

Apple Jacks *FACTS*

Company: Kellogg
 Marketed directly to children: YES
 FACTS Index: 52

NUTRITION FACTS:

Overall Nutrition Score: 40.0

Ranking: 29 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Apple Jacks</i>	40	43%	4%	482	<i>Yellow 6, Blue 1, Red 40</i>	No	Yes

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$6,915.02

Ranking: 16

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 13

Average Ads Viewed by Age *				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult viewing ratio
32	35	6.5	15	2.9

*From 1/1/08 to 3/31/09

INTERNET MARKETING

Child-targeted website exposure:

Ranking: 3

▪ *AppleJacks.com*

Child-targeted banner ad exposure:

Ranking: 6

Website Exposure*			
Avg unique visitors per month: Age 2-11 (000)	Avg unique visitors per month: Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
44.7	32.4	1.2	3.2

* From 1/1/08 to 3/31/09

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of advIEWS on youth website
6,508	2.9	46%

* From 10/01/08 to 3/31/09

IN-STORE MARKETING*

Total share of shelf: 1.27%

Ranking: 15

In-store displays and promotions:

Ranking: 3

Shelf Space		Displays		Promotions	
% of stores stocking	Avg # facings per store	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store
96%	4.8	52%	1.7	79%	3.3

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 31

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
0.0%	0	0.0%	0	33%

Child engagement features on the box:

Ranking: 16

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
67%	1.25	50%	33%

* From 10/08 to 3/09