

Kellogg's

Meeting the Moment:

Learnings through Accountability, Agility & Action

Gail Horwood, CMO Kellogg North America



[MEETING THE MOMENT

Accountability

Agility

Action

DIVERSITY & INCLUSION MARKETING GOALS

Fully embed Diversity and Inclusion across all marketing, unified efforts to achieve Kellogg's talent and retention goals, evolve our go-to-market strategy to reflect today's diverse consumers to unlock growth and foster and inspire an inclusive mindset within our internal teams.

People

Go-to-Market

**Industry & Partner
Leadership**



FOOD WITH ROOTS
PEOPLE WITH COURAGE
 BOLDLY **GROWING**



**PEOPLE
 MUST BE OUR
 COMPETITIVE
 ADVANTAGE**

PEOPLE
 Must Be Our
 Competitive Advantage

DEPLOY FOR KNA GROWTH



People



GO-TO-MARKET



D&I Media Composition
Benchmarking

Evolution of our Brand &
Safety guidelines

Meeting the Moment
Webinar

INDUSTRY PLEDGES & LEADERSHIP



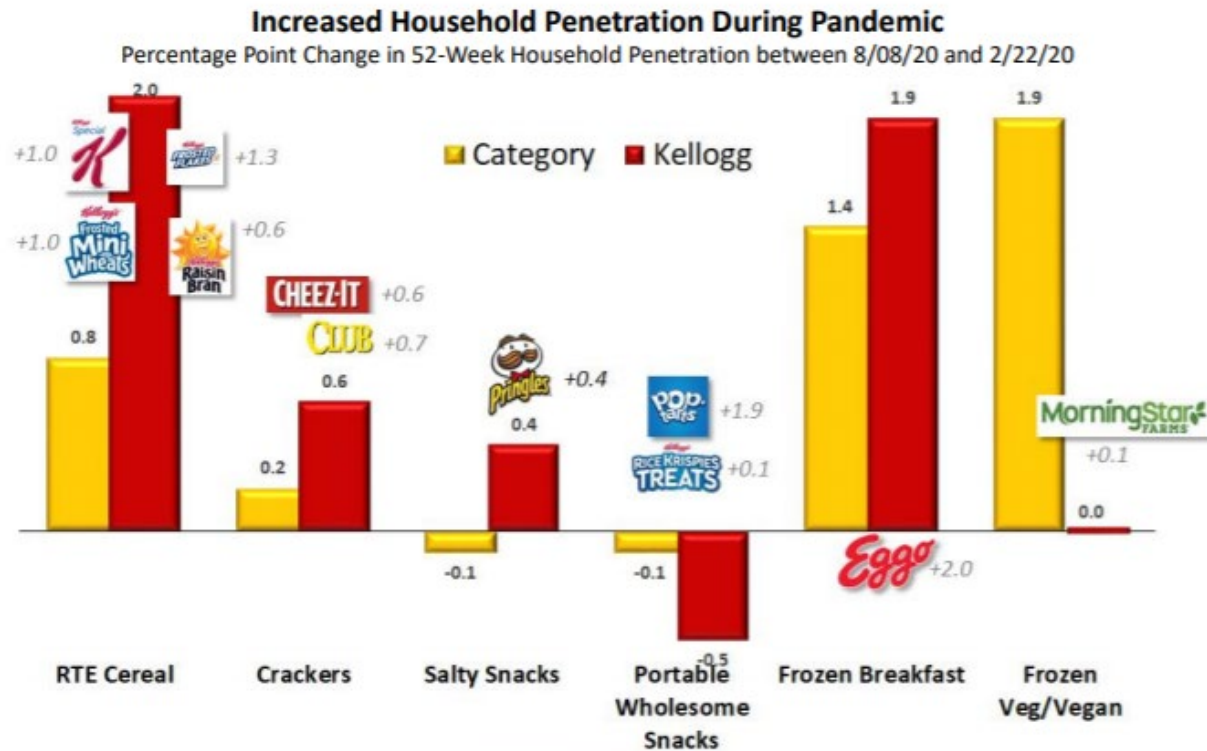
Commitment to Equality,
Inclusion, and Systemic Change

**KNA Racial Equity
Commitments across Our
People, Our Business and
Our Community**



PARTNER LEADERSHIP

DURING THE PANDEMIC, WE HAVE SEEN STRONG CONSUMER REAPPRAISAL, WHILE CONTINUING TO SUPPORT OUR HEART & SOUL EFFORTS



Source: Nielsen Panel, U.S.; Compares Household Penetration of the 52-week period ended 8/08/20 with the Household Penetration of the 52-week period ended 2/22/20

Kellogg's
Better Days

However, we could not have achieved strong results without our front line workers

The ASK: Celebrate the beating heart of Kellogg's

(a message that transcends borders to the heroes on the front lines)

Harnessing our essence to express gratitude in a way only Kellogg can:

Heartfelt and
Personal

Born from our
values and humility

Rooted in our
Equity

Leverages 70+
years of
nostalgia & history

Rooted in our
Purpose

A nourishing dose
of optimism, when
we need it most

Global and
family-oriented

Demonstrates our
dedication while
feeling familiar

Thanks our
entire supply
chain

Acknowledges the
multiple partners
working together

OUR AGILE APPROACH

7 days from 'ask' to 'in market'...



