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EUROPE]

KELLOGG'S

GLOBAL DIGITAL MARKETING TRANSFORMATION TO ENABLE 1:1, REAL-TIME CRM AND LOYALTY STRATEGY

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Consumer expectations are changing in ways that require KFR to change in order to remain relevant. At the same time, Kellogg's brands are looking to leverage first-party data to drive stronger relationships and engagement with consumers. This new program will better enable that.”

The Kellogg's logo, featuring the brand name in a red, cursive script font.

Paul Loakes
Kellogg's Commercial And Data Strategy



500M

Customer records held in Epsilon's database across 80 markets & 50 languages



2000+

New Program enrolments way over forecast expectations well in excess of previous

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CHALLENGE

Epsilon provided Kellogg's global customer and loyalty database supporting real-time management (registration, data cleansing, tracking at individual level – allowing for segmentation and analytics).

Kellogg's Rewards US Loyalty Program launched in 2012 to capture first party data and drive cross-portfolio sales.

The Program experienced a declines in member participation - resulting in lower amounts of 1st party data to optimize media buys & drive brand activation.

Unsustainable operational and rewards costs of program needed to be addressed (e.g. on pack codes, points liability).

Kellogg's loyalty strategy needed to be reimagined & modernized to achieve goals and appeal to the modern audience.

SOLUTION

In Jan 2022 Epsilon launched a refreshed Kellogg's Family Rewards (KFR) program and website, which was powered through their Loyalty technology.

It was designed to be simple and user friendly – easy to enrol, earn, engage and reward with mobile users in mind. Adding modern convenience including receipt scanning which enabled much wider customer insight.

Five tokens can be earned monthly to unlock a reward providing easy and frequent engagement with an opportunity receive rewards 12 times a year. And the longer you stay in the program the richer the rewards become – essentially rewarding customer loyalty.

There are multiple ways to earn rewards from watching videos, completing surveys, games, social media likes, referrals etc.

Reward options rotate monthly and are insight driven - including discounts, sweepstake entries, merchandise, partner offers, charitable donations.