“The Power of Persuasion: Lessons from the Kellogg Brothers’ Grain-Based Breakfast Campaign”

Allow me to share a captivating tale with you, shedding light on the origins of our breakfast habits involving grains.

This intriguing narrative serves as a valuable lesson in the realm of advertising.

In the annals of history, the Kellogg brothers played a pivotal role in persuading us that consuming grains was a wholesome choice for breakfast.

Now, I must preface that I am no authority on health and nutrition, but it is a fact that 150 years ago, the majority of people indulged in pork, beef, or chicken as their morning meal.

“From Sanitarium to Supermarket Shelves: The Kellogg Brothers’ Journey”

According to the account put forth by *Dr. Al Sears, the Kellogg’s operated a sanitarium and adhered to a vegetarian lifestyle.

It was within these walls that they formulated what we now recognize as “granola” and eventually pioneered cornflakes.

Rather than providing their patients with animal products, Kellogg’s substituted them with these novel grain-based creations.

As the patients departed the sanitarium, they continued to request these products through mail, convinced of their health benefits.

Recognizing the potential, Kellogg’s commenced packaging and soon found themselves embarking on a flourishing enterprise.

To promote their offerings, the Kellogg’s employed astute advertising techniques, painting grains as virtuous and casting aspersions on meat and eggs.

Not necessarily due to irrefutable evidence, but driven by Kellogg's commercial and vegetarian agenda, they succeeded in persuading individuals that their product was the epitome of "healthy," while traditional foods were not.

"Cereal vs. Nature: Unravelling the Marketing Magic Behind Tony the Tiger"

For decades, the iconic Tony the Tiger, Kellogg's spokesperson, has regaled us with the mantra that cereal is "Grrrrrreat!" to consume. (A character invented by the famous advertising agency Leo Burnett

However, it is worth noting that such an endorsement goes against the natural inclinations of a tiger, which would never partake in such fare.

What makes this story remarkable, regardless of its veracity, is the profound influence of advertising and persuasion.

Now, I must clarify that I am by no means advocating for the distortion of truth in advertising.

Nevertheless, we can draw from this narrative the power of storytelling in advertising and impart the knowledge that, with compelling copy and the right combination of product, message, and medium, success can indeed be achieved.

Presenting your story whatever it may be requires the right communication. A formula for telling good stories and presenting great offers.

If you want to know more about our format system just pop (4Mat System) in a return email and I can send you some details.

Mike (Make better presentation) Brunel

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Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here.

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If you're a business owner, small or large or in the professional services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 45-minute Brainstorm call with me by clicking here.

*Al Sears MD Doctors House call newsletter January 2014