

CLIENT Kellogg's  
INDUSTRY Food and Beverages  
COUNTRY/REGION Denmark/Sweden



## Kellogg's wakes up to an online success with Microsoft

Everyone knows breakfast is the most important meal of the day. But what's the most important channel in the marketing mix? For years, TV's led the pack, particularly when it comes to fast moving consumer goods (FMCG). But things are changing quickly, and many marketers are moving online. So when Kellogg's launched a multimedia campaign driving sales of its Special K cereal range across Denmark and Sweden, it used online ads to get the message out. And it used some of the best tools in the industry to measure the effects.

**REQUIREMENT** Increase sales of Kellogg's Special K cereal, and accurately measure the effects of the online campaign against other channels

**TARGET AUDIENCE** Health-conscious women aged between 20 and 40

**PRODUCTS USED** MSN® and Windows Live™ Messenger

**SOLUTION** Kellogg's ran video-streaming banner ads across selected channels on MSN, as well as Windows Live Messenger. Microsoft and BrandScience used econometric modelling to track effects on sales and measure against three years of sales and campaign data

**KEY RESULTS** In Denmark, the short-term return on investment from online ads was 48 percent greater than from TV

**MEDIA AGENCY** OMD

### Client Objectives

- Boost sales of Kellogg's Special K
- Engage target audience with the brand
- Accurately measure sales effects of online advertising
- Encourage healthier lifestyles

### Creative Solution

Kellogg's teamed up with Microsoft and OMD to distribute ads across a group of hand-picked channels including MSN and Windows Live Messenger. The advertising worked by encouraging people to get into good habits such as eating breakfast and going running.

The campaign worked in two phases. People who saw the first phase of ads took part in tests and competitions exploring the idea of healthy habits. These were designed to strengthen the

association between the brand and a positive lifestyle, and to drive sales. The responses Kellogg's collected fed into the second phase of advertising.

Kellogg's also streamed tailored versions of TV spots online, extending the reach and efficiency of the TV promotion.

Microsoft and BrandScience (part of Omnicom Media Group) combined forces to analyse the results of the campaign using econometric modelling. They developed a robust model using data collected from Special K campaigns over three years, mapping weekly sales figures to marketing activity. The data was so accurately aligned that the model was able to explain 95 percent of sales variations in Sweden and 92 percent of variations in Denmark.

### Campaign Results

The campaign was hugely successful, proving that FMCG brands can reach women online. In fact, the research found that the online ads performed significantly better than other channels across both territories. In Sweden, the banners on MSN and Windows Live Messenger produced a clear increase in sales, and engagement with the online competitions

drove an accumulated 30 percent sales uplift. In Denmark, the video ads performed particularly well—indeed, the combination of MSN and online video was 48 percent more cost-effective in driving offline sales than the TV component of the campaign. Figures show:

- In Denmark, only the online and TV ads had a measurable impact on sales—and the short-term return on investment from the online ads was 48 percent greater than TV
- In Sweden, the online competitions and tests drove 12,603 kilograms of sales, an accumulated uplift of over 30 percent, and proof that greater online engagement does lead to greater offline sales
- Video ads performed particularly well in Denmark, increasing the reach and value of the TV campaign

*"The Special K campaign showed that online ads are a much more important part of the marketing mix than most FMCG brands realise."*

**PETER LOELL**, Director for New Media, Omnicom Media Group