



# PROMO SWEEP



\* This publication is a summary of retail promotions found on store shelves in the Southern California area during Quarter 3 2007.



CATEGORY:

# Breakfast Cereal



On Specially Marked Packages

Free with purchase NASCAR Limited Edition License Plates – Collect all 4!

Kellogg's



Kix

Free Cool Splashers (Disney Selections Drink Mixes) Inside Pack

Disney Magic Selections



Cap'n Crunch

Go online and you could win a Fly Fusion Pentop Computer

Quaker Oats



Cocoa Pebbles

5 panel packaging, open up the front panel like a book to join the quest for the Cocoa Dragon (a map with games and trivia)

Post



Curves Branded Snacks

Curves (the women's fitness franchise) branded cereal and snack bars serving sizes for cereal and bars is 100 calories

General Mills



On Specially Marked Packages

Free mini XBOX game inside pack – Collect all 6!

Kellogg's



CATEGORY:

# Breakfast Cereal



**Special K**

\$10 off jeans by mail with 5 Special K stamps – Take the Special K challenge!

**Kellogg's**



**Kix**

Save up to \$4 on Crayola Color Wonder products – Coupons Inside

**General Mills**



**On Specially Marked Packages**

Free DreamWorks Bee Movie cereal spoon inside pack

**General Mills**



**On Specially Marked Packages**

Free Shrek the Third knit hat by mail with 5 tokens

**Kellogg's**



**On Specially Marked Packages**

Free DreamWorks Bee Movie buzzer inside pack – Collect all 4

**General Mills**





CATEGORY:

# Snacks



## Pop-Tarts

Get your American Idols Live! Tour 2007 Exclusive Signed Tee free by mail

Kellogg's



## Sandwiches

You could win the best Major League Soccer experience ever! Grand prize includes a flight with your favorite MLS team to a road game

Ritz Bitz



## Football Crackers

You could win a trip to Hawaii and attend the 2008 Hula Bowl (NCAA)

Ritz



## Microwave Popcorn

Kids! Get your chance to instantly win the Crash & Spyro Gamemaker Getaway!

ACT II



## Sociables Crackers

Win a Caribbean cruise or 1 of 50 pairs of tickets on Southwest by entering the Snack Across America Sweepstakes!

Nabisco



## Organic Crunchin' Crackers

Save \$2 now on any Sesame Beginnings or Sesame Street DVD with on pack coupon

Earth's Best



CATEGORY:

# Snacks



## Variety 18-Pack

Purchase \$10 worth of Pringles products and receive by mail an American Idol backpack

Pringles



## Family Sack – 24 Bags

Save up to \$5 on your next purchase when you buy participating products from Frito Lay, Scotch, and Crayola

Frito Lay



## Potato Crisps

Enter for a chance to meet Jimmie Johnson at the 2007 Ford 400, plus VIP access to the race

Pringles



## On Specially Marked Packages

Get your Shrek Straw by mail for \$1.99 and 2 UPCs

Keebler



## Snack Pack Pudding

Go to [CartoonNetwork.com/BigScreenBigShot](http://CartoonNetwork.com/BigScreenBigShot) to enter for a chance to win the private Ben 10 Movie screening

Hunts



## Pop-Tarts

Free Xbox 360 Messenger Bag by mail with 4 Xbox official seals

Kellogg's



CATEGORY:

# Snacks



## Crackers

Daytona 500: 50 Year Anniversary on pack – 4 collectable racing edition boxes

Ritz



## Pretzel Pieces

Win a vacation for 4 to The Worlds of Busch Gardens - Europe (Williamsburg, VA) or Africa (Tampa Bay, FL)

Snyder's



## Yogo's Bits

Get your free Yogos Bits dispenser by mail with 3 UPCs

Kellogg's



## Macaroni & Cheese 5-Pack

Go to [Thecheesiest.com](http://Thecheesiest.com) to see if you've instantly won a chance to see Cheetah Girls live at the Cheese-A-Palooza concert!

