

“Facts are stubborn things...”

— John Adams (1735-1826)

MEDIA FACT SHEET

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Marketing During A Recession: The Kellogg's® Success Story.

Which brand of breakfast cereal did you purchase most recently? Odds are you probably answered “Kellogg's.”

Reported 2008 net sales for the Kellogg's Company were an amazing \$12.8 billion.* Not bad for a company founded on a small sliver of pressed wheat.

How did the Kellogg's Company grow and become the world's leading producer of cereal and other fine products? Kellogg's® remarkable success is due in large part to aggressive advertising. In the dawn of print advertising, founder W.K. Kellogg, utilized print ads to drive product sales as early as 1906.*

Kellogg's® also became one of the first American companies to use full-color magazine ads. The company kept right on marketing through the Great Depression, and kept growing too.**

In fact, W.K. Kellogg's response to the Great

Depression was to *increase* company advertising.

Kellogg made an unprecedented move as the United States sank into the Great Depression. Instead of cutting back, he *doubled* advertising spending.***

It was a bold but ultimately brilliant decision.

Just prior to the Depression, Kellogg's® and Post® were in a very tight horse race to win the breakfast cereal market. When the Great Depression started however, rival Post® cut back its advertising.

When the Depression ended, Kellogg's® was way ahead in market share and had achieved

a category dominance it has enjoyed to this day—more than seven decades later. Post® never regained the ground it lost to Kellogg's®.

So what's the lesson to be learned?

When you continue to advertise during a down economy the results may very well be dramatic and delicious.



*Source: KelloggCompany.com. **Source: CNNMoney.com. ***Source: Kelloggs100.com. “Kellogg's” is a registered trademark of the Kellogg Company. “Post” is a registered trademark of Post Foods LLC.

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