



YOUNG LIONS 24

Kellogg's Kombos | Marketing Submission

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Kellogg's

The Brief

What we tasted.

Evolve “Kellogs Kombos” into **2024**, strengthening it’s foundations and elevating it as a a brand platform.

In order to:

- 01 | Drive Brand Penetration and Volume.
- 02 | Reignite Excitement for Breakfast Cereal

Families

Cereal Lovers

18-49 Year Old Adults

**Lovers of Rice Crispies,
Coco Pops, Corn Flakes,
Krave and Special K**



The Insight

What woke us up to this brief.

CEREAL MIXING HAS **ALWAYS** EXISTED, BUT IT'S AN **UNSpoken, UNDERGROUND** BEHAVIOR, BECAUSE IT HAS **NO RIGOUR** OR **STRUCTURE**.

In Culture

We found references to cereal mixing up to 20 years ago, but it's often implied as a childish behavior, or gamified.



TikTok '23

Gilmore Girls '03

The Category

Breakfast has got serious! In a sea of avocado toast and fancy meal replacement shakes, cereal seems simplistic and boring.

Cereal has become buried under the dust of nostalgia.



Our Audience

Pride themselves on their ability to blend things tastefully and impressively. From wine and cheese pairings to Dua Lipa's favourite dessert, ice-cream and olive oil.

Seek out educational content from brands, publishers and creators. Educational Content Makes Consumers **131%** More Likely to Buy.



The Idea

Our Proposed Evolution of Kellogg's Kombos

Seeking
Proper
Tastebuds

You've heard of wine tastings.
Cheese pairings. Cocktail
masterclasses. But have you
heard of creating Kombos?

Kombos are the elite breakfast
option. But it takes refined -
proper- tastebuds to get it.. To
evolve its 2023 brand platform,
Kellogg's will establish the
creation and appreciation of
Kombos into a real area of
expertise.

Kellogg's
KOMBO?

Evolution

Enforcing Combo Behaviour



2023

Kombos landed in store to reach sales objectives.

Local, tactically led activations

Our audience is invited to purchase



2024

Kombos lands in culture, taking a culture first way in

Development of global POV, bolstered with local activations to drive sales

Our audience is invited to play

Executions

How we'll make Kombo's Famous in 2024



ROCK

Rock the world by showing how cereal mixing is actually very serious business



RECRUIT

Recruit cereal sommeliers by driving familiarity with our campaign idea with families at scale



REWARD

Reward our fans once they become experts of the craft.

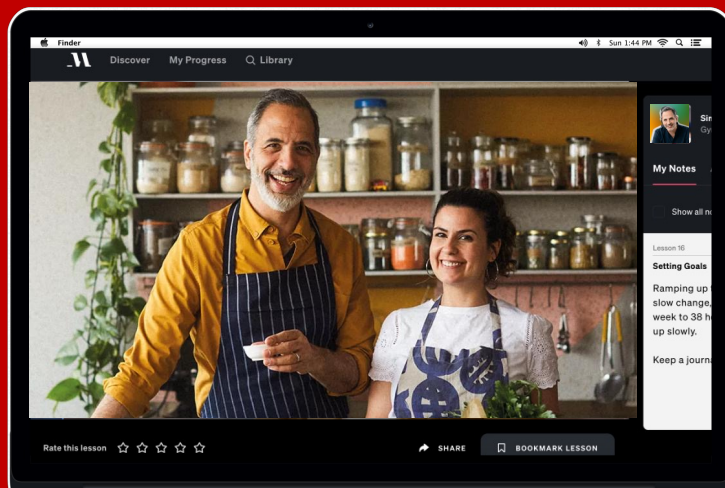


ROCK

Rock the world by showing how cereal mixing is actually very serious business

Kellogg's partners with Masterclass to create a free masterclass all about mixing cereal - creating Kombos as we call it. This will dramatize the newly uncovered area of expertise while keeping it accessible to all.

This is an idea that is run globally and relevant in all major markets.



Executions

Rock



Treating Kombo's with the respect it deserves, we'll partner with established chefs, bake-off winners and especially those who are parents, to create gourmet combinations of Kellogg's cereals. Our experts will create everything from bowls to bakes using our combinations, including other elements like alternative milks or fruit.



RECRUIT

Recruit cereal sommeliers by driving familiarity with our campaign idea with families at scale

Once we've established Kombo mixing as a skill for refined palates, we'll continue to educate our audience in "how to combo" by working with:

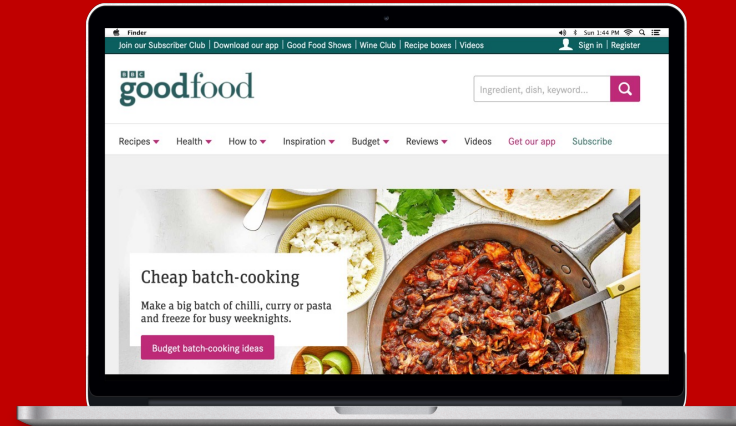
1 |

Food Creators on YouTube and TikTok to run Kombo Kontests which ask audiences to submit Kombos which they'll make and try.



Executions

Recruit



2 |

Partner with recipe websites and run Pinterest advertising with our Kombo's (both suggested by our audience and our celebrity chefs) as legitimate recipes.

3 |

Work with supermarket partners nationwide to host in-store cereal sommelier workshops



REWARD

Reward our fans once they become experts of the craft.



Executions

Reward

We'll aim to reward Kombo's at every level of commitment.

Beginner Kombo Konnoisseur:
2For1 Vouchers for your next purchase when you buy two boxes of Kellogg's Cereal

Intermediate Kombo Konnoisseur:
Get a chance to win one of our Kom'bowls' when you submit a kombo image or suggestion

Impact

Measurement

OUR AMBITION:

Develop Kombo creation and appreciation as a real area of expertise.



ROCK

Measurement of Awareness
& Message Cut Through

Search volume, PR coverage,
social media talkability
(mentions, comments,
reactions)



RECRUIT

Engagement and
Participation of our Target
Audience

Web Visits, Video Watch Time,
UGC Generation, Multi-SKU
Sales



REWARD

Sustained Behaviour and
Long-Term Intention

Coupon Redemptions, Brand
Perception Data, Prize
Redemptions.

What's Next

Longevity of Brand Platform

SUGGESTED FUTURE CREATIVE EXECUTIONS

Establish the platform across

2

years, continuing to position creating "Kombo's" as a gourmet experience



Continue to evolve Kom'bowls', creating limited edition bowls with artists.



Open up 'Kombo's' as a platform for culinary schools to design new cereals.

Partner with up-market hotel chains and hip breakfast joints to bring out bespoke combos.





BON APPETIT!

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