



Cereal Partners - Fantasy World of Fun

We created a magical 'world' set behind the boxes of cereals in a kitchen cupboard. The world is hosted by characters from three Nestlé cereals and has lots of different areas which kids can zoom through to using a really fun, simple navigation. There is loads for them to do too, including three games, a live webcam link up to some cute rabbits and an unusual messaging game to keep them coming back.

The apparent simplicity of the navigation hides the deceptively complex coding beneath each of the animated areas. Not only that the narrative we built up to link each of the three different products together is a great case study on how to handle multi-brand categories for FMCG advertisers, without losing our sense of humour!

