

# Advertising Spending

## Ranking by total advertising spending in 2013

Includes total spending in all measured media for sugary drinks and energy drinks\*

Most

Rank	Company	Brand	Category	Total advertising spending (\$000)			2013 advertising spending by medium** (\$000)					
				2010	2013	Change	TV	TV % of total	Magazine	Radio	Outdoor	Internet
1	PepsiCo	Pepsi	Regular soda	\$49,576	\$139,310	181%	\$124,102	89%	\$144	\$8,371	\$4,236	\$2,081
2	PepsiCo	Gatorade	Sports drink	\$113,252	\$108,212	-4%	\$91,745	85%	\$13,608	\$14	\$0	\$430
3	Coca-Cola	Coca-Cola	Regular soda	\$131,659	\$100,466	-24%	\$84,920	85%	\$78	\$8,079	\$5,926	\$109
4	Innovation Ventures	5-hour Energy	Energy drink	\$107,006	\$98,842	-8%	\$96,754	99%	\$0	\$876	\$0	\$106
5	Dr Pepper Snapple Group	Dr Pepper	Regular soda	\$57,062	\$54,286	-5%	\$49,705	92%	\$1,125	\$429	\$2,776	\$233
6	Red Bull	Red Bull	Energy drink	\$25,974	\$47,773	84%	\$45,606	96%	\$38	\$1	\$1,105	\$767
7	PepsiCo	Mtn Dew	Regular soda	\$18,590	\$41,112	121%	\$26,477	64%	\$639	\$1,652	\$537	\$11,780
8	Kraft Foods	Kool-Aid	Fruit drink	\$24,251	\$28,755	19%	\$15,198	53%	\$13,525	\$0	\$0	\$0
9	SK Energy Shots	SK Energy	Energy drink	\$0	\$20,408		\$16,999	83%	\$0	\$3,409	\$0	\$0
10	Ocean Spray	Ocean Spray	Fruit drink	\$32,464	\$18,835	-42%	\$18,822	100%	\$0	\$0	\$0	\$12
11	Coca-Cola	Coca-Cola	Soda brand	\$44,889	\$18,483	-59%	\$4,105		\$245		\$13,291	\$827
12	Coca-Cola	Powerade	Sports drink	\$14,956	\$17,841	19%	\$17,519	98%	\$0	\$255	\$37	\$31
13	Dr Pepper Snapple Group	Snapple	Other sugary drink brand	\$4,325	\$15,638	262%	\$11,145	71%	\$0	\$2,956	\$1,414	\$123
14	Coca-Cola	Vitamin Water	Flavored water	\$31,272	\$15,603	-50%	\$15,196	97%	\$0	\$0	\$383	\$24
15	Sunny Delight Beverages	Sunny D	Fruit drink	\$22,906	\$13,844	-40%	\$13,844	100%	\$0	\$0	\$0	\$0
16	Dr Pepper Snapple Group	7UP	Regular soda	\$28,963	\$12,114	-58%	\$10,727	89%	\$384	\$734	\$270	\$0
17	Dr Pepper Snapple Group	Snapple	Iced tea/coffee	\$4,393	\$11,686	166%	\$11,451	98%	\$0	\$0	\$10	\$124
18	Unilever	Lipton	Iced tea/coffee	\$17,191	\$9,222	-46%	\$8,399	91%	\$0	\$744	\$0	\$0
19	Dr Pepper Snapple Group	Canada Dry	Regular soda	\$10,752	\$9,047	-16%	\$9,025	100%	\$22	\$0	\$0	\$0
20	Coca-Cola	Seagram's	Regular soda	\$0	\$7,651		\$0	0%	\$7,552	\$5	\$0	\$0
21	PepsiCo	Sierra Mist	Regular soda	\$22,141	\$6,581	-70%	\$4,627	70%	\$0	\$1,321	\$632	\$0
22	Coca-Cola	Fuze	Iced tea/coffee	\$0	\$6,220		\$901	14%	\$5,296	\$4	\$0	\$19
23	Kraft Foods	Capri Sun (Roarin' Waters)	Flavored water	\$0	\$5,982		\$5,890	98%	\$57	\$0	\$0	\$35
24	PepsiCo	Pepsi	Soda brand	\$4,585	\$5,066	10%	\$12				\$4,652	\$402
25	Coca-Cola	Sprite	Regular soda	\$12,743	\$4,746	-63%	\$4,746	100%	\$0	\$0	\$0	\$0
26	Coca-Cola	NOS	Energy drink	\$1,828	\$4,612	152%	\$4,502	98%	\$0	\$86	\$24	\$0
27	Dr Pepper Snapple Group	Sun Drop	Regular soda	\$35	\$4,606	13184%	\$4,606	100%	\$0	\$0	\$0	\$0
28	Campbell Soup Company	V8 Fusion (Refreshers)	Fruit drink	\$0	\$3,635		\$0	0%	\$3,560	\$0	\$0	\$0
29	Houchens Industries	Tampico	Fruit drink	\$279	\$3,411	1122%	\$3,123	92%	\$0	\$0	\$288	\$0
30	PepsiCo	Lipton Pure Leaf	Iced tea/coffee	\$0	\$3,261		\$1,563	48%	\$197	\$1,004	\$236	\$120
31	PepsiCo	Manzanita Sol	Regular soda	\$0	\$2,364		\$1,351	57%	\$0	\$736	\$276	\$0
32	Dr Pepper Snapple Group	Dr Pepper	Soda brand	\$1,925	\$1,891	-2%	\$48	3%	\$245	\$1,394	\$198	\$0
33	Dr Pepper Snapple Group	7UP	Soda brand	\$2,404	\$1,671	-30%	\$0	0%	\$0	\$0	\$1,088	\$583

