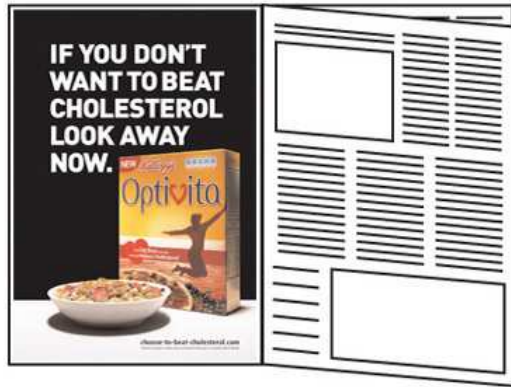


Kellogg's Optivita – Case study



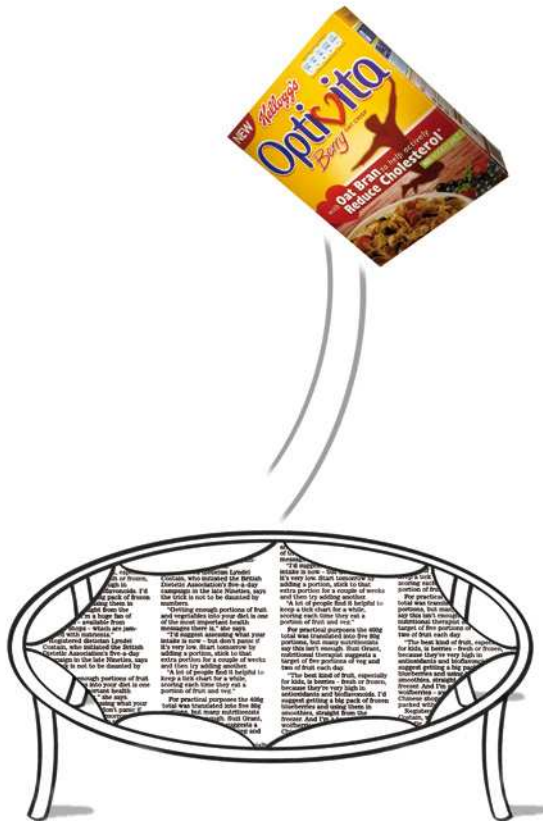
Newspapers: Perfect Partner to TV

Test Hypothesis: *Newspapers are perfect partners to TV*



- TV and national newspapers are the perfect partnership
- They are processed in different but complementary ways: TV is more passive, newspapers involve active processing
- Both media are heavily consumed in the evening
- Media profiles are complementary
- Together, the brand impact should be stronger than either medium separately

Kellogg's Optivita: Headline results



Newspapers played a significant role in the successful launch of **Kellogg's Optivita**. Moreover, this was not just a media multiplier effect:

- Newspapers doubled brand familiarity, versus TV alone
- TV plus newspapers doubled claimed brand trial, versus TV solus
- Purchase intent was +14% points higher with TV plus newspapers, compared with TV alone
- Newspapers created +10% points more emotional bonding than TV solus
- Adding newspapers to TV enhanced brand image, and strengthened communication of the **Kellogg's Optivita** brand

Kellogg's Optivita endorsed the addition of brand ads in newspapers to TV



Newspaper creative

“Newspapers played a significant role alongside TV in the successful launch of Kellogg’s Optivita.

Not only did newspapers provide the ideal platform for delivering news and conveying the supporting evidence for our key benefit, but they also helped our TV ad to work even harder.

The Tracking evidence for adding newspapers is very encouraging and we are continuing to include national newspapers on our media schedule in 2007.”



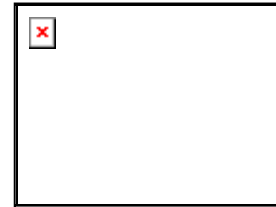
David Walker

Marketing Operation & Media Controller, Kellogg.

