

## KELLOGG SERVES “FOOD FOR THOUGHT” TO YOUNG MOTHERS IN INDIA USING MOBILE

The Kellogg Company is an American multinational food-manufacturing company headquartered in Battle Creek, Michigan, United States. Kellogg's produces cereal and convenience foods and markets their products by several well known brands including Corn Flakes, Keebler, and Cheez-It. Kellogg's mission statement is "Nourishing families so they can flourish and thrive."

## HIGHLIGHTS

### REACH

**4 Mn**  
impressions  
delivered in 2  
weeks

### ENGAGEMENT

**7X**  
click-through  
rates as  
compared to  
industry average

**2X**  
higher dwell time  
than average

### CUSTOMER TESTIMONIAL

"It was the first time we had leveraged InMobi for our digital campaign. The results were simply phenomenal. The engagement received was far higher than other social platforms and we were able to drive relevance much better through very sharp targeting."

- Ishita Kumar, Sr. Brand Manager,  
Kellogg's India

## THE CHALLENGE

A study conducted by Kellogg India suggests that three out of every four (72%) Indians do not have nutritionally adequate breakfast and one out of every four actually claimed to skip their breakfast completely.

Kellogg India joins in India's fight against malnutrition (launches a movement against skipping/skimping breakfast) and unveils the #BreakTheHabit of skipping breakfast campaign. The power packed campaign aims to reverse these numbers and highlight how starting the day with a nourishing breakfast unfolds a power packed day.

Kellogg's was keen on creating awareness about the importance of breakfast and influencing the habits of kids in metro cities. Hence, the key influencers - young mothers, had to be 'actively' engaged in a creative manner

## THE SOLUTION

An immersive mobile experience (rich-media) was designed to engage young mothers in India. With consumers spending over 4.5 hours on their smartphones, mobile is the new primary screen. Consumers can not only consume content on their smartphones but also interact with brand stories. And, the ability to target on mobile enables precise, relevant engagement at the right time with the intended audience.

Young mothers segment from InMobi audiences were targeted in top app categories where they spend majority of their time on mobile, including gaming and entertainment apps.

## HOW DID KELLOGG'S ACHIEVE ITS MARKETING OBJECTIVES?



INTERACTIVE  
RICH MEDIA  
CREATIVES

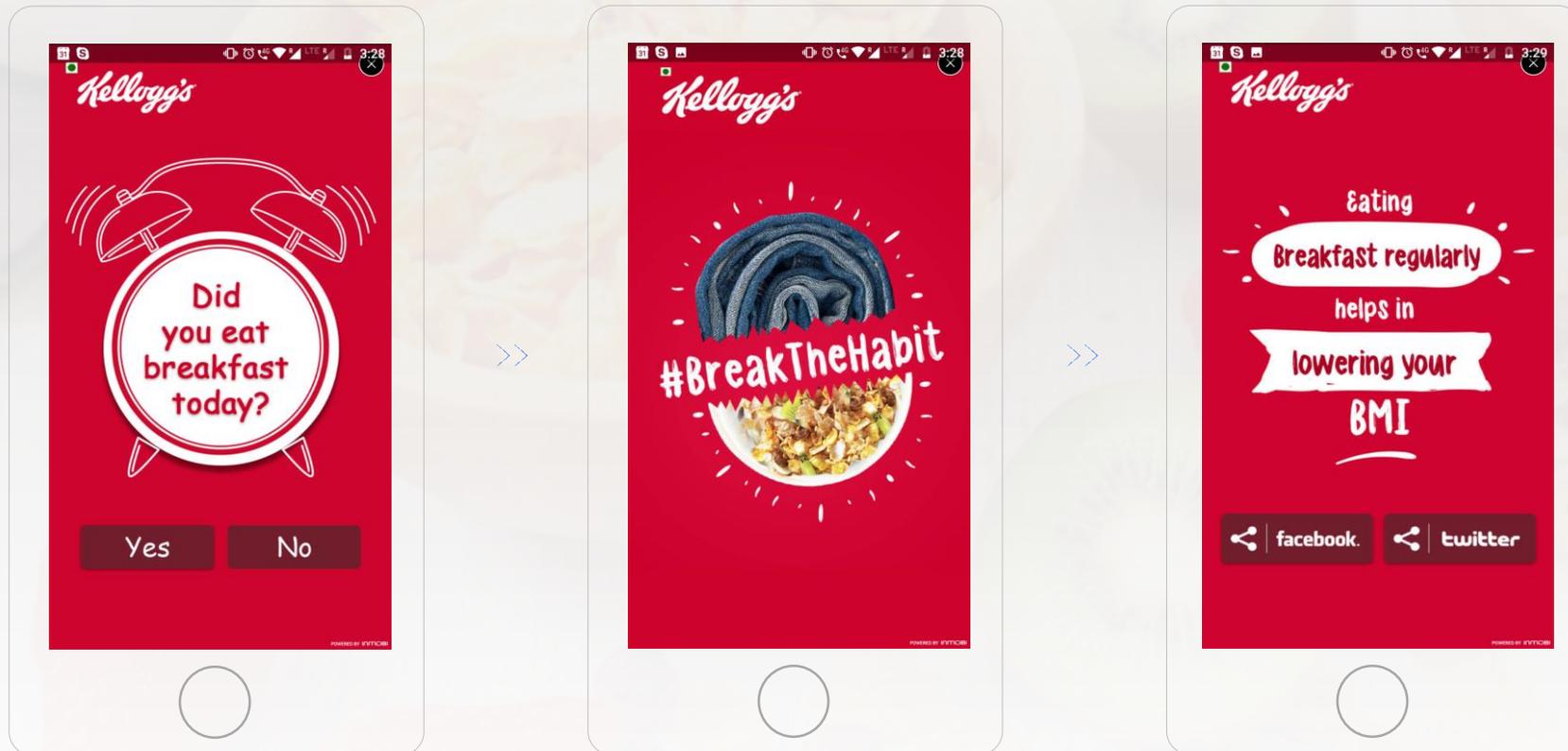


TIME  
TARGETING



AUDIENCE TARGETING  
ON GAMING & ENT.  
APPS

# INTERACTIVE EXPERIENCE TO ENGAGE THE INDIAN MOM



[Click here to experience the ad unit](#)

## THE RESULTS

Precise Targeting at scale

**4 Million**

Impressions in 2 weeks

**900K**

Unique Users Reached

Phenomenal Engagement

**7x**

Higher CTRs than industry average

**2x**

Dwell time than average