



Kellogg's[®]
Products

Kidz Kitchen

Program Summary
February 25 & 26, 2012



Objectives

- Create consumer awareness and increase overall brand equity through giveaways and activities
- Activate and maximize sponsorship of the Kidz Kitchen and Fun and Fit as a Family event
- Continue to build equity for Kellogg and its brands through branding and messaging showcased at the event
- Leverage existing program elements where possible while increasing individual Kellogg brand presence within the kitchen demonstration area
- Enhance relationship with the Publix retail customer

Performance Summary

Event Attendance

12,200 consumers attended Fun & Fit as a Family event over the weekend

6,600 consumers attended the Kellogg's Kidz Kitchen event

- » Average crowd of 1,125 people per Kidz Kitchen demo on Saturday
- » Average crowd of 1,075 people per Kidz Kitchen demo on Sunday

Estimated Total Impressions*

300,000 impressions

Premium Distribution

2,750 children's chef hats

2,750 children's aprons

725 Guy Fieri T-shirts

* Does not include South Beach Festival advertising, programs and signage



Performance Summary

Sample distribution

4,500 Cheez-It sample packs distributed

- » 2,500 on Saturday
- » 2,000 on Sunday

11,300 Recipe Cards distributed (5,000 each of 3 cards)

- » 6,780 on Saturday
- » 4,520 on Sunday

Gift baskets

6 Kellogg's product gift baskets given to celebrity chefs



Awareness



Experience

Celebrity Chef Cooking Demonstrations – Saturday 2/25



Rachael Ray

Rachael Ray Show, 30 Minute Meals

11 a.m.



Guy Fieri

Diners, Drive-ins and Dives

1 p.m.



Robert Irvine

Restaurant Impossible

3 p.m.

Thank You

