



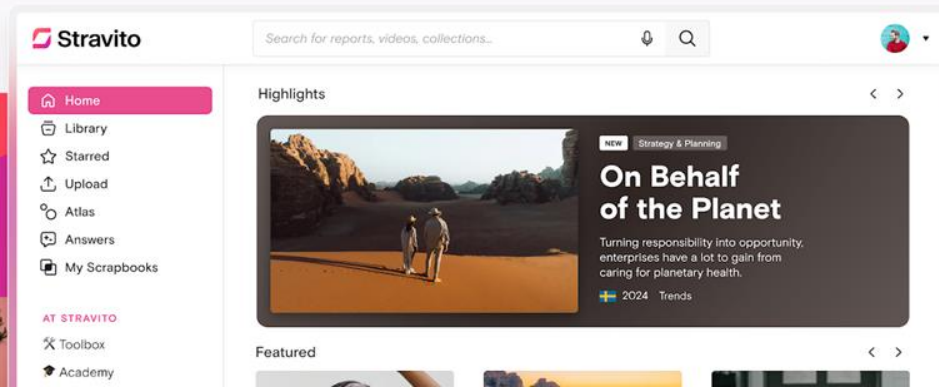
Igniting Imagination: How Kellanova is building a genuinely insights-driven culture

Joy Eckhoff

Senior Client Development Manager
Stravito

Leo Moore



Senior Director for Strategic Insights
and Analytics
Kellanova



What's the most important
meal of your day?





 Home Library Starred Upload Atlas Assistant My Scrapbooks**AT STRAVITO** Toolbox Academy Brand Guideline**MY COLLECTIONS**


All about Sustainability

ite of Gen Z

Spaces


Find insights to build your next case

Search

 Ask Assistant Explore a topic Answer my question Top trend reports about sustainability

Highlights






NEW

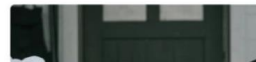
Strategy & Planning

On Behalf of the Planet

Turning responsibility into opportunity, enterprises have a lot to gain from caring for planetary health.

 2024 Trends

Featured

**GOING
GREEN**

Explore

Focus

Focus to capture every insight

Thoroughly examine selected information to ensure no fact or nuance is overlooked.

Select items you want to focus on

Reports 5,321 Collections 235 Videos


Add context


22 results

☒  **The Future of Ultra-Fast Charging...**
2025 · Sweden · Trends

☐  **Smart Charging & V2G: Unlocking t...**
2023 · Sweden · Trends

☐  **EV Charging Expansion in Urban &...**
2024 · Sweden · Trends

☒  **Sustainable Charging Solutions: Th...**
2024 · Sweden · Trends

 **Connect's SmartThrive Station**

Focus on 6 items

Cancel

Save

 Context
7 items

Edit context



Trends in EV Charging Infrastructure

Assistant uses AI. Treat its responses as drafts and verify the sources.

All

Favorites

Exploration

Analysis

Creation

Validation

Help

 Summarize

Summarize the selected context into 5 key highlights



 Answer a business question

Use the selected context to answer a business question

 Spot emerging trends

 Identify business opportunities

Trends in EV Charging Infrastructure

The EV charging infrastructure is evolving rapidly, driven by technological advancements, policy incentives, and consumer demand. Several key trends are shaping its future:

1. Ultra-Fast Charging Networks – The rise of 350kW+ chargers is reducing charging times significantly, making long-distance EV travel more convenient. Companies like Tesla, Ionity, and ChargePoint are expanding their high-power networks.
2. Smart & Bidirectional Charging (V2G & V2H) – Vehicle-to-Grid (V2G) and Vehicle-to-Home (V2H) technologies allow EVs to feed energy back into the grid or power homes, increasing grid resilience and reducing electricity costs.
3. Widespread DC Fast Charger Deployments – Governments and private companies are rapidly deploy...

Tell me what you need help with or ask a question



KANTAR



SharePoint

Shopping Habits of Gen Z: Trends and Insights

This report delves into the evolving shopping behaviors of Generation Z, highlighting their...

📖 Shopper understanding

🇸🇪 +1 • 2025 • 👁 16

MINTEL

 GlobalData.



Why you're really here:

Kellanova

Our vision:

Insights as the spark of imagination, not the stamp of approval





4 key behaviours to help us achieve our vision



Curiosity



Empathy



Proactivity



Democratization

Curiosity:

Creating space for growth

- Championing human insight to ignite and fuel growth
- Building an organization around key deliverables – Foresight, Behavioral Expertise, Go To Market and Performance Measurement
- Building capabilities in Human Understanding, Insight Generation, Strategic Influence and Future Orientation



Empathy:

Building from human truths

- Building clear learning agendas by category focused on opportunities and challenges
- In-depth understanding of needs and motivations, occasions, brand relationships, emerging trends and competitor dynamics
- Driving excellence in innovation, communication and omni-channel activation



Proactivity: Making it tangible

- Redeveloping strategic planning and activity development processes
- Moving Insights generation and application upstream in our thinking
- Adding specific capabilities around shopper marketing and marketing effectiveness



Democratization: Insight for all

- Reducing barriers to accessing insight - the magic happens not when insights sit in silos, but when they're everywhere.
- Ensure there is real empathy for consumers and shoppers across all of our teams.
- The result? More agile, responsive decision-making throughout Kellanova.



