

Advertising spending by brands* and companies

Ranked by total advertising spending (\$000) in 2018 in all measured media

Rank	Company	Brand (sub-brand**)	Category	Total advertising spending (\$000)			2018 ad spending by medium (\$000)					
				2013	2018	Change	TV	TV % of total	Digital	Magazine	Radio	Outdoor
1	Coca-Cola	Coke (Classic, Life)	Regular soda	\$100,466	\$154,425	54%	\$131,928	85%	\$2,402	\$0	\$11,589	\$7,732
2	PepsiCo	Gatorade (Flow, G2, G Series, Frost, GX, Drink Mix)	Sports drink	\$108,729	\$133,556	23%	\$105,899	79%	\$5,022	\$22,363	\$1	\$271
3	PepsiCo	Pepsi	Regular soda	\$139,310	\$118,331	-15%	\$97,676	83%	\$3,347	\$0	\$10,155	\$7,103
4	PepsiCo	Mtn Dew (Kickstart)	Regular soda	\$41,112	\$106,613	159%	\$101,419	95%	\$4,468	\$0	\$725	\$0
5	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	\$54,286	\$66,753	23%	\$62,066	93%	\$954	\$512	\$2,526	\$696
6	Innovation Ventures	5-hour Energy (Tea)	Energy drink	\$98,842	\$60,452	-39%	\$53,410	88%	\$5,432	\$0	\$1,610	\$0
7	Red Bull	Red Bull	Energy drink	\$47,773	\$46,941	-2%	\$44,821	95%	\$1,076	\$0	\$3	\$1,041
8	Pepsi Lipton	Pure Leaf (Tea House Collection)	Iced tea	\$3,261	\$35,263	981%	\$20,822	59%	\$236	\$14,175	\$0	\$0
9	Dr Pepper Snapple Group	Canada Dry Ginger Ale	Regular soda	\$9,047	\$29,737	229%	\$29,731	100%	\$7	\$0	\$0	\$0
10	Coca-Cola	Gold Peak (Sweet)	Iced tea	\$369	\$29,566	7916%	\$25,649	87%	\$94	\$2,172	\$630	\$1,021
11	Coca-Cola	Coke	Soda brand	\$18,483	\$28,051	52%	\$16,781	60%	\$2,278	\$169	\$0	\$8,348
12	Coca-Cola	Coca-Cola	Drink brand	\$0	\$27,943	--	\$23,418	84%	\$1,477	\$283	\$0	\$2,720
13	PepsiCo	Pepsi	Soda brand	\$5,066	\$26,261	418%	\$19,496	74%	\$4,433	\$0	\$26	\$2,249
14	Coca-Cola	Sprite (Cranberry)	Regular soda	\$4,746	\$25,690	441%	\$25,525	99%	\$0	\$0	\$145	\$20
15	Coca-Cola	Powerade	Sports drink	\$17,841	\$21,387	20%	\$21,349	100%	\$31	\$0	\$7	\$0
16	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	\$14,743	\$17,705	20%	\$17,501	99%	\$35	\$0	\$166	\$0
17	Dr Pepper Snapple Group	Snapple (Straight Up Tea)	Iced tea	\$11,686	\$16,776	44%	\$16,646	99%	\$116	\$0	\$3	\$0
18	Ocean Spray	Ocean Spray (Lite)	Fruit drink	\$18,835	\$15,666	-17%	\$15,445	99%	\$222	\$0	\$0	\$0
19	Dr Pepper Snapple Group	7-Up	Regular soda	\$12,114	\$12,611	4%	\$12,140	96%	\$23	\$44	\$404	\$0
20	Coca-Cola	Honest Tea	Iced tea	\$0	\$10,897	--	\$9,221	85%	\$0	\$0	\$0	\$1,676
21	Coca-Cola	Simply (Light)	Fruit drink	\$0	\$8,682	--	\$8,513	100%	\$169	\$0	\$0	\$0
22	Coca-Cola	Fanta	Regular soda	\$927	\$5,206	462%	\$5,078	98%	\$0	\$0	\$1	\$127
23	PepsiCo	PepsiCo	Drink brand	\$1,096	\$3,669	235%	\$0	0%	\$502	\$0	\$0	\$3,166
24	BA Sports Nutrition	BodyArmor	Sports drink	\$0	\$3,607	--	\$483	13%	\$2,379	\$420	\$182	\$138
25	Hansen Beverage	Monster	Energy drink	\$0	\$3,280	--	\$772	24%	\$2,433	\$0	\$19	\$17
26	Coca-Cola	Mello Yello	Regular soda	\$144	\$3,030	1997%	\$2,134	70%	\$14	\$0	\$568	\$316
27	Coca-Cola	NOS	Energy drink	\$4,612	\$2,526	-45%	\$2,524	100%	\$0	\$0	\$3	\$0
28	Wonderful	Pom Wonderful	Drink brand	\$0	\$2,430	--	\$0	0%	\$0	\$0	\$0	\$0
29	Dr Pepper Snapple Group	Bai	Drink brand	\$0	\$1,944	--	\$0	0%	\$1,936	\$0	\$0	\$8

continued

Advertising spending by brands* and companies (continued)

