

Trix FACTS

Company: *General Mills* ■ Marketed directly to children: *Yes* ■ FACTS Index: *19*

Trix receives a very low nutrition score, but markets heavily to children on television and the internet. It ranks fifth in television advertising and fourth in banner ad exposure. Trix maintains a child-targeted website, and is present on roughly 80% of the pages on Millsberry.com, General Mills's gaming website. Notably, Trix also boasts the most child engagement features 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
Trix	38	38%	3%	563	Red 40, Yellow 6, Blue 1	No	Yes

*As of May 31, 2009

Marketing Facts:

Total advertising spending (\$000): \$7.836.10 . . . Ranking: 13

TELEVISION ADVERTISING

Television advertising exposure: Ranking: 5

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
55	58	7.0	25	3.0

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

INTERNET MARKETING*

Child-targeted website: SillyRabbit.com*

Child-targeted banner ad exposure: Ranking: 4

* Due to low volume, no exposure data available.

BANNER AD EXPOSURE*		
Avg unique viewers per month (000)	Avg ads viewed per month (000)	% of adviews on youth website
3,918	3.1	89%

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

IN-STORE MARKETING*

Total share of shelf: 0.97% Ranking: 17

In-store displays and promotions: Ranking: 16

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
94%	3.8	30%	1.9	60%	2.7

*From 05/09 to 06/09

PRODUCT PACKAGING*

Health features on the box Ranking: 10

INGREDIENT CLAIMS		HEALTH CLAIMS		HEALTH URLS
% of boxes	Claims per box	% of boxes	Claims per box	% of boxes
100.0%	1.9	0.0%	0	100.0%

Child engagement features on the box Ranking: 1

CHILD FEATURES		PROMOTIONS	GAMES URL
% of boxes	Features per box	% of boxes	% of boxes
100.0%	2.0	37.5%	100.0%

*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 Trix, in which participants may find gift cards in specially marked boxes.
- ▶ **August 2009** – General Mills introduces Trix Swirls, a limited-edition Trix cereal featuring pieces with “2 FRUITY Colors in Every Puff!”