

Quaker Company FACTS

Child Brands: *Cap'n Crunch* ■ Family Brands: *Life*

Quaker's child and family brands are Cap'n Crunch and Life. Life is one of the healthier cereals marketed to families. Cap'n Crunch is one of the least healthy cereals. It is not advertised on television, but it has a recently introduced child-targeted website, CapnCrunch.com.

Nutrition Facts:

Overall Nutrition Score: 44.0 **Ranking: 7 of 9**

Marketing Facts:

Total advertising spending (\$000): \$13,187.20 . . **Ranking: 3**

TELEVISION ADVERTISING

Television advertising exposure: **Ranking: 4**

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: 4.0% **Ranking: 3**

In-store displays and promotions: **Ranking: 3**

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%	15.8	41%	5.6	75%	14.2

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 7**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
50%	1.6	39%	1.0	0%

Child engagement features on the box **Ranking: 5**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
50%	2.0	0%	22%

*From 10/08 to 3/09

Key Developments:

- **January 2009** – Quaker launches a new company website (www.QuakerOats.com).
- **February 2009** – Quaker launches a sweepstakes with television show Top Chef where people can win a trip to New York City to compete in the Quickfire Challenge to create the tastiest Quaker dish.

- **March 2009** – Quaker launches its new marketing campaign “Go humans go” in Times Square, uniting all Quaker products under this one tagline.
- **March 2009** – Quaker repositions its business focus to emphasize the power of the whole grain oat.