

Good Food

CASE STUDY
KELLOGGS

Kellogg's Nature's Pleasure Multi-platform Ad Effectiveness Study



THE CHALLENGE

Kellogg's wanted to launch 'Nature's Pleasure' - a brand new high-quality muesli cereal. The aim was to increase awareness and drive sales. The brief was to create a fun and innovative campaign to run over the summer months that would promote the cereal's ethos of natural, wholesome, ingredients in a light-hearted way.

THE IDEA

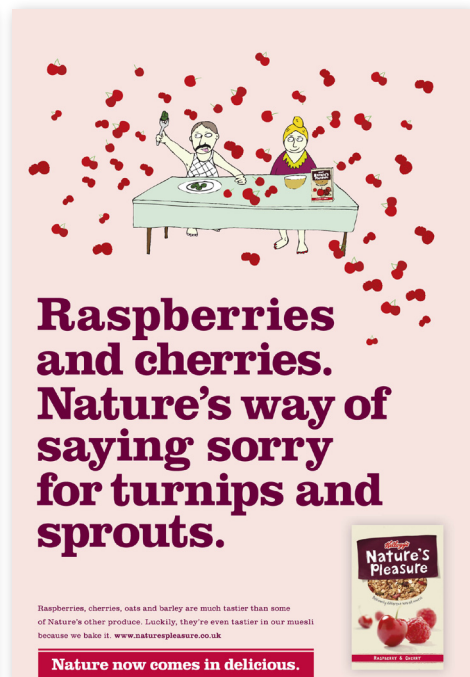
In light of a tough economic climate, the concept was to help families enjoy their summer on a budget. The launch of the campaign suggested unique and quirky ways to soak up the summer months - with fun ideas like camping in your own back garden, making garden lanterns out of jam jars or taking part in a family day-out fruit-picking. The

campaign was designed to get readers outdoors and enjoying what nature has to offer!

Readers were then invited to suggest their own money saving ways to enjoy nature and the summer months by logging onto the micro-site and suggesting their own ideas. By doing so they were entered into a competition with the chance to win the ultimate breakfast hamper, a family-sized tee-pee or a family day out at 'Feather Down Farm'.

THE EXECUTION

Kellogg's were so thrilled with the concept that they decided to run an advertorial campaign in Good Food, olive, and Gardeners' World from May until September 2009. This activity coincided with a micro-site, which provided a mechanic for entering the competition.



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A bespoke ad effectiveness study was also commissioned to monitor awareness levels and the overall effectiveness of the advertising campaign. A third party research agency over saw the survey distribution and assisted with analysis. The campaign included:

- An eight-page bound-in to launch the campaign in the June issues of Good Food and olive
- Followed by full page advertorials in the August issues of all three magazines
- A series of 2 page bound-ins in the July issues of all three magazines
- Three display pages in the September issues of all three magazines
- A dedicated microsite
- Online display activity in bbcgoodfood.com

THE RESULTS

- By the end of the campaign 61% of respondents remembered seeing at least one of the advertorial(s) for Kellogg's Nature's Pleasure

- Good Food and olive readers showed an increase in ad recall of 37% and 10% respectively while ad recall on bbcgoodfood.com rose by 20%
- Positive impression of the Kellogg's brand increased by an average of 71% amongst BBC magazine readers
- Trial of Nature's Pleasure increased by 140%
- Those who recognised the strap-line 'Nature now comes in delicious' increased by 73%
- There was also a significant increase in the number of respondents who perceive Kellogg's as a healthy, ethical fun and trustworthy brand, demonstrating the positive effect of BBC portfolio and the power of transferable brand values
- The online display activity and the microsite was a huge success, with 23,523 users visiting the microsite, generating 34,856 page views
- Around 1 in 4 users also went onto to enter the competition, generating 5,177 competition entries for Kellogg's

“The BBC advertorial campaign for Nature's Pleasure really helped us to generate awareness for our new muesli. The launch of Nature's Pleasure was the first time Kellogg's had not used television advertising to promote a new product and therefore we relied heavily on the success of the print advertising. BBC were able to deliver a strong campaign for us.”

Gareth Lucy, Assistant Communications Manager, Kellogg's UK