Coke sponsors the "Coca-Cola Kids Challenge" running races in Austria for kids under 10.

Coke advertises in such events as the annual Children's Christmas Parade in Atlanta.

Coke's policies bar marketing in media that directly target children under 12 and in which 35% or more of the audience is composed of children under 12. BUT:

Coke says it will not use celebrities or characters whose primary appeal is to children under 12. BUT:

Coke says it will not engage in movie tie-ins related to movies of primary appeal to children under 12. BUT:

Coke says it will not sponsor games or contests designed to appeal primarily to children under 12. BUT:

Coke says it will not allow its brands to be used on toys whose primary appeal is to children under 12. BUT:

Coke says it won't sponsor sporting and entertainment events that primarily target children under 12. BUT:

Coca-Cola's Global School Beverage Guidelines promises to protect school children from undue marketing, including in primary schools. BUT:

Coke features Santa Claus in advertising throughout the world.

Coke exempts its own equity characters (polar bears, penguins, others) that are highly attractive to young children.

Coke has had tie-ins with movies that may not primarily appeal to young children, but that certainly do appeal to millions of young children.

Coke's "Get the Ball Rolling" initiative features activities for young children.

Coke has licensed its logo and equity characters for use on toy trucks, puzzles, Barbie dolls, stuffed animals, and other toys, as well as on kids clothing.

Fanta- and Coke-branded computer games and apps are aimed at young children.

Coke sponsors Little League teams and advertising in venues ranging from Little League fields to major league baseball stadiums, all of which appeal to pre-teens, even if they are not always the primary audience.

Coke sponsors the Boys & Girls Clubs of America and advertises in local clubs.

Coke's policy for Canada allows advertising in media with audiences comprising up to 50% children—a higher percentage than elsewhere in the world. Also in Canada, Coke has advertised in such places as a children's ski slope, a winter tube park, an urban playground, and at Jungle Adventure amusement park.

Coke promotes its brands when it sponsors park improvements.

Coke advertising appears on YouTube Kids, which is specifically aimed at young children.

Coke's My Coke Rewards for Schools program encourages the purchase of Coke products.

Coke has a curriculum featuring Coca-Cola marketing that is available through the World of Coca-Cola for teachers of children in elementary and high school.

Coke employs anthropomorphic characters in videos that clearly appeal to young children.

Todd Putman, Former Coke marketing director, said in 2012 that Coke didn't target young kids but then magically, when they would turn 12, we'd suddenly attack them like a bunch of wolves.