

# SUGARY DRINK TARGETED MARKETING

## *Targeting black youth*



### What has improved?

Black children and teens saw 32% and 27% fewer TV ads for sugary drinks and energy drinks in 2013 compared with 2010, although this decrease was smaller than the decline in ads viewed by white youth.

### What hasn't?

In 2013, black children and teens saw more than twice as many TV ads for sugary drinks and energy drinks compared with white children and teens.

Black youth continued to see disproportionately more TV ads for sugary drinks and energy drinks, compared with white youth. In 2013, black youth saw more than twice as many TV ads for sugary drinks and energy drinks compared with white youth, which is an increase in this disparity from 2010.

Black teens saw four times as many Sprite TV ads, three times as many Coca-Cola ads, and two and one-half times as many Vitamin Water ads, compared with white teens.

Black teens also saw more than twice as many ads for 5-hour Energy, Red Bull, and Sunny D, while seeing relatively fewer ads for diet and healthy drinks.

In 2013, black teens saw 130% more ads for flavored water than white teens did.

On average, black youth were 34% more likely to visit the sugary drink and energy drink websites included in our analysis compared with all youth in 2013. Websites that attracted disproportionately high numbers of black youth included [Welchs.com](http://Welchs.com), [Gatorade.com](http://Gatorade.com), [OceanSpray.com](http://OceanSpray.com), and [MountainDew.com](http://MountainDew.com).

# SUGARY DRINK TARGETED MARKETING

## Targeting Hispanic youth

### What has improved?

On Spanish-language TV, Kraft Foods and Red Bull eliminated virtually all sugary drink advertising (both companies had spent approximately \$3 million in 2010).

Coca-Cola also reduced its sugary drink advertising spending on Spanish-language TV by 38% and advertising spending for 5-hour Energy went down by 50%.

### What hasn't?

Sugary drinks and energy shots increased advertising spending on Spanish-language TV by 44% in 2013 versus 2010.

Seven sugary drink and energy shot companies spent \$83 million to advertise on Spanish-language TV in 2013, on average 14% of their total TV advertising budgets.

Hispanic preschoolers and children saw 23% and 32% more unhealthy drink ads on Spanish-language TV in 2013 than in 2010. Hispanic preschoolers saw one-third more of these ads than either Hispanic children or teens.

Several major companies significantly increased their advertising on Spanish-language TV in 2013. Pepsi spent over \$16 million advertising on Spanish-language TV in 2013, but did not advertise on Spanish-language TV in 2010. Dr Pepper Snapple Group also significantly increased its Spanish-language TV advertising, spending \$20 million to support 7UP and Dr Pepper regular sodas.

7UP, SK Energy, and Fuze iced tea only advertised on Spanish-language TV in 2013.

In 2013, Hispanic youth were 93% more likely to visit all sugary drink company websites compared with all youth. Websites that attracted disproportionately high numbers of Hispanic youth included 7UP.com and Sprite.com.

