

TV Advertising Exposure for Black Youth

Ranking by ads viewed by black children (2-11 years) in 2013

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

Most

Least

Rank	Company	Brand	Category	Black children (2-11 years)					Black teens (12-17 years)				
				Average # of ads viewed			Black:white		Average # of ads viewed			Black:white	
				2010	2013	% change	2010	2013	2010	2013	% change	2010	2013
1	Innovation Ventures	5-hour Energy	Energy drink	97.0	60.4	-38%	2.7	2.7	200.7	137.8	-31%	2.1	2.2
2	Kraft Foods	Capri Sun (Roarin' Waters)	Flavored water	0.0	35.7			1.5	0.0	23.7			2.1
3	PepsiCo	Gatorade	Sports drink	22.2	28.8	30%	2.3	2.1	51.7	56.6	9%	1.9	1.9
4	PepsiCo	Pepsi	Regular soda	5.7	19.9	252%	1.7	1.6	13.9	38.8	179%	1.5	1.6
5	Sunny Delight Beverages	Sunny D	Fruit drink	31.5	19.5	-38%	1.7	1.9	42.0	23.3	-45%	2.4	2.2
6	Red Bull	Red Bull	Energy drink	11.0	18.8	71%	2.5	2.6	22.5	42.2	88%	1.8	2.1
7	PepsiCo	Mtn Dew	Regular soda	8.5	13.5	59%	2.9	2.4	20.1	30.6	52%	2.1	2.0
8	Coca-Cola	Coca-Cola	Regular soda	15.1	12.2	-19%	1.5	3.0	30.4	20.2	-33%	1.8	3.2
9	Dr Pepper Snapple Group	Sun Drop	Regular soda	0.0	10.4			3.2	0.0	21.8			2.5
10	Ocean Spray	Ocean Spray	Fruit drink	12.8	9.5	-25%	1.7	1.9	17.3	11.6	-33%	1.8	1.6
11	Dr Pepper Snapple Group	Dr Pepper	Regular soda	13.1	8.9	-32%	1.8	1.8	26.3	17.6	-33%	1.6	1.7
12	Coca-Cola	Vitamin Water	Flavored water	9.2	8.7	-6%	2.7	3.8	22.8	19.6	-14%	2.6	2.5
13	Dr Pepper Snapple Group	Snapple	Other sugary drink brand	0.4	7.4	1624%	1.9	2.4	0.7	13.5	1878%	1.7	2.2
14	Dr Pepper Snapple Group	Snapple	Iced tea/coffee	3.1	7.3	139%	1.4	2.4	4.4	12.3	183%	1.2	2.3
15	Unilever	Lipton	Iced tea/coffee	6.9	6.7	-2%	1.8	2.2	10.7	11.6	8%	1.6	1.8
16	Dr Pepper Snapple Group	Canada Dry	Regular soda	9.4	4.8	-49%	1.7	1.4	14.7	7.7	-48%	1.4	1.4
17	Coca-Cola	Sprite	Regular soda	10.8	3.0	-72%	2.8	5.8	24.8	6.6	-73%	2.6	4.1
18	Coca-Cola	Coca-Cola	Soda brand	0.1	1.3	2114%	1.2	2.3	0.2	1.7	832%	1.4	1.8
19	Coca-Cola	Gold Peak	Iced tea/coffee	0.0	0.8			53.7	0.0	1.0		33.6	
20	Kraft Foods	Capri Sun	Fruit drink	54.9	0.6	-99%	1.2	1.2	44.0	0.3	-99%	1.8	1.7
21	Coca-Cola	Powerade	Sports drink	0.8	0.5	-34%	1.4	1.6	1.5	1.0	-35%	1.4	1.7
22	Coca-Cola	Sprite	Soda brand	0.4	0.4	5%	3.0	54.5	0.9	0.8	-16%	2.7	49.9
23	PepsiCo	Lipton Pure Leaf	Iced tea/coffee	0.0	0.4			1.2	0.0	0.6		1.0	
24	Coca-Cola	NOS	Energy drink	0.0	0.3	1166%	0.2	0.8	0.0	0.3	1284%	0.2	0.6
25	Coca-Cola	Simply	Fruit drink	0.5	0.2	-59%	1.4	23.3	0.7	0.4	-45%	1.3	19.4
26	Dr Pepper Snapple Group	Sun Drop	Soda brand	0.0	0.1			0.8	0.0	0.2		1.0	
27	S. Martinelli & Company	Martinelli's	Fruit drink	0.0	0.1			1.3	0.0	0.1		1.2	

continued

TV Advertising Exposure for Black Youth cont'd

COMPANY RANKINGS

Most
↓
Least

Rank	Company	Black children (2-11 years)					Black teens (12-17 years)				
		Average # of ads viewed			Black:white		Average # of ads viewed			Black:white	
		2010	2013	% change	2010	2013	2010	2013	% change	2010	2013
1	PepsiCo	45.6	62.6	37%	2.1	2.0	102.4	126.7	24%	1.7	1.8
2	Innovation Ventures	97.0	60.4	-38%	2.7	2.7	200.7	137.8	-31%	2.1	2.2
3	Dr Pepper Snapple Group	49.0	38.9	-21%	1.9	2.2	88.5	73.0	-18%	1.6	2.0
4	Kraft Foods	99.1	36.3	-63%	1.3	1.5	90.1	24.0	-73%	1.8	2.1
5	Coca-Cola	38.5	27.4	-29%	1.8	3.3	84.3	51.5	-39%	2.0	2.9
6	Sunny Delight Beverages	31.5	19.5	-38%	1.7	1.9	42.0	23.3	-45%	2.4	2.2
7	Red Bull	11.0	18.8	71%	2.5	2.6	22.5	42.2	88%	1.8	0
8	Ocean Spray	12.9	9.6	-26%	1.7	1.9	17.4	11.6	-33%	1.8	1.6
9	Unilever	6.9	6.7	-2%	1.8	2.2	10.7	11.6	8%	1.6	1.8

*Ads viewed by black children or teens compared with white children or teens.
 Bolded ratio indicates more ads viewed than expected given differences in amount of TV viewing by black versus white youth
 Shading indicates children's product
 Source: Rudd Center analysis of Nielsen data (2014)