

## ■ Kellanova Improves Consumers' Purchase Journey with Reliable Information

Company:

**Kellanova**

Industry:

**Food and Beverage Manufacturing**

Headquarters:

**North America**

Solution:

**Product MDM**



### Challenges

- Managing a complex data set of more than 100 brands, 3,500 SKUs, 4,500 consumer recipes, and 9,000 product images that feed more than 400 global websites
- Needed a single global view of their brand(s) across all channels and to all customers
- Complying with EU1169 food labeling regulation and others
- Support for their call center regarding products and promotions

### Benefits

- Single version of the truth for all products globally, enabling compliance of EU1169 regulation
- Improved accuracy and validation of product and nutrition information
- Seamless brand experience online and offline
- Faster new product introduction and agility

### Executive Summary

**More than 100 years ago, Kellanova (formerly known as Kellogg Company) changed breakfast forever when the company introduced Kellogg's Corn Flakes. Today, the company continues to be a leader in the food industry in 180 countries across the world.**

Kellanova manages more than 100 brands and 1,600 food products in their portfolio of offerings and has a global presence in manufacturing its products in 18 regions and selling them in 180 countries.

The company needed to address how to best maintain a single view of their brands and products across their enterprise, to retail customers and consumers all over the world, in light of changing shopper behaviors, consumer demand for more nutrition information and labeling, as well as industry challenges such as expanding food categories and increasing food regulations.

## Solution

In order for Kellanova's retail customers and consumers to have a unified brand experience across all regions and markets and achieve compliance with Europe's EU1169 regulation, the company started a marketing initiative that would tie the brand together from a product and global perspective to achieve a seamless brand experience.

That marketing initiative led Kellanova to implement Stibo Systems MDM for product information management to create a single global trusted source for their product and nutrition information, consumer recipes, FAQs and promotions.

## Result

Since the implementation of Stibo Systems' product information management solution, Kellanova has been able to replace old legacy systems, homegrown solutions and countless spreadsheets. They are able to organize and have more control over their branding internationally, easily collaborate with advertising agencies, support their call centers and improve visibility across all brands.

The MDM solution feeds more than 400 Kellanova global websites in over 40 languages, including the Kellanova Family Rewards US Loyalty site, and retailer-specific feeds with product and nutrition information to support their retail customers with the most accurate and current information.

Kellanova leads the way in providing consumers with nutritional and allergen information of their products online and in-store by ingesting ERP product recipe data into MDM, and then calculating and outputting nutritional labels for use in the product lifecycle. Kellanova has also begun publishing products to SmartLabel, a transparency initiative by the Grocery Manufacturer's Association that provides nutrition and ingredient information to consumers via the web.



## About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit [stibosystems.com](https://stibosystems.com).