



Who for: Kelloggs NBA

What for: Kellogg's Cereal Europe partnered with the NBA to boost consumer engagement by offering exclusive trips to New York City for live NBA games. By combining the thrill of basketball with the allure of travel, the campaign created memorable experiences, strengthened brand affinity, and reinforced Kellogg's as a dynamic partner across European markets

What we did:

In a bold move to elevate consumer engagement and strengthen its partnership with the NBA, Kellogg's Cereal Europe launched a dynamic promotional campaign spanning multiple European markets.

Recognising the shared excitement for basketball and world-class travel, Kellogg's crafted an experience that offered lucky fans the chance to win exclusive trips to New York City and witness NBA games live. These coveted travel packages, released throughout the basketball season, kept anticipation high and participation consistent. The campaign saw Kellogg's and the NBA working closely together to secure premium game tickets and expertly manage the logistics for winners travelling from across Europe.

Each winner was immersed not only in the adrenaline-fuelled atmosphere of live NBA action but also in the vibrant culture of New York City, forging unforgettable memories and deepening their connection to the brand.

Running successfully over several years, this initiative delivered outstanding consumer engagement and strengthened brand affinity. By linking the excitement of the NBA with the allure of New York, Kellogg's cemented its reputation as an energetic and innovative partner, giving fans experiences they would never forget.

