

Frosted Flakes *FACTS*

Company: Kellogg
 Marketed directly to children: YES
 FACTS Index: 38

NUTRITION FACTS:

Overall Nutrition Score: 42.6

Ranking: 27 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Gold</i>	46	32%	10%	613	No	No	Yes
<i>Reduced Sugar</i>	46	26%	3%	581	No	No	Yes
<i>(Regular)</i>	42	37%	3%	467	No	No	Yes

*As of May 31, 2009

MARKETING FACTS:

Total advertising spending (\$000): \$26,102.10

Ranking: 5

TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 6

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
53	58	3.7	28	1.9

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

INTERNET MARKETING*

Child-targeted website exposure:

Ranking: 7

- *FrostedFlakes.com*

Child-targeted banner ad exposure:

Ranking: 10

Website Exposure*			
Avg unique visitors per month: Age 2-11 (000)	Avg unique visitors per month: Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
12.1	5.2	1.2	3.1

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

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of adviews on youth website
3,061	2.4	9%

* From 10/01/08 to 3/31/09

IN-STORE MARKETING*

Total share of shelf: 2.56%

Ranking: 3

In-store displays and promotions:

Ranking: 1

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
98%	12.5	55%	2.0	94%	4.0

* From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box:

Ranking: 26

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
40%	0.4	10%	0.1	20%

Child engagement features on the box:

Ranking: 13

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
100%	1.3	50%	0%

* From 10/08 to 3/09