Kraft



## Race Divas Donettes

You could win a Mustang, GT Deluxe! Text the game code inside to DIVAS to see if you've won

Hostess



## Collector Edition Miniatures

Live like The King! You could instantly win an Elvis Tribute Car. Look inside to play for a game piece to play!

Reese's





CATEGORY:

# Perishable Snacks



## Lunchables

Look inside to see if you won free Brigade Bucks that can be used for toys, sports gear, games and more

Oscar Mayer



## Lunchables

Go to [Lunchables.com/maxedout](http://Lunchables.com/maxedout) and enter your access code for your chance to win a Nintendo Wii

Oscar Mayer



## Mini String Cheese Snacks

Get \$3 back by mail when you buy this package and your choice of one of three Scooby-Doo DVDs

Sargento



## Who Stole The Trix? Yogurt

Free Mystery Tracker Inside! With clues on every cup! (2D Premium)

Yoplait



## Scooby-Doo Push-Up Ice Cream

Look under the Push-Up lids and on the pop sticks to reveal codes and go to [Icecream.com](http://Icecream.com) to win an 100's of prizes

Nestle



CATEGORY:

# Frozen Meals



## Frozen Classic Meals

Join the Stouffer's Dinner Club. Get your code from the inside of the box, join online, and start bidding for fabulous rewards

Stouffer's



## Frozen Meals

Free Nickelodeon Back to the Barnyard hand-held video game with 10 Barnyard points

Kid Cuisine



## Crisp Crust Party Pizza

Cut out and make your own 3-D (#43) racecar from the back of the box

Totino's



## Frozen Dinners

Daytona 500: The Great American Race 50th Anniversary. For games, special offers, instant win, and free downloads, visit [Fuelyourfamily.com](http://Fuelyourfamily.com)

Banquet



## Eggo Specially Marked Packages

Free Xbox 360 T-shirt by mail with 2 Xbox official seals

Kellogg's





CATEGORY:

# Drinks



Juice

Free JumpStart Spanish software plus a free trial of JumpStart World with the purchase of any 6 Langers Juices

Langers



20 oz. Bottle 15-pack

Free Soccer Training DVD by mail when you enter your code online

Gatorade



Juice

Get your free toy! GI Joe Adventure Team or Video Now Color FX Player

Langers



On Specially Marked Packages

You could rock out with Gym Class Heroes! Go to [Drinksharewin.com](http://Drinksharewin.com) and enter for a chance to win

Kellogg's



12 oz. Can 12-pack

Go online to [DrPepper.com](http://DrPepper.com) and enter your code to win cool football prizes – 1 in 6 wins

Diet Dr. Pepper



Mountain Spring Water

Buy a day, get a day free for Universal Studios Hollywood

Arrowhead



CATEGORY:

# Miscellaneous



## Cristal Pens

Enter the "Hit the road with Bic" Sweepstakes for your chance to win over \$40,000 in prizes

Bic



## Puppy Biscuits

Free personalized Milk-Bone engraved brass ID Tag by mail with 2 UPCs

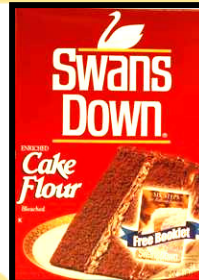
Milk Bone Brand



## Pull-Ups Training Pants

Look Inside for a free collectible reward card Collect all 5 Disney-Pixar Cars trading cards

Huggies



## Cake Flour

Free "Six Steps To Baking Success" booklet downloadable online or by mail with 1 proof of purchase

Swans Down



CATEGORY:

# Highlights

## ***Sports Related Promotions -***

The 3<sup>rd</sup> quarter featured an increase in promotions surrounding sports. NASCAR was one of the most active with promotions highlighting its various drivers and events such as the Daytona 500: The Great American race 50<sup>th</sup> Anniversary. Other promotions, by multiple brands, featured sports such as College Football and Major League Soccer, which have been highlighted by the media frenzy over David Beckham joining the Los Angeles Galaxy.

