

Kellogg FACTS

Child Brands: 6 ■ Family Brands: 4

Kellogg is the second largest cereal marketer, using the television, Internet and supermarkets to reach parents and children. Kellogg appears to be shifting its advertising away from children and towards parents, especially for its Mini-Wheats and Rice/Cocoa Krispies brands. However, Kellogg launched several engaging advergame websites for its child brands which indicates that the company may be focusing its child marketing online. As the number one marketer in supermarkets, Kellogg's strategy appears to be to push its brands at the point-of-sale through displays and promotions. Interestingly, since the analysis Kellogg has increased the number of ingredient and health claims on its brands' packaging, most likely in an effort to compete with the abundance of General Mills' front-of-package claims.

Nutrition Facts:

Overall Nutrition Score: 51.6 Ranking: 3 of 9

Marketing Facts:

Total advertising spending (\$000): \$159,214. . . . 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
205	227	1.9	145	1.3

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

INTERNET MARKETING

Child-targeted website exposure: No child-targeted company website; Kellogg's child cereal brands have individual websites for children, including AppleJacks.com; CornPops.com; FrootLoops.com; FrostedFlakes.com; and FrostedMiniWheats.com.

Child-targeted banner ad exposure: None

IN-STORE MARKETING*

Total share of shelf: 14.7% Ranking: 2

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
100%	54.5	71%	9.5	99%	33.3

*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
28%	1.3	2%	1.0	28%

Child engagement features on the box Ranking: 3

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
67%	1.2	47%	12%

*From 10/08 to 3/09

Key Developments:

- **February 2008** – Kellogg debuts new cereal line-up: Special K Cinnamon Pecan, All-Bran Strawberry Medley, Frosted Flakes Gold, Animal Planet Wild Animal Crunch (in partnership with the Animal Planet) and Mini-Wheats Unfrosted.
- **July 2008** – Kellogg releases DreamWorks Kung Fu Panda Crunchers cereal for a limited time.
- **August 2008** – The Children's Advertising Review Unit rules that Kellogg has sufficient evidence to support the claim that Frosted Flakes' provides "long-lasting energy."
- **October 2008** – Kellogg reports double digit increase in third quarter due to \$1 billion increase in marketing over the year.
- **November 2008** – Kellogg adds Diabetes-Friendly Seal to several cereal boxes.
- **January 2009** – Kellogg releases Hannah Montana and Disney High School Musical cereals.
- **January 2009** – Kellogg increases price of cereal due to higher commodity costs.
- **January 2009** – Kellogg tests new space-saving cereal box.
- **February 2009** – Kellogg launches Disney Magical Memories and Indiana Jones promotions.
- **April 2009** – Kellogg charged by FTC for falsely advertising the benefits of Frosted Mini-Wheats by claiming the cereal improves children's attentiveness by 20%; settled with consent agreement.
- **April 2009** – Kellogg donates a day's worth of cereal to Feeding America.
- **April 2009** – Kellogg introduces Wake Up and Feel Good Earth Day promotion and Star Trek promotion.
- **June 2009** – Kellogg gives \$5 worth of cereal coupons to anyone who donates at least \$5 online to Feeding America. Announces partnership with Katalyst Media to fight hunger; will release online video to raise awareness about hunger in the U.S.
- **July 2009** – Kellogg announces it will add fiber to most of its cereals, starting with fiber-enhanced Froot Loops and Apple Jacks.
- **July 2009** – Kellogg adds Fuel for School promotion which encourages consumers to purchase Kellogg products for kids to take to school.
- **August 2009** – Kellogg's adds vitamins to Rice and Cocoa Krispies; claims cereal helps support immunity on front of packaging.
- **September 2009** – Kellogg expands the W.K. Kellogg Institute for Food and Nutrition Research for global product development and research.
- **November 2009** – Kellogg announces it will discontinue Rice and Cocoa Krispies' packaging which claims to support immunity after much public criticism.

Kellogg Unadvertised FACTS

Child Brands: *Disney High School Musical, Hannah Montana*
 Family Brands: *Cookie Crunch, Honey Smacks, Smorz*

Kellogg's unadvertised child and family cereals have low to average nutrition scores, and some contain food dyes. These five brands did not advertise on television or the internet, and did not have any individual brand websites. They were found in a small percentage of stores nationwide and rarely marketed in supermarkets. The one exception was Honey Smacks, which is found in approximately eighty-five percent of stores and ranks in the top half of brands for in-store marketing. Kellogg may be phasing out the same unhealthy children's cereals that had been marketed heavily to children. However, these cereals do appear on Kellogg's CBBB list of "better-for-you products" that are approved to be marketed to children, indicating that the company may advertise these cereals to children in the future.

