

# Infegy Atlas

## Kellogg's Brand & Market Analysis

### Introduction

Infegy Atlas, the industry's most advanced social analytics and consumer insight platform, has a unique trait. When collecting dialog from the web, every piece of content found is attributed to what we call a "source". This source is, for example, an individual blog, Twitter user or Facebook profile. This attribution enables us to use the content collection of a source to understand many interesting attributes of each source by analyzing the content that has been produced. We'll discuss how this idea can be applied within Infegy Atlas to create powerful focus group-like filtering, enabling you to analyze data only from individuals matching virtually any desired profile.

### Objective

In this report, Infegy will analyze conversations happening online around Special K and its competitors to better understand the unique advantages available in the marketplace for brand management and strategic messaging. Additionally, Infegy will research how perceptions of the Special K brand differs between people who are very passionate about healthy food options versus the general population.

### Solution

To analyze the difference between passionate healthy eaters and the general population we have constructed an audience segment defined by individuals who have been very passionate about eating healthy over the course of the last year. This will enable us to analyze dialog from within that group for comparison against the general population.

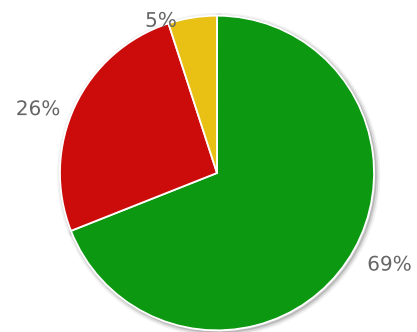


# Kellogg's Special K

## General Population Baseline

First, we will look at Special K's perception within the general population. Sentiment gives us a key measure of our brand's favorability. This measures the percentage of commentary about the brand that was positive, negative or mixed. We see that amongst the general population, sentiment for Special K is quite good, with 69% of commentary being positive. The most obvious driver of negative discussion is the recall of Red Berries cereal due to glass fragments being present within the cereal.

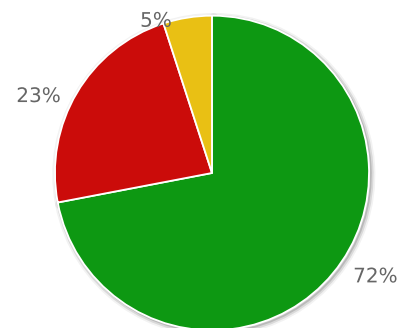
ate banana bars bowl box breakfast called  
cereal chocolate commercial dinner down  
eat even feel few food fruit glass fragments K  
Kellogg recalls Kellogg's life lose love lunch might  
morning never night people Product really recalling  
Red Berries Red Berries cereal right snack start  
strawberries Strawberry taste things think today  
watching water work year yogurt



## Healthy Eating Audience Segment

Next, we will analyze our segment of healthy eaters to compare to the general population. For this group, the brand's sentiment exceeds expectations. Amongst our audience, positivity is notably higher, at 72%. We also see a significant change in the topics of discussion. Within this audience we see conversations of calories, losing weight, and notably less recall conversations.

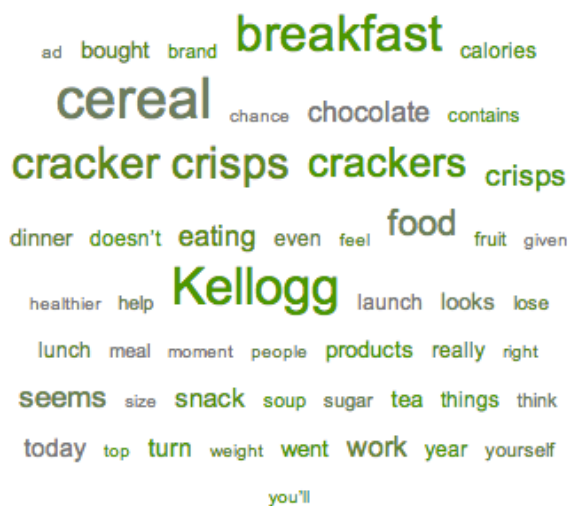
bar bars body bowl box brainwashed breakfast calories  
cereal chocolate cup diet dinner down eat  
eating end even feel food fruit high idiots K. You're  
life lose lose weight lost love lunch meal morning  
people pounds really right salad snack start sure  
things think today try trying water weight loss work  
years yogurt



