts, encouraging them to try our cereal Kombos themselves. The more Kombos they make in the game, the more discounts they will be sent! It's the perfect way to ensure plays turn into purchases. Tasty!**

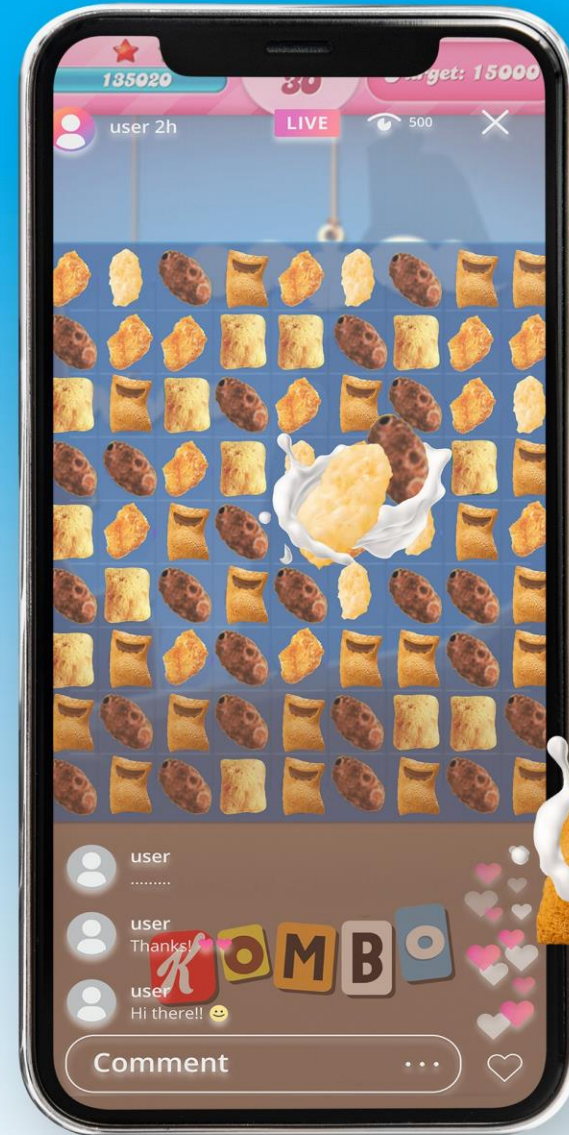


**Tasty!**

Have a cheeky 'taste' of our best cereal Kombos through our interactive social media adverts. They are a great way to reach out to our current audience who love cereal but may not have considered Kombos before. Devine!

**SOCIAL MEDIA**

**Kellogg's**



We know getting stuck on levels is frustrating, that's why you can also find us live-streaming on our Facebook and Insta, sharing tips, tricks and secret Kombos.





# Kellogg's KOMBO Crush

Play with cereal Kombos, through Kellogg's x Candy Crush collaboration.

## Tasty!



We'll reward players who make big Kombos in the game, by sending them vouchers and discounts for our cereal, to the email they registered the game with. This encourage plays to turn into purchases.



We'll introduce Kellogg's to the game of Candy Crush (a popular mobile game all about creating combos) by making our own cereal based levels, to grab the attention of the players who are already hungry for creating combos.  
**Tasty!**



## Divine!

We'll give people a cheeky 'taste' of our best cereal kombos, through our interactive social ads. You'll also find a helping hand on our Facebook and Insta, where we'll be live streaming tips, tricks and secret Kombos.



## CAMPAIGN SUMMARY

At Kellogg's we're cerealous about Kombos. Our goal isn't simply to get people hyped about cereal for breakfast, but to have them practically run to the cereal aisle with a tasty combination in mind! This is why Kellogg's will partner with Candy Crush - a popular, mobile game, all about creating combos to reach the next level.

## CREATIVE INSIGHT

273 million people, mostly aged 20-40, currently play Candy Crush. It's the ideal space for us to reach our target audience in a fun way and to bring our message to a space where people are already combo mad! Studies show that people learn from gaming, so we know people will be receptive to our messages.

Additionally, as we know that people shop for cereal with taste in mind, what better way to create positive taste associations with us, than with the constant calls of 'Tasty' 'Delicious' and 'Devine'.



## SOLUTION

We're launching the platform of "Kellogg's Kombos" first as an actual part of the game, to grab people's attention in the space they already know and love to play with combos. We will create a collection of levels that are based entirely on our cereal, where creating 'Kombos' is the way to rack up big points.

To join the game, people link their email up to the app. This gives us the most ideal way to send players vouchers and discounts for our cereal. The more Kombos they make in the game, the more discounts they will be sent! Tasty!

Have a cheeky 'taste' of our best cereal kombos through our interactive social media ads. We know getting stuck on levels is frustrating, that's why you can also find us live-streaming on our Facebook and Insta, sharing tips, tricks and secret Kombos.

## HOW IT WORKS

Kombo Crush achieves our goal of encouraging people to explore different kombos of our cereal, in a fun, strategic and engaging way.

Candy Crush has an audience that mirrors our own, which means we are talking to the right people and leveraging the games focus on combos in a clever way.

The encouragement to try Kombos for breakfast is furthered by our clever use of targeted email discounts and our social content also reaches out to our current audience who love cereal but may not have considered Kombos before. Making the campaign feel circular.