



## **SUGAR SMACKS – DOCTOR WHO BADGES**

In 1971, following previously successful tie-in promotions with the Gerry Anderson's *Thunderbirds* and *Joe 90*, Kellogg's decided to run a *Doctor Who* promotion with their Sugar Smacks breakfast cereal.

Enclosed in each themed packet, emblazoned with the Doctor bearing his bowl of cereal, could be found a small polythene bag containing one of six 1¼" badges bearing the images of Dr. Who, Jo Grant, The Master, The Brigadier, Bessie and the UNIT symbol.

With thanks to Colin Young and Chris Hill.

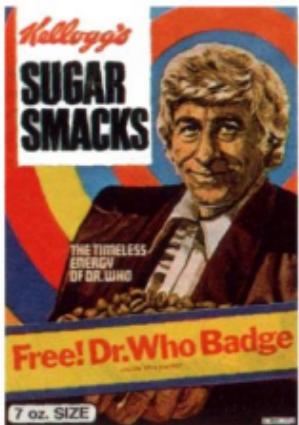
# Dr. Who's giving away badges!

Look! It's Dr. Who, offering a set of six super badges! There's one free inside every special packet of Kellogg's Sugar Smacks and they make a great collection! Just look for the special packs!



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A circular illustration of the First Doctor Who, played by William Hartnell. He has white hair and blue eyebrows. Below his face, the words "Dr. Who" are written in a large, bold, yellow font with a red outline. The illustration is set against a light beige background with a dark green border.

© BBC 1971

Dr. Who





The Master



# The Brigadier



**BESSIE**





Kellogg's

# SUGAR SMACKS

THE TIMELESS  
ENERGY  
OF DR. WHO



**Free! Dr. Who Badge**

inside this packet

7oz SIZE

© BBC 1971

**Kellogg's**  
**SUGAR  
SMACKS**

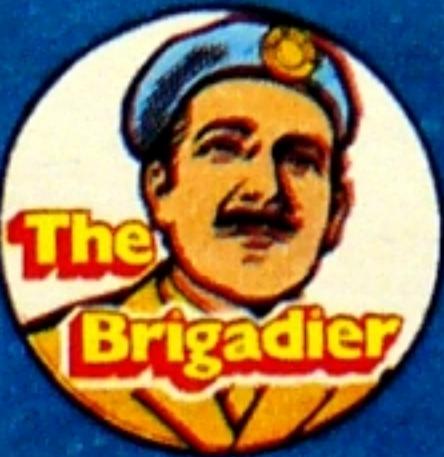


# Free! Dr. Who Badges

Badges shown actual size.



