

Kellogg's Parody Case Study

Brief

Reimagine the iconic “Snap! Crackle! Pop!” jingle as an unflinching critique of sugary cereal’s health effects. Take the cheerful, child-friendly branding and turn it into a health-horror PSA.

Insight

Breakfast cereals sell themselves with fun, musical mascots—but they’re basically candy in a bowl. They’re marketed to kids, despite being loaded with sugar that damages teeth, spikes blood sugar, and stresses the body.

Concept

“Snap! Crackle! Pop!” isn’t just sound effects. It’s a health warning.

Expose the dark truth behind the jingle by redefining each word as a medical side effect of sugar overload.

Tagline / Headline

✅ “Kellogg’s said: ‘Snap! Crackle! Pop!’ but there’s a dark truth behind the jingle. Let’s read between the sounds.”

Ad Copy / Parody Lines

- ✅ *Snap your blood sugar levels sky-high*
- ✅ *Crackle your teeth with cavities*
- ✅ *Pop your pancreas trying to handle all that glucose.*

Tone

- ✅ Satirical
- ✅ Darkly comic
- ✅ Health-critical
- ✅ Irreverent but strategic

Rationale

This parody ad flips a beloved, catchy jingle into an exposé on the hidden health costs of sugary cereals. By turning playful sounds into medical warnings, it critiques how brands use fun marketing to gloss over real health risks—especially for kids.

Print Ad Image



Snap! your blood
sugar levels sky-
high

Crackle! your
teeth with



cavities

Pop! your



pancreas trying to
handle all that
glucose