Nutrition Facts:

NUTRITION OVERVIEW*								
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved	Ranking (out of 43)
Cookie Crunch	40	40%	3%	567	Red 40, Yellow 5 & 6, Blue 1	No	Yes	28
Disney High School Musical	42	31%	3%	586	Red 40, Yellow 5 & 6	No	Yes	27
Hannah Montana	54	30%	3%	133	No	No	Yes	5
Honey Smacks	46	56%	4%	185	No	No	----	16
Smorz	38	43%	3%	467	Red 40, Yellow 5 & 6, Blue 1	No	----	32

*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

SHELF SPACE*				
Cereal	Total share of shelf	% stores stocking	Avg # facings per store	Ranking
Cookie Crunch	0.13%	33%	1.5	33
Disney High School Musical	0.12%	31%	1.4	34
Hannah Montana	0.18%	44%	1.5	31
Honey Smacks	0.55%	85%	2.4	25
Smorz	0.10%	16%	2.2	37

*From 05/09 to 06/09

IN-STORE MARKETING continued

IN-STORE MARKETING*					
Cereal Brand	Diaplays		Promotions		Ranking
	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store	
Cookie Crunch	1%	3.0	16%	1.6	28
Disney High School Musical	1%	1.0	14%	2.9	33
Hannah Montana	2%	1.0	15%	2.5	32
Honey Smacks	11%	1.3	62%	2.4	15
Smorz	1%	1.0	13%	2.1	35

*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
Cookie Crunch	0%	0.0	0%	0	0%	33
Honey Smacks	0%	0.0	0%	0	67%	27

CHILD ENGAGEMENT FEATURES ON THE BOX					
Cereal	Child Features		Promotions	Game URLs	
	% of boxes	Features per box	% of boxes	% of boxes	Ranking
Cookie Crunch	100%	2.0	0%	0%	9
Honey Smacks	100%	1.0	0%	0%	21

Apple Jacks FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **52**

Apple Jacks, a cereal with low nutrition and food dyes, is advertised to children on television and is the most heavily marketed Kellogg's cereal brand on the Internet. Its website AppleJacks.com contains highly engaging webisodes and advergames that appeal to a large number of youth, especially 12-17 year-olds. Apple Jacks was also one of the top four cereal brands marketed within stores, relying heavily on supermarket displays and promotions to drive sales. Apple Jack's packaging contained child features but no health or ingredient claims at the time of the analysis. However, Apple Jacks has since been reformulated to contain fiber, an ingredient now advertised on the brands' packaging.

Nutrition Facts:

Overall Nutrition Score: 40.0 Ranking: 29 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Apple Jacks	40	43%	4%	482	Yellow 6, Blue 1, Red 40	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$6,915.02 . . . Ranking: 16

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 13

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
32	35	6.5	15	2.9

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

INTERNET MARKETING

Child-targeted website exposure: Ranking: 3
 ➤ AppleJacks.com

Child-targeted banner ad exposure: Ranking: 6

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
44.7	32.4	1.2	3.2

*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
6,508	2.9	46%

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

IN-STORE MARKETING*

Total share of shelf: 1.27% Ranking: 15

In-store displays and promotions: Ranking: 3

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%	4.8	52%	1.7	79%	3.3

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 31**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
0.0%	0	0.0%	0	33%

Child engagement features on the box **Ranking: 16**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
67%	1.25	50%	33%

**From 10/08 to 3/09*

Key Developments:

► **January 2009** – Apple Jacks launches new child-targeted web site (AppleJacks.com)

► **July 2009** – Apple Jacks adds fiber to its cereal; puts fiber claim on its packaging

Corn Pops FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **40**

Corn Pops is ranked as the second worst cereal brand nutritionally, yet it is marketed heavily to children. Corn Pops ranks in the top ten for both television and internet advertising exposure among children, as well as for the use of child-targeted banner ads online. Its fun and engaging website, CornPops.com, is visited most often by children ages 2-11. Corn Pops is also one of the most heavily marketed brands within supermarkets, using displays and promotions to drive sales. While no health claims appear on Corn Pops' packaging, it does contain promotions and child features.

