

## ALFY Network Case Study –

# Kellogg's

## Campaign

Apple Jacks

## Objective

- Drive brand awareness and engagement for Apple Jacks cereal
- Push Apple Jacks to be the digital leader of Kellogg's kid brands
- Create a fresh approach to motivating and engaging tension between “Apple” and “CinnaMon” characters to drive food desirability

## Strategy

- Utilize expandable rich-media ads to drive brand engagement
- Drive traffic to brand website with high CTR placements such as roadblocks/interstitials
- Offer efficient pricing
- Optimize to ensure success metrics and ROI



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## Execution

- Heavy use of Pointroll expandable rich media to drive brand engagement
- Utilize Roadblocks/Interstitials to drive traffic to brand website
- Raise profile of brand through Pre-roll videos to maximize awareness of “Apple” and “CinnaMon”
- Placed oversized ads on game pages where targeted demos are concentrated

## Optimization

- Tracked daily performance by ad unit by placement
- Continually moved inventory to best performing placements

The screenshot shows the ALFY.com website interface. At the top left is the ALFY.com logo. A navigation bar includes links for GAMES, POLLS, BOARDS, COOL STUFF, ARTS & CRAFTS, PRIZES, and LOGIN. A search bar is on the right. The main content area features several sections:

- NEW GAME EVERYDAY:** Promotes a new game, "Deep Sea Dive", with a description and a "PLAY Deep Sea Dive!" button.
- TODAY'S VIDEO!:** Features a video titled "35 Balls to the Face in 32 seconds" with a "Play This Video Now" button.
- Latest Polls Created:** A list of polls such as "What do u have???", "Have you ever heard of Techu-Popbar?", and "Which amazing group is best?".
- IN THE PRIZE CENTER:** Promotes a contest for a "Hannah Montana & Miley Cyrus: Best of Both Worlds 3-D Concert DVD" and a "Phineas and Ferb - The Fast and the Phineas DVD".

Two large banner ads for Kellogg's Apple Jacks are visible. The top banner asks "Who Will Bring the Flavor First?" and features a character made of a cinnamon stick and an Apple Jack character. The bottom banner asks "You Decide Who Wins! Roll Over to Race." and features the same characters on a race track. A "Skip This Ad" link is present in the top right corner of the page.