



Sugary Drink facts.

Food Advertising to Children and Teens Score

2014



**Sugary drink marketing to youth:
Some progress but much room to improve**



RUDD CENTER
FOR FOOD POLICY & OBESITY

WWW.SUGARYDRINKFACTS.ORG

BACKGROUND

The research is clear. Sugary drinks are the leading single source of empty calories in young people's diets and directly contribute to diet-related diseases including obesity and diabetes.¹

In recent years, major beverage manufacturers pledged to develop and promote healthier drinks. Local communities and advocates launched public health campaigns to increase awareness of the negative health effects of sugary drinks. Policy makers proposed legislation and regulation to reduce consumption. The Children's Food and Beverage Advertising Initiative (CFBAI) regulates advertising in TV and other media where children 11 and under make up 35% or more of the audience.

However, beverage companies continue to reach children and teens in many other marketing venues, and much of that marketing promotes unhealthy products, including sugar-sweetened soda, fruit drinks, sports drinks, iced tea, flavored water, energy drinks, and energy shots. Objective and transparent data are necessary to evaluate companies' commitment to reducing young people's consumption of sugary drinks.

Three years after our first report, Sugary Drink FACTS 2014 examines the nutrition of over 900 drink products and quantifies marketing practices of 23 different beverage companies. We examine total exposure to TV advertising (beyond only those shown during shows regulated by CFBAI) for preschoolers, children, and teens and document other forms of marketing, including on the internet and in newer media like social and mobile media.

FROM 2010 TO 2013, U.S. SALES OF SODA AND FRUIT DRINKS DECLINED, BUT SALES OF FLAVORED WATERS, SPORTS DRINKS, AND ICED TEAS INCREASED.³ THE AMOUNT OF ENERGY DRINKS SOLD INCREASED BY 41%.

EVIDENCE OF PROGRESS

Children and teens viewed notably fewer sugary drink ads on TV in 2013 than in 2010.

- Preschoolers (ages 2-5) viewed 144 ads (33% fewer than in 2010), children (ages 6-11) viewed 169 ads (39% fewer), and teens (ages 12-17) viewed 287 ads (30% fewer).
- TV advertising for fruit drinks declined by 50% and regular soda advertising to youth went down 30%.

Sugary drink ads placed on youth websites declined by 72%.

- Ads on youth websites (e.g., Roblox.com, FanPop.com) represented 5% of all sugary drink ads in 2013 versus 11% in 2010.

Some companies made nutrition information more accessible.

- Coca-Cola Co., Dr Pepper Snapple Group, and PepsiCo provide calories-per-serving on most product packages and enhanced website nutrition information.
- All energy shots and 92% of energy drinks now disclose their caffeine content.



CHILDREN'S DRINKS

This report examines the nutritional content of 18 popular brands of sugary drinks promoted specifically for children.

- A typical 8-ounce children's drink contains 60 calories and 16 grams of sugar – more sugar than most children should consume all day.⁴

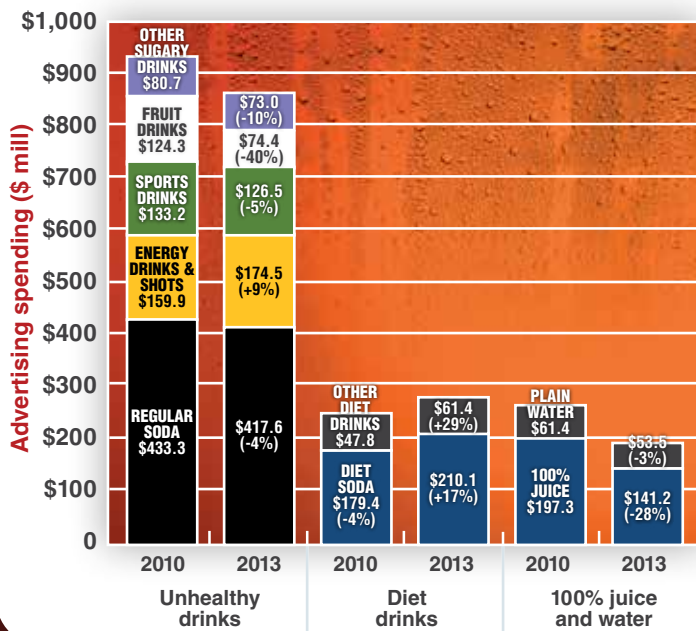
Children's drinks often feature reduced-sugar and other nutrition-related messages on the package, but only careful reading of ingredient lists reveals added sugars, artificial sweeteners, and juice content.