continued

Advertising Spending cont'd

Rank	Company	Brand	Category	Total advertising spending (\$000)			2013 advertising spending by medium** (\$000)					
				2010	2013	Change	TV	TV % of total	Magazine	Radio	Outdoor	Internet
34	Nestle	Poland Spring (Nature's Blends)	Fruit drink	\$0	\$1,532		\$0		\$1,509	\$0	\$0	\$0
35	PepsiCo	Sierra Mist	Soda brand	\$211	\$1,437	582%	\$0	0%	\$0	\$1,437	\$0	\$0
36	PepsiCo	PepsiCo	Company	\$633	\$1,096	73%	\$0	0%	\$0	\$0	\$1,096	\$0
37	Campbell Soup Company	Bolthouse Farms	Other sugary drink brand	\$0	\$1,067		\$0	0%	\$0	\$2	\$1,065	\$0
38	Coca-Cola	Fanta	Regular soda	\$6,330	\$927	-85%	\$744	80%	\$0	\$88	\$94	\$0
39	Dr Pepper Snapple Group	Dr Pepper Snapple Group	Company	\$48	\$870	1697%	\$0	0%	\$0	\$11	\$520	\$0
40	Dr Pepper Snapple Group	Canada Dry	Soda brand	\$589	\$845	44%	\$0	0%	\$0	\$0	\$844	\$1
41	Dr Pepper Snapple Group	Crush	Soda brand	\$492	\$794	61%	\$0	0%	\$0	\$777	\$0	\$17
42	Welch Foods Inc.	Welch's	Fruit drink	\$5,451	\$724	-87%			\$85			\$14
43	Kraft Foods	Capri Sun	Fruit drink	\$9,875	\$692	-93%	\$43	6%	\$0	\$0	\$0	\$617
44	Coca-Cola	Fuze	Other sugary drink brand	\$137	\$648	374%	\$0	0%	\$0	\$369	\$268	\$11
45	Kraft Foods	Capri Sun	Other sugary drink brand	\$232	\$640	176%	\$0	0%	\$0	\$1	\$0	\$522
46	Coca-Cola	Sprite	Soda brand	\$6,868	\$593	-91%	\$124	21%	\$0	\$68	\$247	\$154
47	PepsiCo	Tropicana	Other sugary drink brand	\$856	\$458	-46%	\$0	0%	\$0	\$0	\$458	\$0
48	Dr Pepper Snapple Group	Dr Pepper/7UP	Soda brand	\$8,596	\$452	-95%	\$0	0%	\$0	\$0	\$0	\$452
49	Royal Wessanen	Little Hug Fruit Barrels	Fruit drink	\$1,077	\$451	-58%	\$15	3%	\$0	\$0	\$0	\$321
50	Coca-Cola	Gold Peak	Iced tea/coffee	\$1,160	\$369	-68%	\$367	100%	\$0	\$0	\$0	\$1
51	PepsiCo	SoBe	Other sugary drink brand	\$1,814	\$249	-86%	\$0	0%	\$0	\$0	\$249	\$0
52	Welch Foods Inc.	Welch's Chillers	Fruit drink	\$0	\$218		\$0	0%	\$0	\$0	\$0	\$0
53	Dr Pepper Snapple Group	Schweppes	Soda brand	\$3	\$204	7754%	\$0	0%	\$0	\$204	\$0	\$0
54	Coca-Cola	Mello Yello	Soda brand	\$55	\$144	161%	\$0	0%	\$0	\$0	\$0	\$0
55	National Beverage Corp	Faygo	Soda brand	\$277	\$136	-51%	\$0	0%	\$0	\$0	\$136	\$0
56	Coca-Cola	Minute Maid	Other sugary drink brand	\$187	\$130	-30%	\$0	0%	\$0	\$130	\$0	\$0
57	Dr Pepper Snapple Group	Squirt	Soda brand	\$482	\$128	-73%	\$0	0%	\$0	\$128	\$0	\$0
58	Carolina Beverage Corporation	Cheerwine	Other sugary drink brand	\$11	\$127	1005%	\$0	0%	\$0	\$86	\$41	\$0

