

Kellogg Company FACTS: Child Brands

Child Brands: Apple Jacks, Corn Pops, Froot Loops, Frosted Flakes, Rice or Cocoa Krispies

Kellogg ranked second best nutritionally. The company's portfolio of child brands changed slightly from 2008. Kellogg discontinued Disney High School Musical and Hannah Montana cereals and started marketing Rice or Cocoa Krispies directly to children through advergaming on its website. A few new varieties were introduced, including Gluten Free Rice Krispies, the number one child brand in terms of nutrition. The company markets heavily, ranking second highest for its practices.

Nutrition Facts:

Overall Nutrition Score: 58

Company Ranking: 2 of 9

Cereal	Overall nutrition score	Serving size (g)	Sugar (g)	Fiber (g)	Sodium (mg)	CFBAI approved*
Apple Jacks	44	28	12	1	130	✓
Corn Pops	50	32	10	3	125	✓
Froot Loops						✓
Original	42	29	12	3	135	
Marshmallows	44	29	14	2	110	
Frosted Flakes						✓
Original	42	30	11	1	140	
Reduced Sugar	52	30	8	3	160	
Rice or Cocoa Krispies**						✓
Original	52	33	4	1	190	
Cocoa	42	31	12	1	130	
Frosted Krispies	38	30	12	0	110	
Rice Krispies Treats	38	30	9	0	170	
Gluten Free	64	30	1	1	180	

*April 2012

**Only Rice Krispies is listed as CFBAI approved

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Marketing Facts:

Company Ranking: 2 of 4

Advertising spending and TV ad exposure: 2011

Cereal	Advertising spending (000)			Average number of ads viewed			Child:adult targeted ratio
	Total	Television	Other media	2-5 years	6-11 years	12-17 years	
Apple Jacks	\$4,872	\$2,169	\$2,704	8	9	4	6.1
Corn Pops	\$2,730	\$2,561	\$170	9	12	7	5.1
Froot Loops	\$35,714	\$28,156	\$7,558	49	60	28	3.4
Frosted Flakes	\$40,594	\$40,078	\$516	40	51	34	2.0
Rice or Cocoa							
Krispies	\$24,454	\$11,676	\$12,778	3	3	4	0.4

Other media exposure: 2011

Cereal	Internet advertising (monthly average)		Ad views on youth websites (000)	Social media		
	Website unique visitors (000)			Facebook likes	Twitter followers	YouTube views
	2-11 years	12-17 years				
Apple Jacks	116.2	58.8	9,476			
Corn Pops	59.5	21.6	1,756			
Froot Loops	161.9	54.5	17,658			
Frosted Flakes	28.5	15.8	10,158	299,593		
Rice or Cocoa						
Krispies	5.3	17	4,843	24,150		