

Kellogg UK celebrates 'Back to School' moment with personalised cereal box covers



Kellogg is getting personal with a new on-pack promotion, offering consumers the chance to create their own personalised 'Back to School' cereal box sleeve ahead of millions of children returning to school in September.

Aimed at parents of children aged from six to 10 years old, the personalised packs are intended to surprise and delight – adding some magic to the back to school milestone. It has been launched by Kellogg UK with the aim of turning the return to school into a memory making moment and providing families with something that can be kept for years to come.

Available now until 30th November, consumers need to collect codes from three promotional packs of Kellogg's breakfast favourites – including Coco Pops, Corn Flakes, Rice Krispies or W.K. Kellogg by Kids cereal. They are then able to visit [Kelloggs.co.uk/BackToSchool](https://kelloggs.co.uk/BackToSchool) where they can upload a photo and personalised message including their child's name, age and favourite colour which will all appear on their personalised cereal box cover.

The promotion has been launched to mark the return back to school, which stands as the third biggest retail period in the year, previously estimated as being worth over £1.16 billion¹ as a market. It's also the moment when families get back to more of a routine after the summer holidays, something that breakfast plays a significant role in. Representative of this, Kellogg's sales grew 4.7%² last year across the back to school period – outperforming total cereal.

Kate Stokes, senior brand manager at Kellogg's UK, commented: "As the third biggest retail period in the year, we identified the opportunity for Kellogg's to make a moment of the return to school by introducing an element of personalisation.

"Last year in the 'Back to School' time we saw an increase in sales across our cereal portfolio and this year we are hoping that will be bolstered by our new on-pack promotion. This is the first time we have introduced personalised sleeves in the UK and we're excited to see consumers engage on a personal level, with our much loved brands."

-ENDS-

For more information please contact Kellogg's Press Office on pressoffice@kellogg.com or call 0161 869 5293

Notes to Editors

To find out more, visit: https://backtoschool.kelloggs.com/en_GB/Home

¹Mintel – [COUNTING THE COST: BRITS SPEND £1.2 BILLION SENDING KIDS BACK TO SCHOOL](#)

²RI SIG Grocery Outlets 12 w/e 5 Oct 19 Value sales %