

General Mills FACTS

Child Brands: 7 ■ Family Brands: 3

Of the cereal companies in this report, General Mills engages in the most child marketing, but its child cereals rank among the worst in nutrition quality. It claims the most internet and television advertising to children, with an especially notable web presence in its gaming site Millsberry.com and a high volume of ads on third-party child-targeted websites. Boasting “whole grain guaranteed” on almost all of its boxes along with other health and child engagement features, the company also markets extensively on its packaging, targeting both parents and children.

Nutrition Facts:

Overall Nutrition Score: 43.4 Ranking: 8 of 9

Marketing Facts:

Total advertising spending (\$000): \$261,892.1 . . . Ranking: 1

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 1

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
477	525	3.2	267	1.7

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

INTERNET MARKETING*

Child-targeted website exposure: Ranking: 1

► Millsberry.com

Child-targeted banner ad exposure: Ranking: 1

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
386.8	380.2	2.8	23.7

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

BANNER AD EXPOSURE*

Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of advs on youth website
11,720	10.4	91%

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

IN-STORE MARKETING

Total share of shelf: 18.7% Ranking: 1

In-store displays and promotions: Ranking: 2

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
100%	69.1	68%	9.0	92%	35.1

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: 2

Child engagement features on the box Ranking: 4

INGREDIENT CLAIMS HEALTH CLAIMS HEALTH URLS

% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
98%	2.1	17%	1.1	89%

CHILD FEATURES PROMOTIONS GAMES URL

% of boxes	Features per box	% of boxes	% of boxes
47%	1.6	22%	41%

*From 10/08 to 3/09

Key Developments:

- ▶ **September 2008** – General Mills launches “Psst...,” an online word of mouth marketing program where people can sign up to receive free product samples and in turn are expected to blog about them.
- ▶ **October 2008** – General Mills launches a promotion on many of its child-targeted cereal brands, partnering with “Madagascar 2: Out of Africa” to offer toys in boxes and a sweepstakes for a trip to Los Angeles for the movie premiere.
- ▶ **November 2008** – A study funded by General Mills announces that “children and adolescents who eat cereal for breakfast may have an advantage” in getting daily nutrients and physical activity.
- ▶ **February 2009** – General Mills launches a limited promotion with “retro” boxes of cereals sold as a specialty item only at Target: Cocoa Puffs (1967), Trix (1961) and Cheerios (1961) along with later versions of Honey Nut Cheerios (1990) and Lucky Charms (1983). It also launches a line of t-shirts with these same retro logos.
- ▶ **March 2009** – General Mills launches a “Win Cash” promotion on many of its child-targeted cereal brands, in which participants may find gift cards in specially marked boxes.
- ▶ **May 2009** – A study funded by General Mills finds that cereal and milk support physical recovery from sports as well as sports drinks do.
- ▶ **August 2009** – General Mills adds the Smart Choices program nutrition label to many of its products, including virtually all of its children’s cereals.

General Mills Unadvertised Cereal FACTS

Child Brands: *Count Chocula, Dora the Explorer*
 Family Brands: *Golden Grahams, Kix*

General Mills' unadvertised child and family cereals vary both in nutrition quality and in-store marketing. Dora the Explorer earns a relatively high nutrition score, but has a very low presence in the supermarket. Kix ranks similarly high in nutrition (although one variety, Berry Berry Kix, has a much higher sugar content and includes food dyes), but posts moderate in-store and on-package marketing. Count Chocula and Golden Grahams, on the other hand, rank among the lowest cereals nutritionally. Count Chocula appears to be a seasonal product, with half its yearly sales in October. Golden Grahams, however, has a significant marketing presence in the supermarket, and despite its low nutrition, has one of the highest incidences of health features on its packaging.

