



Using aims and objectives to create a business strategy

Communicating the strategy



Effective communication is vital for any strategy to be successful. Kellogg's success is due to how well it communicated its objectives to consumers to help them consider how to 'Get the Balance Right'. It developed different forms of communication to convey the message 'eat to be fit' to all its customers.

External communication

External communication takes place between an organisation and the outside world.

As a large organisation, Kellogg uses many different forms of communication with its customers.

For example, it uses the cartoon characters of Jack & Aimee to communicate a message that emphasises the need to 'Get the Balance Right'. By using Jack & Aimee, Kellogg is able to advise parents and children about the importance of exercise. These characters can be found on the back of cereal packets.

The company has also produced a series of leaflets for its customers on topics such as eating for health and calcium for strong bones. These are available on its website.

Internal communication

Internal communication takes place within an organisation. Kellogg uses many different ways to communicate with its employees. For example, Kellogg produces a house magazine which is distributed to everybody working for Kellogg. The magazine includes articles on issues such as getting the balance of food and exercise right. It also highlights the work that Kellogg has undertaken within sport and the community.

To encourage its employees to do more walking, Kellogg supplied each of its staff with a pedometer. Such activities have helped Kellogg's employees to understand the business objectives and why the business has created them. It also shows clearly what it has done to achieve them.