

Frosted Flakes FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **38**

Frosted Flakes is one of the top five cereals marketed to children, targeting youth through television advertising, banner ads, and its engaging brand website, FrostedFlakes.com. Frosted Flakes is the only brand to associate its cereal with athleticism and sports across all its marketing. Frosted Flakes is also the number one marketer of children's cereal in-stores, heavily using displays and promotions to push the brand at the point-of-purchase and occupying the third largest amount of shelf space. All of Frosted Flakes' packages contain child engagement features.

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
Gold	46	32%	10%	613	No	No	Yes
Reduced Sugar	46	26%	3%	581	No	No	Yes
(Regular)	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 AND DEMOGRAPHICS*				
Children		Adolescents		
2-5 years	6-11 years	Child/Adult viewing ratio	12-17 years	Teens/adults 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 Age 2-11 (000)	Avg unique visitors 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 (000)	% of adviews on youth website
3,061	2.4	9%

*From 10/1/08 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 displays	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*

Key Developments:

- **January 2008** – Frosted Flakes introduces new Frosted Flakes Gold cereal
- **July 2008** – Frosted Flakes releases Grab’N Go Cereal Packs (since discontinued)
- **August 2008** – Frosted Flakes announces that Michael Phelps (Olympic swimmer) will appear on front of cereal boxes

- **December 2009** – Frosted Flakes releases special-edition cereal box promoting its NFL sponsorship and NFL PLAY 60 Super Bowl contest
- **January 2009** – Frosted Flakes launches new child-targeted web site (FrostedFlakes.com)
- **February 2009** – Frosted Flakes airs commercial during Super Bowl announcing its Earn Your Stripes’ National Field Renovation Program