Kellogg's Optivita: The Creative work



Newspaper creative



TV creative



Poster creative

Kellogg's Optivita: Test Detail

| | | Sep | Oct | Nov | £m |
|------------------------------------|---------------------------|-----|----------|-----|-----|
| Media | TV – 30 sec | | 857 TVRs | | 2.3 |
| Target Audience Adults 30+ | Newspapers | | 201 GRPs | | 0.7 |
| | Posters | | | | 0.4 |
| Research Dates (Millward Brown) | Post-wave/ Peak effect | | | | |

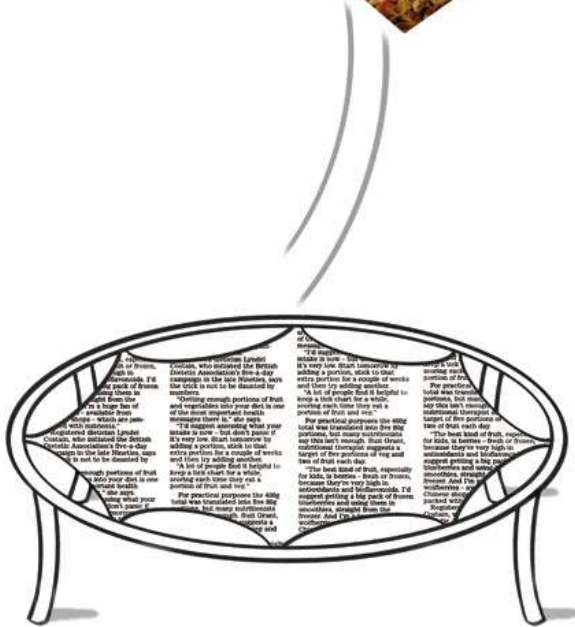
Campaign Objectives

To create awareness and trial of new **Kellogg's Optivita**, the heart health cereal that actively reduces cholesterol.

Research sample: Chief shoppers, 30+ who buy breakfast cereal nowadays.

