

## Kellogg's rebrands Nutri-Grain

Tom Banks

*Kellogg's has repositioned its Nutri-Grain range with a new identity and on-pack graphics designed by its in-house team.*



The change has been prompted by a new Nutri-Grain Crunchy product which launches in January alongside refreshed products Elevenses bakes, and Soft and Fruity – formerly Soft Bakes.

Kellogg's says the rebrand has been handled entirely in-house but that it has turned to its ad-agency Leo Burnett to lead a £3m marketing campaign.

A team of ten in-house designers works on all branding and packaging briefs at Kellogg's. On the NutriGrain project, the team was handed a brief from Kellogg's marketing department 'with an emphasis on representing ingredients – oat, wheat, grain – which were lacking from the old packaging,' according to a Kellogg's spokesman.

The company will also launch an All Bran breakfast biscuit early next year, with packaging designed in-house.



Ian Mackenzie, UK snacks marketing controller at Kellogg's says, 'By launching breakfast biscuits under the All Bran brand we can bring a clear point of difference to what is already on offer in this segment.'

Fonte: Design Week online, 5 Dec. 2011. Disponível em: <<http://www.designweek.co.uk>>. Acesso em: 9 Dec. 2011.