

Kellogg's

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Project Overview

Through articles that showcases easy-but-innovative breakfast mix-ins, listicles that offer tips on creating the ultimate cereal breakfast bar and cereal hacks that make you say, "I didn't know I could eat cereal that way," content will reaffirm Kellogg's as the leader in quality breakfast products. This content will reimagine how we eat cereal for breakfast by providing friendly, fun, casual, easy to digest and helpful content. Let Kellogg's see you at breakfast.

Content Objectives

- **Make cereal interesting:** content should demonstrate the versatility and variety of Kellogg's cereals.
- **Make cereal new:** by showcasing cereal as the main building block for breakfast and tastefully adding easy-but-innovative tips and mix-ins, content will give cereal a new life.
- **Make cereal inspiring:** content will highlight ways to elevate the taste, nutrition and satiety of cereal for breakfast.
- **Make cereal personal:** anyone can make a bowl of cereal with milk, but our content will showcase ideas that make readers say, "I didn't know I could eat cereal that way."

Who Your Readers *are*?

- **Millennials (25-34 years old).**
 - They are still exploring and discovering new things and experiences, and consistently challenge the status quo. They are interested in food, but their interest often exceeds their capability.
- **Cereal "Likers."**
 - They like cereal, but may find it little boring or not always what they are looking for when searching for breakfast options. They tend to eat a variety of things for breakfast.

Who Your Readers *are not*?

- **Solely Recipe Seekers.**
 - They are looking for inspiration and innovation, not a step-by-step instruction manual on how to eat cereal.

What Kellogg's Content *is*:

- **Confident, Progressive and Delightful:** Content reflects the community who reads it. Ideas should lead the way for innovation in cereal.

- **Inclusive:** Content ideas should be inclusive – speaking to the global nature of millennials.
- **Approachable:** Content ideas should be approachable to the everyday millennial. Ideas should be very easy to access or not difficult to complete.
- **Innovative:** Content should offer a slight “tweak” from what is expected so that it is valuable, sharable—and ultimately poises customers to come back for more content from Kellogg’s!

What Kellogg’s Content is not:

- **Negative:** Content will not be negative in nature towards cereal. It will not refer to it as boring, average, etc.
- **Complex:** Language should be simple and layman’s terms should be used, but not too casual as to undermine trust. Additionally, ingredients used to complement cereal should be relatively easy to access by the average millennial.
- **Nutrition-Focused:** Content should avoid talking about nutrition, instead focusing on the taste of cereal.

Kellogg’s Brands “OK” to Use:

- Kellogg’s Raisin Bran
- Rice Krispies
- Special K
- Kellogg’s Corn Flakes
- Corn Pops
- Krave
- Honey Smacks
- All-Bran
- Froot Loops
- Apple Jacks

Kellogg’s Brands to Avoid:

- Crunchy Nut
- Mueslix (not available everywhere)
- Kellogg’s Origins
- Cinnabon

Sourcing Guidelines

- **Use credible sources:** All claims should be backed up with credible sources.
- **Blacklist:** Do not reference competitors.