

# Television Advertising Exposure for Teens

## Ranking by ads viewed by teens (12-17 years)

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

Most

Least

Rank	Company	Brand	Category	Average # of ads viewed			2013 targeted ratio* Teen:adult
				2010	2013	% change	
1	Innovation Ventures	5-hour Energy	Energy drink	104.6	72.7	-30%	1.2
2	PepsiCo	Gatorade	Sports drink	31.4	33.4	6%	1.1
3	PepsiCo	Pepsi	Regular soda	10.9	26.8	146%	0.7
4	Red Bull	Red Bull	Energy drink	14.5	24.4	68%	1.3
5	PepsiCo	Mtn Dew	Regular soda	12.0	17.2	44%	1.0
6	Kraft Foods	Capri Sun (Roarin' Waters)	Flavored water	0.0	14.3	3.4	
7	Sunny Delight Beverages	Sunny D	Fruit drink	22.2	12.8	-42%	1.3
8	Dr Pepper Snapple Group	Dr Pepper	Regular soda	18.8	12.4	-34%	0.8
9	Dr Pepper Snapple Group	Sun Drop	Regular soda	0.0	11.5		2.3
10	Coca-Cola	Vitamin Water	Flavored water	11.5	9.9	-14%	1.4
11	Coca-Cola	Coca-Cola	Regular soda	19.5	8.6	-56%	0.7
12	Ocean Spray	Ocean Spray	Fruit drink	10.8	7.9	-27%	0.4
13	Dr Pepper Snapple Group	Snapple	Other sugary drink brand	0.5	7.6	1504%	0.9
14	Unilever	Lipton	Iced tea/coffee	7.2	7.0	-3%	0.7
15	Dr Pepper Snapple Group	Snapple	Iced tea/coffee	3.8	6.4	66%	0.8
16	Dr Pepper Snapple Group	Canada Dry	Regular soda	11.2	5.5	-51%	0.6
17	Coca-Cola	Sprite	Regular soda	12.8	2.6	-80%	1.2
18	Kraft Foods	Kool-Aid	Fruit drink	30.3	1.8	-94%	0.4
19	Coca-Cola	Coca-Cola	Soda brand	0.2	1.0	453%	0.5
20	PepsiCo	Sierra Mist	Regular soda	7.6	0.6	-92%	0.6
21	Coca-Cola	Powerade	Sports drink	1.0	0.6	-42%	0.5
22	Coca-Cola	NOS	Energy drink	0.1	0.5	601%	0.3
23	Kraft Foods	Capri Sun	Fruit drink	28.9	0.3	-99%	3.7
24	Houchens Industries	Tampico	Fruit drink	0.0	0.3		0.4
25	Coca-Cola	Gold Peak	Iced tea/coffee	0.0	0.2		0.7
26	Coca-Cola	Sprite	Soda brand	0.5	0.1	-71%	1.3
27	PepsiCo	Manzanita Sol	Regular soda	0.0	0.1		0.5
28	Coca-Cola	Fanta	Regular soda	1.5	0.1	-95%	0.7
29	Coca-Cola	Simply	Fruit drink	0.5	0.1	-86%	1.0

continued

Television Advertising Exposure for Teens cont'd

COMPANY RANKINGS

Most  
↓  
Least

Rank		Average # of ads viewed			2013 targeted ratio*
		2010	2013	% change	Teen:adult
<b>1</b>	PepsiCo	71.6	78.7	10%	<b>0.9</b>
<b>2</b>	Innovation Ventures	104.6	72.7	-30%	<b>1.2</b>
<b>3</b>	Dr Pepper Snapple Group	61.8	43.4	-30%	<b>1.0</b>
<b>4</b>	Red Bull	14.5	24.4	68%	<b>1.3</b>
<b>5</b>	Coca-Cola	50.0	23.7	-53%	<b>0.9</b>
<b>6</b>	Kraft Foods	59.2	16.3	-72%	<b>1.9</b>
<b>7</b>	Sunny Delight Beverages	22.2	12.8	-42%	<b>1.3</b>
<b>8</b>	Ocean Spray	10.9	7.9	-28%	0.4
<b>9</b>	Unilever	7.2	7.0	-3%	0.7
<b>10</b>	Houchens Industries	0.0	0.3		0.4

\*Ratio of .9 or higher (bolded) more ads viewed than expected given teen viewing habits  
 Shading indicates children's product  
 Source: Rudd Center analysis of Nielsen data (2014)