

Pebbles FACTS

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

Pebbles cereals are among the ten worst cereals in nutrition quality that are advertised directly to children. The cereals rank within the top ten for most television advertising and greatest supermarket shelf space. The cereals are also extensively advertised on Post's child-targeted website, Postopia.com. Pebbles' packaging features the Flintstones licensed characters as well as Post Tokens, which can be used to access games and activities on the Postopia website. Pebbles cereals are tied in second place for the most child-engagement features on the box.

Nutrition Facts:

Overall Nutrition Score: 38.0 Ranking: **33 of 43**

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Cocoa	38	37%	10%	600	No	No	No
Fruity	38	37%	10%	600	Red 40, Yellow 5 & 6, Blue 1 & 2	No	No

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$7,554.60 . . . Ranking: **14**

TELEVISION ADVERTISING

Television advertising exposure: Ranking: **7**

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
46	54	7.0	23	3.2

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

INTERNET MARKETING*

Child-targeted website: has significant presence on Postopia.com

Child-targeted banner ad exposure: None

IN-STORE MARKETING*

Total share of shelf: 1.58% Ranking: **10**

In-store displays and promotions: Ranking: **19**

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%	6.0	21%	2.2	55%	5.3

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: **27**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
33%	0.7	0%	0	0%

Child engagement features on the box Ranking: **2**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100%	2.0	0%	100%

*From 10/08 to 3/09

Key Developments:

- ▶ **May 2009** – Pebbles announces a sweepstakes to win trips to the Smithsonian. The sweepstakes was in conjunction with Destination DC and the movie *Night at the Museum: Battle of the Smithsonian*.
- ▶ **June 2009** – Pebbles launches a new promotion for PebPals, a philanthropic campaign supporting Australia Zoo Wildlife Warriors Worldwide – USA. PebPals trading cards were placed on four million Pebbles cereal boxes urging consumers to adopt PebPals characters and play games on Postopia.com.