

## KELLOGG'S SPECIAL K ENHANCING QUALITY AT ALL SEASONS

Simplicity was key for the quality image and stopping power of this flagship brand. Focussing on the slimming promise, the Special K silhouette knows how to dress sexy to attract consumers all year round.

### WHAT WE DID

Packaging Design

Brand Territory

POS Material



Before

## KELLOGG'S SPECIAL K ENHANCING QUALITY AT ALL SEASONS

### CHALLENGE

Kellogg's Special K has maintained a lasting leading spot in the adults cereal market. Nevertheless, Kellogg's Special K has slipped on their qualitative image against their evolving main competitor on the Benelux market. The challenge was to enhance quality, without losing the graphical core equities. Furthermore, Brandimage also proposed quality packaging variations with a post-christmas and pre-summer version. The promotional packaging should fit with the qualitative brand identity, enhance the "light-sexy-tasty" positioning of the brand and increase stopping power.

### SOLUTION

Simplicity was key for the overall design. We improved the design by enhancing the appetite appeal and premium quality aspect. For a better understanding and clarification for the consumer, we redesigned the silhouette, organised the packaging elements in a more natural way and increased the differentiation between the varieties.

We created a strong visual system for their promotional communication campaigns. Playing with the visual ingredients of the standard packaging, we created an integrated promotional design. We dressed up the silhouette of the pack in a sexy way with a real jeans (or bikini), fitting perfectly with the tone of voice of Special K and enhancing the slimming promise. To create a good differentiation between the flavors we varied the color of each belt (or sarong).



Standard pack



Post-christmas



Pre-summer