

# Reese's Puffs FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *32*

Reese's Puffs earns the lowest nutrition score among all child-targeted brands, yet ranks among the top 10 cereals with most on-package health features and has high child exposure to both its television and banner advertising. The brand maintains a presence both on General Mills's gaming website, Millsberry.com, and on its own website, where it taps strongly into hip-hop culture to market a "cool" image to children. Reese's Puffs TV ads also feature only African American actors.

## Nutrition Facts:

Overall Nutrition Score: 34.0 . . . . . Ranking: 43 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Reese's Puffs	34	41%	3%	621	Red 40, Yellows 5 & 6, Blue 1	No	Yes

\*As of May 31, 2009

## Marketing Facts:

Total advertising spending (\$000): \$7,208.01 . . . Ranking: 15

### TELEVISION ADVERTISING

Television advertising exposure: . . . . . Ranking: 9

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
47	52	7.1	22	3.1

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

### INTERNET MARKETING\*

Child-targeted website: . . . . . Ranking: 5

➤ ReesesPuffs.com

Child-targeted banner ad exposure: . . . . . Ranking: 2

WEBSITE EXPOSURE*			
Avg unique visitors Age 2-11 (000)	Avg unique visitors Age 12-17 (000)	Avg times visited per month	Avg minutes per visit
27.0	17.7	1.1	3.6

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

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of adviews on youth website
4,382	13.8	83%

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

### IN-STORE MARKETING\*

Total share of shelf: 0.81% . . . . . Ranking: 20

In-store displays and promotions: . . . . . Ranking: 22

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
93%	3.3	11%	1.1	45%	2.5

\*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
100.0%	2.5	0.0%	0	75.0%

Child engagement features on the box . . . . . **Ranking: 18**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
75.0%	1.0	0.0%	75.0%

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