

Exposure to TV advertising by teens*

Ranked by ads viewed for teens (12-17 years) in 2018

Includes average number of ads viewed by teens on national (network, cable, and syndicated) and spot TV

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed				Teen-targeted ratio***	
				Teens (12-17 years)			2013-2018 change	2013	2018
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	12.0	17.2	32.2	87%	1.02	0.50
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	31.4	33.4	20.7	-38%	1.05	0.52
3	Red Bull	Red Bull	Energy drink	14.5	24.4	13.7	-44%	1.26	0.54
4	Coca-Cola	Coke (Classic, Life)	Regular soda	19.5	8.6	10.4	21%	0.69	0.44
5	PepsiCo	Pepsi	Regular soda	10.9	26.8	10.2	-62%	0.74	0.44
6	Innovation Ventures	5-hour Energy (Tea)	Energy drink	104.6	72.7	8.8	-88%	1.23	0.53
7	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	3.8	6.4	8.6	35%	0.80	0.52
8	Pepsi Lipton	Pure Leaf	Iced tea	<0.1	0.6	7.8	1292%	--	0.43
9	Coca-Cola	Sprite (Cranberry)	Regular soda	12.8	2.6	7.5	192%	1.23	0.54
10	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	18.8	12.4	7.4	-41%	0.85	0.50
11	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	7.2	10.2	6.1	-40%	0.71	0.47
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	11.2	5.5	5.4	-2%	0.63	0.40
13	PepsiCo	Pepsi	Soda brand	0.0	0.0	5.1	--	--	0.48
14	Coca-Cola	Gold Peak	Iced tea	<0.1	0.2	4.7	2104%	0.74	0.43
15	Ocean Spray	Ocean Spray	Fruit drink	10.8	7.9	3.7	-53%	0.43	0.41
16	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	3.6	--	--	0.39
17	Coca-Cola	Fanta	Regular soda	1.5	0.1	3.3	4197%	0.70	0.73
18	Coca-Cola	Simply (Light)	Fruit drink	0.5	0.1	3.3	4420%	0.96	0.44
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	1.8	--	--	0.54
20	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	1.7	--	--	0.41
21	Coca-Cola	Coke	Soda brand	0.2	1.0	1.2	19%	0.50	0.48
22	Coca-Cola	NOS	Energy drink	0.1	0.5	0.6	29%	0.27	0.43
23	PepsiCo	Tropicana (Trop50)	Fruit drink	0.0	0.0	0.3	--	--	0.41
24	Coca-Cola	Powerade	Sports drink	1.0	0.6	0.3	-46%	0.48	0.41
25	Coca-Cola	Glaceau Vitaminwater	Flavored water	11.5	9.9	0.2	-98%	1.38	0.60
26	Hansen Beverage	Monster	Energy drink	0.0	0.0	0.2	--	--	0.62
27	Coca-Cola	Sprite	Soda brand	0.5	0.1	0.1	-28%	1.28	0.51
28	Coca-Cola	Mello Yello	Regular soda	0.0	0.0	0.1	--	--	0.37

Most

Least

Exposure to TV advertising by teens* (continued)

Company rankings

Most
↓
Least

Rank	Company	Average # of ads viewed				Teen-targeted ratio***	
		Teens (12-17 years)			2013-2018 change	2013	2018
1	PepsiCo	71.6	78.1	68.6		-12%	0.90
2	Coca-Cola	50.0	23.7	35.4	50%	0.86	0.48
3	Dr Pepper Snapple Group	61.8	43.4	25.0	-42%	0.97	0.46
4	Pepsi Lipton	7.2	10.8	13.9	28%	0.72	0.44
5	Red Bull	14.5	24.4	13.7	-44%	1.26	0.54
6	Innovation Ventures	104.6	72.7	8.8	-88%	1.23	0.53
7	Ocean Spray	10.9	7.9	3.7	-53%	0.43	0.41
8	Hansen Beverage	0.0	0.0	0.2	--	--	0.62

*Includes all brands advertised on TV in 2018, excluding children's drinks

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

***Ratio of ads viewed by teens versus adults (18-49y)

Bolded ratio in 2018 indicates a higher-than-expected ratio (≥ 0.50) given differences in TV viewing times

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