

Kellogg's

VECTOR





TEAM



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Creative + Designer



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Creative + Copywriter



PROBLEM

The regular everyday player does not think of Vector as a protein source to help their performance.



Kellogg's
VECTOR



TARGET



DAY IN THE LIFE



CONSUMER INSIGHT

These guys want to be the best players among their friends and are looking for protein to fuel their energy.



PROPOSITION

Vector gives you the amount of protein you need to beat your friends.





THE BIG IDEA

**Vector's high protein helps
fuel your performance.**

**Vector, the official cereal of
“I Betcha I Can”.**



IMC PLATFORMS

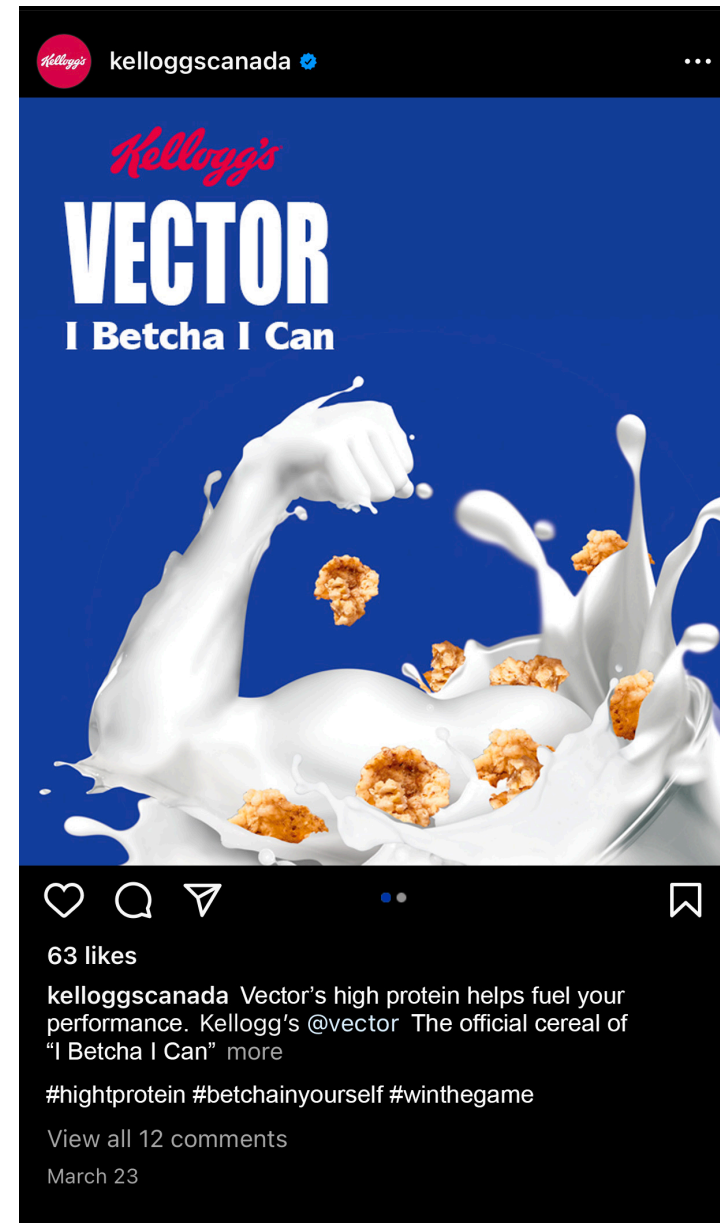
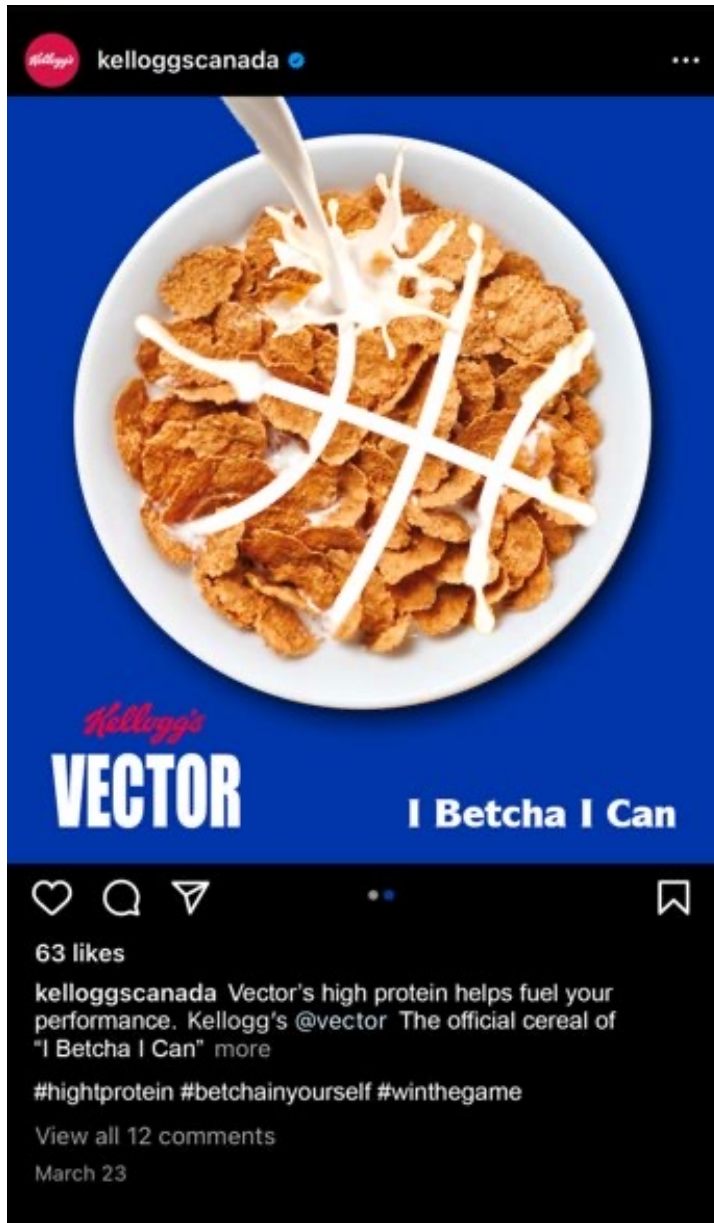


Recommended

- **Social Media**
- **Sampling Station**
- **In-Store Media**
- **TV Video**

SOCIAL MEDIA





SAMPLING STATIONS



Who scores 3 times wins a free sample of Vector. I Betcha I Can!

The Sampling Station will be posted in Community Sport Centers, Sport Arenas, Sport Stores and Colleges/ Universities.



IN-STORE MEDIA



Vector's high protein you need to win your bet.

TV VIDEO

Click here to open the script:

SCRIPT TV AD

Vector, the official cereal of “I Betcha I Can”.



OVERALL SCHEDULE



		SET WK 2	OUT WK 4	NOV WK 2	DEC WK 1	JAN WK 3	FEV WK 2	MAR WK 1
SOCIAL MEDIA	Instagram	●	●	●	●	●	●	●
	Facebook	●	●	●	●	●	●	●
SAMPLING STATIONS	Community Sport Centers	●	●		●	●	●	
	Sport Arenas	●	●		●	●	●	
	Sport Stores	●	●		●	●	●	
	Colleges	●	●		●	●	●	
IN STORE	Grocery stores			●	●	●	●	●
VIDEO AD	TV 30`s ad		●	●	●	●		
	TV 15`s ad			●	●	●	●	●