

Cocoa Puffs FACTS

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

Cocoa Puffs earns a low nutrition score but has the fourth highest television advertising exposure among children of any brand. It hosts a child-targeted website, and is one of the highest-ranked brands for child engagement features on its packaging.

Nutrition Facts:

Overall Nutrition Score: 38.6 Ranking: 31 of 43

NUTRITION OVERVIEW*

Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Combos	40	41%	4%	593	No	No	Yes
(Regular)	38	44%	4%	556	No	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$8,836.15 . . . Ranking: 11

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 4

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
63	68	7.1	29	3.1

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

INTERNET MARKETING*

Child-targeted website exposure: CuckooShow.com*

Child-targeted banner ads: None

* Due to low volume, no exposure data available.

IN-STORE MARKETING*

Total share of shelf: 1.22% Ranking: 16

In-store displays and promotions: Ranking: 12

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%	5.2	25%	2.5	66%	3.9

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: 12

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.8	0.0%	0	100.0%

Child engagement features on the box Ranking: 4

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	2.0	0.0%	83.3%

*From 10/08 to 3/09

Key Developments:

- **March 2009** – General Mills launches a “Win Cash” promotion on many of its child-targeted cereal brands, including Cocoa Puffs, in which participants may find gift cards in specially marked boxes.