- Just one-third of children's drinks contain juice, and 36% contain added sugars plus artificial sweeteners.
- Sunny D and some Hawaiian Punch drinks contain 13 to 15 grams of sugar per serving plus artificial sweeteners.
- Just two children's drinks – Apple & Eve Waterfruits and Vita Coco Kids – contain less than 40 calories per serving and no artificial sweeteners.

Companies continued to advertise sugary drinks – including Capri Sun Roarin' Waters, Sunny D, Tum E Yummies, and Hawaiian Punch – directly to children on TV and children's websites.

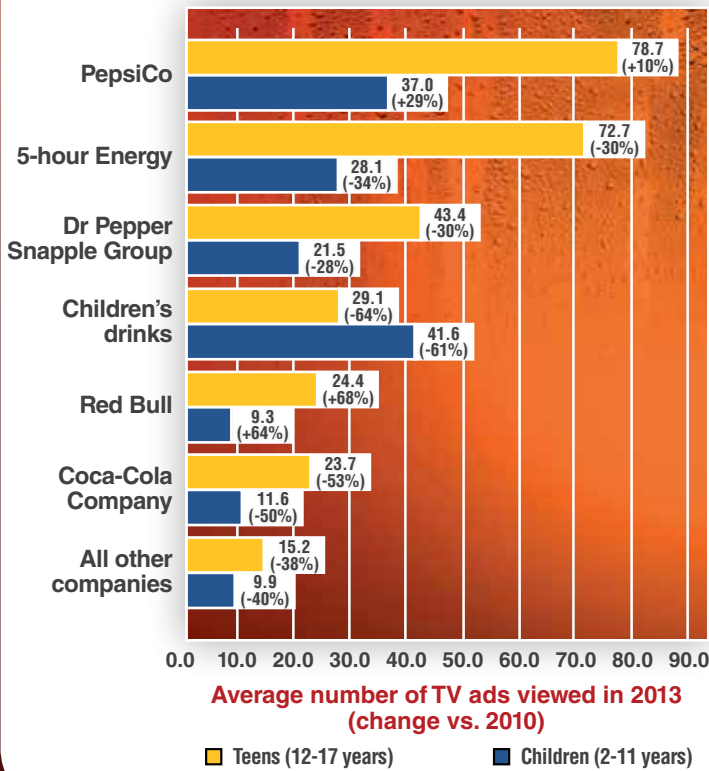
- Capri Sun Super V was the only 100% juice drink advertised directly to children.

In 2013, companies spent \$866 million to advertise unhealthy drinks in all media – more than four times the amount spent to advertise 100% juice and water.



Not all companies reduced sugary drink advertising.

- Preschoolers saw 39% more TV ads for PepsiCo sugary drinks in 2013 than in 2010; children aged 6 to 11 saw 25% more.
- Red Bull advertising spending increased 84% and TV advertising to children and teens went up almost two-thirds.
- Dr Pepper Snapple Group targeted Sun Drop soda ads directly to teens.



Source: Rudd Center analysis of Nielsen data (2014)



ENERGY DRINKS

The American Academy of Pediatrics recommends that children under age 18 never consume energy drinks,⁵ but these products are marketed directly to youth.

- Advertising spending for energy drinks increased by 9% from 2010 to 2013, totaling \$175 million or 20% of advertising for unhealthy drinks.
- Energy drinks and shots represented one out of three TV ads for unhealthy drinks viewed by teens and one of four ads viewed by preschoolers and children.
- Teens viewed 30% more TV ads for Red Bull and 20% more 5-hour Energy ads than did adults, indicating advertising targeted to youth.
- PepsiCo launched new highly caffeinated Mtn Dew varieties (Kickstart and Game Fuel) and marketed them directly to teens on TV, the internet, and in social media.

NEW FORMS OF MARKETING

Sugary drink and energy drink brands are early adopters of new forms of marketing popular with youth.

Product placements

- Prime-time TV programs with the most brand appearances viewed by youth in 2013 included America's Got Talent (Snapple), American Idol (Coca-Cola), X Factor (Pepsi), and The Big Bang Theory (Sprite, 7UP, Monster Energy, and Red Bull).
- Teens viewed 12% more brand appearances on prime-time TV in 2013 than in 2010.

Social media

- Coca-Cola, Red Bull, and Pepsi were the top-three drink brands on Facebook, Twitter, and YouTube. Two other energy drinks – Monster Energy and Rockstar – ranked among the most active brands on social media.
- 5-hour Energy had the most-viewed YouTube video with 46 million views, while Red Bull's channel featured 4,200 different videos.
- Pepsi's social media followers increased by 600% on Facebook and 30-fold on Twitter from 2011 to 2014.
- Red Bull, Monster Energy, Rockstar, and Gatorade had over 200,000 Instagram followers; while Pepsi, Red Bull, Coca-Cola, and Mtn Dew had more than 25,000 followers on Vine.

