

# Kellogg's

## Company Background

The story of Kellogg's began in 1906, when William Kellogg incorporated a company to sell his new corn flakes cereal. Today, the company is a world leading food company and has more than 70 cereal & snack products in the UK.

## Objective

Kellogg's launched Krave, a breakfast cereal with a crispy shell and chocolate centre, in early 2010. It was the first cereal specifically targeted to 18 to 24 year olds. Kellogg's wanted to reach this core audience on the demographic's own terms and own space, and make Krave feel relevant. "Young people's media consumption is getting more fragmented," explains Sam Blunt, Digital Controller at Kellogg's. "But the one place where they are consolidating is Facebook. Facebook was a natural destination for Krave."

Kellogg's set out several objectives for its Facebook Ad campaign: to launch a new product, recruit fans and drive engagement. "There isn't a cereal talking to this age group and we wanted our target audience to understand that this cereal is aimed specifically at them. Being on Facebook meant we could talk to the right audience in the right environment and build credibility," says Sam. "The ad campaign was designed to ignite this conversation while increasing brand awareness and purchase intent."

## Facebook Executive Summary

### Client:



**Objective:** Promote brand awareness of a new product, Krave, and reach its target audience. Drive engagement and recruit brand fans within the social media space.

**Solution:** A long-term, staged Facebook Ads campaign that uses all ad formats and reach blocks to target ads directly to the product's core demographic.

### Key Lessons:

- Facebook Ad campaigns can have notable and significant impact on brand awareness beyond the platform
- An increase in brand awareness can translate into offline purchases, as people who had been exposed to the Facebook campaign reported being more likely to buy the product

*"We wanted to go out and talk credibly to what was a brand new target audience for Kellogg's, and Facebook gave us a means to do so."*



**Sam Blunt, Digital Controller, Kellogg Company**

## Approach

The Krave campaign began in March 2010, with CMW designing the creative and Carat handling the media buys. Kellogg's took advantage of Facebook's target filtering to immediately reach Krave's core demographic: 18 to 24 year olds in the United Kingdom. The company also established gender specific groups within this age bracket.

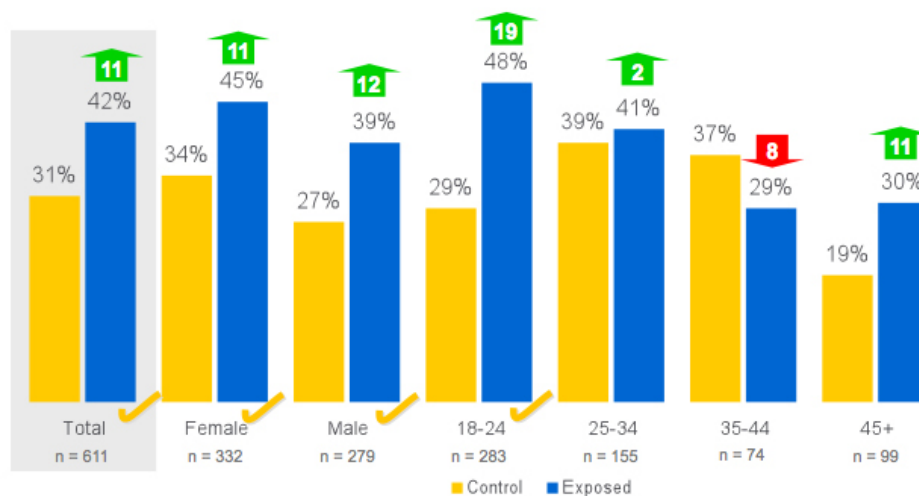
Kellogg's ran 22 homepage ads in two bursts: March through May and August through September 2010. The campaign embraced all ad formats: Video, Like, ASU and Poll ads. In addition, the company purchased three reach blocks – a type of media buy that ensures that the ad reaches 100% of its target audience over a 24-hour period. Early in the campaign, the ads were focused on promoting the Krave brand, getting the word out about the new cereal, and building fan numbers. As time went on, the creative shifted to messages about give-aways, contests and an application called the Choc Exchange. This creative was intended to encourage

engagement as people became more familiar with the product. Interestingly, during the campaign Kellogg's noticed that males were responding better to the ads.

## Results

- According to a Nielsen study, the two reach blocks significantly increased awareness of Kellogg's Krave. This is especially significant as the study also found that those who had heard of Kellogg's "Choc Exchange" are more likely to buy Kellogg's Krave
- The Nielsen study reported that ad recall was very good: those exposed to the ad following the first reach block remember seeing it 4 times more than those who weren't exposed; after the second reach block those exposed remember seeing it 2 more times than those who weren't exposed
- The Nielsen study also reported that the likelihood that users would recommend Kellogg's

- Aided Awareness increased significantly by **11%**
- Awareness increased across **all demographics**, except across the **35-44 age group**
- Awareness is highest amongst **18-24 year olds**



\*Denotes small sample size, please use with caution

✓ Significant difference at 90% confidence limit

Krave to a friend was stronger following exposure to the campaign

- The Krave Facebook Ads received a total of 91.8 million impressions
- There were 57,142 clicks, for a click-through-rate of 0.06 percent, which is a very significant rate given the large number of impressions. Kellogg's was able to see that the click-through-rate for the various engagement ads was markedly higher, with the best performing ad achieving an engagement rate of 0.11 percent
- The ad campaign gained 42,000 new fans for the Krave Facebook Page. The first reach block alone, in February 2010, brought on 30,015 fans. The number of fans has grown steadily since the close of the campaign and Krave now has over 80,000 fans on Facebook
- Krave fans became more engaged with the brand throughout the campaign by taking part in contests and conversations on the Krave Facebook Page

"The Nielsen results were a great validation," says Sam. "They gave us justification to increase our budget and our spending on Facebook. It is hard for us to measure return on investment for digital spend, whether that be on Facebook or any other platform, but the Nielsen studies showed us that we are in the right environment and heading in the right direction." Since the success of Krave's launch on the Facebook platform, Kellogg's has introduced three other major brands onto the platform: Crunchy Nut, Special K and Rice Krispies Squares. "The Krave campaign has given the business the confidence that Facebook is a really strong medium for reaching our audience," Sam explains.

## The Future

The Krave campaign has provided key learnings for Kellogg's as it develops its future Facebook strategy. Kellogg's learned that the ability to adapt is critical. As a result, Kellogg's is balancing its big picture vision and advertising parameters with the flexibility to see how the audience is engaging with a campaign, evolve it as it goes, and tap into the most effective Facebook tools to meet its brands' objectives.

**Now Unleashed** ×




KRAVE is a new breed of cereal that satisfies your need for chocolate at breakfast time.

42,223 people are fans of KRAVE.


 You are a fan of KRAVE.

**KRAVE Crusader** ×



Chocolate will never be safe again now that KRAVE is unleashed.

Deborah King, Sophie Blachford and Taylor McCauley are fans of KRAVE.

 **Become a fan**

**KRAVE Choc Exchange** ×



Over the last few weeks, the Choc Exchange has given away some great prizes including 4 tickets to Benicassim and a DVD projector.

 What should be our next prize?

- Parachute Jump
- Hot Air Ballooning
- Swimming with sharks

3,091 people voted, including Olivia Bacon, Alex Wright, and 6 other friends.