Snack Attack: Kellanova CMO Julie Bowerman Is Future-Proofing Pop-Parts and Pringles

As consumer habits shift and attention fragments, CPG brands are rethinking everything—from how they reach customers to what brand loyalty looks like.

At Kellanova, the global snacking giant spun off from Kellogg Company with brands like Pringles, Cheez-It, and RxBar, chief marketing officer Julie Bowerman is driving the charge to merge data intelligence, cultural connection, and agile marketing to stay ahead of expectations and competition.

In this episode of The Speed of Culture, Matt Britton sits down with Julie to talk about full-funnel marketing, retail media evolution, and how iconic brands like Cheez-It and Pringles stay relevant through culture, data, and personalization.

A former marketing executive at Coca-Cola, Julie is a pioneer in digital transformation, omnichannel innovation, and first-party data strategy.

Listen to Julie Bowerman on The Speed of Culture podcast to uncover how Kellanova is leveraging data, creativity, and cultural speed to lead the future of snacking.

Key takeaways:

[02:56] The Rise of Full-Funnel Omnichannel Strategy – Covid accelerated shifts in consumer behavior, turning omnichannel from optional to essential. Julie explains how Kellanova's early investments in ecommerce and digital capability positioned them to meet the moment—and evolve toward a connected, full-funnel strategy that marries mass reach with retail-level precision. Brands must bridge awareness and purchase in a unified ecosystem to win today's consumer journey.

[04:28] Power of First-Party Data: 45 Million Records and Counting – Kellanova's first-party database—rooted in its Kellogg's Family Rewards program—has become a strategic moat. By combining it with Epsilon's capabilities and retail media

networks, they unlock precision, scale, and lookalike modeling. In a world demanding personalization, owning the relationship with your shopper is no longer a luxury—it's a requirement.

[12:22] Culture Isn't a Buzzword—It's an Operating System — From Crocs x Pringles to Cheez-It's collab with Jimmy Butler, Kellanova's brands have cracked the code on cultural relevance. Julie credits not just the ideas, but the infrastructure—legal processes, creative workflows, and empowered teams—that make fast action possible. Brands that want to matter culturally must invest in speed, not just splash.

[16:31] The Role of Sports in Brand Building — Kellanova is doubling down on sports partnerships, from the Cheez-It Bowl to the Super Bowl, because they align with consumption habits and passion points. These moments are not just about reach—they're about being part of a consumer's life when snacking naturally happens. Brands should map their media to real-world behavior, not just demographics.

[22:44] Health Trends and the Future of Snacking — With GLP-1 drugs and health-conscious behaviors reshaping how and when people snack, Julie outlines how Kellanova is innovating across pack sizes, ingredients, and product formats. It's not about chasing trends—it's about creating sustainable options for modern lifestyles. Legacy brands must evolve to remain not just relevant, but essential.

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