

# Rice Krispies *FACTS*

Company: Kellogg  
 Marketed directly to children: NO  
 FACTS Index: 54

## NUTRITION FACTS:

Overall Nutrition Score: 43.6

Ranking: 26 of 43

Nutrition Overview*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
<i>Jumbo Multi-Grain</i>	56	30%	11%	630	No	No	Yes
<i>Rice Krispies (Regular)</i>	44	12%	0%	667	No	No	Yes
<i>Cocoa Krispies (Choconilla)</i>	34	40%	0%	533	No	No	----
<i>Cocoa Krispies (Regular)</i>	40	39%	3%	516	No	No	Yes

\*As of May 31, 2009

## MARKETING FACTS:

Total advertising spending (\$000): \$37,791.20

Ranking: 4

## TELEVISION ADVERTISING

Television advertising exposure:

Ranking: 18

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
11	13	0.4	20	0.7

\*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: 2.5%

**Ranking: 4**

In-store displays and promotions:

**Ranking: 7**

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%	15.0	45%	2.6	82%	5.8

\* From 05/09 to 06/09

**PRODUCT PACKAGING\***

Health features on the box:

**Ranking: 30**

Ingredient Claims		Health Claims		Health URLs
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
0%	0.0	0%	0	44%

Child engagement features on the box:

**Ranking: 19**

Child Features		Promotions	Games URL
% of boxes	Features per box	% of boxes	% of boxes
100%	1.0	44%	0%

\* From 10/08 to 3/09