Mobile applications

- Child-friendly advergame apps include Fanta Fruit Slam, Fanta Fun Tap, Snapple Spiny Lobsters in Snaplantis, Mtn Dew Baja or Bust, Lipton Cool Cubes, and Sierra Mist Must Haves.

Ten brands of regular soda, energy drinks, and other sugary drinks contributed over 80% of advertising to children and teens on TV in 2013. Most also marketed to youth in other media.

Ranking by average number of TV ads and brand appearances viewed by children in 2013:

	Company	Brand*	Child-targeted TV ads	Teen-targeted TV ads	Top ten in brand appearances	Ads on children's websites	Ads on youth websites	Top ten in social media	Advergame mobile apps	Youth-oriented promotions
1	Innovation Ventures	5-hour Energy		X			X	X		X
2	Kraft Foods	Capri Sun	X			X	X		X	
3	PepsiCo	Gatorade		X	X		X	X		X
4	Coca-Cola Co.	Coca-Cola			X	X	X	X		X
5	PepsiCo	Pepsi				X	X	X		X
6	Dr Pepper Snapple Group	Snapple			X				X	
7	Sunny Delight Beverages	Sunny D	X							
8	Red Bull	Red Bull		X	X		X	X	X	X
9	PepsiCo	Mtn Dew		X	X		X	X	X	X
10	Dr Pepper Snapple Group	Dr Pepper			X		X	X		X

*TV ads and brand appearances include brand-level ads that did not specify a sugar-sweetened or diet product.

MARKETING TO HISPANIC AND BLACK YOUTH

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

- Pepsi regular soda did not advertise on Spanish-language TV in 2010, but spent over \$16 million in 2013. Pepsi ads represented approximately 20% of sugary drink ads viewed by Hispanic youth on Spanish-language TV.
- SK Energy, a new energy shot, and 7UP advertised on Spanish-language but not English-language TV in 2013.
- Dr Pepper Snapple Group spent \$20 million (up from \$7 million in 2010) to support 7UP and Dr Pepper regular sodas – almost 20% of unhealthy drink ads viewed by Hispanic youth.
- Sunny D increased Spanish-language advertising by 18% in 2013 versus 2010, representing one-third of its TV advertising budget.

Black youth saw over twice as many TV ads for sugary drinks and energy drinks than did white youth.

- Black teens saw more than four times as many Sprite ads and more than three times as many ads for Coca-Cola.
- Other brands that advertised disproportionately more to black teens included Vitamin Water, Sun Drop, Snapple, 5-hour Energy, and Red Bull.

In 2013, Hispanic youth were 93% more likely to visit all beverage company websites compared with all youth, while black youth were 34% more likely to visit.

- Websites that attracted disproportionately high numbers of Hispanic youth included 5HourEnergy.com, 7UP.com, and Sprite.com.
- Websites that were relatively more popular with black youth included Welchs.com and Gatorade.com.

Companies appealed to multicultural youth through other forms of marketing.

- Coca-Cola, Dr Pepper, 7UP, and Pepsi sodas promoted numerous youth-oriented music and sports sponsorships to appeal to multicultural youth.
- Jarritos, a regular soda brand from Mexico, advertised on English-language TV in 2013, placed 34% of its internet ads on youth websites, and ranked in the top-20 Facebook brands.
- Latino-targeted content on YouTube included Lipton Brisk “Bodega chats” videos and Fanta cartoon videos in Spanish.



RECOMMENDATIONS

Further efforts are needed to improve the beverage marketing environment to support, rather than harm, young people's health.

Beverage companies must stop marketing unhealthy products directly to youth.

- Stop targeting teens with marketing for sugary drinks and highly caffeinated products.
- Introduce children's drinks with less than 40 calories per serving and no nonnutritive sweeteners.
- All companies should provide easily accessible ingredient information online.
- Do not target sugary drink marketing to communities that suffer disproportionately from diet-related diseases, including Hispanic and black youth.
- Strengthen the Children's Food and Beverage Advertising Initiative standards to include all forms of marketing to children up to age 14.

Policymakers can introduce regulation and legislation.

- Require transparent product labeling, including calories, added sugars, and artificial sweetener content on the front of all packaging.
- Require products that feature nutrition-related claims on package to meet minimum nutrition standards.

Parents can make a difference.

- Check ingredient lists on packages of children's drinks for added sugars, artificial sweeteners, and artificial flavors.
- Advocate for healthy beverages in schools, childcare centers, after-school programs, and other youth-focused settings.
- Contact beverage companies and tell them to stop their harmful marketing practices.



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