

On-Package Child Engagement Features

Ranking by number of child engagement features per box*

Includes packaging for all child and family brands found in the supermarket from October 2008 through March 2009

Most

RANK	Company	Brand	Average number of features per box
1	General Mills	Trix	3.4
2	General Mills	Lucky Charms	3.0
2 (tie)	Post	Fruity or Cocoa Pebbles	3.0
4	General Mills	Cocoa Puffs	2.8
5	Quaker	Cap'n Crunch	2.4
6	Kellogg	Froot Loops	2.4
7	General Mills	Honey Nut Cheerios	2.4
8	General Mills	Cookie Crisp	2.3
9	Cascadian Farm	Clifford Crunch	2.0
9 (tie)	Cascadian Farm	Cinnamon Crunch	2.0
9 (tie)	Kellogg	Cookie Crunch	2.0
9 (tie)	Post	Honeycomb	2.0
13	Kellogg	Frosted Flakes	1.8
14	General Mills	Golden Grahams	1.8
15	Nature's Path	EnviroKidz Organic	1.7
16	Kellogg	Apple Jacks	1.7
17	General Mills	Cinnamon Toast Crunch	1.5
18	General Mills	Reese's Puffs	1.5
19	Kellogg	Rice or Cocoa Krispies	1.4
20	Kellogg	Corn Pops	1.2
21	Barbara's Bakery	Organic Wild Puffs	1.0
21 (tie)	Kashi	Mighty Bites	1.0
21 (tie)	Kellogg	Honey Smacks	1.0
24	Annie's	Bunnies	0.8
25	General Mills	Kix	0.8
26	Kellogg	Mini-Wheats	0.7
27	Barbara's Bakery	Puffins	0.6
28	General Mills	Cheerios (excluding Honey Nut)	0.6
29	General Mills	Chex	0.1
30	Quaker	Life	0.0
30 (tie)	Cascadian Farm	Honey Nut O's	0.0
30 (tie)	Cascadian Farm	Purely O's	0.0
30 (tie)	Kashi	Honey Sunshine	0.0
30 (tie)	Post	Raisin Bran	0.0

Least

RANK	Company	Average number of features per box
1	Post	2.0
2	Nature's Path	1.7
3	Kellogg	1.4
4	General Mills	1.4
5	Quaker	1.2
6	Annie's	0.8
7	Kashi	0.7
8	Barbara's Bakery	0.6
9	Cascadian Farm	0.4

*Child engagement features include puzzles, games and cartoon characters on the box, promotions and advergaming URLs