

## CASE STUDY: KELLOGG'S



Experiential and Space Management service "Live" hosts exclusive partnerships with the UK's largest entertainment destinations, providing brands with access to top events. Live brings your brand closer to your target market allowing you to take advantage of guaranteed footfall and positive brand relationships.

Established in the 1870's, Kellogg's has grown to become the most successful cereal manufacturer in the world. Special K was launched across in the UK in 1959 and originally started as a high protein health cereal aimed at men. Since its launch, Special K has been repositioned and is now aimed at women as a healthy option.

This case study aims to show how Live Experience worked with one of the UK's leading experiential agencies to help Kellogg's raise awareness of and generate follow up purchase of their Special K Mini Breaks range.

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**BRIEF:** Raise awareness and encourage follow up purchase of the Kellogg's Special K Mini Breaks range.

**TARGET AUDIENCE(S):** Females aged 20 – 35 split into the following groups...

1. Those who were unaware or had never tasted the Special K Mini Breaks range.
2. Those who are monitoring their calorie intake and who may be interested in the 100 kcal per bag selling point.
3. Existing customers who may not be aware of the different flavours of Mini Braks available.

**SOLUTION:** A sampling campaign at targeted events to drive awareness and generate follow up purchase of Special K Mini breaks.

Live Experience worked to determine which event would be most suitable for Kellogg's target market, the Kylie arena tour proved the most suitable and Kellogg's were provided with exclusive exit sampling rights at these events.

By selecting these events it gave an immediate guaranteed targeted footfall of 40,000, and allowed Kellogg's to take advantage of the positive brand association created by sampling at a high profile event.

Uniformed and scripted brand ambassadors engaged with the audience, offering them samples and giving them details of the Special K Mini Breaks range.

**RESULTS:** 25,000 Special K Mini Break samples distributed.

Increased awareness of Special K Mini Breaks and positive consumer response.

Event selection allowed us to directly engage with desired target market and had an audience reach of 40,000.

