

Case study

Kellogg's Special K – Map My Fitness web application

Key takeouts: Websites giving consumers useful tools get high use

Building websites that satisfy clear consumer needs, giving tools and utility that can be harnessed in their daily lives, boosts the chances the site will be really used and not forgotten.

Run date: **2007** Territories: **Asia/Pacific / Australia** Agency: **Mindshare** Digital disciplines: **Social media, strategic marketing models, web design, web analytics**

Background

Kellogg's wanted to lift their marketing message into the lifestyle space and align themselves deeply with the values and experiences of their target consumers. They stepped above simple advertising campaigns to create a fitness platform they could own and a marketing initiative that would be integrated across many channels.

Objectives

There were several key objectives of this marketing programme and the website at the heart of the campaign:

- Build engagement and cut-through, achieving consumer connections on the customer's own terms.
- Create discussion and pass on messaging through peer groups.
- Support wider brand marketing and brand positioning, reinforcing brand values.
- Develop added value for loyal consumers.

What they did

Map My Fitness was developed as part of the wider Remember You campaign designed to communicate Special K's commitment to helping women manage their shape. The team developed a digital platform that would act as the heart of personal sporting events and jogging. The route provided their target group with not only the products but also the tools to get active and improve their health and wellbeing. Message association with the brand would be deeply woven into every aspect of the activities.

How they did it

The agency team constructed a collaboration with ninemsn which resulted in the creation of a unique website about women's health and fitness. By partnering with an advanced online media owner, they could harness high end web publishing toolkits and have them bolted effortlessly into a cutting edge site.

The most compelling part of the proposition is the innovative Special K navigator which integrates a complex mapping system with Microsoft's Virtual Earth technology and embeds it in the site. Participants can then map jogging routes around the city, rank and swap favourites and view street level plans of routes. Additional features include playlists and general health/exercise information. Alongside the advanced content there are more traditional editorial and competition mechanics.

As part of the campaign, the agency also negotiated a cross media advertising deal to drive traffic to the site through online activity across female orientated content on the ninemsn network and in ACP magazines. Kellogg's added their own media support by incorporating this into on-pack promotional space for Special K in the region product in the region.

Evaluation approach

This marketing activity combines the

- Creation of an online community
- Delivery of a sporting event
- Social media and consumer discussion
- Delivery of brand messages
- Integrated campaigns that touch consumers in several ways typically demand several routes for measurement and evaluation.

Each strand can be measured in isolation to track the number of consumers, target consumers and brand adorners it touches.

Hard analytics from website reporting systems can be combined with brand effectiveness tracking to test movements in key variables such as:

- Brand image
- Message association
- Purchase intent

Results

The initiative created a social media platform and the basis for long term permanent engagement with a key group of target consumers.

The related publicity and discussion delivered wider brand messaging benefits. Special K's brand values.

The successful partnership with ninemsn has added weight to the offering and helped raise its profile.

Impressive user rates are testament to the success of the website and integrated marketing activity across other medium has helped support this.

Academy Tutor comments...

"Digital marketing has opened up a massive new range of ways brands can become media properties in their own right. The new digital landscape has created new types of tools consumers can weave into their daily lives and the benefits for brands aligning with these services are both deep and long term. It requires a different type of thinking from the classic media buy, but comes with the promise of rich engagement that can be carried through social networks (both online and offline) as messages consumers readily spread. These marketing platforms take a great deal of effort from both brand and agency to get right, but when the teams have the time and space to explore the full scope of these models they can unlock a completely new type of relationship with target consumers. For this brand, the campaign not only reinforce brand values, it has created an engine for Kellogg's messaging."