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**NUTRI-
GRAIN®**

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CHALLENGE

To excite Australians about their brand message and provide exposure for their Brand Ambassadors, Kellogg's Nutri-grain needed to integrate into a premium programming format. The aim of the partnership was to help promote Nutri-grain as a product that provides energy for any activity, and to generate brand awareness through a highly visible sponsorship.

SOLUTION

Show-stopping television series, Australian Ninja Warrior, presented an incredible opportunity for Nutri-grain. Multiple campaign elements were created to leverage the sponsorship effectively, including creating a TVC with clear brand messaging and using an ambassador related to Australian Ninja Warrior to help broaden sponsorship reach.

EXECUTION

Nutri-grain Ambassador and Ironman Matt Bevilacqua ran the Australian Ninja Warrior Season 4 course in Episode 1, accompanied by an integrated 60 second Nutri-grain branded backstory before the run began.

Nutri-grain Billboards and the Nutri-grain 'Unstoppable' TVC were strategically placed to align with the run, and the branded perimeter screen asset was set with Nutri-grain branding. This amplification was crucial in providing Nutri-grain with maximum integration and exposure.



RESULTS

Up 6% PTS

Brand Awareness

Up 17% PTS

Consideration

Up 8% PTS

Previous 4 week purchase

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