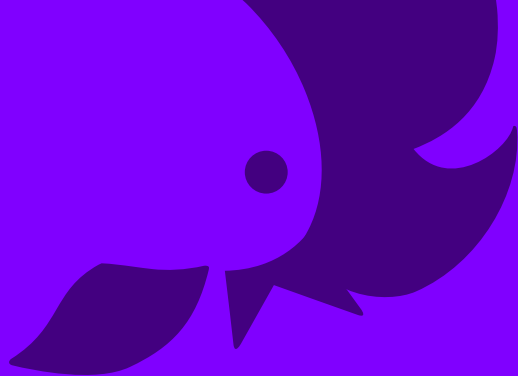


Kellanova

From New
Behaviours to
A New Dawn for

Kellogg's[®]





**We set out to see in the
New Dawn by thinking and
behaving differently.**

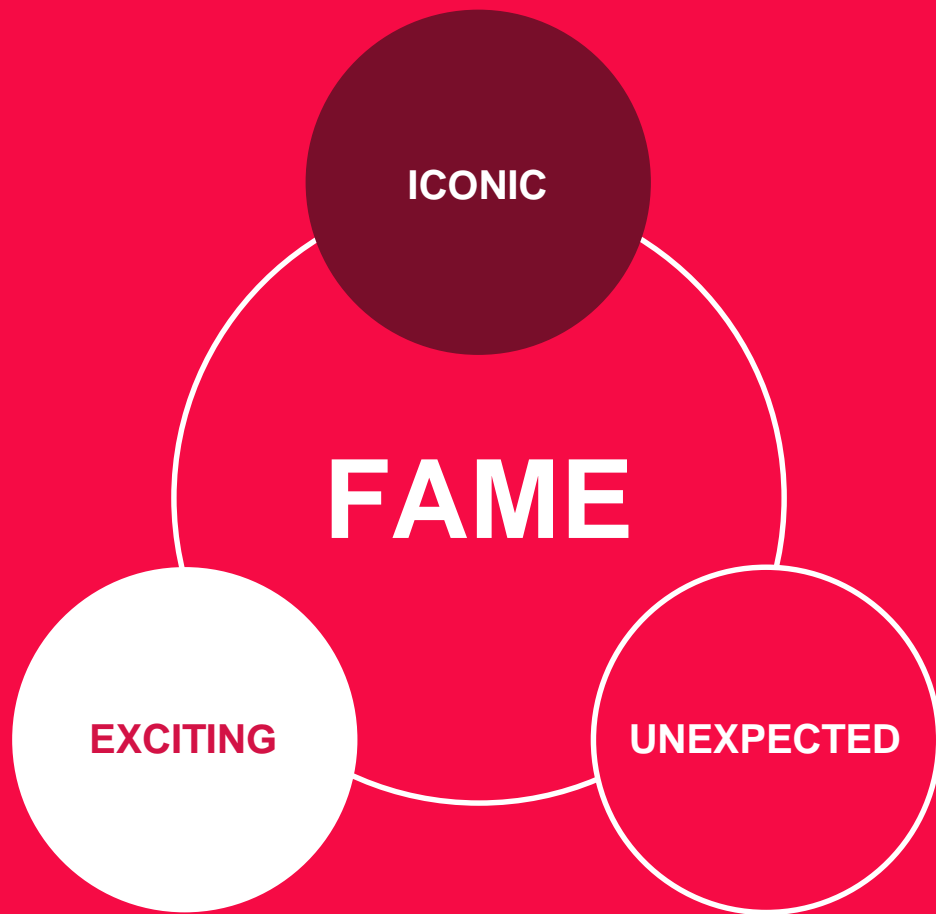


Clearly defining the problem

21% drop in meaning
over past 5 years

Declining share
& profitability







Reignite Kellogg's as a loved OG icon



THE JOURNEY TO IMAGINATION (UK, FRANCE & ITALY)

Kellogg's Masterbrand is our number 1 brand!

NIELSEN IQ 2023+ UK, FRANCE, ITALY, SPAIN

The BIG idea on Cornelius is seen as fresh, modern and different

KINDLING 2024 UK, FRANCE, ITALY

The number 1 category driver is 'Puts me in a positive mood'

NIELSEN IQ 2023+ UK, FRANCE, ITALY, SPAIN

Observational qual research to capture real 'you do you' behaviours

BRAND GENETICS 2024 UK, FRANCE, ITALY

Cornelius character is highly recognized and mostly associated with Kellogg's Masterbrand

