

Press release: Trade media
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Kellogg's backs cereal growth by returning 'hero brands' to our screens

Kellogg's is set to remind shoppers what it is they love about Kellogg's cereals by grouping together its most iconic brands in a £8.5million TV campaign.

The primetime campaign 'whatever you do, we do breakfast' aims to show the diversity of Kellogg's cereals, from the snap, crackle and pop of Kellogg's Rice Krispies to the Kellogg's Coco Pops turning the milk chocolatey.

This year Kellogg's has seen cereal return to growth, the decision to back its biggest brands follows a 1.1 per cent surge of share growth. And across all of breakfast cereals by value, Kellogg's brands hold four of the top six positions*.

Running for 30 weeks from January 2020, it will feature Kellogg's Crunchy Nut, Kellogg's Corn Flakes, Kellogg's Rice Krispies and Kellogg's Coco Pops.

Kellogg's Crunchy Nut, which has been backed by TV support, is up +9.9 per cent verses previous year and has achieved 12 months of consecutive growth*. Kellogg's Coco Pops has also returned to value growth this year, following its 40 per cent sugar reduction and return to our screens in late 2018.

Kellogg's Activation Brand Lead UKI, Aimee Cowan said: "The new approach is aimed to celebrate the diversity in our range and showcase how there is something for everyone within the Kellogg's portfolio.

"We aim to continue support our growing cereal brands, while giving Kellogg's Rice Krispies and Kellogg's Corn Flakes the needed air time for the first time in three years.

"We know consumers trust Kellogg's** and we hope by reminding shoppers what is unique about our iconic brands, we will maintain our position at the heart of the nation's breakfast."

For more information or images please contact the press office on 0161 869 5293 or email pressoffice@kellogg.com

Notes to editor:

* Weetabix #1, Quaker Oat So Simple #2, then Kellogg's Crunchy Nut #3, Kellogg's Coco Pops #4, Kellogg's Corn Flakes #5, Kellogg's Special K #6.

* IRI data Nov 10, last 12 weeks.

**IRI data, Nov 29, 2019 year to date.

**Reprtrak 2019, Kellogg's found to be the most trusted food brand in the UK