

Honey Nut Cheerios FACTS

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

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
<i>Honey Nut</i>	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 *				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult 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**

*Due to low volume, no exposure data available

Child-targeted banner ad exposure:

Ranking: 6

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of adviews on youth website
2,757	3.6	93%

* From 10/01/08 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 display	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