



Kellogg's: Krave Product Launch & Sampling



- National product launch
- Targeted guerrilla sampling using local impact marketing model focusing on teens
- Samples goal: 250,000
Samples result: 300,000 targeted samples delivered
- Facebook goal: Increase Facebook community by: 100,000
Facebook goal results: Increased by: 175,000

Let us plan and execute your next sampling event!

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