

Honeycomb FACTS

Company: **Post** ■ Marketed directly to children: **Yes** ■ FACTS Index: **58**

Honeycomb is one of the lower sugar cereals advertised to children directly, although its overall nutrition score is poor. The cereal is advertised to children on television and the internet. Honeycomb's child-targeted website, Bee-boy.com, features its branded spokes-character Beeboy. It is also promoted extensively on Postopia.com, Post's child-targeted website. Honeycomb's packaging contains Post Tokens, which children can use to access games and activities on the Postopia website.

Nutrition Facts:

Overall Nutrition Score: 46.0 Ranking: 16 of 43

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
(Regular)	46	31%	6%	563	Yellow 5	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$4,674.80 . . . Ranking: 17

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 12

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
33	40	6.3	18	3.1

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

INTERNET MARKETING*

Child-targeted website: Beeboy.com* and Postopia.com

Child-targeted banner ad exposure: Appeared in Postopia.com banner ads

* Due to low volume, no exposure data available.

IN-STORE MARKETING*

Total share of shelf: 0.69% Ranking: 21

In-store displays and promotions: Ranking: 23

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
92%	2.7	18%	1.4	44%	2.6

*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%	2.0	0%	0	0%

Child engagement features on the box Ranking: 9

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100%	1.0	0%	100%

*From 10/08 to 3/09

Key Developments:

- ▶ **August 2008** – *Media Magazine* names Honeycomb Cereal's Big Summer of Fun radio campaign for tweens as a finalist for its 2008 Creative Media Awards.
- ▶ **May 2009** – Honeycomb has a sweepstakes to win sleepovers at the Smithsonian National Air and Space Museum and glow in the dark T-shirts. The sweepstakes was in conjunction with Destination DC and the movie *Night at the Museum: Battle of the Smithsonian*.
- ▶ **July 2009** – Honeycomb launches a new promotion, the Hoppin Honeycomb Hive Tour. Honeycomb games and samples will be given out at festivals and Six Flags across the country.