Least

continued

Advertising Spending Conf'd  
COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Total advertising spending (\$000)			2013 advertising spending by medium** (\$000)					
		2010	2013	Change	TV	TV % of total	Magazine	Radio	Outdoor	Internet
1	PepsiCo	\$234,562	\$309,651	32%	\$249,877	81%	\$14,588	\$15,024	\$12,389	\$14,815
2	Coca-Cola	\$284,601	\$184,840	-35%	\$134,504	73%	\$13,221	\$9,528	\$24,318	\$1,330
3	Dr Pepper Snapple Group	\$132,080	\$114,407	-13%	\$67,721	59%	\$1,775	\$6,706	\$7,127	\$1,538
4	Innovation Ventures	\$107,006	\$98,842	-8%	\$96,754	98%	\$0	\$876	\$0	\$106
5	Red Bull	\$25,974	\$47,773	84%	\$45,606	95%	\$38	\$1	\$1,105	\$767
6	Kraft Foods	\$34,381	\$36,068	5%	\$21,131	59%	\$13,582	\$1	\$0	\$1,175
7	SK Energy Shots	\$0	\$20,408		\$16,999	83%	\$0	\$3,409	\$0	\$0
8	Ocean Spray	\$32,608	\$18,929	-42%	\$18,845	100%	\$0	\$0	\$0	\$84
9	Sunny Delight Beverages	\$22,906	\$13,844	-40%	\$13,844	100%	\$0	\$0	\$0	\$0
10	Unilever	\$17,196	\$9,222	-46%	\$8,399	91%	\$0	\$744	\$0	\$0
11	Campbell Soup Company	\$299	\$5,109	1608%	\$0	0%	\$3,560	\$2	\$1,065	\$0
12	Welch Foods Inc.	\$5,451	\$942	-83%	\$0	0%	\$85	\$0	\$0	\$14
13	Rockstar	\$326	\$300	-8%	\$175	58%	\$0	\$3	\$113	\$0
14	National Beverage Corp	\$277	\$136	-51%	\$0	0%	\$0	\$0	\$136	\$0

\* Includes all brands with \$100,000 or more in advertising spending in 2013

\*\*Includes spending in 18 different media, including TV, magazines, radio, newspapers, free standing insert coupons, internet and outdoor advertising

Shading indicates children's product

Source: Rudd Center analysis of Nielsen data