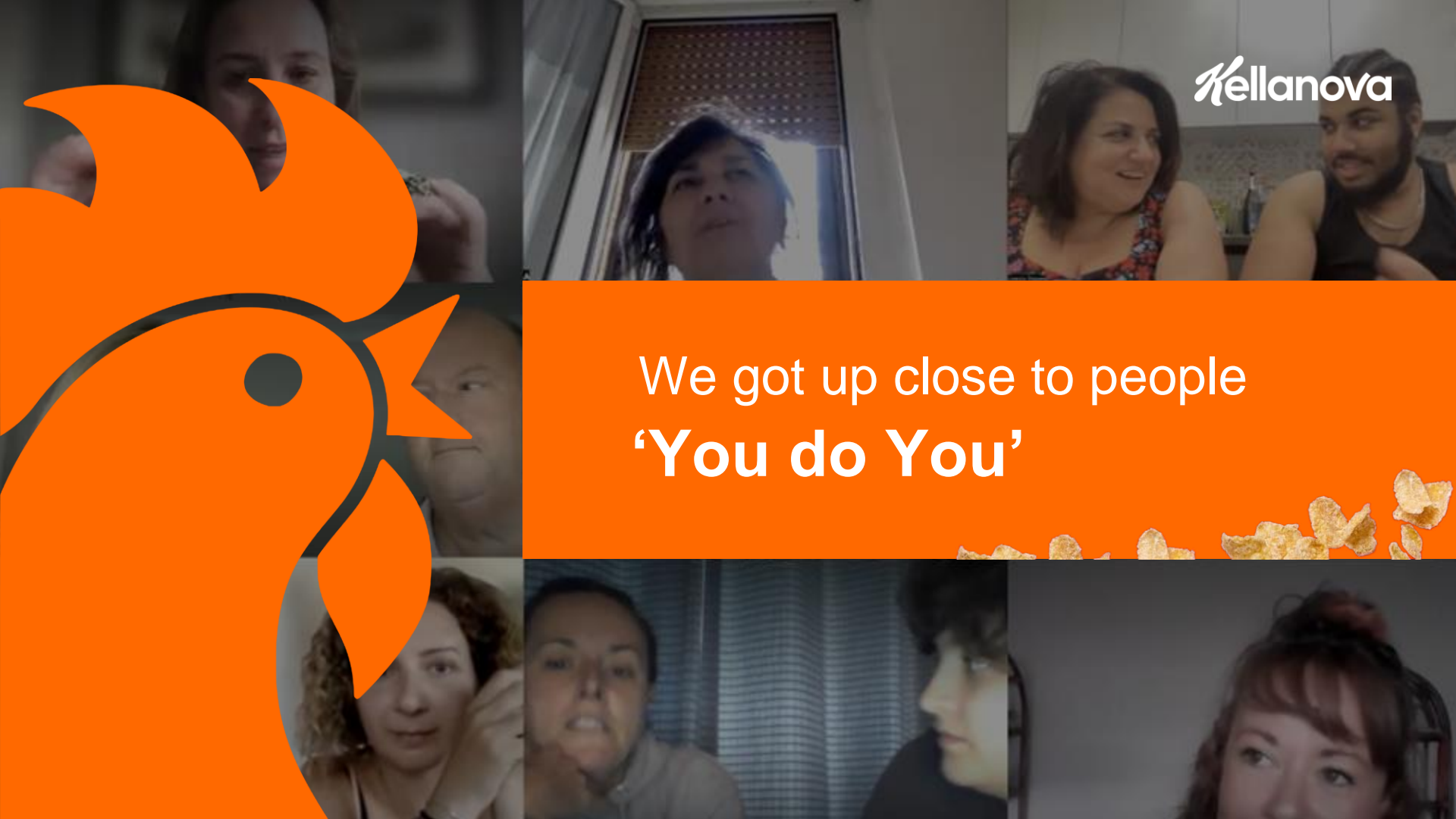
*GLOBAL KELLOGG STUDY PRE YOSHI 2022 UK, FRANCE, ITALY
EHRENBERG BASS INSTITUTE 2022 + UK, FRANCE, ITALY*

Positive mood in the morning = everyone needs to be given 'you do you' time in the morning, and if you don't get that, your start of the day is compromised

KINDLING 2023 UK, FRANCE, ITALY

Quant research post shoot to validate consumer responses to BIG IDEA on Cornelius





Kellanova

We got up close to people
'You do You'

An illustration in the upper center of the slide shows a white spoon tilted downwards, with three yellow, bean-shaped objects falling from its bowl. Above the spoon is a yellow rectangular packet with a red, stylized logo on it. The entire scene is set against a solid blue background.

Leading to an
uncompromising
strategy

**YOUR CHOICE
OF CEREAL**



**YOUR
'YOU DO YOU'
MOMENT**

A large, realistic-looking rooster with green and black feathers and a prominent red comb and wattle is perched on the roof of a modern, multi-story building. The rooster is facing right. The building has several windows, some of which are illuminated from within. In the background, other city buildings and a hazy sky are visible.

**We decided to
back the bird!**



Kellanova



Kellanova



Key takeaways

Insights can go beyond just supporting decisions. Insights can spark imagination.

Curiosity, empathy, proactivity, and democratization are key behaviours.

Building the right foundations of people, partners, and platforms drives enduring impact.

Thank you!

Questions?

You can also come chat with us at booth 320.

