

Kelloggs and Eye Airports deliver breakfast at Manchester Airport

THE DETAILS:

Kelloggs collaborated with Eye Airports and Manchester Airport to deliver their new recipe Kelloggs Special K as breakfast to arriving passengers. The sampling campaign targeted hungry passengers as they arrived back to the airport following their trip. The campaign took place in the early morning, to specifically target arriving passengers with breakfast on their mind.

RESULTS:

With Manchester's Terminal 1 delivering 8.4 million passengers a year and an 83% UK audience, it was the ideal location for Kellogg's to target a domestic potential customer as they headed back home from their trip. This campaign is a great example of the flexibility of the airport environment, Eye Airports' experiential zones enable brands to target consumer at the ideal stage of their passenger journey – in this case targeting domestic arrivals through the arrivals zone in Manchester Terminal 1.



KEY FACTS

Client: Kelloggs
Campaign: Special K Sampling
Location: Manchester Airport
Target Market: Arriving Passengers



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