



2008 OMMA AWARDS

Kellogg's Rice Krispies® -
Canada
Retail/Consumer Products
and Services Integrated Online
Campaign

Campaign Elements



Shake The Box – an engaging, interactive flash-based tool that provides cooks with recipe suggestions based on their immediate needs

Custom Kellogg's Branded Collection – seamless integration of Kellogg's branded content into Allrecipes food-based social network allows food enthusiasts to create brand centric UGC centered on the Kellogg's Rice Krispies brand (photos, reviews, ratings). Collection features dedicated Kellogg's homepage with recipe of the day, newest recipes and community-driven 'Top 20' rated recipes. Collection seamlessly mirrors Allrecipes own recipe collections providing superior user experience and also deepening Kellogg's search footprint

Banner Ads – 300x250 and 728x90 ads targeted to heavily trafficked Allrecipes homepage, and all Kellogg's branded pages

Integrated Search Text Links – a seamless integration of Kellogg's messaging (468x60) on highly trafficked pages


Kellogg's Shake The Box

Shake the Box!

**Kellogg's
RICE
KRISPIES®**

You've never seen your RICE KRISPIES® cereal do this before! Go ahead, "shake up" something delicious with these easy recipes from KELLOGG'S® RICE KRISPIES®. Simply roll over one of the categories below to find a tasty recipe for any occasion. **Try it now!**

[Click here for more KELLOGG'S® RICE KRISPIES® cereal recipes >](#)



What would you like to "shake up" today?

Roll over recipe categories for yummy recipes!

- * Magnificent Mains
- * Amazing Appetizers
- * Special Occasions
- * Creative Treats
- * Divine Desserts
- * Classic Treats
- * Yummy Treats

Preview And Interact Yourself

<http://allrecipes.com/features/shakethebox/home.aspx>

Recipe Activation

What would you like to “shake up” today?
Choices from main dishes to yummy treats!
Roll over recipe categories to find a tasty recipe.

Shake the Box! * * * * *

Kellogg's
RICE KRISPIES

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Branded Recipe Collection

Kellogg's Collection is 100% populated with branded assets. Includes Index (organized by dish type, course and/or occasion), Latest Recipes, Top 20, Daily Recipes and Search; Kellogg's receives 100% owned banner inventory – providing them with 100% share of voice among this highly qualified audience.

The screenshot displays the Allrecipes website interface, specifically the 'Kellogg's Rice Krispies' collection page. The top navigation bar includes links for Recipes, Ingredients, Articles, and More, along with a search bar. Below this, a secondary navigation bar lists various recipe categories like Budget Cooking, Recipe Exchange, Holidays, Summer Grilling, and Birthday. The main content area is titled 'KELLOGG'S* RICE KRISPIES*' and features a 'Browse Deeper' sidebar with links to Amazing Appetizers, Classic Treats, Creative Treats, Divine Desserts, Magnificent Mains, Special Occasions, and Yummy Treats. The main content area displays a featured recipe, 'KELLOGG'S* RICE KRISPIES* Tangy Holiday Meatballs', with a photo of the dish and a star rating. Below this, there are sections for 'Featured Recipes' (including Kellogg's Rice Krispies Squares, Maple Leaf Cut-Outs, Lime Baked Fish, Kellogg's Rice Krispies Apple Crisp, and Savoury Sweet Potato Sticks), 'Free Membership' (with links to Join the Allrecipes Community, Contests and Sweepstakes, Create a Recipe Box, Sign Up For Newsletters, and Manage Emails), and 'Favorite Products' (including TasteBook, Create-A-Cookbook, Cookbooks, Magazines, Cooking In Style Club, Shop, and Culinary Schools). The bottom section of the page shows 'NEWEST KELLOGG'S* RICE KRISPIES* RECIPES' with three featured recipes: Kellogg's Rice Krispies Banana Pops, Kellogg's Rice Krispies Sunflower Chip Bars, and Kellogg's Rice Krispies Scaredy Snacks, each with a photo and a star rating.

Recipe Integration

Allrecipes recipe integration allowed Kellogg's to feature recipes such as "Savory Meatloaf" that normally would be considered an unexpected "out of the box" representation for the Kellogg's brand; and our users are able to expand their usability of the Kellogg's product in new creative way.

The screenshot displays the Allrecipes website interface. At the top, there's a navigation bar with links for Recipes, Ingredients, Articles, and More. A search bar is prominently featured. Below the navigation bar, there are tabs for various recipe categories like Budget Cooking, Recipe Exchange, Holidays, Summer Grilling, and Birthday. The main content area is titled "More Recipes Like This" and lists several Kellogg's Rice Krispies recipes, including "Tangy Holiday Meatballs", "Beef and Bacon Burgers", "Topped Tuna Bake", "Southwest Sloppy Joes", and "Barbecue-Flavoured Pork Strips".

The featured recipe is "KELLOGG'S® RICE KRISPIES® Savory Meatloaf". It includes a submission note, a recipe rating of 4.5 stars, and a link to "Read Reviews (3)". The recipe is submitted by "KELLOGG'S® RICE KRISPIES®". The ingredients list includes 1 egg, 2 cups Kellogg's Rice Krispies cereal, 3/4 cup 2% milk, 1/3 cup finely chopped onion, 1 tablespoon Worcestershire sauce, 1 teaspoon salt, 1 teaspoon dry mustard, 1/8 teaspoon pepper, 1 1/2 pounds lean ground beef, 1 (10 ounce) can condensed cream of mushroom soup, and 1/2 cup red wine. The directions are provided in a numbered list, and there are footnotes regarding allergen information and copyright.

