

## Kellogg's: Seamlessly Monitoring Media Coverage across Seven Markets

“The responsiveness of the team is incredible. Quite often, our requests are very last minute. Sometimes news breaks and we know it will impact us, and the Onclusive team has to be really on it. As soon as we email them, they e-mail us right back and set-up the reporting we need.”

Head of External Communications, Kellogg Company, Europe



### About Kellogg's

Kellogg's is an international household name & multinational food manufacturer, producing some of the world's most loved cereals & snacks since 1922. The brand's purpose is to 'Create better days and a place at the table for everyone through our trusted food brands', which supports its overall vision of 'a good & just world where people are not just fed but fulfilled.'

### The Challenge

With Kellogg's reaching such vast audiences across Europe, it's essential for its Comms team to:

- Have a constant & holistic view of Kellogg's' brand mentions, & sentiment around those mentions, in the media across seven European markets in (almost) real-time.
- Proactively monitor the response to local comms activities & large Environmental, Social & Governance stories & campaigns, to understand what messages are working well, overall impact of comms activities, & where strategic course corrections might be required.
- Listen & react to relevant news themes as they arise & respond accordingly, whether to proactively capitalize on news opportunities or monitor potential crises.
- Understand the impact of the team's PR & Comms efforts in its highest priority publications and channels in each market.
- Have an integrated solution for media monitoring and evaluation as well as a pan-European media contacts database.

# Onclusive

## Why Onclusive?

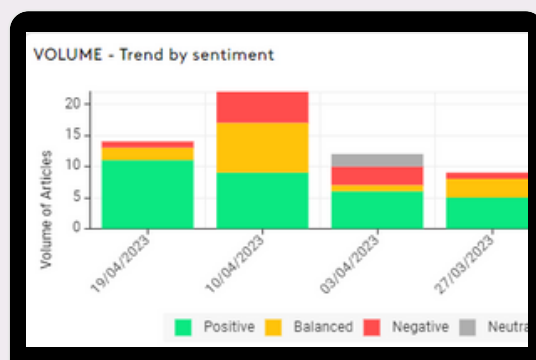
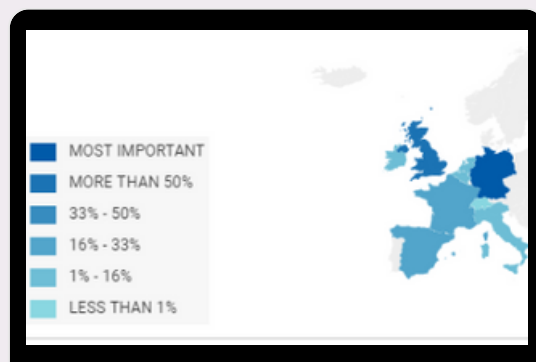
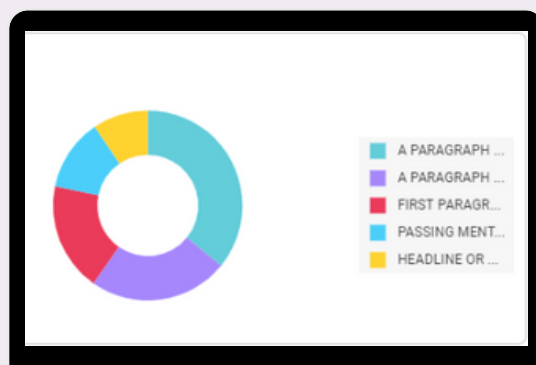
“As our team grew across Europe, we needed more from our monitoring partner. Onclusive was the most successful in terms of what they could offer, they could make cost savings, & we had great chemistry with them. No problem is too big or too small, they always come with a solution to everything we need. I think that’s what was missing with the old partner - we were constantly facing the same problems and getting no solution.”

