

# Corn Pops FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **40**

Corn Pops is ranked as the second worst cereal brand nutritionally, yet it is marketed heavily to children. Corn Pops ranks in the top ten for both television and internet advertising exposure among children, as well as for the use of child-targeted banner ads online. Its fun and engaging website, CornPops.com, is visited most often by children ages 2-11. Corn Pops is also one of the most heavily marketed brands within supermarkets, using displays and promotions to drive sales. While no health claims appear on Corn Pops' packaging, it does contain promotions and child features.

## Nutrition Facts:

Overall Nutrition Score: 35.8 . . . . . Ranking: 42 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Chocolate Peanut Butter	30	37%	4%	778	No	No	---
(Regular)	36	41%	0%	379	No	No	Yes

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000): \$9,289.50 . . Ranking: 10

### TELEVISION ADVERTISING

Television advertising exposure: . . . . . Ranking: 10

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
39	44	4.7	27	3.0

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

### INTERNET MARKETING\*

Child-targeted website exposure: . . . . . Ranking: 6

► CornPops.com

Child-targeted banner ad exposure: . . . . . Ranking: 8

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
21.4	11.1	1.1	2.2

\*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
4,641	2.6	36%

\*From 10/1/08 to 3/31/09

### IN-STORE MARKETING\*

Total share of shelf: 1.43% . . . . . Ranking: 12

In-store displays and promotions: . . . . . Ranking: 4

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
97%	7.6	45%	1.9	86%	3.1

\*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: 20**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
17%	1.0	100%	0%

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

## Key Developments:

► **January 2008** – Corn Pops releases Grab’N Go Cereal Packs (since discontinued)

► **May 2009** – Corn Pops launches new child-targeted web site (CornPops.com)