

Apple Jacks FACTS

Company: **Kellogg** ■ Marketed directly to children: **Yes** ■ FACTS Index: **52**

Apple Jacks, a cereal with low nutrition and food dyes, is advertised to children on television and is the most heavily marketed Kellogg's cereal brand on the Internet. Its website AppleJacks.com contains highly engaging webisodes and advergames that appeal to a large number of youth, especially 12-17 year-olds. Apple Jacks was also one of the top four cereal brands marketed within stores, relying heavily on supermarket displays and promotions to drive sales. Apple Jack's packaging contained child features but no health or ingredient claims at the time of the analysis. However, Apple Jacks has since been reformulated to contain fiber, an ingredient now advertised on the brands' packaging.

Nutrition Facts:

Overall Nutrition Score: 40.0 Ranking: 29 of 43

| NUTRITION OVERVIEW* | | | | | | | |
|---------------------|-------------------------|---------------|---------------|--------|--------------------------|-----------------------|---------------|
| Cereal | Overall Nutrition Score | Sugar Content | Fiber Content | Sodium | Food Dyes | Artificial Sweeteners | CBBB Approved |
| Apple Jacks | 40 | 43% | 4% | 482 | Yellow 6, Blue 1, Red 40 | No | Yes |

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$6,915.02 . . . Ranking: 16

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 13

| 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 |
| 32 | 35 | 6.5 | 15 | 2.9 |

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

INTERNET MARKETING

Child-targeted website exposure: Ranking: 3
 ➤ AppleJacks.com

Child-targeted banner ad exposure: Ranking: 6

| 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 |
| 44.7 | 32.4 | 1.2 | 3.2 |

*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 |
| 6,508 | 2.9 | 46% |

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

IN-STORE MARKETING*

Total share of shelf: 1.27% Ranking: 15

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 |
| 96% | 4.8 | 52% | 1.7 | 79% | 3.3 |

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box **Ranking: 31**

| INGREDIENT CLAIMS | | HEALTH CLAIMS | | HEALTH URLS |
|-------------------|----------------|---------------|----------------|-------------|
| % of boxes | Claims per box | % of boxes | Claims per box | % of boxes |
| 0.0% | 0 | 0.0% | 0 | 33% |

Child engagement features on the box **Ranking: 16**

| CHILD FEATURES | | PROMOTIONS | GAMES URL |
|----------------|------------------|------------|------------|
| % of boxes | Features per box | % of boxes | % of boxes |
| 67% | 1.25 | 50% | 33% |

**From 10/08 to 3/09*

Key Developments:

► **January 2009** – Apple Jacks launches new child-targeted web site (AppleJacks.com)

► **July 2009** – Apple Jacks adds fiber to its cereal; puts fiber claim on its packaging