Global Communications Manager, Kellogg’s Company, Dublin

## Our Strategy & Approach

We quickly got to work on defining objectives:

- Identifying media channels & types of coverage that should be monitored & tracked,
- Building a Tier media list for each market, including priority publications, to help the team understand the audiences they’re reaching & the impact of that coverage,
- Establishing Key Performance Indicators that would be used to measure success.
- Setting up local language keywords for each market to monitor all relevant brand mentions, competitor mentions, & the wider industry Kellogg’s operates in – which differ from one market to another.
- Creating media alerts to be sent to key team members each morning & afternoon when relevant media coverage is identified.
- Analyzing media coverage, which included:
  - Tracking volume & sentiment,
  - Identifying industry or relevant trends,
  - Measuring effectiveness of the team’s media campaigns across seven markets.
- Implementing a bespoke ‘Media Impact Score’ for Kellogg’s to compare the quality of the coverage across each market, not only the volume.
- We also provide Kellogg’s with global ad hoc campaign coverage monitoring whenever needed.



Arrange Demo



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## Results

With Onclusive's comprehensive media monitoring platform combined with PR Manager & our dedicated support team, the European Comms teams at Kellogg's is now equipped to effectively monitor & manage brand reputation in the media & optimize strategy.

### Greater Awareness

Daily, morning media alerts sent to essential employees, giving a comprehensive overview of what's being said about the Kellogg's brands they work on.

### Influence Strategy

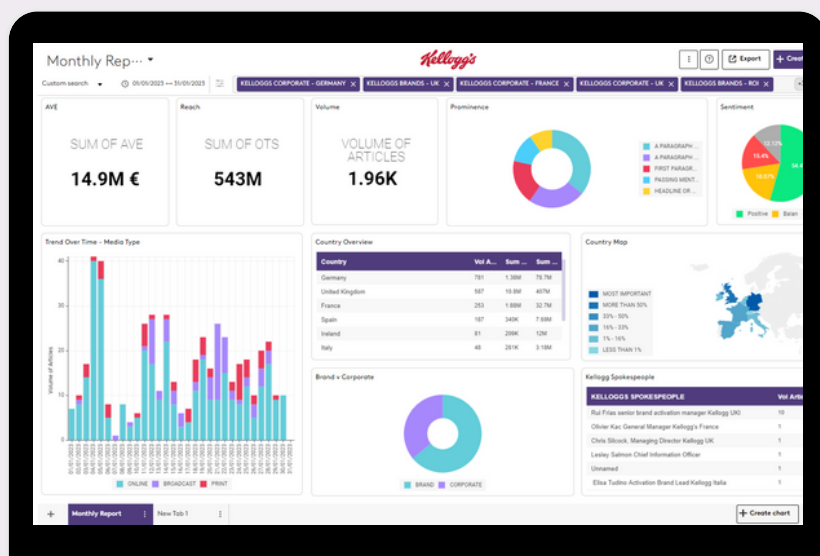
The ability to identify emerging topics & themes that might require a media response, or opportunities & threats that could influence current or future strategy.

### Single Dashboard View

On one dashboard, the team has a holistic view of everything that's being said about Kellogg's & its competitors across the media - essential for benchmarking reputation & evaluating performance.

**"Having access to a daily media alert is a good way to start a day and to see if there's anything we need to target or respond to. The online dashboard means we can easily show the impact or results of our activity in a visual way. When you have something that's visual, internal stakeholders have a better & broader understanding."**

Head of External Communications,  
Kellogg Company, Europe



Arrange Demo

### Coverage Attribution

A 360-degree view of how all press releases perform. Our PR Manager platform can identify which press releases were directly responsible for media coverage in specific publications & channels in each market.

### Understand the Value of Earned Media

By utilizing the bespoke Media Impact Score, the team can better understand their true communications impact and move away from only using vanity metrics such as AVE & Reach.



## About Onclusive

Onclusive is a global partner for PR and Communications success. We combine industry-leading data science with an international consultancy and best-in-class PR workflow tools. Our technology, insights and expertise make sense of the fractured, fast-moving media world, helping you manage, monitor and measure your communications activity. Elevate your performance and prove and improve your value with Onclusive on your side.