

# Lucky Charms *FACTS*

Company: *General Mills*  
 Marketed directly to children: *YES*  
 FACTS Index: *0*

## NUTRITION FACTS:

Overall Nutrition Score: *36.0*

**Ranking: 40 of 43**

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>(Regular)</i>	<i>36</i>	<i>41%</i>	<i>4%</i>	<i>704</i>	<i>Yellows 5 &amp; 6, Blue 1, Red 39</i>	<i>No</i>	<i>Yes</i>
<i>Chocolate</i>	<i>36</i>	<i>43%</i>	<i>4%</i>	<i>571</i>	<i>Yellows 5 &amp; 6, Blue 1, Red 40</i>	<i>No</i>	<i>Yes</i>

\*As of May 31, 2009

## MARKETING FACTS:

Total advertising spending (\$000): *\$12,189.56*

**Ranking: 7**

## TELEVISION ADVERTISING

Television advertising exposure:

**Ranking: 3**

Average Ads Viewed by Age *				
Children			Adolescents	
2-5 years	6-11 years	Child to adult viewing ratio	12-17 years	Teen to adult viewing ratio
<i>71</i>	<i>78</i>	<i>7.1</i>	<i>33</i>	<i>3.1</i>

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

## INTERNET MARKETING\*

Child-targeted website exposure: *LuckyCharms.com\**

\* Due to low volume, no exposure data available.

Child-targeted banner ad exposure:

**Ranking: 3**

Banner Ad Exposure*		
Avg unique viewers per month (000)	Avg ads viewed per month	% of adviews on youth website
7,369	3.9	87%

\* From 10/01/08 to 3/31/09

**IN-STORE MARKETING\***

Total share of shelf: 1.38%

**Ranking: 13**

In-store displays and promotions:

**Ranking: 18**

Shelf Space		Displays		Promotions	
% of stores stocking	Avg # facings per store	% stores with display	Avg # displays per store	% stores with promotions	Avg # promotions per store
97%	6.6	23%	1.6	60%	2.7

\* From 05/09 to 06/09

**PRODUCT PACKAGING\***

Health features on the box

**Ranking: 3**

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	2.8	0.0%	0	100.0%

Child engagement features on the box

**Ranking: 2**

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	1.8	25.0%	100.0%

\* From 10/08 to 3/09