

## Background

Special K is a Kellogg cereal brand sold in markets across the globe. It's a very fast growing brand with rapid innovation and expansion within existing and new markets.

With growth comes the challenge of managing the brand, aligning everyone on strategy, capturing learnings and on-boarding new team members quickly.

Screendragon partnered with Special K to implement a brand management solution to support their One team, One brand goals.

There was a strong need to create a single 'one stop shop' for everyone working on the brand helping support a common sense of purpose. A place someone new to the brand could go to quickly on-board.

This new virtual brand home would consolidate and centralize all brand knowledge in the one place. It would generate better holistic awareness what's happening with the brand across borders.

It needed to be a place which agency partners could also access and participate in.

There needed to be functionality that would make it easier for the team to access and distribute large advertising assets. For example, a brand team member in Costa Rica wanted to be able to view advertising used in other markets such as Canada.

They did not want to have to spend time searching or requesting information from others. Users wanted a place to serve themselves quickly. Wanted to be able to collaborate as a team and centrally share and compare brand plans and strategies.

Above all it needed to be super simple so no training would be required and users could adopt it immediately.

## Solution

Screendragon partnered with Special K to implement its brand asset management solution.

A simple user experience fully aligned to the brand look n feel was created and Special K ways of working and content architecture were applied.

All requirements were delivered within one web based solution.

A simple and fast implementation approach was adopted with final deployment on Screendragon's private Cloud environment.

Security was fully aligned to Kellogg corporate guidelines.

Introduced a special digital asset management functionality to enable Kellogg to gain better insight from their marketing collateral. Users are able to get a 360° view on all campaign data while reviewing advertising assets. It provides marketing knowledge in context.

The solution is fully managed by Kellogg marketing staff in partnership with key agencies. Little or no strain on internal IT resources.

## Business Impact

Screendragon is not permitted to share detailed business results. Below is a list of some of the key business benefits. Some of this data was collected from a survey of users.

Better productivity & time savings. Nearly all users surveyed confirmed that they find information more quickly than before.

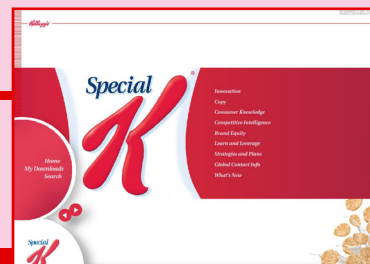
Improved insight. Three quarters of respondents have discovered new knowledge which they would not have otherwise come across.

Saving costs, Increasing reapplication of existing materials.

Boosting brand team connectivity.

Over 95% of users said that the new brand solution helped them feel more engaged.

These and other factors contributed to a very fast project ROI.



"Our brand knowledge is now more accessible, more engaging and more adopted than ever before"

Tiziana Castiglioni,  
Senior Marketing Director,  
Global Brands, Kellogg.