

# 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	<b>28</b>
Disney High School Musical	42	31%	3%	586	Red 40, Yellow 5 & 6	No	Yes	<b>27</b>
Hannah Montana	54	30%	3%	133	No	No	Yes	<b>5</b>
Honey Smacks	46	56%	4%	185	No	No	----	<b>16</b>
Smorz	38	43%	3%	467	Red 40, Yellow 5 & 6, Blue 1	No	----	<b>32</b>

\*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	<b>33</b>
Disney High School Musical	0.12%	31%	1.4	<b>34</b>
Hannah Montana	0.18%	44%	1.5	<b>31</b>
Honey Smacks	0.55%	85%	2.4	<b>25</b>
Smorz	0.10%	16%	2.2	<b>37</b>

\*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
Cookie Crunch	1%	3.0	16%	1.6	<b>28</b>
Disney High School Musical	1%	1.0	14%	2.9	<b>33</b>
Hannah Montana	2%	1.0	15%	2.5	<b>32</b>
Honey Smacks	11%	1.3	62%	2.4	<b>15</b>
Smorz	1%	1.0	13%	2.1	<b>35</b>

\*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%	<b>33</b>
Honey Smacks	0%	0.0	0%	0	67%	<b>27</b>

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%	<b>9</b>
Honey Smacks	100%	1.0	0%	0%	<b>21</b>