Nutrition Facts:

Overall Nutrition Score: 36.0 Ranking: 40 of 43

NUTRITION OVERVIEW*								
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved	Ranking (out of 43)
Count Chocula	38	44%	4%	593	Red 40, Yellow 5 & 6, Blue 1	No	----	33
Dora the Explorer	50	22%	11%	667	No	No	----	13
Golden Grahams	36	36%	3%	871	No	No	----	40
Berry Berry Kix	48	31%	4%	692	Red 40, Blue 1	No	----	7
Honey Kix	50	18%	9%	697	No	No	----	7
Kix	54	10%	10%	700	No	No	----	7

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): N/A

TELEVISION ADVERTISING

Television advertising exposure: None

INTERNET MARKETING

Child-targeted website: None

Child-targeted banner ads: None

IN-STORE MARKETING

Total share of shelf: 1.38% Ranking: 13

In-store displays and promotions: Ranking: 18

SHELF SPACE*				
Cereal	Total share of shelf	% stores stocking	Avg # facings per store	Ranking
Count Chocula	0.04%	11%	1.5	41
Dora the Explorer	0.06%	12%	2.0	40
Golden Grahams	0.83%	92%	3.3	19
Kix	1.36%	95%	7.3	14

*From 05/09 to 06/09

IN-STORE MARKETING continued

IN-STORE MARKETING*					
Cereal Brand	Diaplays		Promotions		
	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store	Ranking
Count Chocula	0%	0	6%	2.4	39
Dora the Explorer	0%	0	3%	1.0	42
Golden Grahams	33%	1.6	67%	2.6	11
Kix	15%	1.5	51%	4.1	20

*From 05/09 to 06/09

PRODUCT PACKAGING

HEALTH FEATURES ON THE BOX						
Cereal Brand	Ingredient Claims		Health Claims		Health URLs	
	% of boxes	Claims per box	% of boxes	Claims per box	% of boxes	Ranking
Golden Grahams	100%	2.8	0%	0	75%	5
Kix	75%	2.1	0%	0	75%	10

CHILD ENGAGEMENT FEATURES ON THE BOX					
Cereal	Child Features		Promotions	Game URLs	
	% of boxes	Features per box	% of boxes	% of boxes	Ranking
Golden Grahams	75%	1.0	25%	75%	14
Kix	13%	1.0	13%	50%	25

Cheerios FACTS *excluding Honey Nut Cheerios

Company: *General Mills* ■ Marketed directly to children: **No** ■ FACTS Index: **56**

Boasting \$95 million in advertising and claiming the highest share of shelf, Cheerios is the largest cereal brand. Its 10 varieties vary considerably in both nutrition (from the low-scoring Banana Nut variety to relatively high-scoring regular variety) and marketing exposure. Touting a TV advertising message of "lower your cholesterol," most of these varieties are family-targeted; however, Fruity Cheerios (a less healthy variety) is regularly featured on General Mills's child-targeted website, Millsberry.com.

Nutrition Facts:

Overall Nutrition Score: 51.6 **Ranking: 9 of 43**

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Apple Cinnamon	44	40%	3%	400	No	No	----
Banana Nut	42	32%	4%	571	No	No	----
Berry Burst	48	30%	7%	630	No	No	----
Frosted	46	36%	7%	607	No	No	----
Fruity	48	33%	7%	500	Red 40, Yellow 6, Blue 1	No	----
Multigrain	50	21%	10%	690	No	No	----
Oat Cluster Crunch	50	30%	7%	500	No	No	----
(Regular)	58	4%	11%	679	No	No	----
Yogurt Burst Strawberry	46	30%	7%	600	No	No	----
Yogurt Burst Vanilla	46	30%	7%	600	No	No	----

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$95,350. **Ranking: 1**

TELEVISION ADVERTISING

Television advertising exposure: **Ranking: 15**

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
15	19	0.4	17	0.6

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

INTERNET MARKETING*

Child-targeted website exposure: **Ranking: 8**

► Cheerios.com

Child-targeted banner ad exposure: None

WEBSITE EXPOSURE*			
Avg unique visitors Age 2-11 (000)	Avg unique visitors Age 12-17 (000)	Avg times visited	Avg minutes per visit
14.7	9.4	1.2	1.8

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

IN-STORE MARKETING*

Total share of shelf: 5.51% **Ranking: 1**

In-store displays and promotions: **Ranking: 5**

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%	24.3	56%	2.6	86%	9.1

*As of May 31, 2009

PRODUCT PACKAGING*

Health features on the box **Ranking: 11**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.0	34.5%	0.3	96.6%

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

Child engagement features on the box **Ranking: 28**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
20.7%	1.0	24.1%	10.3%

