



Consumer Promotions Build Great Brands

A presentation by Kellogg's covering two recent promotions

WEDNESDAY 18 JANUARY 2006

ASHLEY BUILDING, STAFFORDSHIRE UNIVERSITY, LEEK ROAD, STOKE-ON-TRENT

Our speaker, **ELISA WEBB**, Kellogg's Marketing Promotions Controller, U.K. and Europe, joined the company in 2000 from Coca-Cola. She is responsible for all consumer promotions and licensing related initiatives.



The presentation will be a review of two promotions in great detail. One will be the latest **Crunchy Nut 'Win a Mini'** and the other will be the recent **Star Wars** promotion for kids. Each step and detail under each section of the promotion will be reviewed.

Crunchy Nut

Who is your consumer?
Reinforce the Brand Position
Plan – Review – Execute – Amend
What is the prize?
Promotion Mechanic
Did it work?



Star Wars

What do kids want?
Hollywood – How to make it work for you
The benefits of licence properties
Contract negotiation 1-2-3
Plan – Review – Execute – Amend
Fun in the box
Did it work?

Cost: CIM Members £5 / Non Members £7.50
Students free of charge (prior booking required)

Tea/Coffee from 6.30 pm
Welcome and Presentation from 7.00 pm

Please book online if you require a VAT receipt
(NB no tickets or other receipts are issued).

CPD: 3 points in Category 10

VAT No UK 302 2509 13 CIM Holdings Ltd, Moor Hall,
Cookham, Berkshire, SL6 9QH

**Venue: Lecture Theatre LT1, Ashley Building,
Staffordshire University, Leek Road, Stoke-on-Trent**

<http://www.staffs.ac.uk/maps>

Booking Form: Kellogg's, North Staffordshire Branch, 18 January 2006

Book online at www.cimmidlands.co.uk or post with cheque ('Chartered Institute of Marketing') to Rae Coton at the address below.

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regional co-ordinator: Rae Coton
17 Dordon Close, Shirley, Solihull, West Mid's, B90 1AH

email: admin@cimwestmidlands.co.uk
telephone: 08707 770825

Although students are free of charge, prior booking is still required. Please use back of form for multiple bookings.



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