Rank	Company	Brand (sub-brand**)	Category	Total advertising spending (\$'000)			2018 ad spending by medium (\$'000)					
				2013	2018	Change	TV	TV % of total	Digital	Magazine	Radio	Outdoor
30	Dr Pepper Snapple Group	Dr Pepper	Soda brand	\$1,891	\$1,672	-12%	\$8	0%	\$312	\$42	\$24	\$1,234
31	PepsiCo	Tropicana (Trop50)	Fruit drink	\$458	\$1,568	242%	\$1,467	94%	\$102	\$0	\$0	\$0
32	Coca-Cola	Glaceau Vitaminwater	Flavored water	\$15,603	\$1,429	-91%	\$169	12%	\$126	\$885	\$0	\$248
33	PepsiCo	Mtn Dew	Soda brand	\$0	\$1,403	--	\$19	1%	\$1,287	\$0	\$0	\$9
34	Hansen Beverage	Monster Mutant Super Soda	Regular soda	\$0	\$1,365	--	\$1,365	100%	\$0	\$0	\$0	\$0
35	Coca-Cola	Sprite	Soda brand	\$593	\$1,295	118%	\$191	15%	\$263	\$0	\$624	\$217
36	Dr Pepper Snapple Group	Canada Dry	Soda brand	\$845	\$1,274	51%	\$0	0%	\$298	\$0	\$24	\$952
37	Celsius	Celsius	Energy drink		\$1,016	--	\$22	2%	\$5	\$750	\$5	\$99
38	Pepsi Lipton	Brisk	Drink brand	\$0	\$1,003	--	\$0	0%	\$282	\$0	\$720	\$0
39	Dr Pepper Snapple Group	Snapple	Fruit drink	\$0	\$694	--	\$0	0%	\$694	\$0	\$0	\$0
40	Rockstar	Rockstar (Xdurance)	Energy drink	\$300	\$625	108%	\$257	41%	\$354	\$0	\$14	\$0
41	Dr Pepper Snapple Group	Snapple	Drink brand	\$15,638	\$589	-96%	\$24	4%	\$501	\$0	\$64	\$0
42	Gosling Brothers	Stormy Ginger Beer	Regular soda	\$0	\$563	--	\$0	0%	\$0	\$563	\$0	\$0
43	Coca-Cola	Glaceau	Drink brand	\$0	\$555	--	\$0	0%	\$555	\$0	\$0	\$0
44	Interstate Beverage	Jarritos	Soda brand	\$0	\$469	--	\$0	0%	\$36	\$0	\$309	\$124
45	Snow Beverages	Snow Drinks	Drink brand	\$0	\$361	--	\$0	0%	\$361	\$0	\$0	\$0
46	Nestle	San Pellegrino	Fruit drink	\$0	\$336	--	\$0	0%	\$300	\$0	\$0	\$0
47	PepsiCo	Tropicana	Drink brand	\$0	\$327	--	\$54	17%	\$273	\$0	\$0	\$0
48	Anheuser-Busch Inbev	Hiball	Energy drink	\$0	\$273	--	\$0	0%	\$273	\$0	\$0	\$0
49	National Beverage Corp	Faygo	Soda brand	\$136	\$239	75%	\$47	20%	\$0	\$0	\$8	\$184
50	Milos Tea	Milos	Iced tea	\$0	\$222	--	\$0	0%	\$0	\$0	\$0	\$209
51	PepsiCo	Sierra Mist	Soda brand	\$1,437	\$164	-89%	\$0	0%	\$0	\$0	\$164	\$0
52	Dr Pepper Snapple Group	7-Up	Soda brand	\$1,671	\$143	-91%	\$16	11%	\$94	\$0	\$0	\$0
53	Wonderful	Pom Wonderful Antioxidant Super Tea	Iced tea	\$0	\$129	--	\$0	0%	\$83	\$0	\$0	\$0
54	Dr Pepper Snapple Group	Dr Pepper Snapple	Drink brand	\$870	\$127	-85%	\$0	0%	\$0	\$0	\$0	\$127
55	Coca-Cola	Fanta	Soda brand	\$0	\$123	--	\$0	0%	\$19	\$0	\$0	\$104
56	Glanbia	BSN Endorush	Energy drink	\$0	\$122	--	\$120	98%	\$2	\$0	\$0	\$0
57	Red Bull	Red Bull Organics	Regular soda	\$0	\$116	--	\$114	98%	\$2	\$0	\$0	\$0
58	Dr Pepper Snapple Group	Penafiel	Soda brand	\$0	\$106	--	\$0	0%	\$0	\$0	\$0	\$106
59	Carolina Beverage Corporation	Cheerwine	Soda/soda brand	\$127	\$105	-17%	\$0	0%	\$0	\$0	\$35	\$50
60	Sunshine Beverages	Sunshine	Energy drink	\$0	\$103	--	\$0	0%	\$0	\$0	\$0	\$103
61	Zevia	Zevia	Drink brand	\$0	\$100	--	\$0	0%	\$0	\$100	\$0	\$0

