

Life FACTS

Company: *Quaker* ■ Marketed directly to children: **No** ■ FACTS Index: **70**

Life cereal is one of the healthier cereals marketed to families. Life is ranked as one of the top ten cereals in terms of both advertising spending and supermarket shelf space, although children and teens see fewer than 10 ads per year. The cereal does not have child engagement features on its packaging.

Nutrition Facts:

Overall Nutrition Score: 52.8 **Ranking: 7 of 43**

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Cinnamon	52	25%	6%	469	Yellows 5 & 6, Red 40, Blue 1	No	----
Maple & Brown Sugar	52	25%	6%	469	Yellows 5 & 6	No	----
(Regular)	54	19%	6%	500	Yellows 5 & 6	No	----

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$11,520.20 . . **Ranking: 8**

TELEVISION ADVERTISING

Television advertising exposure: **Ranking: 19**

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
3	4	0.5	6	0.8

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

INTERNET MARKETING

Child-targeted website: None

Child-targeted banner ads: None

IN-STORE MARKETING*

Total share of shelf: 2.10% **Ranking: 7**

In-store displays and promotions: **Ranking: 13**

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%	8.7	32%	3.5	66%	8.1

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 16**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100%	1.6	78%	0.8	0%

Child engagement features on the box **Ranking: 30**

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

*From 10/08 to 3/09