

Lucky Charms FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *5*

Lucky Charms earns the worst combined nutrition and marketing score, with the fourth-lowest nutrition ranking and possibly heaviest overall marketing. It ranks third in both television and banner ad exposure; maintains its own website in addition to appearing on roughly 80% of General Mills's Millsberry.com gaming website pages; and boasts the most combined health and child engagement features on its packaging.

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
(Regular)	36	41%	4%	704	Yellows 5 & 6, Blue 1, Red 39	No	Yes
Chocolate	36	43%	4%	571	Yellows 5 & 6 Blue 1, Red 40	No	Yes

*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 AND DEMOGRAPHICS*				
Children			Adolescents	
2-5 years	6-11 years	Child/Adult viewing ratio	12-17 years	Teens/adults viewing ratio
71	78	7.1	33	3.1

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

INTERNET MARKETING*

Child-targeted website: LuckyCharms.com*

Child-targeted banner ad exposure: Ranking: 3

* Due to low volume, no exposure data available.

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of adviews on youth website
7,369	3.9	87%

*From 10/1/08 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 displays	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

Key Developments:

- **June 2008** – General Mills revamps Lucky Charms and states in a press release: “Lucky [the Leprechaun] Announces the Power to Control Time with New Marshmallow Charm in Lucky Charms.”
- **March 2009** – General Mills launches a “Win Cash” promotion on many of its child-targeted cereal brands, including Lucky Charms, in which participants may find gift cards in specially marked boxes.
- **April 2009** – General Mills launches “Lucky's Big News” sweepstakes, offering one winner the chance to appear as an animated figure in a Lucky Charms television commercial.