

Kellogg's Heart to Heart Oats

In Store Launch by Percept OOH

Client Brief

With increasing competitive presence and encroachment in the breakfast cereal category, Kellogg's decided it was time to venture into a new product in a new category. With brands like Chocos, Cornflakes, Wheatflakes etc Kellogg's had already conquered the "ready to eat" segment, now to complete the range on one's breakfast table it was time to get into the "ready to cook" segment. A brand that promotes good health and fitness was launching – Kellogg's Heart to Heart Oats.

Promotion Objective

Kellogg's wanted to move out of the traditional ways of launching a new product in the market and wanted to enter the retail environment with a bang. The objectives of conducting activations in retail were to create awareness about the new product, induce trials and encourage sales.

Concept

This culminated in the Kellogg's marketing team and the Percept OOH – Retail team conceptualising an In – Store wet sampling activation program. The program was unique in the way the key benefits of the product would be highlighted. The benefits of H2H Oats are that it manages one's Blood pressure and cholesterol levels would be innovatively brought to the fore .

Concept

The key tasks of the event were – free sampling, free BP checks, engage the consumer by an interesting Cholesterol IQ quiz and at the end probe sales.

The processes of the activation was to cook the oats in the store and sample it amongst consumers with the help of an electric induction stove; followed by free BP checks with Digital BP machines and an interactive session of answering questions to test one's awareness of cholesterol.

Locations

**This was a nationwide activity conducted in modern trade outlets
within top ten cities.**

It was all in all a successful endeavour with Percept OOH (Retail) taking care of all possible problem areas – like adhering to a standardised recipe and delivering consistent outputs, precision in measuring BP, manpower training etc. At the end of the day the clients were happy with the overall execution and have extended the order with Percept OOH (Retail) team to conduct the second phase of the activations

Activity Pics



Activity Pics



Thank You