

Cocoa Puffs *FACTS*

Company: *General Mills*
 Marketed directly to children: *YES*
 FACTS Index: 32

NUTRITION FACTS:

Overall Nutrition Score: 38.6

Ranking: 31 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Combos</i>	40	41%	4%	593	No	No	Yes
<i>(Regular)</i>	38	44%	4%	556	No	No	Yes

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$8,836.15

Ranking: 11

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 4

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
63	68	7.1	29	3.1

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

INTERNET MARKETING

Child-targeted website exposure: *CuckooShow.com**

* Due to low volume, no exposure data available.

Child-targeted banner ad exposure: *None*

IN-STORE MARKETING*

Total share of shelf: 1.22%

Ranking: 16

In-store displays and promotions:

Ranking: 12

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%	5.2	25%	2.5	66%	3.9

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box

Ranking: 12

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.8	0.0%	0	100.0%

Child engagement features on the box

Ranking: 4

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	2.0	0.0%	83.3%

* From 10/08 to 3/09