

Glamour Partners With Kellogg's Special K In Year-Long Carat Deal



Released on: February 26, 2010, 6:57 am
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Industry: [Media](#)

Glamour and Glamour.com has announced a major new partnership with Kellogg's Special K running through 2010, managed by Carat Sponsorship.

The biggest selling glossy women's monthly and its digital site will be working with Kellogg's on a fully integrated long term promotional campaign, bringing the Special K girl to life, and positioning [Special K](#) as the cereal of choice to manage readers' shapes.

Launched in the March issue of [Glamour](#) and running as a 3 page promotion in every issue this year, the magazine will publish the diary of the Special K girl; what she's has been up to, how she is staying in shape, what she is looking forward to, all the time inspiring readers to look and feel great all year long. There will be a live interactive diary running simultaneously on Glamour.com for 10 months, timed to launch with the March issue hitting newsstands, enabling users to keep abreast of Special K girl's busy life by flipping through the electronic entries. Users will also have the opportunity to enter a competition every month online. The campaign creative across both mediums will reflect the changing seasonal activity in the life of the



Special K girl, highlighting the variants on offer in the Special K range and its year-round role in positive eating.

Simon Kippin, Publishing Director for Glamour, added, "This long-term campaign recognises the strong reader relationship our magazine and website can offer a client, communicating with a large group of hard-to-reach consumers who see Glamour as a trusted source of advice. The commitment from Special K through the year allows a strong evolving message to develop and grow for maximum impact."

Laura Bryant, Brand Manager for Kellogg's Special K, commented, "This deal with Glamour is a fantastic opportunity for us to bring the Special K girl to life throughout the year and reach our target audience of shape watching women every month. We feel the Glamour readership will relate to the Special K girl's life as a shape manager, and it allows us the opportunity to develop a much more personable and interactive relationship with our consumers."

Maria Donaldson, Sponsorship Manager, Carat Sponsorship, said, "We've designed this fully integrated partnership with Glamour for Special K to create a credible platform in which to engage with women who want to look good, giving us leverage to communicate the benefits of Special K in this arena. Glamour is the ideal partner with which to achieve our objectives here."

Glamour.com currently supplies advice on this season's [fashion](#) must-haves to make the most of its readers' shapes to the Special K website, and this year long print and digital campaign further reaffirms the synergy between the brands.

About

Glamour:

Glamour magazine is the biggest selling glossy women's monthly in Europe. With a significant number of Awards under its belt, as well as being recognised as a publishing phenomenon having introduced the 'handbag size' to the market in 2001, it consistently delivers its winning formula of feel-good attainability with fashion, beauty and [celebrity news](#) and glossy high-end values. The market leader in its sector, Glamour's ABC is currently 515,281 (July - December 2009).

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