

Case Study

Kellogg



Kellogg has a long-standing legacy in fibre. Since the introduction of All-Bran to Britain 100 years ago, we have played a key role in providing the nation with nutritious, fibre-containing foods. Over the years, Kellogg has expanded and diversified its fibre offerings through progressive and tasty innovations. As part of FDF's Action on Fibre, Kellogg's reaffirms this commitment - pledging to continue to launch great tasting breakfast cereals and snacks that help the UK population increase fibre intakes as well as creating awareness and understanding around fibre.

The re-ignition of the '*Go with your Gut*' marketing campaign in May 2022 is just one example of how we are engaging with consumers in a meaningful way on the topic of fibre. The campaign features Kellogg's All-Bran Original, Kellogg's All-Bran Golden Crunch and Kellogg's Bran Flakes – iconic brands and foods which are instantly recognisable to the UK consumer, with brand equities embedded in fibre and gut health.

Key objectives at the heart of the campaign:

- ✓ Create awareness of the featured foods as high fibre breakfast cereals
- ✓ Educate on the benefit of wheat bran fibre specifically for gut health
- ✓ Shine a spotlight on the insufficient fibre intakes in the UK population¹, and explain how the featured Kellogg's breakfast cereals can help close the gap between fibre intakes and fibre recommendations
- ✓ Spark culinary & recipe inspiration with regards to high fibre breakfasts, supporting the UK population in getting the fibre they need.

Communication platforms were carefully selected, leveraging multiple touch points across online and in-store, allowing for widespread and impactful dissemination of our fibre messages:

- ✓ Digital – social, display, influencers
- ✓ In-store – POS, advertorials
- ✓ Media partnership
- ✓ Culinary partnering.

A unique and novel element of '*Go with your Gut*' is the exploration of culinary opportunities to help inspire and encourage consumers to experiment with new ways to enjoy fibre foods and introduce more fibre into their diet. This will be achieved through engagement across multiple digital platforms, showcasing innovative recipes and food-related content whilst also educating consumers on the benefits of fibre. An idea which will be further explored through a new specialist food partnership.

The campaign also sees the return of a media partnership. Previous collaborations have demonstrated the effectiveness of educational & promotional activities developed under such a partnership – including educational online resources on fibre and gut health to interactive engagement on social platforms.

Kellogg pledges to continue such work in supporting the nation to shift towards higher fibre options. '*Go with your Gut*' is currently being rolled out across the UK and will be live until October 2022.