

# Cookie Crisp FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: **54**

Cookie Crisp earns a low nutrition score, and advertises directly to children on television. It also has a child-targeted website with a moderate number of child visitors, and includes many health features and child engagement features on its packaging.

## Nutrition Facts:

Overall Nutrition Score: 39.6 . . . . . Ranking: **32 of 43**

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Double Chocolate	36	39%	3%	452	No	No	
(Regular)	40	42%	4%	577	No	No	Yes

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000): \$4,489.05 . . Ranking: **18**

### TELEVISION ADVERTISING

Television advertising exposure: . . . . . Ranking: **14**

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
31	34	7.1	14	3.1

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

### INTERNET MARKETING\*

Child-targeted website exposure: . . . . . Ranking: **9**

► [CookieCrisp.com](http://CookieCrisp.com)

Child-targeted banner ads: None

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
11.8	8.0	1.2	1.3

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

### IN-STORE MARKETING\*

Total share of shelf: 0.84% . . . . . Ranking: **18**

In-store displays and promotions: . . . . . Ranking: **14**

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
94%	4.8	23%	1.1	61%	2.9

\*From 05/09 to 06/09

### PRODUCT PACKAGING\*

Health features on the box . . . . . Ranking: **9**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.0	0.0%	0	100.0%

Child engagement features on the box . . . . . Ranking: **8**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
75.0%	2.0	0.0%	75.0%

\*From 10/08 to 3/09

## Key Developments:

- ▶ **June 2009** – General Mills launches the new Cookie Crisp Sprinkles variety, which is formulated to be gluten-free.