## ***Gaming, Music and Entertainment -***

This quarter also saw the return of the Xbox mini video games inside the box by Kellogg's, inserts promoting the upcoming DreamWorks Bee Movie by General Mills, and contests through multiple brands surrounding various concerts and tours, such as Kraft's promotion of the Cheese-A-Palooza concert featuring the Cheetah Girls.

## ***Healthy Lifestyle -***

Another product extension this quarter was the Curves (the women's fitness franchise) branded cereal and snack bars through General Mills, both boasting low calories per serving.

## **Press**

***Sampling Specialty - Conventional retailers are introducing unique items to shoppers through sampling events, forcing club stores to step up their game***

By Liz Parks, Oct 1, 2007 12:00 PM, [www.supermarketnews.com/ar/sampling\\_specialty/](http://www.supermarketnews.com/ar/sampling_specialty/)





CATEGORY:

# Sweep Spotlight

## Discussion Topic: *Impact and Accountability: Manufacturing in China*

### **Fixing Chinese goods will be costly**

**Analysts expect prices in the U.S. to creep up as safety standards are reevaluated. Buyers and retailers may share the impact.**

By Don Lee and Abigail Goldman, Los Angeles Times Staff Writers  
September 9, 2007

SHANGHAI — Get ready for a new Chinese export higher prices.

For years, American consumers have enjoyed falling prices for goods made in China thanks to relentless cost cutting by retailers such as Wal-Mart and Target "....." Now, retailers that had largely dismissed Chinese suppliers' complaints about the soaring cost of wages, energy and raw materials are preparing to pay manufacturers more to ensure better quality. By doing so, they hope to prevent recalls that hurt their bottom lines and reputations. But those added costs -- on a host of items that include toys and frozen fish -- mean either lower profits for retailers or higher prices for consumers.

[www.latimes.com/news/nationworld/world/la-fi-madeinchina9sep09,1,2759799.story?page=1&ctrack=1&cset=true](http://www.latimes.com/news/nationworld/world/la-fi-madeinchina9sep09,1,2759799.story?page=1&ctrack=1&cset=true)

### **Flawed toys not China's fault alone, report finds**

**Carly Weeks , CanWest News Service**

Published: Thursday, September 06, 2007

"...Beamish's report says that only three per cent of toys recalled in 1988 came from China. By 2004, that number had exploded to 87 per cent. Nearly all toy recalls initiated this year - 95 per cent - involved Chinese-made toys.

But that doesn't mean Chinese companies are completely to blame, the report found. Nearly 77 per cent of the recalls were prompted by design flaws, such as small detachable parts, sharp edges, or long strings that could pose a risk of strangulation. Even though more Chinese-made toys are being recalled than ever, only about 10 per cent of the recalls conducted in the past 20 years are related to manufacturing problems, such as lead paint or overheating batteries...."

[www.canada.com/topics/news/story.html?id=701dc582-290d-4b9c-bda5-8fa8cc3b26d1&k=2411](http://www.canada.com/topics/news/story.html?id=701dc582-290d-4b9c-bda5-8fa8cc3b26d1&k=2411)

### **A nation of outlaws; A century ago, that wasn't China -- it was us**

(Boston Globe) (MO 08/26 10:52:32)

"China may be a very different country, but in many ways it is a younger version of us. The sooner we understand this, the sooner we can realize that China's fast and loose brand of commerce is not an expression of national character, much less a conspiracy to poison us and our pets, but a phase in the country's development. Call it adolescent capitalism, if you will: bursting with energy, exuberant, dynamic. Like any teenager, China's behavior is also maddening, irresponsible, and dangerous. But it is a phase....."



CATEGORY:

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