

Supermarket In-Store Marketing Ranking by overall in-store marketing (displays and promotions combined)*

Includes all child and family brands stocked in more than 5% of supermarkets from May to June 2009

Most

RANK	Company	Brand	% Stores w/ Display	Avg # Displays Per Store	% Stores w/ Promotion	Avg # Promotions Per Store
1	Kellogg	Frosted Flakes	55%	2.0	94%	4.0
2	Kellogg	Froot Loops	57%	2.0	90%	3.8
3	Kellogg	Apple Jacks	52%	1.7	79%	3.3
4	Kellogg	Corn Pops	45%	1.9	86%	3.1
5	General Mills	Cheerios (excluding Honey Nut)	56%	2.6	86%	9.1
6	Kellogg	Mini-Wheats	28%	5.1	83%	15.6
7	Kellogg	Rice or Cocoa Krispies	45%	2.6	82%	5.8
8	General Mills	Cinnamon Toast Crunch	33%	1.6	68%	3.0
9	General Mills	Honey Nut Cheerios	39%	1.7	70%	2.8
10	Quaker	Cap'n Crunch	28%	4.3	68%	7.9
11	General Mills	Golden Grahams	33%	1.6	67%	2.6
12	General Mills	Cocoa Puffs	25%	2.5	66%	3.9
13	Quaker	Life	32%	3.5	66%	8.1
14	General Mills	Cookie Crisp	23%	1.1	61%	2.9
15	Kellogg	Honey Smacks	11%	1.3	62%	2.4
16	General Mills	Trix	30%	1.9	60%	2.7
17	General Mills	Chex	20%	3.0	60%	10.2
18	General Mills	Lucky Charms	23%	1.6	60%	2.7
19	Post	Fruity or Cocoa Pebbles	21%	2.2	55%	5.3
20	General Mills	Kix	15%	1.5	51%	4.1
21	Post	Raisin Bran	18%	2.0	47%	2.8
22	General Mills	Reese's Puffs	11%	1.1	45%	2.5
23	Post	Honeycomb	18%	1.4	44%	2.6
24	Kashi	Honey Sunshine	0%	0.0	33%	2.7
25	Post	Golden Crisp	5%	1.0	28%	2.6
26	Cascadian Farm	Honey Nut O's	5%	2.3	23%	3.3
27	Barbara's Bakery	Puffins	5%	2.3	18%	2.9
28	Kellogg	Cookie Crunch	1%	3.0	16%	1.6
29	Nature's Path	EnviroKidz Organic	6%	5.2	15%	2.8
30	Post	Alpha Bits	2%	1.0	15%	2.1
31	Cascadian Farm	Cinnamon Crunch	1%	3.0	13%	2.6
32	Kellogg	Hannah Montana	2%	1.0	15%	2.5
33	Kellogg	Disney High School Musical	1%	1.0	14%	2.9

continued

Supermarket In-Store Marketing continued



Least

RANK	Company	Brand	% Stores w/ Display	Avg # Displays Per Store	% Stores w/ Promotion	Avg # Promotions Per Store
34	Cascadian Farm	Purely O's	2%	2.0	14%	2.8
35	Kellogg	Smorz	1%	1.0	13%	2.1
36	Post	Waffle Crisp	2%	1.0	10%	1.8
37	Barbara's Bakery	Organic Wild Puffs	0%	0.0	10%	3.1
38	Annie's	Bunnies	0%	0.0	6%	4.2
39	Cascadian Farm	Clifford Crunch	0%	0.0	6%	2.4
39 (tie)	General Mills	Count Chocula	0%	0.0	6%	2.4
41	Kellogg	Mini-Swirlz	0%	0.0	5%	1.3
42	General Mills	Dora the Explorer	0%	0.0	3%	1.0
43	Kashi	Mighty Bites	0%	0.0	3%	2.0

RANK	Company	% Stores w/ Display	Avg. # Displays Per Store	% Stores w/ Promotion	Avg. # Promotions Per Store
1	Kellogg	71%	9.5	99%	33.3
2	General Mills	68%	9.0	92%	35.1
3	Quaker	41%	5.6	75%	14.2
4	Post	30%	3.9	62%	10.6
5	Kashi	0%	0.0	33%	2.9
6	Nature's Path	6%	5.2	15%	2.8
7	Cascadian Farm	5%	4.0	25%	6.5
8	Barbara's Bakery	5%	3.0	24%	5.8
9	Annie's	0%	0.0	6%	4.2

*From a sample of 87 supermarkets in 18 major markets