# Kellogg's Special K

## General Population Analysis United Kingdom

Infegy researched conversations occurring within the UK around Kellogg's Special K brand throughout the months of January and February of this year. Discussions around "Taste" are discussed the most and with positive sentiment. Following those conversations is the topic of "Health" which is also discussed positively among people online. Therefore, the data suggests that the UK population enjoy Special K because of the taste and its healthy attributes.



Topic Categories	% of Posts
Taste	13 %
Health	12 %
Price	11 %
Quality	11 %
Expectations	10 %
Creativity	10 %
Attractiveness	10 %
Difficulty	8 %

In Infegy Atlas, topic clouds show important topics that are trending within the vast amount of discussion around the brand. The more relevant topics will be larger, with color shading based on sentiment of the documents they appear within. Above is the positive topic cloud representing conversations surrounding Special K. Further investigation of this topic cloud shows that people are speaking positively and frequently about Special K breakfast, cereal, and the recent launch of Cracker Crisps.

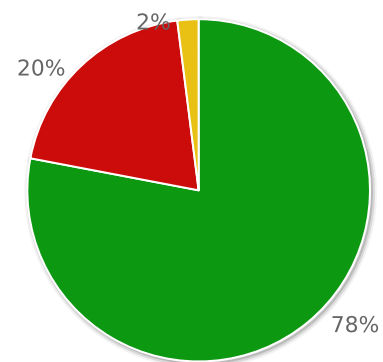
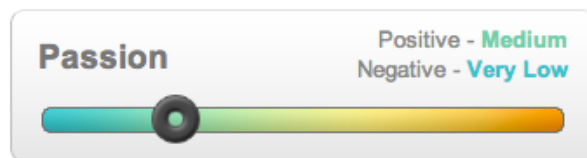


# Kellogg's Special K

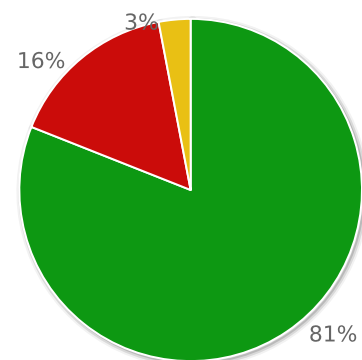
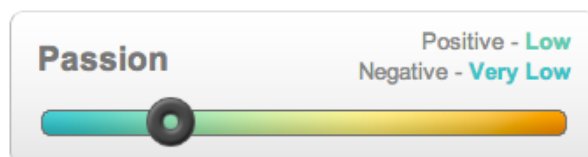
## Demographic Analysis United Kingdom

Infegy Atlas can research the demographics of the individuals authoring content for Special K within the United Kingdom. Initial findings show that the majority of brand conversations are being held among women at 68% of total brand mentions. Additionally, the sentiment of the content between both Men and Women are relatively similar except for the Female dataset is exhibiting greater signs of positive passion.

### Female



### Male



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## Competitive Analysis

When comparing Special K Cracker Crisps with two of its biggest competitors, Snack-a-Jacks and Walkers Sunbites, we found a common theme; the words "sweet chili" showed up in all three topic clouds positively. This tells us that people talking about these brands are talking about the sweet chili flavor more than any other flavors.

