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promotions

Index Promotions and their client, Cereal Partners Worldwide (CPW), were awarded Chief Marketer's 2018 PRO Awards Bronze Metal for the "Best Use of Shopper Marketing" for the CPW Minions Cereal to Go promotion. The promotion was created to incentivize shoppers to choose Nestle cereals over competitor brands by leveraging a strong entertainments license, along with a unique custom promotional item. The promotion was tied to the release of Despicable Me 3, part of Universal Pictures popular Minions franchise.

Index Promotions designed and manufactured an impactful, memorable and utilitarian item for cereal consumers – a six-inch plastic Minions character that transforms into a cereal and milk compartment, bowl and spoon. The item was offered with the sale of select Nestle cereals on-pack or near-pack at retail, and was distributed in over 23 countries. The promotion resulted in a huge uplift in sales over standard boxes and some markets sold out in less than a week.

For over 25 years, CPW has been producing and marketing cereals under the Nestle brand to consumers all over the world. They often use promotional tactics to help market and sell cereals, and have engaged Index Promotions to deliver these innovative campaigns for over 10 years.

Their partner, Index Promotions, is a global, full-service product promotions and marketing agency that specializes in the design and manufacturing of high quality premiums, promotional merchandise and toys for many of the world's largest brands. Index Promotions was recently ranked among Inc. Magazine's 35th annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. Headquartered in Los Angeles, Index Promotions offers a suite of digital activations and marketing services as well. Last year the agency expanded its services to include the sports and theme park industries, working with brands such as the San Francisco Giants, Los Angeles Dodgers, Universal Studios and Disney, among others.

To learn more about Index Promotions, visit their website here: <http://www.indexpromotions.com/>.

About Index Promotions

Headquartered in Los Angeles, Index Promotions is a promotional product and marketing agency that is dedicated to bringing the world's largest brands into homes, sports arenas, theme parks, financial services, quick-serve restaurants and other centers of commerce. A full-service product development company, Index Promotions specializes in the design and manufacturing of high quality premiums, promotional merchandise. Their service offerings include promotional products, digital promotions, entertainment consulting, supply-chain management and other creative services. Its client roster includes brands such as Burger King, Macy's, San Francisco Giants, MetLife, Aflac, among others.

About Cereal Partners Worldwide (CPW)

Cereal Partners Worldwide S.A. is a joint venture between General Mills and Nestle, established in 1990 to produce and market breakfast cereals. The company is headquartered in Lausanne, Switzerland, and serves customers in more than 130 global markets.