*From 10/08 to 3/09

Key Developments:

- **October 2008** – Cheerios re-launches the Spoonfuls of Stories program, with plans to put 5 million books inside Cheerios boxes throughout the fall.
- **October 2009** – General Mills brands, including Cheerios, promote Cheerios’ yearly Pink Together campaign, which pledges to donate \$2 million for breast cancer research.
- **January 2009** – General Mills brands, including Cheerios, team up with the television show, “The Biggest Loser” to promote the “Pound-for-Pound Challenge.” Through this program, General Mills donates 10 cents to the charity, Feeding America, for every pound of weight loss that consumers log.
- **March 2009** – General Mills launches a “Win Cash” promotion on many of its cereal brands, including Cheerios, in which participants may find gift cards in specially marked boxes.
- **May 2009** – the FDA sends a public warning letter disputing Cheerios’ cholesterol-lowering claims; General Mills announces plans to discuss and resolve the issue with the FDA.
- **October 2009** – General Mills brands, including Cheerios, promote Cheerios’ yearly Pink Together campaign, which pledges to donate \$2 million for breast cancer research.

Chex FACTS

Company: *General Mills* ■ Marketed directly to children: **No** ■ FACTS Index: **68**

Comprising several varieties and ranking fifth in share of shelf, Chex is one of the largest brands. Nutritionally, its 8 varieties range from very unhealthy (Cinnamon Chex) to relatively healthy (Multi-Bran Chex and Wheat Chex), but all are family-targeted and sport few child features on their packaging. Chex hosts a website containing some child-targeted pages, but exposure is not high. It also has a modest in-store marketing presence.

Nutrition Facts:

Overall Nutrition Score: 44.2 Ranking: **21 of 43**

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Chocolate	46	25%	3%	750	No	No	----
Cinnamon	38	27%	0%	633	Yellow 6 Lake Blue 2 Lake	No	----
Corn	44	10%	3%	935	No	No	----
Honey Nut	42	28%	3%	719	No	No	----
Multi-Bran	50	21%	13%	660	No	No	----
Rice	42	7%	0%	926	No	No	----
Strawberry	42	26%	3%	645	Red 40 Lake	No	----
Wheat	52	11%	11%	723	No	No	----

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$9,650. Ranking: **9**

TELEVISION ADVERTISING

Television advertising exposure: Ranking: **20**

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
0	1	0.3	1	0.5

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

INTERNET MARKETING

Child-targeted website exposure: Ranking: **10**

► Chex.com

Child-targeted banner ad exposure: 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
5.9	11.3	1.2	2.6

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

IN-STORE MARKETING*

Total share of shelf: 2.24% Ranking: **5**

In-store displays and promotions: Ranking: **17**

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
91%	13.3	20%	3.0	60%	10.2

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 13**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.9	0.0%	0	71.4%

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

Child engagement features on the box **Ranking: 29**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
0.0%	0.0	14.3%	0.0%

*From 10/08 to 3/09

Key Developments:

► **April 2008** – General Mills launches new Rice Chex, reformulated to be gluten-free.

► **June 2009** – General Mills launches new Corn Chex, Honey Nut Chex, Chocolate Chex, Strawberry Chex, and Cinnamon Chex, all reformulated to be gluten-free.

Cinnamon Toast Crunch FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: **14**

Cinnamon Toast Crunch earns one of the lowest nutrition scores. However, it is among the brands that markets most to children: children see more television ads for Cinnamon Toast Crunch than any other cereal and it ranks among the top quartile of cereals for share of shelf and in-store marketing. The brand is featured in banner ads as well. Despite its low nutrition ranking, Cinnamon Toast Crunch has one of the highest rates of health features on its packaging.

