

## Building 1st Party Data

### How Kellogg's Embraced 1st Party Data to Innovate the Breakfast Table

#### Session Description

For decades, Kellogg's has been a staple on breakfast tables and a fixture in people's morning routines. With people relying on Kellogg's to start their day off right, the legacy brand has capitalized on a ripe opportunity to use first party data to better understand people's daily habits. Meanwhile, other brands struggle to unlock the full potential. As marketers race to capture the value, Kellogg's has been building its 1P data engine for over a decade. By using this information to drive more efficient media outcomes and personalized experiences, they've not only kept up with the times but have innovated the breakfast table and their overall marketing approach. This year, adding to that innovation, Kellogg's will be undergoing massive change including unending their data strategy, away from their loyalty program (Kellogg's Family Rewards) to more efficient ways of better consumer understanding. This discussion will help marketers who understand the value of 1P data, think of new and innovative ways to act on the data they collect.

#### Session Objectives:

The goal is for the audience to understand the journey Kellogg's has been on for the past 10 years and take away that there are multiple ways in which 1P data can be leveraged to drive incrementality.

#### Session Outline

1. Introductions
2. Getting Started
3. Data Acquisition
4. Data Enrichment
5. Data Application
6. Organizational Buy-in
7. Lessons Learned
8. Future Focuses

#### Roundtable Chairs



**Austin Myerson**  
EVP, Group Account Director, Digitas North America  
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**Nicole Vinson**  
VP of Digital, Media, and Omni Shopper, Kellogg's  
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Discover the remarkable journey of Kellogg's in harnessing the power of first-party data to enhance consumer understanding and drive incremental growth. Gain valuable insights into their 10-year data strategy, including data acquisition, enrichment, and application, as well as the importance of organizational buy-in. Join this discussion to explore innovative ways to leverage 1P data and unlock its full potential in driving more efficient media outcomes and personalized experiences.