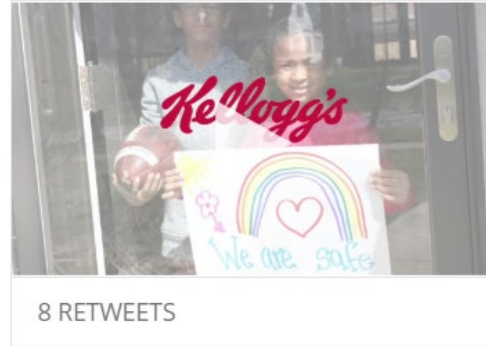
The IMPACT

In less than one week from launch...



GLOBAL

Thanking Our Front-Line Heroes in Social Media



Laura Grissinger Thanks to the Kellogg's Company and everyone involved in getting it going to help fight hunger. It takes everyone to pitch in especially in these desperate times. The food banks all across the World are depending on everyone who is able to come toget... [See More](#)

Like · Reply · Message · 18h



Ray Prock From my team here on our dairy thank you! Thanks to all the other essential workers who are doing their thing too!

Like · Reply · Message · 2d



Paid

51 million
reach & impressions

50%
weekly reach in TV,
launch level weight

Earned

5.8 million
reach & impressions

66
articles of earned
media coverage

Owned

3 million
reach & impressions

10%+
engagement on
certain channels

THE LEARNINGS



Focused Client + Agency Team



Virtual War Room Mentality



Power In The Network



The Impossible Is Possible



Platform Partners = Creative Partners



Rooted in authentic brand purpose

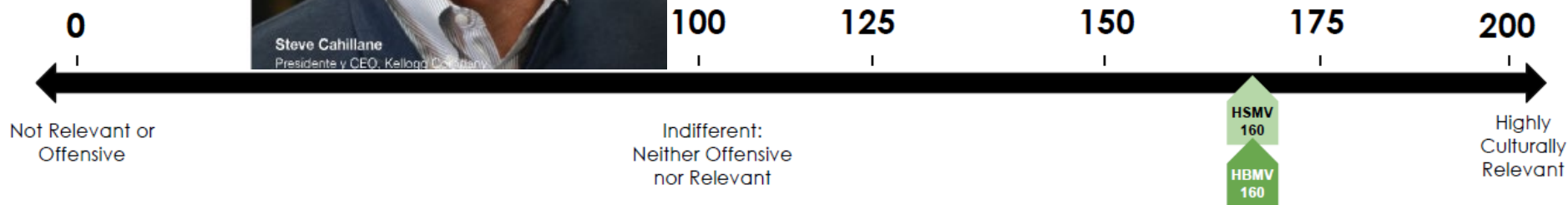
CIIM: "Breakfast as Usual" Scored in Top Quartile

Highest Scoring Hispanic Spanish Media Viewer Spot: "Breakfast As Usual (USH)"



Culturally Relevant Observations

- Emphasis on celebrating those who are working throughout the pandemic
 - Minorities have a higher likelihood of being an essential worker
- Diverse casting



Primary Target: Hispanic Spanish Media Viewer

Creative Category: Targeted segment-specific ad that is in-language with cultural nuances

Primary Target Quartile: Quartile

Hispanic Spanish CIIM™ Score: 160



Words may inspire but only
action creates change.

Simon Sinek

[MAXIMIZING OUR LONG-TERM PARTNERSHIPS

spirit day



10.15.2020

Kellogg's has an authentic role in the cause

MUNCHIES
FOOD BY VICE

Cyberbullies Are to Blame for Why You're Not Eating Breakfast

Apparently, cyberbullies and real-life jerks aren't just to blame for our traumatic and socially awkward moments. A new study shows that victims of school or cyber bullying presented a greater likelihood of omitting breakfast from their diets...

By [Susmita Baral](#)


[International Journal of Bullying Prevention](#)

June 2019, Volume 1, [Issue 2](#), pp 147–157 | [Cite as](#)

Breakfast Skipping, Psychological Distress, and Involvement in Bullying: Is There a Connection?

Authors

[Authors and affiliations](#)

Cheryl E. Sanders 

Breakfast skipping is associated with cyberbullying and school bullying victimization. A school-based cross-sectional study

[Hugues Sampasa-Kanyinga](#), [Paul Roumeliotis](#), [+1 author](#) [Y F Shi](#)

80 CALORIES PER BOX
100 CALORIES PER BOX
130 CALORIES PER BOX
130 CALORIES PER BOX
100 CALORIES PER BOX
140 CALORIES PER BOX

Kellogg's
ALL TOGETHER
CEREAL

1 BOX 0.81 OZ (23g) Kellogg's Corn Flakes®
1 BOX 0.95 OZ (27g) Kellogg's Froot Loops®
1 BOX 1.2 OZ (34g) Kellogg's Frosted Flakes®

NET WT
6.67 OZ (189g)

1 BOX 1.31 OZ (37g) Kellogg's Frosted Mini-Wheats®
1 BOX 0.88 OZ (25g) Kellogg's Rice Krispies®
1 BOX 1.52 OZ (43g) Kellogg's Raisin Bran®

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A collage of Polaroid-style photographs of diverse people smiling, with a red banner overlaid on the left side. The photos are scattered and overlapping, showing various individuals in different settings and outfits. The red banner is positioned on the left side of the image, containing the text "THANK YOU" in white, bold, uppercase letters.

THANK YOU