

GPI's 20pt Coated Recycled Board (CRB)

Folding Book-Style Back Panel




Licensed Character Pop-Outs



## Kellogg's Makes Breakfast More Exciting with Interactive Shopkins Cereal Cartons

The Kellogg Company (Kellogg's) is a leading global producer of breakfast cereals and convenience foods. Kellogg's partnered with Graphic Packaging International (Graphic Packaging) to design a new sustainable, interactive cereal carton that enhances the breakfast and brand experience for young consumers.

### CASE STUDY: ELEVATED EXPERIENCE | SUSTAINABILITY

 <b>CHALLENGE</b>	 <b>SOLUTION</b>	 <b>RESULTS</b>
<ul style="list-style-type: none"> <li> <b>Design</b>            Invite imaginative play at the breakfast table with an interactive cereal carton         </li> <li> <b>Graphics</b>            Bring excitement to the cereal aisle by leveraging licensed Shopkins characters         </li> <li> <b>Sustainability</b>            Develop a sustainable packaging solution that engages kids both graphically and structurally         </li> </ul>	<ul style="list-style-type: none"> <li> <b>Book-Style Back Panel</b>            Fifth/sixth panel design creates a book-style carton that folds out to reveal one of three Shopkins-inspired play scenes         </li> <li> <b>Character Pop-Outs</b>            Colorful Shopkins pop up from the book panel play scene to extend the play experience         </li> <li> <b>20pt PaceSetter™ Coated Recycled Board</b>            Made from 100 percent recycled fiber content (minimum 35 percent post-consumer) with a double clay-coated surface for a superior printing surface         </li> </ul>	<ul style="list-style-type: none"> <li>           Fold-out panels extend and enhance the brand experience while encouraging shoppers to collect all three designs         </li> <li>           Vibrant graphics capture attention on retail shelves and engage young consumers during breakfast         </li> <li>           Recyclable carton features optimal cut-crease and perforation combinations for easy pop-ups to create a 3D play experience         </li> </ul>

## Challenge

When Kellogg's licensed the popular Shopkins toy brand to launch Cutie O's cereal, the cute characters provided the perfect opportunity to incorporate more excitement into breakfast. To make an impact in the cereal aisle and at the breakfast table, Kellogg's needed a colorful, interactive carton design that could provide an imaginative play space for young consumers. The goal was to invite kids to interact with the carton in a fun way that would enhance their brand experience using sustainable, high-quality packaging materials.

## Solution

Kellogg's worked with Graphic Packaging to design an interactive packaging solution that leveraged the Shopkins brand to engage children at the breakfast table. The custom carton features an extended fifth/sixth panel design, allowing the back of the box to fold out like a book to reveal one of three playful scenes: Town Centre, Beach or Market. Combined with colorful Shopkins characters that pop out from the side panel, each carton offers a unique play experience that entices consumers to collect all three designs.

Available in both a standard and larger family size, the Shopkins cereal cartons are produced on Graphic Packaging's 20pt coated recycled board (CRB), made from 100 percent recycled fiber content. The premium clay-coated surface offers superior smoothness for printing and laminating, enabling high-quality graphics and vibrant colors that capture attention in the grocery aisle. The high density and stiffness of this board also provide excellent scoring and finishing quality, allowing the perforated Shopkins characters to pop up easily without tearing the box so that kids can enjoy continued playtime.

## Results

Designed both structurally and graphically to invite interaction, the custom Cutie O's cartons make breakfast time more fun. The foldout scenes and colorful pop-ups enhance the brand experience by engaging young consumers in imaginative play. The carton design encourages retail continuity with three different scenes to collect, driving new purchases and creating top-line revenue growth for Kellogg's.

The innovative book-style panel design did not require any special accommodations to move smoothly through Kellogg's established distribution, fulfillment, and merchandising system, having minimal effect on packing operations while delivering a big impact in the cereal aisle.

Additionally, the use of Graphic Packaging's 20pt CRB illustrates Kellogg's commitment to sustainability. Consumers understand that paperboard is a highly recyclable packaging material, as evidenced by the 66 percent recycling rate of paper and paperboard in the U.S. today.\* The choice of Graphic Packaging's CRB makes it easy for consumers to figure out how to recycle it.

\*Source: American Forest & Paper Association—2020