Nutrition Facts:

Overall Nutrition Score: 35.8 Ranking: 42 of 43

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Chocolate Peanut Butter	30	37%	4%	778	No	No	---
(Regular)	36	41%	0%	379	No	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$9,289.50 . . . Ranking: 10

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 10

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
39	44	4.7	27	3.0

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

INTERNET MARKETING*

Child-targeted website exposure: Ranking: 6

► CornPops.com

Child-targeted banner ad exposure: Ranking: 8

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
21.4	11.1	1.1	2.2

*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
4,641	2.6	36%

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

IN-STORE MARKETING*

Total share of shelf: 1.43% Ranking: 12

In-store displays and promotions: Ranking: 4

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%	7.6	45%	1.9	86%	3.1

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 31**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
0.0%	0	0.0%	0	33%

Child engagement features on the box **Ranking: 20**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
17%	1.0	100%	0%

**From 10/08 to 3/09*

Key Developments:

► **January 2008** – Corn Pops releases Grab’N Go Cereal Packs (since discontinued)

► **May 2009** – Corn Pops launches new child-targeted web site (CornPops.com)

Froot Loops FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **43**

Froot Loops have poor nutrition overall, and some varieties contain food dyes. Froot Loops is advertised to children on television and also heavily on the Internet, using banner ads to lure children to its advergame website, FrootLoops.com. Froot Loops is also the second most heavily marketed cereal brand in the supermarket, appearing in displays and promotions in over 90% of stores. All of Froot Loops' packages contain child engagement features, and a majority have ingredient claims and promotions. Since the analysis, Froot Loops has been reformulated to contain fiber, an ingredient claim now also featured 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
Fruity Golden Bars	38	41%	3%	465	Red 40, Yellow 5 & 6, Blues 1 & 2	No	Yes
Marshmallows	38	53%	3%	367	Red 40, Yellow 5 & 6, Blues 1 & 2	No	---
Reduced Sugar	42	31%	3%	563	Red 40, Yellow 6, Blues 1 & 2	No	Yes
(Regular)	38	41%	3%	466	Red 40, Yellow 6, Blues 1 & 2	No	Yes
Smoothie	38	39%	4%	429	Red 40, Yellow 6, Blues 1 & 2	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$8,605.90 . . Ranking: **12**

TELEVISION ADVERTISING

Television advertising exposure: Ranking: **11**

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
40	43	6.4	18	2.8

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

INTERNET MARKETING*

Child-targeted website exposure: Ranking: **4**

► FrootLoops.com

Child-targeted banner ad exposure: Ranking: **7**

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
42.7	17.2	1.3	1.6

*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
3,072	2.6	81%

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

IN-STORE MARKETING*

Total share of shelf: 1.94% **Ranking: 8**

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
96%	14.4	57%	2.0	90%	3.8

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 25**

Child engagement features on the box **Ranking: 6**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
71%	0.7	0%	0	14%

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100%	1.3	43%	71%

*From 10/08 to 3/09

Key Developments:

➤ **January 2008** – Froot Loops releases new Grab'N Go Cereal Packs (since discontinued)

➤ **July 2009** – Froot Loops adds fiber to cereal; puts fiber claim on its cereal boxes

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

Mini-Wheats FACTS

Company: **Kellogg** ■ Marketed directly to children: **No** ■ FACTS Index: **90**

Mini-Wheats has the highest overall nutrition score among all child and family cereal brands; however, some of its varieties contain food dyes and/or artificial sweeteners. Mini-Wheats is the only cereal brand that would be allowed to advertise to children in the UK. This brand is one of the top cereal marketers, spending the third greatest amount on advertising; however, the brand markets directly to parents, not to children. Mini-Wheats has a high presence in supermarkets, occupying the second largest amount of shelf space and using displays and promotions to drive sales.

