

Honey Nut Cheerios FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *16*

Honey Nut Cheerios has the second highest advertising spending of any brand, surpassed only by the other Cheerios brand. It also ranks second in television advertising to children. Honey Nut Cheerios has a strong internet presence, with its own website, high numbers of banner ads, and presence on roughly 80% of pages on Millsberry.com, the General Mills child-targeted cereal gaming website. The brand targets both children and adults through separate campaigns, and includes high levels of both health features and child features on the brand's packaging.

Nutrition Facts:

Overall Nutrition Score: 44.0 Ranking: 22 of 43

NUTRITION OVERVIEW*							
Cereal	Overall Nutrition Score	Sugar Content	Fiber Content	Sodium	Food Dyes	Artificial Sweeteners	CBBB Approved
Honey Nut	44	32%	7%	679	No	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$74,714.24 . . Ranking: 2

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 2

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
73	80	2.4	43	1.4

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

INTERNET MARKETING

Child-targeted website exposure: HoneyNutCheerios.com*

► HoneyNutCheerios.com*

Child-targeted banner ad exposure: Ranking: 6

* Due to low volume, no exposure data available.

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of advs on youth website
2,757	3.6	93%

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

IN-STORE MARKETING*

Total share of shelf: 1.93% Ranking: 9

In-store displays and promotions: Ranking: 9

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%	7.5	39%	1.7	70%	2.8

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: 3

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.8	75.0%	1.3	100.0%

Child engagement features on the box Ranking: 7

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	1.6	37.5%	37.5%

*From 10/08 to 3/09

Key Developments:

- ▶ **March 2009** – General Mills launches a “Win Cash” promotion on many of its cereal brands, including Honey Nut Cheerios, in which participants may find gift cards in specially marked boxes.
- ▶ **June 2009** – Honey Nut Cheerios launches its “Sweet Rewards Giveaway” sweepstakes, in which participants can go online and enter codes from specially marked Honey Nut Cheerios boxes to instantly win \$5 cash.
- ▶ **July 2009** – General Mills announces plans to significantly increase ad spending, including a campaign to target Hispanic consumers for Honey Nut Cheerios.