

CASE STUDY

Client: Kellogg's®

Project: Go-Tarts™ Promotion

Challenge:

Kellogg's® needed a creative way to leverage sales and awareness for their latest brand innovation, Go-Tarts™. They wanted to promote this new item to both the General and Hispanic markets.

Solution:

Fusion delivered a local radio promotion in Houston, Texas designed to educate consumers about Go-Tarts™, while driving trial at local Food Town retailers. The local radio station visited 10 Food Town locations during the 2-week promotion period where they displayed a Go-Tarts™ banner and handed out free product samples. Kellogg's® was able to secure incremental in-store exposure as well as capture valuable consumer insights via the store events.

