

# SUGARY DRINK TARGETED MARKETING

Sugary drink marketers target specific groups with advertising, in particular, children, teens, black youth, and Hispanic youth. Each of these groups are targeted with marketing containing content that appeals to them specifically. Some of these groups are exposed to more sugary drink advertising overall.

Click on the links below to find out how sugary drink companies target these groups.

[Children](#)

[Teens](#)

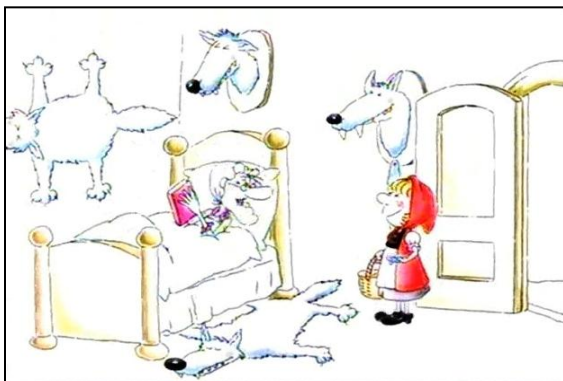
[Black youth](#)

[Hispanic youth](#)

[Sources](#)

# SUGARY DRINK MARKETING

## Targeting children



### Ad exposure<sup>1</sup>

- From 2008 to 2010, exposure to TV advertising for regular soda doubled for children.
- In 2010, while children saw 50% more ads on TV for sugary fruit drinks, adults saw twice as many ads for 100% juice.
- Capri Sun, Kool-Aid and Sunny D dominated children's exposure to sugary drinks on TV, together comprising 40% of children's total exposure to sugary drinks.
- Children viewed more TV ads for 5-hour Energy than for any other brand except Capri Sun.

### Ad content

- Kool-Aid, Capri Sun, and Sunny D used fun themes and humor to target young children in national TV advertising.
- Some brands encouraged children to head to the computer for additional brand exposure:
  - Capri Sun TV ads asked children to visit their youth-oriented website, which ranked highest for level of engagement. Once there, children could play games and watch cartoons featuring the brand.
  - Coca-Cola advertised a game on the internet for kids (Crammer Keeper) to turn class notes into trendy music tunes (to "make studying more fun").
- Both Sunny D and Pepsi ads promoted the brands' efforts to help young children through school-based programs.
- Energy drinks and regular soda ads often used techniques that appeal to children.
  - Red Bull and Vitamin Water used animation in at least one-half of their TV ads. One of Red Bull's ads depicted Little Red Riding Hood.
  - Nearly three-quarters of pages on Fanta.com contained youth-oriented content. The site featured animated characters, music, and videos.

# SUGARY DRINK MARKETING

## Targeting teens



### Ad exposure

- In 2010 teens viewed 12% more TV ads for sugary drinks and energy drinks than adults, even though teens watch less TV; representing an 18% increase for teens from 2008.<sup>1</sup>
- In 2010 regular soda and energy drinks comprised over 60% of teen exposure to sugary drinks.<sup>1</sup>
- Energy drinks are inappropriate for teens due to caffeine content, yet in 2010 they saw 18% more ads on TV for these products than adults did.<sup>1</sup>
- Gatorade, Sprite, Mountain Dew, Vitamin Water, and Sunkist purchased TV media to disproportionately reach teens in 2010.<sup>1</sup>
- Two-thirds of all radio ads for sugary drinks heard by teens were for regular soda, and teens heard 40% more radio ads for energy drinks compared with adults.<sup>2</sup>
- Teens were almost 2.5 times more likely to visit MonsterEnergy.com, and 1.7 times more likely to visit Rockstar69.com compared to all visitors combined.<sup>3</sup>
- Twenty-one sugary drink brands had YouTube channels in 2010 with more than 229 million views by June 2011, including 158 million views for the Red Bull channel alone.<sup>4</sup>
- Coca-Cola was the most popular brand on Facebook, with more than 30 million fans; Red Bull and Monster ranked 5th and 15th, with more than 20 and 11 million fans, respectively.<sup>4</sup>
- About 39% of teens downloaded Coke's iPhone app, "Magic Coke Bottle"; Coke also had a "Spin the Bottle" app.<sup>5</sup>

### Ad content

- Vitamin Water had a cross-promotion on TV with Twilight Eclipse.
- Regular soda, energy drink, and sports drink ads on TV appear to target a teen audience, using athletic sponsorships, event marketing, celebrity appearances, and cool/hip associations.
- All of Gatorade's TV ads portrayed the product as cool/hip, nearly all featuring celebrity athletes.
- Many energy drink sites appeared to target male youth with ties to extreme sports and images of sexy women.