On the right side of the page, there are sections for "Featured Item of the Week" (NEW! Expandable Cookbook), "Moms just know" (Kellogg's Rice Krispies), "Recently Viewed Recipes", "Top Searches", and "Nutritional Information". The nutritional information for the recipe is as follows:

Nutritional Information	
KELLOGG'S® RICE KRISPIES® Savory Meatloaf	
Servings Per Recipe:	8
Amount Per Serving	
Calories:	269
Total Fat:	15.6g
Cholesterol:	78mg
Sodium:	677mg
Total Carbs:	10.9g
Dietary Fiber:	0.3g
Protein:	18g

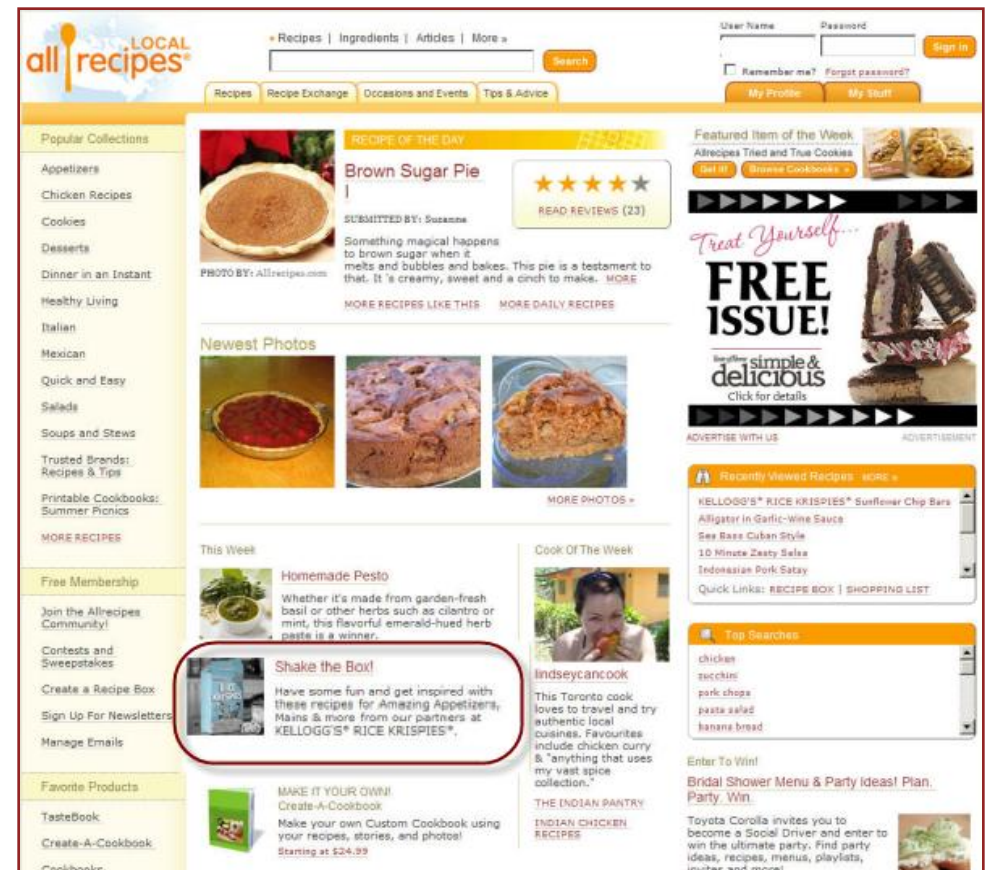
Below the nutritional information, there is a section for "VIEW DETAILED NUTRITION" and "About: Nutrition Info". The page also includes a "Lose Weight Without Depriving Yourself!" banner and a "Free Membership" link.

Banner Ads 300x250 & 728x90



Merchandised Blocks & Integrated Search Text Links

“Shake the Box”
merchandised blocks were
strategically placed on
Allrecipes homepage and
Kellogg’s branded pages;
468x60 Text Links
merchandised on search
and recipe pages



KELLOGG'S® RICE KRISPIES® Recipes

Enjoy this hearty Southwest Stuffed Peppers recipe!
[Find Recipes](#)



Savoury Sweet Potato Sticks

The perfect French fry substitution! Pair with all your
BBQ favorites. [Click for Recipe](#)



Campaign Brief

Kellogg's Rice Krispies – Canada

Campaign Objectives:

Increase unit sales of Kellogg's Rice Krispies among Canadian households.

Strategy:

Create awareness and drive consumption of Kellogg's Rice Krispies (KRK) outside the traditional breakfast hour.

Tactic:

Provide Canadian home cooks with non-breakfast usage ideas for KRK at their moment of need through integration and promotion of KRK branded appetizer, main dish and treat recipes. Engage this audience by presenting Kellogg's Rice Krispies in a relevant, fresh and fun manner that activates key brand attributions such as 'snap, crackle, pop' and the highly recognizable KRK box. Allow consumers to share their KRK ideas and experiences through user generated recipes, photos and reviews.

Results:

Shake the Box – Over 9,500 cooks exposed to the brand between 6/05-6/30.

1800+ recipes downloads

Users have rated and reviewed these recipes an average of 4.0