

Case Study/ **Kellogg's**

Kellogg's Boosts Social
Media **Campaign ROI**



At a Glance/ *Kellogg's*

Company: Kellogg Company Streamlining a Social Media Campaign

Founded:	1870
UK Headquarters:	Manchester, UK
Audience:	Consumers
Industry:	Food
Website:	http://www.kelloggs.com
Products:	Name-brand breakfast foods, snack foods and beverages
Brandwatch services:	Social Media Monitoring and Analytics

Key Benefits/

- Fulfilled social campaign promises with streamlined results tracking
- Drove incremental product sales via smarter campaign tactics
- Uncovered useful insights and personal tastes from its customer base

35,942
#kravethesmiler
tweets

The Goal/

Gain Control and Flexibility over Social Media Campaigns.

Established over 100 years ago, Kellogg's is a household name in 180 countries around the world today. The company continuously delivers high-quality breakfast foods and attracts consumers through some of the best advertising and marketing campaigns in the consumer goods industry.

Kellogg's marketing team in the UK wanted to tap into UK-specific social media opportunities with their own unique ideas and campaigns suited to UK consumers. As a result, they wanted a platform for easily understanding social media discussions and informing social campaigns that would tap into the pulse of the UK's online consumers. As they searched for a solution, the UK team had three goals in mind:

1. To flexibly launch social media campaigns in a streamlined manner
2. Sponsor exciting social competitions and reward winners fast
3. Discover topical events and issues that inform future social media campaign ideas

The Challenge/

Reliance on Others for Social Intelligence.

The UK Kellogg's team wanted an easy-to-use tool that would speed their processes and allow for more experimentation with social campaigns. "We needed a tool of our own that would be easy to use so that we can move fast when social campaign opportunities arise." said Vicky Keeler, Digital Executive Kellogg's UK.

The Solution/

High-Powered Data Delivered with Simplicity.

After evaluating several leading social media monitoring and analytics solutions, Kellogg's UK chose the Brandwatch platform for several reasons.

First, Brandwatch dashboards and templates help novice users get up to speed fast. Second, Brandwatch's ability to provide both roll-ups and detailed breakdowns of Twitter activity would help immensely as the Kellogg's team approached its launch date for a big Twitter campaign. Third, Brandwatch provides a support team that is always available for customers needing assistance.

"We had ambitious goals from the outset," said Keeler. "The simplicity of the Brandwatch tools and exceptional support allowed us to dig into Twitter campaigns in ways we had thought to be too complex in the past."

Anatomy of a Great Campaign: "Tweet When U Eat"

With the Brandwatch tool in hand, the UK Kellogg's team launched a three-month Twitter campaign of daily challenges.



Background to the Campaign: A Kraving for Excitement

It was summer time, and the marketing team took advantage of the much-anticipated launch of a new theme park ride called **The Smiler** in partnership with **Alton Towers Resort**.

They launched the campaign with the goal of associating Krave with the excitement of The Smiler and to drive consumers to try the product, appealing to the brands target audience.

"The Tweet When U Eat campaign was a huge hit for Kellogg's Krave cereal brand."



Unanticipated Benefit: Data Capture for Future Campaigns

Kellogg's collected a lot of data in Brandwatch that it can use for future marketing purposes, particularly on Twitter.

For example, they could track sentiment throughout the campaign and understand consumer sentiment toward the brand. At the same time, Brandwatch data surfaced the most influential followers of the *Tweet When U Eat* campaign, enabling the Kellogg's team to target these people in special ways in the future.

The team also captured data from the campaign that will help benchmark future success and failure, such as:

- Monthly Twitter performance
- New Twitter follower growth
- Retweet, favorites, and replies volume
- Overall campaign reach

With little additional team effort, Kellogg's UK now controls a wealth of social data that will inspire the team to come up with new ideas and campaigns for social media success.

"It's amazing how easy a well-designed tool can make social media campaign analysis," said Keeler. "Brandwatch makes us social media savvy with very little effort."

To ensure consumers tried Krave, many of the competition's challenges required users to tweet pictures of a Krave cereal box.

This helped to encourage users to purchase the product and use it in fun and creative ways at home to win prizes, such as VIP tickets to the theme park with The Smiler ride.

To win users had to retweet **@KraveUnleashed** and include **#KraveTheSmiler**. The Kellogg's team would then randomly select winners each day from qualifying retweets.

The marketing team was able to monitor the *Tweet When U Eat* campaign's tactics, thanks to the fast and simple feedback they were pulling from Brandwatch dashboards, including:

- Daily summaries of all Tweets mentioning **#KraveTheSmiler**
- Daily Top Tweeters
- Tweets per hour
- Topics Cloud
- Weekly summary of Tweets to and from Kellogg's
- Twitter Insights data

Kellogg's improved consumer relations by quickly and fairly awarding prizes based on Brandwatch queries. They automatically isolated the correct answers, then used Brandwatch's random tagging feature to pick a winner from within each data set.

"The ability to slice and dice large volumes of data is great. It makes large-scale campaigns and competitions easy to pull off," said Keeler.

About us/

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Vicky Keeler
Digital Executive,
Kellogg's UK

Brandwatch

Brandwatch is a leading provider of social media monitoring and analytics solutions.

More than 700 global brands and agencies use Brandwatch, relying on a broad range of social coverage and highly reliable, spam-free data to monitor online conversations.

As a result, organizations can glean insights around their brand interests, conduct market research, predict market trends, and more actively engage influencers, customers and prospects.

A global company, Brandwatch is headquartered in Brighton, UK and has offices in the United States and Germany.

For more information, please visit www.brandwatch.com