

Kellogg's Rice Krispies Treats Squares Outdoor Advertising Research (Post-/Post-Advertising Impact)



Prepared For:
Kellogg USA

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BACKGROUND

The Kellogg Company currently markets Rice Krispies Treats Squares. Kellogg USA has created an outdoor advertising program for KRKTS, that utilizes the “There’s only one” tagline, to enhance awareness and attitudes towards Kellogg Rice Krispies Treats Squares.

The Kellogg’s Rice Krispies Treats Squares advertising will be displayed on bus kings, bus shelters and 30-sheet outdoor boards in cities throughout the United States.

The purpose of this research program will be to uncover:

- If this advertising is effective in building awareness and favorable attitudes towards the product
- If the creative is well received, clear, believable, meaningful, etc.

RESEARCH METHODOLOGY

- Prior to the scheduled September 1st posting of the KRKTS campaign, a pre-awareness study was initiated by PRS to uncover the in-going brand and advertising awareness levels in four U.S. cities.
- Approximately three weeks after posting, an in-depth post-awareness study was conducted to uncover the change, if any, in the awareness and image of KRKTS in the same cities.
- A significant increase in awareness and/or brand expectations can provide management with the needed consumer information to expand this advertising program to other major U.S. markets.

- Conversely, if there is no evidence of a benefit for KRKTS, the strategy of including this advertising in the media mix for KRKTS can be reconsidered, prior to additional significant dollar investments.

RESEARCH OBJECTIVES

Specifically, the research will determine the ability of the KRKTS outdoor advertising to...

- Build awareness of the brand
- Increase levels of purchase interest
- Uncover specific strengths and weaknesses of the advertising

...and uncover target buyers attitudes towards the advertisement, when they have an opportunity to examine it in detail.

SAMPLE CHARACTERISTICS

A total of 1200 interviews were conducted (600 pre-awareness; 600 post-awareness). More specifically,

the sample is defined as:

- ½ Male; ½ Female
- Age 13-49 years old (1/3 13-19; 1/3 20-34; 1/3 35-49)
- All must travel into the city at least once a week by car or bus
- ½ Kellogg's Rice Krispies Treats Squares Users; ½ Non-Kellogg's Rice Krispies Treats Squares Users

TEST DATES & LOCATIONS

- The pre-advertising wave was conducted from August 14 through August 30, 1997.
- The post-advertising wave was conducted from September 29 through October 24, 1997
- All of the research was conducted in the following cities:
 - Atlanta, Georgia
 - Chicago, Illinois
 - Philadelphia, Pennsylvania
 - Los Angeles, California

PRE-WAVE INTERVIEW SEQUENCE

- The pre-wave interviewing sequence includes:
 - Screening to insure qualification
 - Unaided KRKTS brand awareness
 - Unaided/aided recall of KRKTS advertising
 - Perceptions of where this advertising was seen
 - Purchase interest

POST-WAVE INTERVIEW SEQUENCE

The post interviewing sequence includes each of the measures listed in the pre-wave plus:

- Detailed recall of KRKTS advertising
- In-depth interview while viewing the ad (with yellow background)
 - Main message communicated
 - Overall opinion of the advertising
 - Likes/dislikes
 - Description of advertising
 - Product imagery
 - Purchase interest
 - Side-by-side comparison to ad with white background
- Classification Questions

SUMMARY OF FINDINGS

UNAIDED BRAND/AD RECALL

- The Kellogg's Rice Krispies Treats Squares billboard advertising significantly improves levels of unaided brand and ad awareness by 25% and 20% respectively (Total Sample). This dramatic increase is relatively consistent across all markets.

Unaided Brand Awareness	Kellogg's Rice Krispies Treats Squares	
	Pre-Wave	Post-Wave
Total Sample	60%	75%
Chicago	58	74
Atlanta	51	64
Philadelphia	44	66
Los Angeles	89	97

Unaided Ad Awareness	Kellogg's Rice Krispies Treats Squares	
	Pre-Wave	Post-Wave
Total Sample	51%	61%
Chicago	58	74
Atlanta	42	37
Philadelphia	38	48
Los Angeles	78	88

- Consumers believe the source of this improvement in awareness is from television advertising. However, since television advertising was not increased during the testing period, it is evident that the improvement in awareness is a function of the new KRKTS posted outdoor advertising.

MAIN IDEA COMMUNICATION

- The outdoor advertising successfully conveys the intended message upon re-exposure, with 6 out of 10 commuters accurately describing the “There’s only one” theme:
 - There is only one Rice Krispies Treat/nothing else... (42%)
 - This is the best (10%)
 - Everything is an imitation/it’s the original (8%)



PRODUCT IMAGERY

- The strength of this KRKTS advertising is evident in its ability to communicate two key product perceptions. “Are a snack you feel good about giving to kids”, and “Are a product for today’s way of life”. However, product attributes “Are not messy”, “Are low in fat”, and “Are fun” appear to be losing credibility with consumers.

AD ATTRIBUTES

- As a result of the bright colors, picture of the Rice Krispies Treat, and Snap, Crackle & Pop, this board is perceived to be:
 - Eye-catching
 - Clever
 - For people like you
 - Informative

In addition, commuters feel it “Grabs your attention”, and “Makes you want to buy the product”.

PURCHASE INTEREST

- Exposure to the board results in a slightly increased top box* purchase intent in most of the markets.

Top Box*	Kellogg's Rice Krispies Treats Squares	
	Pre-Wave	Post-Wave
Total Sample	48%	54%
Chicago	39	44
Atlanta	64	64
Philadelphia	49	54
Los Angeles	44	54

*Definitely would buy

SIDE BY SIDE COMPARISON (YELLOW VS. WHITE BACKGROUND)

- The yellow board better communicates positive brand imagery and is consistently preferred among Total Sample as well as in each market.

Overall Preference	Kellogg's Rice Krispies Treats Squares	
	Yellow	White
Total Sample	51%	31%
Chicago	51	36
Atlanta	42	27
Philadelphia	59	21
Los Angeles	50	38

ANALYSIS OF AGE GROUPS

- While 13-19 year olds ingoing perceptions of KRKTS are more favorable in comparison to other age groups, differences level off in post-exposure. Additionally, there appears to be a greater understanding of the main message among this teen group, while all other findings were relatively consistent among the three age groups.

CONCLUSIONS

- In sum, the main message of this KRKTS outdoor ad is being effectively communicated to consumers and pre/post awareness levels have increased substantially.