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## MARKETING DAILY NATIONAL NEWS

### Special K aims to shield women from summer cruelty

**Kellogg's Canada** is in the midst of a national campaign to promote its Special K 4-Week Challenge.

The campaign includes a television spot set to the mid-'80s hit "Cruel Summer" by Bananarama. The ad opens with shots of several magazine covers, each showing a fit and attractive female model in a bikini. The words "Summer can be cruel. Relax" appear onscreen before viewers are prompted to take the 4-Week Challenge, which instructs women to eat Special K as part of a balanced diet with exercise to get into shape.

The ad concludes with the tag line, "Keep it simple," and a shot of a box of Special K cereal. Creative was developed by **JWT** in Toronto.

**Carolyn Bingham**, vice-president, group account director for JWT, says the new campaign aims to counteract the pressure on women to take extreme measures to lose weight for summer.

"The message that we've had for Special K for some time is that it's the voice of reason," says Bingham. "People are starting to get ready for summer and thinking about the fact that they'll have to start shedding some clothes and get into their bathing suits and this is just a reminder that you can do something about it that's not crazy."

Bingham adds that the spot itself echoes the concept of simplicity.

"We like that it's very simple and clean," she says. "And the song is very recognizable and relevant to the message."

The campaign includes print and out-of-home components, including transit ads and creative in health and fitness clubs and fashion retailer change rooms.

The print and out-of-home ads show a box of Special K alongside an extended chunk of text, which sarcastically alludes to activities women can engage in to avoid bikini season entirely.