

Apple Jacks FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **52**

Apple Jacks, a cereal with low nutrition and food dyes, is advertised to children on television and is the most heavily marketed Kellogg's cereal brand on the Internet. Its website AppleJacks.com contains highly engaging webisodes and advergames that appeal to a large number of youth, especially 12-17 year-olds. Apple Jacks was also one of the top four cereal brands marketed within stores, relying heavily on supermarket displays and promotions to drive sales. Apple Jack's packaging contained child features but no health or ingredient claims at the time of the analysis. However, Apple Jacks has since been reformulated to contain fiber, an ingredient now advertised on the brands' packaging.

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
Apple Jacks	40	43%	4%	482	Yellow 6, Blue 1, Red 40	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 AND DEMOGRAPHICS*				
Children		Adolescents		
2-5 years	6-11 years	Child/Adult viewing ratio	12-17 years	Teens/adults 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 Age 2-11 (000)	Avg unique visitors 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 (000)	% of adviews on youth website
6,508	2.9	46%

*From 10/1/08 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 displays	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*

Key Developments:

► **January 2009** – Apple Jacks launches new child-targeted web site (AppleJacks.com)

► **July 2009** – Apple Jacks adds fiber to its cereal; puts fiber claim on its packaging