DOCTOR WHO



THE BRIGADIER



THE MASTER



**BESSIE**



JO GRANT



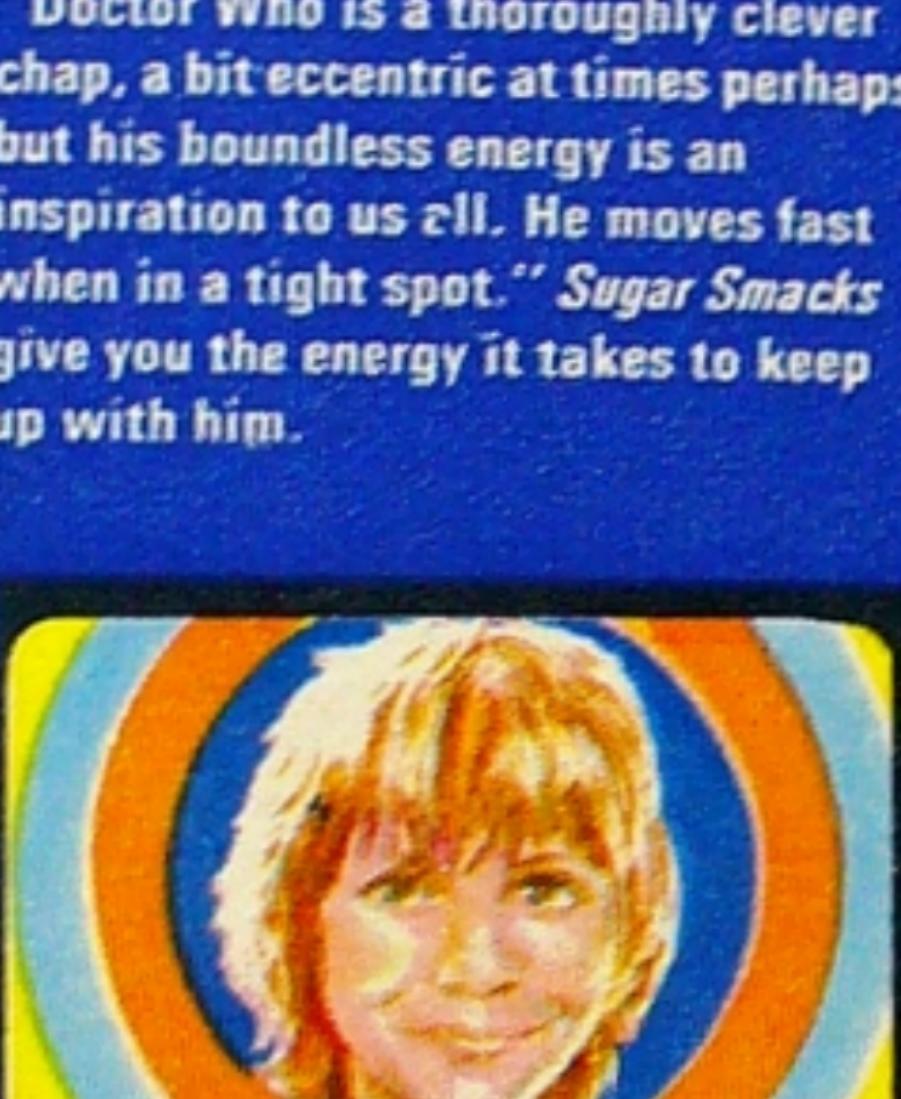
THE U.N.I.T. BADGE

There are six attractive metal badges to collect – all taken from the popular 'Dr. Who' television series. You'll find your badge at the bottom of the inner bag. If you've already got the one in this packet, swap it with a friend – see who can be first to collect all six.

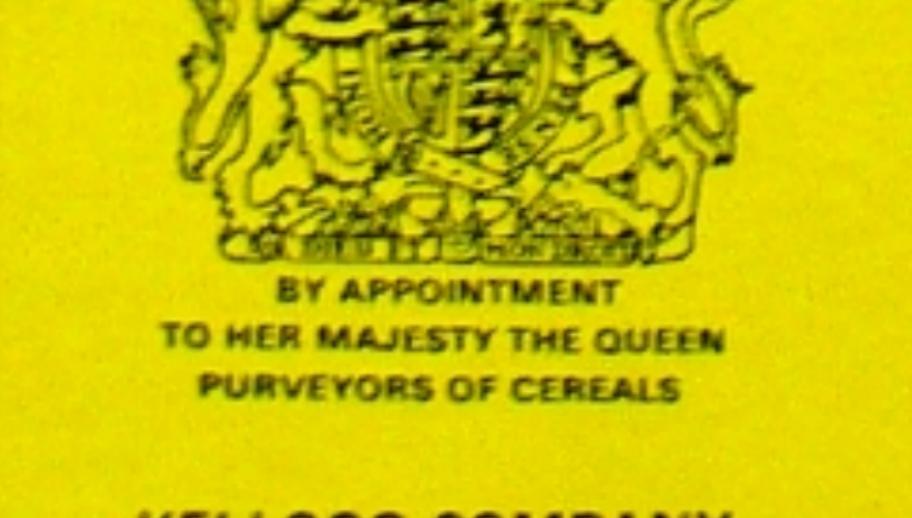
# Kellogg's

## SUGAR SMACKS

made from wheat, with sugar, glucose syrup, vegetable oil and honey



**BRIGADIER LETHBRIDGE-STEWART.**  
head of UNIT (British Division)  
"Doctor Who is a thoroughly clever chap, a bit eccentric at times perhaps but his boundless energy is an inspiration to us all. He moves fast when in a tight spot." *Sugar Smacks* give you the energy it takes to keep up with him.



**JO GRANT** undercover agent for UNIT H.Q. Acting liaison officer between Doctor Who and the Brigadier. "Keeping an eye on the Doctor means that I need lots and lots of energy." That's where *Sugar Smacks* come in. They're a super energy-building cereal. Just right for a hard working UNIT agent.

BY APPOINTMENT  
TO HER MAJESTY THE QUEEN  
PURVEYORS OF CEREALS

**KELLOGG COMPANY  
OF GREAT BRITAIN LTD  
MANCHESTER M32 8RA**

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Trade Marks Registered

This package is sold by weight, not volume. Some settling of contents may have occurred during transport.

**NET WEIGHT 7 OZ.  
NETTO 200 GRAMMES**

Carton No. 12 03 00 (12)



Pick a little Kellogg  
for a change.

We took all that Kellogg's quality and packed  
it into single serving packets—a convenient way  
to have a fresh new taste each day.

Only **Kellogg's** gives you **VARIETY**!