Media Source: NMR/BARB/NRS

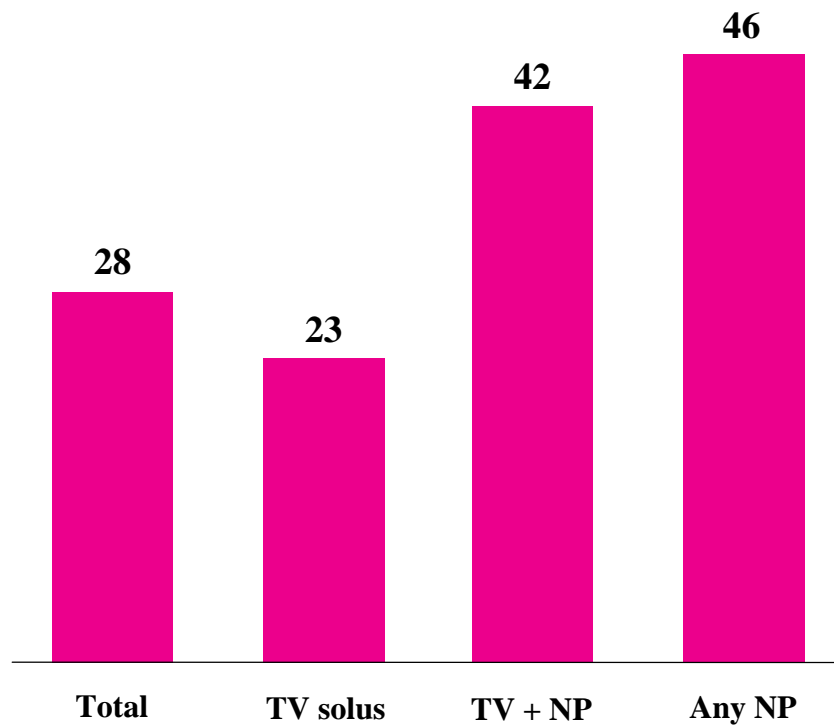
Media Plan



Kellogg's Optivita: The Findings

National newspapers *double brand familiarity*

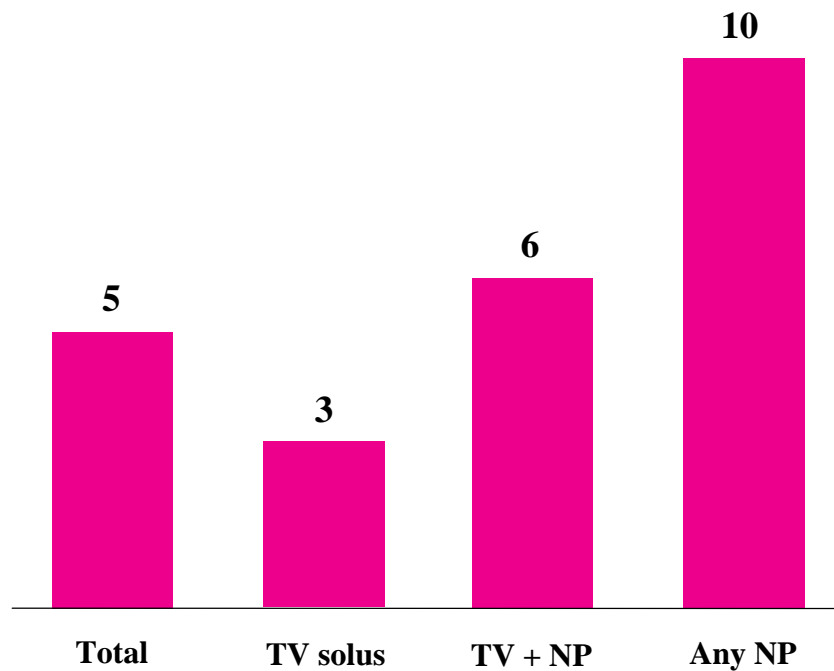
Brand Familiarity
Tried/heard a lot about *Optivita*
%



- Newspapers successfully drove awareness of *Optivita*. People seeing newspaper ads were twice as likely to have tried it, or heard a lot about the brand as those seeing only TV

TV + Newspapers *doubles claimed trial*

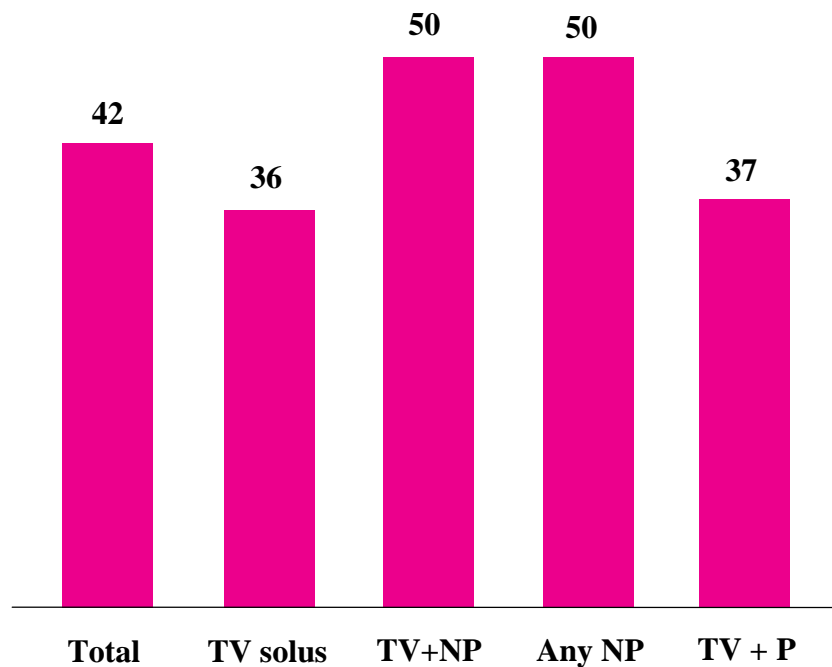
Tried *Optivita*
%



- Adding national newspapers to TV doubled early claimed trial levels, compared with TV alone
- Newspapers created three times as much as TV solus

Higher *purchase intent* with TV + Newspapers

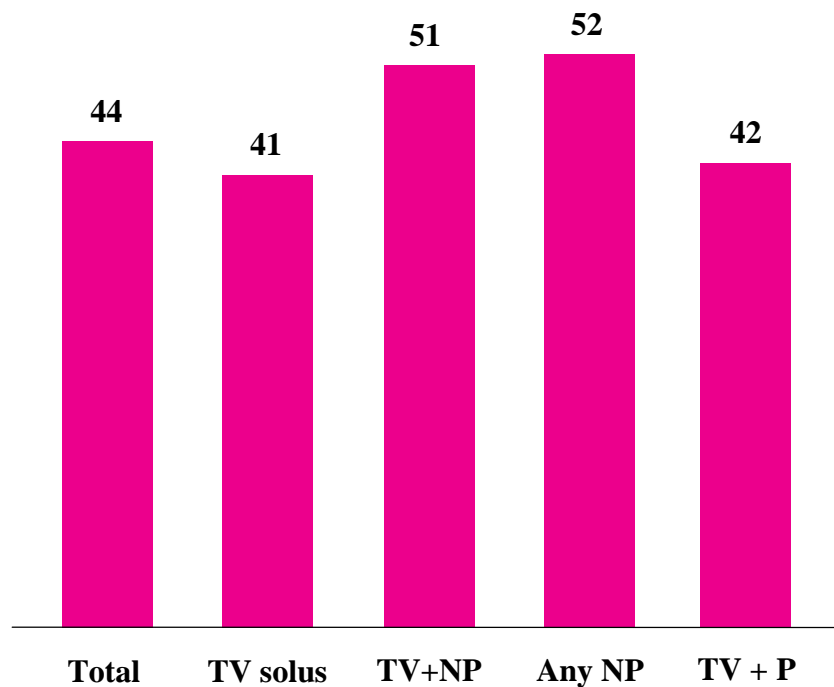
Purchase Intent
'More likely to buy'
Top 2 Box%



