

Consumer Corner

Putting A Premium On Value

(NAPS)—Things have sure changed since 1977. Jimmy Carter was in the White House, a postage stamp cost 13 cents and kids were excited to find one-dimensional *Star Wars* character stickers in their cereal boxes. These days, however, it takes significantly more innovation and excitement to grab kids' attention and make products come to life.

General Mills has been leading the industry for more than 70 years in developing premiums that excite kids and add significant value. From a plastic cereal bowl in the 1930s—a revolution for its time—to CD-ROMs and computer software included in many premium offers today, the company continues to be at the forefront of what kids and parents are looking for when making everyday purchasing decisions.

The most recent example of General Mills' innovation and thought-leadership surrounding premium offers is its partnership with *Star Wars: Episode II Attack of the Clones*. When the company first partnered with *Star Wars* in 1977, kids were thrilled to find things like collectible *Star Wars* cards, spaceship hang gliders, character stickers and *Star Wars* posters in cereals including Crazy Cow, Lucky Charms, Franken Berry, Cheerios and more.

"Now, 25 years and soon-to-be four *Star Wars* movies later, so much has changed while many important things have stayed the same," said Wayne Chilicki, promotion director for General Mills. "Cheerios is once again connected to *Star Wars* and collectible premiums are still wildly popular with kids. It's an amazing experience to be part of the release of an epic



Premiums—toys and offers found inside and on food packages—have changed with the times.

film and we're thrilled to share the excitement of *Star Wars: Episode II Attack of the Clones* with consumers in our own special way."

Among the premium offers are light-up lightsaber™ pens, *Star Wars*-themed temporary tattoos, lenticular sticker cards, metal backpack tags and cereal bowl and cup sets, all available in specially marked packages of select General Mills products.

General Mills has also made packaging into another form of premium offer with Go-GURT portable yogurt for kids. Special glow-in-the-dark lightsaber tubes, engineered specifically for Go-GURT *Star Wars* Edition, will keep kids hanging onto the empty tubes long after the yogurt is gone.

"A key benefit of many of the *Star Wars: Episode II Attack of the Clones* premium offers is their portability. Whether it's a light-up lightsaber pen, a temporary tattoo or a glow-in-the-dark tube, kids on the go can be sure that the fun of *Star Wars* goes wherever they go," said Chilicki. "Plus, parents are often just as excited about the premiums as their kids so they are able to share the fun of these offers as a family."