

Exposure to Spanish-language TV advertising by Hispanic youth*

Ranked by ads viewed for Hispanic children (6-11 years) in 2018

Includes average number of ads viewed on Spanish-language TV by Hispanic youth

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed											
				Preschoolers (2-5 years)				Children (6-11 years)				Teens (12-17 years)			
				2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change
1	PepsiCo	Pepsi	Regular soda	0.0	12.2	17.6	44%	0.0	9.1	14.7	61%	0.0	8.9	10.5	17%
2	Dr Pepper Snapple Group	Dr Pepper	Regular soda	0.4	9.0	10.5	16%	0.3	7.3	9.3	27%	0.4	7.4	6.7	-10%
3	PepsiCo	Gatorade	Sports drink	0.0	0.0	8.5	--	0.0	0.0	7.5	--	0.0	0.0	6.3	--
4	Coca-Cola	Coke (Classic)	Regular soda	16.6	8.3	8.7	4%	11.2	6.0	7.1	20%	11.7	5.9	6.1	3%
5	Coca-Cola	Powerade	Sports drink	1.6	0.6	0.9	59%	1.5	0.6	1.0	73%	2.1	0.7	1.0	53%
6	Innovation Ventures	5-hour Energy	Energy drink	7.1	4.7	1.4	-70%	6.2	3.9	1.0	-75%	12.4	4.0	0.8	-79%
7	Coca-Cola	Coke	Soda brand	0.0	0.0	0.9	--	0.0	0.0	1.0	--	0.0	0.0	0.8	--
8	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	0.3	--	0.0	0.0	0.2	--	0.0	0.0	0.2	--
9	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	0.1	--	0.0	0.0	0.1	--	0.0	0.0	0.1	--
10	PepsiCo	Mtn Dew	Regular soda	0.0	0.9	<0.1	-99%	0.0	0.9	<0.1	-99%	0.0	1.3	<0.1	-99%

Most

Least

Company rankings

Rank	Company	Average # of ads viewed											
		Preschoolers (2-5 years)				Children (6-11 years)				Teens (12-17 years)			
		2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change	2010	2013	2018	2013-2018 change
1	PepsiCo	0.2	13.1	26.1	100%	0.2	10.0	22.2	123%	0.2	10.2	16.8	64%
2	Coca-Cola	19.1	10.6	11.0	3%	13.5	8.0	9.5	19%	15.0	8.4	8.2	-3%
3	Dr Pepper Snapple Group	7.6	12.0	10.5	-13%	4.9	9.7	9.3	-5%	4.9	9.8	6.7	-32%
4	Innovation Ventures	7.1	4.7	1.4	-70%	6.2	3.9	1.0	-75%	12.4	4.0	0.8	-79%

Most

Least

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

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

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