- Likelihood to buy *Kellogg's Optivita* reached 50% among people seeing both newspaper and TV ads, 14% points higher than for the TV solus group
- This was more than a media multiplier effect, since the TV plus poster group did not show this higher purchase intent

Newspapers create *higher brand involvement*

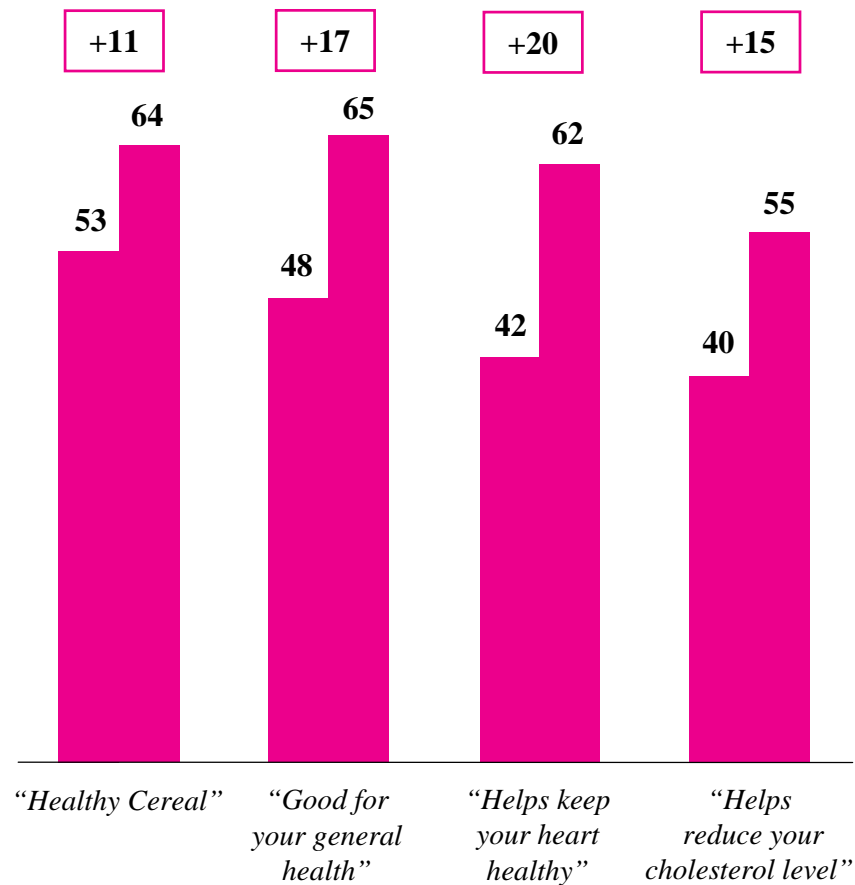
Brand involvement
Emotional identification '*Someone I'd really like*'
Top 3 Box %



- The newspaper medium is highly effective at creating emotional brand connection as well as a high awareness
- The TV and newspaper combination delivered 10% points higher brand involvement for *Kellogg's Optivita* than TV solus

Newspapers + TV *creates stronger brand image than TV solus*

Brand image
% endorsing *Kellogg's Optivita*



- *Kellogg's Optivita* established a strong, clear brand positioning at launch
- Relative to brand size and competitive brands, the cholesterol-reducing benefit was particularly distinctive
- Newspapers significantly increase endorsement for all core brand image attributes