# SUGARY DRINK MARKETING

## Targeting black youth



Sprite

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MAKING OF AN ALL-STAR

**MIAMI**

**G SERIES**



Sprite

THE SPARK

### Ad exposure

- Black children watched 50% more minutes of TV per week compared to white children, however, they still were exposed to higher-than-expected levels of ads after accounting for their greater TV viewing. For example, they saw more than twice the number of ads for energy drinks and flavored water, twice as many sports drink ads, and 93% and 77% more regular soda ads were seen by black children and teens, respectively.
- Some brands disproportionately target black teens, with black teens as compared to white teens seeing two to two-and-a-half times as many ads for Vitamin Water, Sprite, Sunny D, 5-hour Energy, and Mountain Dew in 2010.<sup>1</sup>
- Sixteen of the forty-three websites in our analysis were visited by black youth at least 25% more often compared with all youth.<sup>3</sup>
- Black youth visited SpriteStepOff.com nine times more often than did all youth.<sup>3</sup>

### Ad content

- Many Sprite banner ads promoted black athletes, musicians, and other celebrities.<sup>6</sup>
- Pepsi.com included images of African-American women and celebrities like Queen Latifah. Sprite.com promoted step and jerk dance competitions.
- Out of all sugary drink websites, Gatorade.com contained the most pages featuring black actors: 82%.
- Thirty-eight percent of Gatorade TV ads featured black celebrity athletes only.
- Two-thirds of Sprite's TV ads featured black actors only and also featured a rap promoting the NBA "Slam Dunk Contest." One ad featured the popular hip hop artist, Drake.
- Vitamin Water featured the rapper, "50 Cent" in one TV ad, who bragged about being "stankin' rich" after creating his own flavor of the beverage.

# SUGARY DRINK MARKETING

## Targeting Hispanic youth



### Spending

Overall, beverage companies spent just 8% of their total TV media budgets on Spanish-language TV. Powerade was the only brand in our analysis that spent disproportionately more on Spanish-language TV compared with English-language TV. However, Hispanic youth targeting is increasing.<sup>1</sup>

### Ad exposure

- From 2008 to 2010 Hispanic children saw 49% more ads and teens saw 99% more ads on Spanish-language TV for sugary drinks and energy drinks.<sup>1</sup>
- Coca-Cola Classic accounted for 39% of all sugary drink and energy drink ads on Spanish-language TV.<sup>1</sup>
- In 2010 Coca-Cola was the most frequent sugary drink brand advertised to teens on Spanish-language radio.<sup>2</sup>

### Ad content

- One difference in Spanish-language versus English advertising on TV was the emphasis on soccer, which was the only sport featured in Spanish-language ads, and it appeared in more than one-third of them.
- Powerade's Spanish-language TV ads connected the product with FIFA futbol.
- A Coca-Cola Spanish-language ad featured a mother who was shown rewarding her son with a Coca-Cola Classic for studying hard.
- A Spanish-language 7 Up TV ad featured the popular Hispanic singer, Denise Stefanie, who represented the brand in its Hispanic marketing "Sevenisima" campaign.
- On the internet, both Kool-Aid and Dr Pepper featured links to their Spanish-language websites.
  - The Spanish version of Kool-Aid's website appealed to families and promoted the product as more affordable, less sugary, and more fun for kids than soda.
  - The DrPepper.com site featured the Hispanic rapper Pitbull and photos of Hispanic children posing with Dr Pepper beverages.



## Sources:

1. © Nielsen (2008, 2010)
2. Nielsen; Arbitron Inc.
3. comScore Media Metrix Key Measures Report (January-December 2010)
4. Social media marketing analysis (June 15, 2011)
5. comScore iTunes Application Tracking (September 2010)
6. comScore AdMetrix Mobile (January through December 2010)