

MSN Serves Up Kellogg's Recipe For Success

A global brand in fast moving consumer goods, Kellogg's is marketed in more than 160 countries and the world's leading cereals producer. However, in Hong Kong, the company had to face off against more traditional breakfast foods. MSN devised a cost-efficient campaign to hone in on the target audience - women, the food purchaser of most households - and executed an integrated online/offline campaign that generated interest in the brand, educated audiences about the product, and expanded the customer base.



Target audience

- Women, aged between 25-40, health-conscious and often the decision-makers in what foods are purchased for the household

Goals

- Introduce the benefits of cereals in a way that is fun yet informative
- Drive sales by expanding user base and increasing cereal consumption during breakfast and different eating occasions
- Build familiarity with the Kellogg's brand and promote it as part of a healthy lifestyle

Results

- Close to 90,000 unique users interacted with the website in a short 6-week campaign
- At HK\$1.7 per unique user, vastly more cost-efficient than traditional media

"They put their marketing and media savvy to work for us, coming up with an effective way to drive sales in the supermarket, then draw them into our info-packed website."

Tina Chan
Marketing Manager - Hong Kong

Challenging old habits

For Kellogg's, an added challenge in Hong Kong was the deeply instilled culture of eating hot and more traditional breakfast foods. Consumers familiar with cereal products also perceive them as breakfast staples, and not an option during other eating occasions. Kellogg's and MSN both believe these habits can change if consumers are given the right information about the nutritional benefits of cereals. However, traditional print and broadcast media are not ideal means of communicating information, and generate only passive interest from a broad audience.



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MSN Advantage

• Tailor-made solution

Kellogg's doesn't want its message to be just words on a web page. MSN Advantage Marketing expertise goes beyond the ability to build a promotional microsite, it has the media and marketing savvy to tailor and package content in ways that are entertaining and relevant to the lifestyle of the consumer. Besides serving up information on weight-loss and the importance of eating breakfast despite a hectic schedule, MSN invites a dietician to answer any health questions on a message board. This interactive feature doubles as a community forum, targeting today's fitness-conscious generation, and helping consumers connect to Kellogg's and its products. MSN then encourages different occasions for consumption of Kellogg's products with an inventive recipes section, promoting the melding of cereal consumption with consumers' existing lifestyles.

• Integrated cross-media campaign

Despite the attractive online content, there was still a gap to bridge since Kellogg's functions on a retail level in Hong Kong. The solution? On top of placing banners throughout the portal to generate traffic to the microsite, MSN proposed an online campaign that is integrated with Kellogg's existing offline activities to maximize reach and exposure, both on and offline. Stickers on Kellogg's products draw attention to an online lucky draw, with the top prize a golf and spa package in Bangkok, reinforcing the health and fitness message. Requiring the package code to enter, the campaign drives sales, and also encourages customers to actively engage and interact with information on the site. The campaign is now not only online - it's truly interactive.

• Tremendous reach, yet right on target

While MSN's audience is broad, the women who come to the microsite nonetheless share common traits: they are often professionals, well educated, more westernized and affluent, and accustomed to retrieving information on the Internet. MSN provides Kellogg's with its most desired audience, the demographic most likely to try new products like breakfast cereals.

• Support from MSN's network of partners

Over the years, MSN built up a vast network of promotional partners, all globally recognized brands. MSN put this network to use for Kellogg's campaign by inviting Haagen Dazs and Timberland to sponsor prizes. Interest in the campaign goes up, and all partners receive more exposure.

"MSN is not only an online media platform. They devised every detail of the campaign, from conception to execution, like a trusted and experienced agency."

Tina Chan
Marketing Manager - Hong Kong

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