Nutrition Facts:

Overall Nutrition Score: 72.0 Ranking: 1 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Frosted/Big Bite	74	20%	10%	10	No	No	Yes
Frosted/Bite Size	74	20%	10%	8	No	No	Yes
Frosted/Blueberry Muffin	70	23%	10%	0	Red 40 Lake, Blue 2 Lake	Sorbitol	Yes
Frosted/Cinnamon Streusel	70	23%	10%	0	Red 40, Yellow 5 & 6, Blues 1	No	Yes
Frosted/Maple & Brown Sugar	70	25%	10%	0	No	Sorbitol	Yes
Frosted/Strawberry Delight	70	23%	10%	0	Red 40, Blue 1 & 2	Sorbitol	Yes
Unfrosted/Bite Size	82	2%	10%	17	No	No	Yes
Little Bites Chocolate	56	22%	11%	491	No	Sorbitol	Yes
Little Bites Honey Nut	70	22%	11%	364	Yellow 5 Lake, Red 40 Lake, Blue 1 Lake	Sorbitol	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$59,232. Ranking: 3

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 17

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
13	17	0.4	27	0.7

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

INTERNET MARKETING

Child-targeted website: FrostedMiniWheats.com*

*Due to low volume, no exposure data available

Child-targeted banner ad exposure: None

IN-STORE MARKETING*

Total share of shelf: 3.90% Ranking: 2

In-store displays and promotions: Ranking: 6

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%	19.3	28%	5.1	83%	15.6

*From 05/09 to 06/09

PRODUCT PACKAGING*Health features on the box **Ranking: 23**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
50%	0.8	0%	0	25%

Child engagement features on the box **Ranking: 26**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
25%	1.0	44%	0%

*From 10/08 to 3/09

Key Developments:

- **February 2008** – Mini-Wheats announces release of new Mini-Wheats Unfrosted Cereal
- **July 2008** – Mini-Wheats releases Frosted Mini-Wheats Blueberry Muffin cereal
- **January 2009** – Mini-Wheats introduces Frosted Mini-Wheats Little Bites in Chocolate and Honey Nut flavors
- **March 2009** – Mini-Wheats launches new web site (FrostedMiniWheats.com) and teams up with MSN for a mother-targeted web site (MomsHomeroom.msn.com)
- **April 2009** – Mini-Wheats is charged by the FTC for falsely advertising that it improves children's attentiveness by 20%; settles charges with consent agreement

Rice/Cocoa Krispies FACTS

Company: **Kellogg** ■ Marketed directly to children: **No** ■ FACTS Index: **54**

Rice Krispies' cereals range in nutritional quality, from the high-sugar Cocoa Krispies Choconilla to the fiber-filled Jumbo Multi-Grain Krispies. Rice Krispies is one of the top five cereal marketers, but its advertising is targeted to parents, not children, and conveys messages of family bonding. Rice Krispies occupies the fourth largest amount of shelf space in supermarkets, and its packaging did not contain ingredient or health claims at the time of the analysis. However, Rice Krispies reformulated its cereals to contain more vitamins and now claims on its boxes to support immunity. Kellogg recently announced the discontinuation of this packaging.

Nutrition Facts:

Overall Nutrition Score: 43.6 Ranking: 26 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Jumbo Multi-Grain	56	30%	11%	630	No	No	Yes
Rice Krispies (Regular)	44	12%	0%	667	No	No	Yes
Cocoa Krispies (Choconilla)	34	40%	0%	533	No	No	----
Cocoa Krispies (Regular)	40	39%	3%	516	No	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$37,791.20 . . Ranking: 4

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 18

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
11	13	0.4	20	0.7

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

INTERNET MARKETING

Child-targeted website: None

Child-targeted banner ad exposure: None

IN-STORE MARKETING*

Total share of shelf: 2.5% Ranking: 4

In-store displays and promotions: Ranking: 7

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%	15.0	45%	2.6	82%	5.8

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 30**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
0%	0.0	0%	0	44%

Child engagement features on the box **Ranking: 19**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100%	1.0	44%	0%

**From 10/08 to 3/09*

Key Developments:

- **April 2008** – Rice Krispies releases Childhood Is Calling report for parents
- **May 2008** – Rice Krispies celebrates its 80th anniversary
- **July 2008** – Rice Krispies unveils new web site (RiceKrispies.com) which uses search technology for its brand building initiatives
- **February 2009** – Rice Krispies introduces new Jumbo Multi-Grain Krispies
- **August 2009** – Rice Krispies claims to “Support Your Child’s Immunity” because it contains 25% of the recommended daily values of vitamin A, B, C and E
- **October 2009** – Rice Krispies receives public criticism for its “Immunity” claim; San Francisco City Attorney requests Kellogg to provide scientific evidence to prove the claim
- **November 2009** – Kellogg announces that it will discontinue its Rice Krispies packing that claims to boost children’s immunity