Nutrition Facts:

Overall Nutrition Score: 36.6 Ranking: **38 of 48**

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Reduced Sugar	58	7%	10%	567	No	Sucralose	Yes
(Regular)	36	32%	3%	710	No	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$16,134.70 . . Ranking: **6**

TELEVISION ADVERTISING

Television advertising exposure: Ranking: **1**

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
75	82	4.0	39	2.0

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

INTERNET MARKETING*

Child-targeted website: None

Child-targeted banner ads: Appeared in Millsberry.com banner ads

IN-STORE MARKETING*

Total share of shelf: 1.47% Ranking: **11**

In-store displays and promotions: Ranking: **8**

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
95%	7.7	33%	1.6	68%	3.0

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: **7**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.7	0.0%	0	83.3%

Child engagement features on the box Ranking: **17**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
50.0%	1.0	50.0%	50.0%

Cocoa Puffs FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *32*

Cocoa Puffs earns a low nutrition score but has the fourth highest television advertising exposure among children of any brand. It hosts a child-targeted website, and is one of the highest-ranked brands for child engagement features on its packaging.

Nutrition Facts:

Overall Nutrition Score: 38.6 Ranking: 31 of 43

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Combos	40	41%	4%	593	No	No	Yes
(Regular)	38	44%	4%	556	No	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$8,836.15 . . . Ranking: 11

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 4

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
63	68	7.1	29	3.1

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

INTERNET MARKETING*

Child-targeted website exposure: CuckooShow.com*

Child-targeted banner ads: None

* Due to low volume, no exposure data available.

IN-STORE MARKETING*

Total share of shelf: 1.22% Ranking: 16

In-store displays and promotions: Ranking: 12

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
96%	5.2	25%	2.5	66%	3.9

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: 12

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.8	0.0%	0	100.0%

Child engagement features on the box Ranking: 4

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	2.0	0.0%	83.3%

*From 10/08 to 3/09

Key Developments:

- **March 2009** – General Mills launches a “Win Cash” promotion on many of its child-targeted cereal brands, including Cocoa Puffs, in which participants may find gift cards in specially marked boxes.

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

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.

Honey Nut Cheerios FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *16*

Honey Nut Cheerios has the second highest advertising spending of any brand, surpassed only by the other Cheerios brand. It also ranks second in television advertising to children. Honey Nut Cheerios has a strong internet presence, with its own website, high numbers of banner ads, and presence on roughly 80% of pages on Millsberry.com, the General Mills child-targeted cereal gaming website. The brand targets both children and adults through separate campaigns, and includes high levels of both health features and child features on the brand's packaging.

Nutrition Facts:

Overall Nutrition Score: 44.0 Ranking: 22 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Honey Nut	44	32%	7%	679	No	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$74,714.24 . . Ranking: 2

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 2

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
73	80	2.4	43	1.4

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

INTERNET MARKETING

Child-targeted website exposure: HoneyNutCheerios.com*

► HoneyNutCheerios.com*

Child-targeted banner ad exposure: Ranking: 6

* Due to low volume, no exposure data available.

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of advs on youth website
2,757	3.6	93%

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

IN-STORE MARKETING*

Total share of shelf: 1.93% Ranking: 9

In-store displays and promotions: Ranking: 9

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
96%	7.5	39%	1.7	70%	2.8

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: 3

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.8	75.0%	1.3	100.0%

Child engagement features on the box Ranking: 7

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	1.6	37.5%	37.5%

*From 10/08 to 3/09

Key Developments:

- ▶ **March 2009** – General Mills launches a “Win Cash” promotion on many of its cereal brands, including Honey Nut Cheerios, in which participants may find gift cards in specially marked boxes.
- ▶ **June 2009** – Honey Nut Cheerios launches its “Sweet Rewards Giveaway” sweepstakes, in which participants can go online and enter codes from specially marked Honey Nut Cheerios boxes to instantly win \$5 cash.
- ▶ **July 2009** – General Mills announces plans to significantly increase ad spending, including a campaign to target Hispanic consumers for Honey Nut Cheerios.

Lucky Charms FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *5*

Lucky Charms earns the worst combined nutrition and marketing score, with the fourth-lowest nutrition ranking and possibly heaviest overall marketing. It ranks third in both television and banner ad exposure; maintains its own website in addition to appearing on roughly 80% of General Mills's Millsberry.com gaming website pages; and boasts the most combined health and child engagement features on its packaging.

