



Tony the Tiger™

What character do most people think best represents Kellogg? It's Tony the Tiger™, of course.

Tony™ won his first popularity contest in 1952, when his character was the favorite placed on packages for a new cereal, Kellogg's Sugar Frosted Flakes of Corn™. Though three other characters – Katy the Kangaroo™, Elmo the Elephant™ and Newt the Gnu™ – also appeared on packages of the new cereal, it was Tony the Tiger™ that people loved the most.

In 1953, Kellogg's advertising agency, Leo Burnett in Chicago, further developed Tony™ for a four-color ad in the August issue of LIFE magazine. Since then, his career has been the envy of any human star, with many appearances on TV, in magazines, newspapers and point-of-sale materials.

Although cereal remains his first love, the star quality of Tony™ has advanced his career from a product spokes-tiger to a full-fledged goodwill ambassador for Kellogg Company. When he appears at special events, Tony™ is surrounded by photographers and children.

Though Tony™ was created especially for children; his lifelike characteristics make him popular with consumers of all ages. Admirers of Tony™ have called him friendly, lovable, talented, boastful and almost human. Perhaps one of his most enduring characteristics is his interest in helping children strive toward achieving their full potential.



Why is Tony's™ nose blue?

While Tony's™ appearance has changed a bit over the years, he has retained his dynamic personality and youthful good looks. His bright blue nose emphasizes his unique personality and adds to his playful and outgoing nature. Tony™ wouldn't trade his famous nose for any other! It's as much a part of him as his famous shout, *"They're GR-R-REAT!™"*

How is Tony™ known in other languages/countries?

Mexico - Tigre Tono

France - Tony Le Tigre

Germany - Tony Der Tiger

Italy - Tony Tigre

Sweden - Tony Tiger

Most other countries just refer to him as "Tony™."

Who is the voice of Tony the Tiger™?



Until his death in 2005, Thurl Ravenscroft performed the voice of Tony the Tiger™. This long association began at Tony's™ "birth" in 1952. Sadly, we acknowledge Thurl's passing and honor his legacy as the dynamic voice that first boomed *"They're GR-R-REAT!™"*. Though retired for many years, Thurl had continued to act as Tony's™ voice in the majority of our TV and radio advertisements for Kellogg's Frosted Flakes®. So that the unique qualities that Thurl gave to Tony's™ voice would remain true to Tony's™ persona, Thurl spent time training his eventual replacement, ensuring Tony's™ image of fun and vitality would remain unchanged.