

Froot Loops FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **43**

Froot Loops have poor nutrition overall, and some varieties contain food dyes. Froot Loops is advertised to children on television and also heavily on the Internet, using banner ads to lure children to its advergame website, FrootLoops.com. Froot Loops is also the second most heavily marketed cereal brand in the supermarket, appearing in displays and promotions in over 90% of stores. All of Froot Loops' packages contain child engagement features, and a majority have ingredient claims and promotions. Since the analysis, Froot Loops has been reformulated to contain fiber, an ingredient claim now also featured on its packaging.

Nutrition Facts:

Overall Nutrition Score: 38.0 Ranking: **33 of 43**

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Fruity Golden Bars	38	41%	3%	465	Red 40, Yellow 5 & 6, Blues 1 & 2	No	Yes
Marshmallows	38	53%	3%	367	Red 40, Yellow 5 & 6, Blues 1 & 2	No	---
Reduced Sugar	42	31%	3%	563	Red 40, Yellow 6, Blues 1 & 2	No	Yes
(Regular)	38	41%	3%	466	Red 40, Yellow 6, Blues 1 & 2	No	Yes
Smoothie	38	39%	4%	429	Red 40, Yellow 6, Blues 1 & 2	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$8,605.90 . . Ranking: **12**

TELEVISION ADVERTISING

Television advertising exposure: Ranking: **11**

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
40	43	6.4	18	2.8

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

INTERNET MARKETING*

Child-targeted website exposure: Ranking: **4**

► FrootLoops.com

Child-targeted banner ad exposure: Ranking: **7**

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
42.7	17.2	1.3	1.6

*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
3,072	2.6	81%

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

IN-STORE MARKETING*

Total share of shelf: 1.94% **Ranking: 8**

In-store displays and promotions: **Ranking: 2**

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
96%	14.4	57%	2.0	90%	3.8

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 25**

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
71%	0.7	0%	0	14%

Child engagement features on the box **Ranking: 6**

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100%	1.3	43%	71%

*From 10/08 to 3/09

Key Developments:

➤ **January 2008** – Froot Loops releases new Grab'N Go Cereal Packs (since discontinued)

➤ **July 2009** – Froot Loops adds fiber to cereal; puts fiber claim on its cereal boxes