continued

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62	Pepsi Lipton	Brisk	Iced tea	\$0	\$85	--	\$0	0%	\$85	\$0	\$0	\$0
63	Kill Cliff	Kill Cliff Ignite	Energy drink	\$0	\$78	--	\$78	100%	\$0	\$0	\$0	\$0
64	Kill Cliff	Kill Cliff Endure	Sports drink	\$0	\$68	--	\$0	0%	\$68	\$0	\$0	\$0
65	Ocean Spray	Ocean Spray	Drink brand	\$0	\$68	--	\$0	0%	\$62	\$0	\$0	\$6
66	Kill Cliff	Kill Cliff	Drink brand	\$0	\$21	--	\$0	0%	\$21	\$0	\$0	\$0
67	Pepsi Lipton	Lipton	Drink brand	\$0	\$2	--	\$0	0%	\$0	\$0	\$0	\$0

Least

Company rankings

Rank	Company	Total advertising spending (\$'000)			2018 ad spending by medium (\$'000)					
		2013	2018	Change	TV	TV % of total	Digital	Magazine	Radio	Outdoor
1	PepsiCo	\$306,153	\$391,891	28%	\$179,449	46%	\$19,162	\$22,363	\$11,070	\$12,797
2	Coca-Cola	\$177,655	\$320,806	81%	\$101,419	32%	\$7,427	\$3,508	\$13,567	\$22,530
3	Dr Pepper Snapple Group	\$114,234	\$132,426	16%	\$78,935	60%	\$2,366	\$512	\$2,592	\$2,606
4	Innovation Ventures	\$98,842	\$60,452	-39%	\$62,066	103%	\$5,432	\$0	\$1,610	\$0
5	Pepsi Lipton	\$18,004	\$54,056	200%	\$17,579	33%	\$639	\$14,175	\$886	\$0
6	Red Bull	\$47,773	\$47,047	-2%	\$169	0%	\$1,078	\$0	\$3	\$1,041
7	Ocean Spray	\$18,835	\$15,734	-16%	\$5,078	32%	\$284	\$0	\$0	\$6
8	Hansen Beverage	\$0	\$4,645	--	\$2,134	46%	\$2,433	\$0	\$19	\$17
9	BA Sports Nutrition	\$0	\$3,607	--	\$191	5%	\$2,379	\$420	\$182	\$138
10	Wonderful	\$0	\$2,559	--	\$0	0%	\$83	\$0	\$0	\$0
11	Celsius	\$0	\$1,016	--	\$0	0%	\$5	\$750	\$5	\$99
12	Rockstar	\$300	\$625	108%	\$54	9%	\$354	\$0	\$14	\$0
13	Kill Cliff	\$0	\$167	--	\$114	68%	\$89	\$0	\$0	\$0
14	National Beverage Corp	\$136	\$239	75%	\$0	0%	\$0	\$0	\$8	\$184
15	Carolina Beverage Corporation	\$127	\$105	-17%	\$0	0%	\$0	\$0	\$35	\$50
16	Sunshine Beverages	\$0	\$103	--	\$0	0%	\$0	\$0	\$0	\$103
17	Zevia	\$0	\$100	--	\$0	0%	\$0	\$100	\$0	\$0

Most

Least

*Includes all brands with \$100,000 or more in 2018 advertising spending (combined across categories), excluding children's drinks

**Individual sub-brands advertised in 2018 (in addition to "original" varieties, if applicable)

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014