

TITLE OF CASE
STUDY:

How Crazy Good Revitalized The Pop-Tarts Brand

Business Situation

Since its introduction to the marketplace in 1964, Kellogg's Pop-Tarts brand has achieved unprecedented growth and category superiority. Pop-Tarts had successfully grown sales and market share for over 25 consecutive years.

By 2004, the future was looking tough, with brand growth starting to slow down significantly. The Kellogg's and Leo Burnett team had begun focusing on stretching the brand to new targets, such as adults and moms, while neglecting what historically was the key target of the brand...kids 10 to 12 years old.

In 2003, there were over 50 new products entering the "Wholesome, Portable Breakfast" category, not to mention 20 new kid cereal products. 2004 introduced not one, but two major Toaster Pastries competitors: **Nabisco** and **Quaker**, coupled with more sophisticated Private Label competition. These competitors had a goal to directly steal market share from Pop-Tarts in the \$500MM Toaster Pastry category.

The Pop-Tarts core team (Marketing, Leo Burnett and Kellogg's Market Research) knew we were in a tough situation, and needed to change our thinking and strategy, or jeopardize our position as market leader and growth brand. The pressure was on for the team to uncover a better way to position Pop-Tarts and re-connect with our kid target, and do it quickly.

Marketing Objectives

1. RE-CLAIM UNCONTESTED LEADERSHIP OF THE TOASTER PASTRIES

CATEGORY BY:

- a. Growing Pop-Tarts Base Sales and Share of Toaster Pastries
- b. Eliminating the competitive presence of Nabisco and Quaker in the market

2. REINVIGORATE BRAND RELEVANCE AND PREFERENCE AMONG CORE TARGET OF KIDS BY:

- a. Increasing consumption amongst kids, specifically ages 10 to 12
- b. Increasing brand affinity and ratings amongst kids, specifically ages 10 to 12

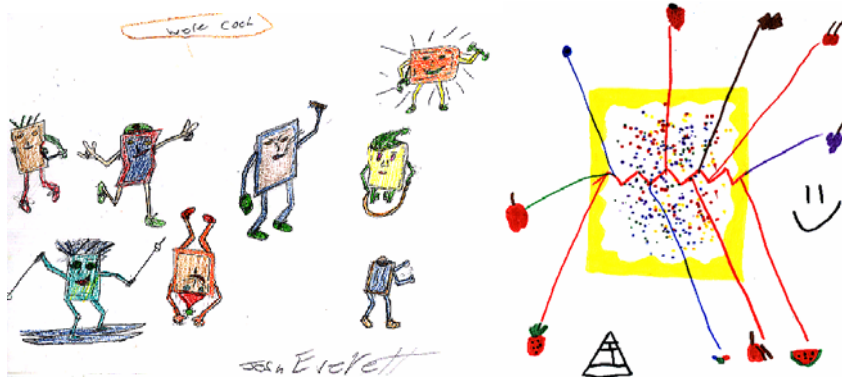
The Research Story

The research path was now set. Kellogg's Market Research started the process with a quantitative custom study designed with IPSOS-Insight. The objective of the research was to truly understand kids' relationship with the Pop-Tarts brand, and key motivators of purchase interest.

- The IPSOS study uncovered that our core target of kids ages 10 to 12 had an undeniable passion for Pop-Tarts compared to nearly all other breakfast and snack foods. They love everything about the brand...the sweet taste, frosting, sprinkles and especially the variety of flavors. This core group of kids represented our most passionate brand ambassadors. The team understood that if we could find a way to really connect with kids 10 to 12 with a great campaign we could snuff the competition and restore the brand growth.

Stage Two of the research was even tougher. The Pop-Tarts team needed to uncover deeper insights into kids' connection to the brand and do it in a way that was meaningful and relevant with how they see the world. The team worked with CKC (Consumer Knowledge Center) to design a qualitative study to do just that. CKC set up kid workshop

sessions in schools. These iterative workshops included many exercises focused on creatively getting to deeper brand and kid insights. From this process, kids were asked to create drawings and artwork depicting what a Pop-Tarts kid world would be. These exercises unlocked an inventive, powerful and playful manipulation of reality. There were lots of vibrant colors and graphics showing Pop-Tarts as real cartoon characters with personalities.



This research provided the spark and inspiration to the Leo Burnett creative team on what would become the spirit and attitude of a new Pop-Tarts advertising campaign to kids.

The creative strategy built off of the research was centered on two inherent truths of kids' relationship with Pop-Tarts.

1. Pop-Tarts are the object of kids' desire!
2. Kids think more passionately about the brand than we could have imagined!

The campaign would be based on the idea of kids' "Desire" for Pop-Tarts, and would take place in a fun cartoon format that is familiar, relevant and fun with kids. This new world was called "**CRAZY GOOD**".

Campaign Description

More than just a campaign, "Crazy Good" is a simple, singular brand idea that sums up everything kids feel about Pop-Tarts. Featuring a cast of Pop-Tarts characters, crazy good kids, lizards, genies, kangaroos and more, "Crazy Good" spans TV, Print, Online and promotions, in a laugh out loud celebration of kids' desire and love for Pop-Tarts. "Crazy Good" is versatile enough to launch new products, different flavors, and breakfast or snacking eating occasions.

Importantly, "Crazy Good" is unique to only Pop-Tarts as kids did not have the passion or relationship to Nabisco, Quaker and Private Label competitors.

Media was only placed in the most "desirable" places for kids:

The American Idol Live Tour!...Sports Illustrated for Kids...Teen People...Nickelodeon...Cartoon Network...Yahoo IMV...Disney Adventures

- The TV campaign launched in Q4 2004. Seven "Crazy Good" TV ads were aired in 2005, and six TV ads were aired in 2006.
- Over 20 different Print Ads placed since January 2005.
- Strong online program including Yahoo Messenger IMV (Instant Messaging), Broadband combined with specific content on Pop-Tarts website.



Business Results

Crazy Good Revitalized the Pop-Tarts brand!

- The percent of consumption amongst kids 10 to 12 increased +28% in 2005. (NPD)
- Both Nabisco and Quaker failed to survive in market and were de-listed from retail by the end of 2005.
- Pop-Tarts Base Sales increased in 2005 and 2006, becoming a half billion dollar brand.
- Pop-Tarts 2006 share of the Toaster Pastry Category has achieved an all time high of 86.7%, up +4.5 points since the campaign began.
- Pop-Tarts growth has driven a sales increase for the Toaster Pastries category in 2006.
- Private Label Toaster Pastries Dollar Sales are down in 2006.
Source: Information Resources Inc. FDMx
- Diagnostic Ratings of the Advertising are extremely strong with kids.
 - Fun to Watch 90%
 - For Kids Like Me 88%
 - Gets My Attention 87%
 - Ad I'd Like to See Again 84%
 - Brand Appeal 83%
 Source IPSOS-ASI

In 2006, the Pop-Tarts “Crazy Good” Campaign was recognized as the best breakfast foods advertising, winning a **GOLD EFFIE** award.

The success of the campaign is due to a collaborative effort between Marketing, Ad Agency, and Creatives partnering with Market Research to uncover consumer insights -that lead to great advertising and most importantly positive sales growth.

Creative Submission

Creative - Submitted	When Aired
TV – The Blues	5/3/05 – 6/12/05
TV – Smores on Mars	9/20/06 – 12/04/05
TV – Easy	12/27/05 – 1/29/06
TV – Strudel	1/31/06 – 3/19/06
TV- Mr. Freeze	7/11/06 – 9/17/06
Print – Cherry (Frozen)	3/29/05 – 5/8/05