

Facts on Sugar Drink Marketing

Industry Advertising Topline

- In 2013, beverage companies spent \$866 million to advertise sugar drinks and energy drinks across all measured media.¹
- PepsiCo was the highest-spending company overall in 2013, with almost \$310 million in advertising for its sugar drinks, followed by Coca-Cola (\$185 million), and Dr Pepper Snapple Group (\$114 million).²

Targeting Children and Adolescents

- According to the Federal Trade Commission, carbonated beverage companies spent \$383 million on teen-directed expenditures (ages 12–17) in 2009.³
- In 2013, beverage companies spent twice as much to promote full-sugar and energy drinks versus diet drinks, 100 percent juice, and plain water. Excluding brand-level advertising, sugar drinks outspent water and 100 percent juice by 4.2 to 1.⁴
- Youth consumption of carbonated beverages increases by almost 10 percent with every 100 additional television ads viewed.⁵
- Preschoolers (2–5 years) and children (6–11 years) respectively viewed 2 and 2.4 times as many television ads for fruit drinks and flavored water compared with adults in 2013.⁶
- In 2013, beverage companies spent more to promote events and sponsorships specifically aimed at youth than companies in any other food category.⁷
- Coca-Cola placed 38 million ads for products or promotions on children’s websites in 2013, despite promises they would not advertise those products to children.⁸

Targeting Communities of Color

- African-American children and teens saw more than twice as many television ads for sugar drinks than their white peers in 2013. African-American teens also saw four times as many Sprite ads and three times as many Coca-Cola ads as white teens saw.⁹
- In 2013, almost 17 percent of regular-soda advertising was targeted to Spanish-language television, compared with just 8.6 percent for all packaged foods.¹⁰
- PepsiCo spent \$33.6 million on all Hispanic-targeted media in 2013 and has created products such as Pepsi Limon, aimed at appealing to Hispanic consumers.¹¹
- Soda companies sign sports and music celebrities of various ethnicities, such as Beyoncé, Selena Gomez, and LeBron James, to be brand spokespeople and target Hispanic and Black youth to buy their products.¹²
- Lower-income African-American and Latino neighborhoods had more outdoor ads (billboards, bus bench and shelter advertisements, sidewalk “sandwich” signs,

murals painted on the sides of buildings, and store window posters) for sugar drinks than lower-income white and higher-income neighborhoods in 2009.¹³

- In 2013, Hispanic youth were 93 percent more likely to visit beverage company websites compared with all youth, while African-American youth were 34 percent more likely to visit those websites.¹⁴

¹ Harris J, Schwartz M, LoDolce M, et al. (2014). Sugary drink FACTS 2014. Rudd Center for Food Policy and Obesity. Available at http://www.sugarydrinkfacts.org/resources/SugaryDrinkFACTS_Report.pdf.

² Ibid.

³ Federal Trade Commission. (2012). A review of food marketing to children and adolescents: Follow-up report. Available at <http://www.ftc.gov/sites/default/files/documents/reports/review-food-marketing-children-and-adolescents-follow-report/121221foodmarketingreport.pdf>.

⁴ Harris et al, op cit.

⁵ Andreyeva T, Kelly IR, and Harris JL. (2011). Exposure to food advertising on television: Associations with children's fast food and soft drink consumption and obesity. *Econ & Human Bio*, 9(3): 221-233.

⁶ Harris et al., op cit.

⁷ Federal Trade Commission, op cit.

⁸ Harris et al, op cit.

⁹ Harris et al, op cit.

¹⁰ Harris J, Kumanyika S, Ramirez, AG, et al. (2015). Food advertising targeted to Hispanic and Black youth: Contributing to health disparities. *Rudd Center for Food Policy & Obesity, African American Collaborative Obesity Research Network, and Salud America!*. Available at http://www.uconnruddcenter.org/files/Pdfs/272-7%20%20Rudd_Targeted%20Marketing%20Report_Release_081115%5B1%5D.pdf.

¹¹ Ibid.

¹² Ibid.

¹³ Yancey AK, Cole BL, Brown R, et al. (2009). A cross-sectional prevalence study of ethnically targeted and general audience outdoor obesity-related advertising. *Milbank Quarterly*, 87(1): 155-184.

¹⁴ Harris et al, op cit.