Nutrition Facts:

Overall Nutrition Score: 36.0 Ranking: 40 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
(Regular)	36	41%	4%	704	Yellows 5 & 6, Blue 1, Red 39	No	Yes
Chocolate	36	43%	4%	571	Yellows 5 & 6 Blue 1, Red 40	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$12,189.56 . . Ranking: 7

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 3

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
71	78	7.1	33	3.1

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

INTERNET MARKETING*

Child-targeted website: LuckyCharms.com*

Child-targeted banner ad exposure: Ranking: 3

* Due to low volume, no exposure data available.

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of adviews on youth website
7,369	3.9	87%

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

IN-STORE MARKETING*

Total share of shelf: 1.38% Ranking: 13

In-store displays and promotions: Ranking: 18

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%	6.6	23%	1.6	60%	2.7

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: 3

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.8	0.0%	0	100.0%

Child engagement features on the box Ranking: 2

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	1.8	25.0%	100.0%

*From 10/08 to 3/09

Key Developments:

- **June 2008** – General Mills revamps Lucky Charms and states in a press release: “Lucky [the Leprechaun] Announces the Power to Control Time with New Marshmallow Charm in Lucky Charms.”
- **March 2009** – General Mills launches a “Win Cash” promotion on many of its child-targeted cereal brands, including Lucky Charms, in which participants may find gift cards in specially marked boxes.
- **April 2009** – General Mills launches “Lucky's Big News” sweepstakes, offering one winner the chance to appear as an animated figure in a Lucky Charms television commercial.

Reese's Puffs FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *32*

Reese's Puffs earns the lowest nutrition score among all child-targeted brands, yet ranks among the top 10 cereals with most on-package health features and has high child exposure to both its television and banner advertising. The brand maintains a presence both on General Mills's gaming website, Millsberry.com, and on its own website, where it taps strongly into hip-hop culture to market a "cool" image to children. Reese's Puffs TV ads also feature only African American actors.

Nutrition Facts:

Overall Nutrition Score: 34.0 Ranking: 43 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Reese's Puffs	34	41%	3%	621	Red 40, Yellows 5 & 6, Blue 1	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$7,208.01 . . . Ranking: 15

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 9

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
47	52	7.1	22	3.1

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

INTERNET MARKETING*

Child-targeted website: Ranking: 5

➤ ReesesPuffs.com

Child-targeted banner ad exposure: Ranking: 2

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
27.0	17.7	1.1	3.6

*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
4,382	13.8	83%

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

IN-STORE MARKETING*

Total share of shelf: 0.81% Ranking: 20

In-store displays and promotions: Ranking: 22

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
93%	3.3	11%	1.1	45%	2.5

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 8**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.5	0.0%	0	75.0%

Child engagement features on the box **Ranking: 18**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
75.0%	1.0	0.0%	75.0%

**From 10/08 to 3/09*

Trix FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *19*

Trix receives a very low nutrition score, but markets heavily to children on television and the internet. It ranks fifth in television advertising and fourth in banner ad exposure. Trix maintains a child-targeted website, and is present on roughly 80% of the pages on Millsberry.com, General Mills's gaming website. Notably, Trix also boasts the most child engagement features on its packaging.

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
Trix	38	38%	3%	563	Red 40, Yellow 6, Blue 1	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$7.836.10 . . . Ranking: **13**

TELEVISION ADVERTISING

Television advertising exposure: Ranking: **5**

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
55	58	7.0	25	3.0

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

INTERNET MARKETING*

Child-targeted website: SillyRabbit.com*

Child-targeted banner ad exposure: Ranking: **4**

* Due to low volume, no exposure data available.

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of adviews on youth website
3,918	3.1	89%

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

IN-STORE MARKETING*

Total share of shelf: 0.97% Ranking: **17**

In-store displays and promotions: Ranking: **16**

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%	3.8	30%	1.9	60%	2.7

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: **10**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.9	0.0%	0	100.0%

Child engagement features on the box Ranking: **1**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	2.0	37.5%	100.0%

*From 10/08 to 3/09

Key Developments:

- ▶ **March 2009** – General Mills launches a “Win Cash” promotion on many of its child-targeted cereal brands, including Trix, in which participants may find gift cards in specially marked boxes.
- ▶ **August 2009** – General Mills introduces Trix Swirls, a limited-edition Trix cereal featuring pieces with “2 FRUITY Colors in Every Puff!”