



**UNLEASH
DESPICABLE ME 3
MOVIE MAYHEM
AND HELP INCREASE
SALES!**



38000-50066



38000-13535

Drive purchase by capitalizing on Despicable Me 3's exciting movie premiere June 2017 with

FANDANGO MOVIE CODE! TEXT TO WIN PROMOTION

For a Chance to Win a Fandango Movie Code Text DM3 to 86677.
(See rules for details.)[†]

Despicable Me is a GROWING FRANCHISE FAVORITE!

Movie properties drive sales with 5.8% average volume lift for participating brands.*

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION.



38000-31732



38000-31132



38000-52402



38000-59096



38000-59093

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*Kellogg's VRM Studies 2011-2015

