



Kellogg's Krave

— CASE STUDY —

Product Launch + Sampling

A national launch built around targeted Local Impact sampling, youth-focused events, and brand experiences designed to put Krave in the hands of the right audience.



National
Product Launch



Targeted
Sampling



Youth
Engagement

Kellogg's
KrAVE

FROM BROAD SAMPLING

TO A TARGETED EXPERIENCE

Make it local. Make it personal. Let consumers own the experience.



SAMPLES

**300,000
Delivered**

Goal: 250,000 Targeted Samples



OUR APPROACH

MOGXP refined the audience to youth ages 9-14, creating fun, energetic experiences through local events, interactive activities and lifestyle-fit environments that encouraged product trial and brand engagement.



PROGRAM FOCUS

Krave entered a crowded cereal category with a 250,000-sample goal. The original audience was broad, so the program needed to move beyond grab-and-go sampling and reach the core consumer more intentionally.



FACEBOOK COMMUNITY

+175,000

Goal: +100,000



KELLOGG'S KRAVE / PRODUCT LAUNCH + SAMPLING

Kellogg's
KRAVE