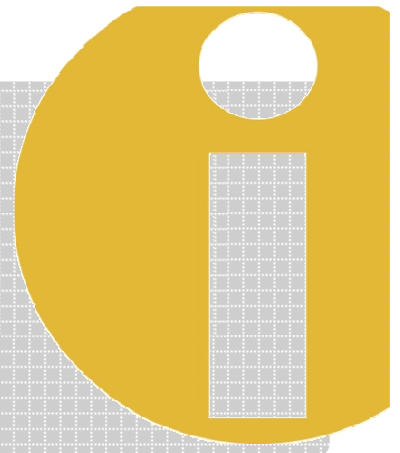


“KELLOGG POSTED A 42% SHARE LIFT VERSUS A YEAR AGO FOR THE SPECIAL K BRANDS”



Kelloggs Special K USA

OBJECTIVE:

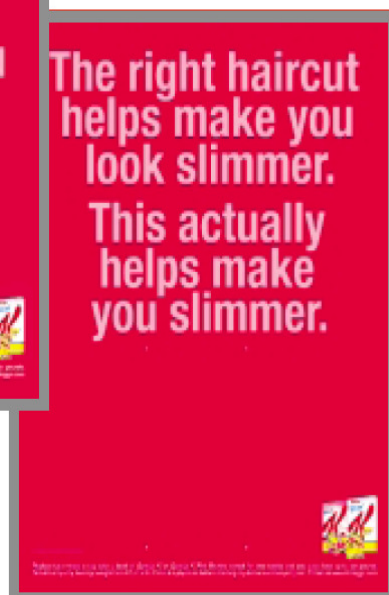
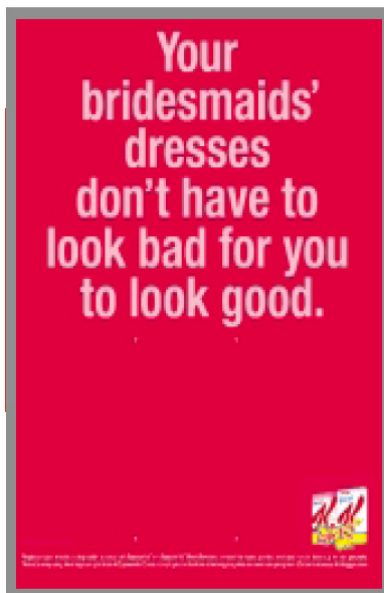
Kelloggs wanted to motivate health conscious adults to try Special K's "Kick Star" diet.

They also wanted to bring the message to places where people had a heightened awareness of how they looked.

BREAKDOWN:

Leo Burnett's account and media teams explored a variety of wallboard locations to raise awareness and provide information about Special K's Kick Start diet plan. It was felt that the simplicity of the messages was well suited to outdoor's clean, bold formats. 12 major markets ran the campaign which included:

- Wallboards in health clubs, doctor's offices and beauty salons as well as in fitting rooms of bridal salons and department stores. Creative was tailored to each location.
- 'Take one' brochures affixed to most wallboards which allowed the consumer to try the diet and track results.



OUTCOME:

Kellogg posted a 42% share lift versus a year ago for the Special K brands. But this was just the beginning.

As often happens, additional buzz was created by a deejay at WLIT in Chicago. Having seen the wallboard ads at her local gym, she incorporated discussions about the diet on her morning show (ranked #3 against adults 25-54) and went so far as to include a feature on the station's website where listeners could track their progress.



Source: Outdoor Advertising Association of America