



KELLOGG'S

CASE STUDY

OBJECTIVES

Kellogg's wished to increase market share for their Coco Pops brand within 10-14 year old males and their Nutrigrain brand within 14-25 year old males. Drive consumer response to prove the power of mobile, open a dialogue between Kellogg's and its consumers and create a database for future promotions.

SOLUTION

Txtstation generated 2 million unique codes which were then printed on the inside of each cereal box for a proof of purchase. Consumers then entered these codes via a text message and sent them to a cross carrier short code. Codes could also be entered online. Each participant received a reply message, encouraging them to join the text club for future offers from Kellogg's. For ongoing and post-event reporting, Txtstation arranged access to its web-based Control Center. There, Kellogg's was able to view the responses as they arrived. Key pieces of information included mobile phone numbers, timing and contents of the actual message, mobile carrier, and total unique participants.

KELLOGG'S "SUMMER THUNDER" PROMOTION

Kellogg's challenged Txtstation to derive a compelling mobile promotion which would combine the emerging medium with their in-store packaging. The result was a three month long consumer promotion called "Summer Thunder". Prior to this campaign, Kellogg's had only used email and internet entry as an alternative to traditional mail.

The graphic features the Kellogg's logo at the top left. The main text reads "SUMMER THUNDER" in large, bold, red and yellow letters. Below this, it says "Be in to WIN" in large blue letters. To the right, it lists prizes: "ONE OF 3 SUZUKI QUAD BIKES OR ONE OF 100 SOLID 'PHAT PHISH' BOARDS." The background shows a surfer riding a wave. In the bottom left, there is a small image of a Kellogg's Coco Pops cereal box. At the bottom right, there is a red box that says "COMPETITION CLOSED" and another red box that says "COMPETITION CLOSING MARCH 31 2006". At the bottom left, there is a red box that says "SEE SPECIALLY MARKED PACKS FOR DETAILS".

POST CAMPAIGN RESULTS

Total response exceeded past promotions by over 1000%. More than 9% of the codes were redeemed and the mobile response was 15 times greater than the internet and direct mail options. Of those participants that entered via SMS, over 35% decided to opt-in to the text club, resulting in the single biggest promotional database ever collated by Kellogg's.