

Rice/Cocoa Krispies FACTS

Company: **Kellogg** ■ Marketed directly to children: **No** ■ FACTS Index: **54**

Rice Krispies' cereals range in nutritional quality, from the high-sugar Cocoa Krispies Choconilla to the fiber-filled Jumbo Multi-Grain Krispies. Rice Krispies is one of the top five cereal marketers, but its advertising is targeted to parents, not children, and conveys messages of family bonding. Rice Krispies occupies the fourth largest amount of shelf space in supermarkets, and its packaging did not contain ingredient or health claims at the time of the analysis. However, Rice Krispies reformulated its cereals to contain more vitamins and now claims on its boxes to support immunity. Kellogg recently announced the discontinuation of this packaging.

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
Jumbo Multi-Grain	56	30%	11%	630	No	No	Yes
Rice Krispies (Regular)	44	12%	0%	667	No	No	Yes
Cocoa Krispies (Choconilla)	34	40%	0%	533	No	No	----
Cocoa Krispies (Regular)	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 AND DEMOGRAPHICS*

Children		Adolescents		
2-5 years	6-11 years	Child/Adult viewing ratio	12-17 years	Teens/adults 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 ad exposure: 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 displays	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

Key Developments:

- **April 2008** – Rice Krispies releases Childhood Is Calling report for parents
- **May 2008** – Rice Krispies celebrates its 80th anniversary
- **July 2008** – Rice Krispies unveils new web site (RiceKrispies.com) which uses search technology for its brand building initiatives
- **February 2009** – Rice Krispies introduces new Jumbo Multi-Grain Krispies
- **August 2009** – Rice Krispies claims to “Support Your Child’s Immunity” because it contains 25% of the recommended daily values of vitamin A, B, C and E
- **October 2009** – Rice Krispies receives public criticism for its “Immunity” claim; San Francisco City Attorney requests Kellogg to provide scientific evidence to prove the claim
- **November 2009** – Kellogg announces that it will discontinue its Rice Krispies packing that claims to boost children’s immunity