

# Cheerios FACTS \*excluding Honey Nut Cheerios

Company: *General Mills* ■ Marketed directly to children: **No** ■ FACTS Index: **56**

Boasting \$95 million in advertising and claiming the highest share of shelf, Cheerios is the largest cereal brand. Its 10 varieties vary considerably in both nutrition (from the low-scoring Banana Nut variety to relatively high-scoring regular variety) and marketing exposure. Touting a TV advertising message of "lower your cholesterol," most of these varieties are family-targeted; however, Fruity Cheerios (a less healthy variety) is regularly featured on General Mills's child-targeted website, Millsberry.com.

## Nutrition Facts:

Overall Nutrition Score: 51.6 . . . . . Ranking: **9 of 43**

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Apple Cinnamon	44	40%	3%	400	No	No	----
Banana Nut	42	32%	4%	571	No	No	----
Berry Burst	48	30%	7%	630	No	No	----
Frosted	46	36%	7%	607	No	No	----
Fruity	48	33%	7%	500	Red 40, Yellow 6, Blue 1	No	----
Multigrain	50	21%	10%	690	No	No	----
Oat Cluster Crunch	50	30%	7%	500	No	No	----
(Regular)	58	4%	11%	679	No	No	----
Yogurt Burst Strawberry	46	30%	7%	600	No	No	----
Yogurt Burst Vanilla	46	30%	7%	600	No	No	----

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000): \$95,350. . . . . Ranking: **1**

### TELEVISION ADVERTISING

Television advertising exposure: . . . . . Ranking: **15**

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
15	19	0.4	17	0.6

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

### INTERNET MARKETING\*

Child-targeted website exposure: . . . . . Ranking: **8**

► Cheerios.com

Child-targeted banner ad exposure: None

WEBSITE EXPOSURE*			
Avg unique visitors Age 2-11 (000)	Avg unique visitors Age 12-17 (000)	Avg times visited	Avg minutes per visit
14.7	9.4	1.2	1.8

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

### IN-STORE MARKETING\*

Total share of shelf: 5.51% . . . . . Ranking: **1**

In-store displays and promotions: . . . . . Ranking: **5**

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
98%	24.3	56%	2.6	86%	9.1

\*As of May 31, 2009

**PRODUCT PACKAGING\***

Health features on the box . . . . . **Ranking: 11**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.0	34.5%	0.3	96.6%

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

Child engagement features on the box . . . . . **Ranking: 28**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
20.7%	1.0	24.1%	10.3%

*\*From 10/08 to 3/09*

**Key Developments:**

- **October 2008** – Cheerios re-launches the Spoonfuls of Stories program, with plans to put 5 million books inside Cheerios boxes throughout the fall.
- **October 2009** – General Mills brands, including Cheerios, promote Cheerios’ yearly Pink Together campaign, which pledges to donate \$2 million for breast cancer research.
- **January 2009** – General Mills brands, including Cheerios, team up with the television show, “The Biggest Loser” to promote the “Pound-for-Pound Challenge.” Through this program, General Mills donates 10 cents to the charity, Feeding America, for every pound of weight loss that consumers log.

- **March 2009** – General Mills launches a “Win Cash” promotion on many of its cereal brands, including Cheerios, in which participants may find gift cards in specially marked boxes.
- **May 2009** – the FDA sends a public warning letter disputing Cheerios’ cholesterol-lowering claims; General Mills announces plans to discuss and resolve the issue with the FDA.
- **October 2009** – General Mills brands, including Cheerios, promote Cheerios’ yearly Pink Together campaign, which pledges to donate \$2 million for breast cancer research.