

# Brand Appearances on Prime-Time TV

## Ranking by total screen time for brand appearances in 2013

Includes brands appearing during prime-time TV programming in 2013\*

Most



Least

Rank	Company	Brand	Category**	Total screen time (mins)			Number of telecasts			Average duration per telecast (seconds)		
				2010	2013	% change	2010	2013	% change	2010	2013	% change
1	Dr Pepper Snapple Group	Snapple	Other sugary drink brand	11.4	299.1	2531.1	63	113	79%	10.8	158.8	1367%
2	Coca-Cola	Coca-Cola	Soda brand	194.9	277.8	42.5	482	546	13%	24.3	30.5	26%
3	Coca-Cola	Sprite	Soda brand	3.5	104.9	2896.2	42	191	355%	5.0	32.9	559%
4	Dr Pepper Snapple Group	7UP	Soda brand	8.0	51.3	539.0	55	129	135%	8.8	23.9	172%
5	PepsiCo	Pepsi	Soda brand	28.6	31.7	11.0	263	287	9%	6.5	6.6	2%
6	Monster Beverage Corporation	Monster	Energy drink	0.4	27.8	7160.9	13	65	400%	1.8	25.7	1352%
7	Dr Pepper Snapple Group	Dr Pepper	Soda brand	4.6	21.7	376.6	43	102	137%	6.3	12.8	101%
8	Dr Pepper Snapple Group	Sunkist	Soda brand	4.0	15.1	277.9	17	18	6%	14.1	50.4	257%
9	PepsiCo	Sierra Mist	Soda brand	1.3	10.4	678.8	8	18	125%	10.0	34.6	246%
10	Red Bull	Red Bull	Energy drink	10.2	9.8	-3.6	109	127	17%	5.6	4.6	-17%
11	Coca-Cola	Fanta	Soda brand	1.0	7.3	619.7	11	34	209%	5.5	12.9	133%
12	PepsiCo	Gatorade	Sports drink	8.9	7.0	-21.2	100	99	-1%	5.3	4.2	-20%
13	PepsiCo	Mtn Dew	Soda brand	4.7	4.8	3.2	52	74	42%	5.4	3.9	-27%
14	Coca-Cola	NOS	Energy drink	2.5	4.5	81.3	6	23	283%	25.0	11.8	-53%
15	Kraft Foods	Kool-Aid	Fruit drink	6.0	4.2	-30.3	90	87	-3%	4.0	2.9	-28%
16	Rockstar	Rockstar	Energy drink	0.2	3.2	1645.5	4	6	50%	2.8	32.0	1064%
17	Dr Pepper Snapple Group	Canada Dry	Soda brand	0.9	2.5	192.2	5	15	200%	10.2	9.9	-3%
18	Dr Pepper Snapple Group	A&W	Soda brand	2.0	2.4	18.2	12	14	17%	10.1	10.2	1%
19	Coca-Cola	Full Throttle	Energy drink	0.0	2.0		0	9		0.0	13.0	
20	Coca-Cola	Powerade	Sports drink	0.3	1.9	544.4	5	16	220%	3.6	7.3	101%
21	Coca-Cola	Vitamin Water	Flavored water	5.7	1.6	-71.8	24	11	-54%	14.2	8.7	-38%
22	Coca-Cola	Barq's	Soda brand	0.1	0.8	900.0	5	4	-20%	1.0	12.5	1150%
23	Dr Pepper Snapple Group	RC Cola	Soda brand	1.4	0.7	-48.2	13	5	-62%	6.5	8.8	35%
24	Innovation Ventures	5-hour Energy	Energy drink	0.2	0.5	128.6	14	22	57%	1.0	1.5	45%

continued

Brand Appearances on Prime-Time TV conf'd

COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Total screen time (mins)			Number of telecasts			Average duration per telecast (seconds)		
		2010	2013	% change	2010	2013	% change	2010	2013	% change
1	Coca-Cola	209.7	401.6	92%	597	848	42%	21.1	28.4	35%
2	Dr Pepper Snapple Group	34.9	393.6	1029%	242	421	74%	8.6	56.1	549%
3	PepsiCo	45.8	54.5	19%	441	496	12%	6.2	6.6	6%
4	Monster Beverage Corporation	2.2	28.2	1212%	20	67	235%	6.5	25.3	292%
5	Red Bull	10.2	9.8	-4%	109	127	17%	5.6	4.6	-17%
6	Kraft Foods	6.1	4.2	-31%	92	89	-3%	4.0	2.8	-28%
7	Rockstar	0.2	3.2	1645%	4	6	50%	2.8	32.0	1064%
8	Innovation Ventures	0.2	0.5	129%	14	22	57%	1.0	1.5	45%

\*Includes all brands with total screen time of 0.5 minutes (30 sec) or longer in 2013  
 \*\*Soda brand category includes appearances for soda brands and regular soda combined  
 Shading indicates children's product  
 Source: Rudd Center analysis of Nielsen data (2014)