

Kellogg Company FACTS: Family Brands

Child Brands: Honey Smacks, Mini-Wheats, Smorz

Kellogg ranked second best in terms of overall nutrition. The company's family brands changed slightly from 2008. Both Mini-Swirlz and Cookie Crunch cereals were discontinued and Kellogg began marketing Rice and Cocoa Krispies as a child brand, through advergames on its website. A few new varieties were introduced, including Frosted Mixed Berry Mini-Wheats with fruit in the center. 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*
Honey Smacks	48	27	15	1	40	
Mini-Wheats	54 to 82	54 to 58	0 to 12	6 to 8	0 to 210	✓
Smorz	40	30	13	1	135	

*April 2012

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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	
Mini-Wheats	\$53,903	\$43,131	\$10,769	12	14	21	0.4

Other media exposure: 2011

Cereal	Internet advertising (monthly average)			Social media		
	Website unique visitors (000)		Ad views on youth websites	Facebook likes	Twitter followers	YouTube views
	2-11 years	12-17 years	000			
Mini-Wheats	1.0	7.3	1,549	144,934		