

# Post Company FACTS

Child Brands: 2 ■ Family Brands: 4

Post child cereals include Pebbles and Honeycomb. Post is tied as the company with the worst nutrition ranking. In addition to television advertising, Post markets its products extensively on Postopia.com. Post is also ranked as the company with the most child-engagement features on its packaging, averaging 1.7 per box.

## Nutrition Facts:

Overall Nutrition Score: 43.4 . . . . . **Ranking: 8 of 9**

## Marketing Facts:

Total advertising spending (\$000): \$12,606.80 . . **Ranking: 4**

## TELEVISION ADVERTISING

Television advertising exposure: None

## INTERNET MARKETING\*

Child-targeted website exposure: . . . . . **Ranking: 2**

► Postopia.com

WEBSITE EXPOSURE*			
Avg unique visitors per month Age 2-11 (000)	Avg unique visitors per month Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
154.4	110.3	2.0	15.2

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

Child-targeted banner ad exposure: . . . . . **Ranking: 9**

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of advIEWS on youth websites
775	2.9	34%

\*From 10/1/08 to 3/31/09

## IN-STORE MARKETING\*

Total share of shelf: 3.4% . . . . . **Ranking: 4**

In-store displays and promotions: . . . . . **Ranking: 4**

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
100%	12.6	30%	3.9	62%	10.6

\*From 05/09 to 06/09

## PRODUCT PACKAGING\*

Health features on the box . . . . . **Ranking: 8**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
42%	2.2	8.3%	1	8.3%

Child engagement features on the box . . . . . **Ranking: 1**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
75%	1.7	0%	75%

\*From 10/08 to 3/09

## Key Developments:

- ▶ **August 2008** – Ralcorp Holdings acquires Post from Kraft Foods.
- ▶ **January 2009** – Post launches the “Return to School Sweepstakes,” to win gift certificates to Publix supermarkets.
- ▶ **January 2009** – Post launches a new company website ([www.PostCereal.com](http://www.PostCereal.com)).
- ▶ **May 2009** – Post promotes a sweepstakes to win a sleepover at the Smithsonian on television, online and on 17 million cereal boxes. The sweepstakes was in conjunction with Destination DC and the movie Night at the Museum: Battle of the Smithsonian.
- ▶ **October 2009** – Post joins the Children’s Food and Beverage Advertising Initiative, pledging to only advertise “better-for-you” products to children.