### Cracker Crisps

95 calories apple ate bar bottle bought **box** brownies  
calories cals cereal **cheese** chips dinner **eaten** eatin  
**eating** even feel few **flavour** food fruit half  
healthier **Kellogg's** love moments night offered  
Onion person pity rather sat snack Sour cream **stop**  
**sweet chilli** think today tried try  
trying vinegar watching whole box wine work yogurt

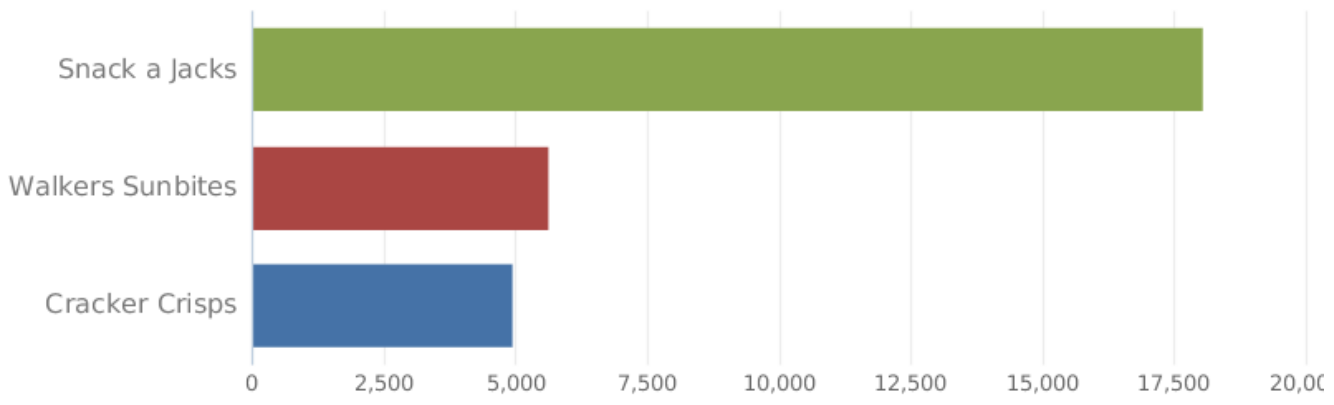
### Sunbites

#Walkers air ate **bag** become bout breakfast  
cakes CBB Cheese chicken couldn't **crisps**  
Cromwell Daim Director eat **eating** feel friends  
gave guilty love night Okay packets **packs** quantity  
really rest rice salt sigh someone Sophie steal stop  
sure **sweet chilli** taste team they're  
today treat Watching wheels wholegrain years you've  
yummmmmmmmmmmmm

### Snack-a-Jacks

4.5 almost apple ask away **bag** bars BBQ bed  
Breakfast **caramel** chocolate crisps  
crunch diet eat eaten eating feel filling **flavour**  
home later least less love low Lunch making  
morning mum must nothing pack **packet** really  
**salt** starting stop **sweet chilli** taste they're  
think today tried try **trying** **vinegar** weight  
wine

As you can see from the chart below, Snack-a-Jacks dominate most of the conversations online when comparing the three snacks. However, most discussions involving all three health snacks generate more positive conversation than negative conversation. Conversation around Cracker Crisps results in 86% positivity; Snack-a-Jacks results in 81% positivity; and Walkers Sunbites results in 94% positivity.



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## Closing

The data provided, and other metrics from within Infegy Atlas, have offered great insight into Kellogg's Brand potential for continued growth. Opportunities for growth exist within capturing greater marketshare of awareness and conversation within the breakfast market as well as working on strategies to appeal to the passionate target base of the health conscious customers. This market and competitive research, available using Infegy Atlas' wealth of historical data and proprietary analysis, will continue leading the way.

## About infegy

Founded in 2006 in Kansas City, Missouri, USA, Infegy was born to create the future of market research and consumer insight. From day one, Infegy's goal has been to leverage the exponential growth of content shared online to better understand consumers. Early on Infegy began working with agencies to improve their in-house research. For these agencies, Infegy Atlas' incredible speed and flexibility was an immediate fit. Since then, Infegy has been expanding markets within enterprise, PR, research and analysis organizations and the financial industry.



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