



#45 OWN IT

Developed by: Special K
Year and country: 2015, Canada
Type of project: Communication Campaign

<https://www.youtube.com/watch?v=aAVFCH9x7Og&feature=youtu.be>

Synthesis of the case study

The Special K® #OwnIt campaign was launched in September 2015 to celebrate women by encouraging them to ditch the all-too-common self-doubt around body image.

Context and approach

97% of women have an “I hate my body” moment. Every. Single. Day. Special K believes that 100% of women have the power to change something more important than the size of their butts. The purpose was to change women’s perspective.

Objectives / Challenges

Inspire realistic and positive change by rallying women to “own it all”.

Target

All women, more specifically “women of all shapes, sizes, ages, sexual orientations, ethnicities and cultural backgrounds”.

The deliverable (What did they do specifically?)

The new “Own It” campaign is rooted in the insight that every day, almost all Canadian women (97%) have an “I hate my body moment”. A 60-second commercial shows various women looking disappointed with a particular body feature, while a voiceover encourages viewers to change their perspective, and “tell that little voice inside that tells us we’re not good enough to shut up”. The commercial ends with a rallying cry for women to “own it all”. Special K have also done some great print ads in support of the campaign, bringing ‘to life’ the reality of a women’s body, mixed with the challenge of what they are willing to do about it.

Keys learnings

This campaign is a good example to focus on the positive way of thinking. While we may not be able to eliminate self-doubt among women, we can be their ally in the fight against it by focusing on what women love about themselves and have the power to change, and becoming an advocate for body confidence and inner strength.

To create your own campaign:

- be very focused: speaking to a specific target (women between 25–45) and in their voice makes you a more powerfully connected brand;
- build your campaign around a big idea: it’s not out of the box thinking, it’s just re-defining the box to be a bigger idea.

Contact information

Kellogg Canada Inc.
5350 Creebank Rd.,
Mississauga, ON, L4W 5S1
Tel: 1-888-876-3750