

# CASE STUDY KELLOGG'S



## BACKGROUND

Kellogg's sought to understand the state of cycling in the UK in order to encourage members of the British public to "get on their bike" and reinforce the health and safety benefits of teaching children how to ride a bike as a core part of childhood.

## STRATEGY

Opinion Matters worked with Kellogg's to conduct research amongst UK parents to qualify a belief that cycling wasn't high on the family agenda, and based on the results launch a UK wide campaign to better promote cycling as a family activity.

Research findings were revealed to coincide with 'National Bike Week' and a sponsorship deal was struck with multi-Olympic gold medallist Sir Chris Hoy. Opinion Matters' sister agency *markettiers4dc* produced broadcast media relations activity from a media launch event at a Hackney primary school.

## RESULTS

The Opinion Matters research revealed that parents have spent **DOUBLE** the amount of money on computer consoles and games in comparison to bikes or cycling equipment in the last decade, and almost half of UK parents have **NEVER** taken their children on a bike ride.

The research results provided a platform for multi-channel media coverage including BBC Newsround, Radio 2's Chris Evans show, the Daily Mail and Telegraph, reaching a potential audience of 160 million.

