



BREAKFAST GETS A NEW EMPLOYER BRAND

“Human Magic has been an outstanding partner – professional, innovative... and we love working with them.”

Anne-Marie Kiernan
Head of Internal Communications. KEU Corporate Affairs

Client
Kellogg's

Service
Creative
Employer Brand Strategy

Sector
FMCG

Location
Europe

Awards
EBMA
HR Champion Awards

humanmagic.com

The Challenge

Kellogg's was passionate, inclusive and bursting with energy. But they weren't telling that story loudly enough in the talent market, and it was costing them quality people.



The Approach

Our vibrant project brought Kellogg's personality to life through bold colours, typography, and photography. A bespoke photoshoot featured real members of the Dublin team, capturing their unique personalities and energy in charming, individual portraits. These visuals became posters and digital displays placed across Kellogg's Dublin airport headquarters—designed to grab attention and spark connection.



The Results

The campaign won awards, doubled Kellogg's careers site traffic and beat all the benchmarks for paid and organic media.

