

MAGNETIC

KELLOGG'S SPECIAL K BUILDS YEAR-LONG RELATIONSHIP WITH MAGAZINE READERS

Glamour activity delivered sales and 16% better ROI than TV



AT A GLANCE

OBJECTIVE	Build a sustained emotional connection with Special K
AUDIENCE	Shape watchers
PLATFORM	Print, Digital, TV
MAGAZINES	Glamour
MEDIA USAGE	Magazines, TV
MEDIA AGENCY	Carat
PUBLISHER	Condé Nast

BACKGROUND

Despite strong shape management credentials, research indicated that Special K lacked an emotional connection with consumers. A campaign was needed to move on from the brand's 'quick fix diet' perception and to reassure women that Special K could contribute to them feeling good and looking great, every day.



IDEA

The Special K brand created a year-long partnership with Glamour magazine around its "prepare to shine" proposition, reaching more than half a million readers each month. This partnership delivered tailor-made content, driving perception of Special K as a lifestyle-led, iconic female brand. It supported shape watchers' belief that a healthy lifestyle is about small, simple steps.



EXECUTION

Two seasonal guides ran at New Year and in the summer. These 8-page guides increased brand standout and featured 'Special K Girl' who articulated her plans for the season, motivating readers and inspiring them to get into shape. These were complemented with regular editorial-led DPS insertions and online features, all with joint Glamour and Special K branding.

Additionally, the brand was able to distribute Special K samples at Glamour events across the year and run product trials with the magazine's readers, generating strong reader endorsements to re-use. Extending the relationship further, Special K was able to use the Glamour logo on its packaging, on Special K's own website and in its television advertising campaign.

"WE FEEL THE GLAMOUR READERSHIP CAN RELATE TO THE SPECIAL K GIRL'S LIFE AS A SHAPE MANAGER, AND THIS ALLOWS US THE OPPORTUNITY TO DEVELOP A MUCH MORE PERSONABLE AND INTERACTIVE RELATIONSHIP WITH OUR CONSUMERS."

Laura Bryant, Brand Manager,
Kellogg's Special K

RESULTS

For the summer campaign, the Glamour partnership drove the strongest return on investment of all media channels employed – 16% better than television and 42 per cent better than average ROI across all media.

A bespoke study of 2,500 respondents showed the campaign really influenced action: 69% said they had bought the product after seeing it in Glamour. It changed attitudes too: more than eight in ten respondents agreed the partnership made them feel more positive about Special K. Over the year, the audience became 198% more likely to state 'it inspires me to get in shape and is fun' and 174% more likely to agree, 'Special K is a brand that understands me'.

