

Social Media Marketing

Ranking by Facebook likes in 2014

Includes information for brands featuring sugary drinks or energy drink on social media in 2014*

Rank	Company	Brand	Category	Products/ promotions	Facebook ***			Twitter			YouTube***	
					2011	2014	% change	Followers (000)		Avg # of tweets/day	Views (000)	
1	Coca-Cola	Coca-Cola	Soda brand	Coca-Cola, My Coke Rewards, Coca-Cola Freestyle	30,748	84,117	174%	300	2,598	766%	77.55	339,932
2	Red Bull	Red Bull	Energy drink	Red Bull, Red Bull X-Fighters, Red Bull Air Race, Red Bull Music Academy, Red Bull Flugtag	20,462	46,333	126%	223	1,680	652%	65.02	841,789
3	PepsiCo	Pepsi	Soda brand	Pepsi, Pepsi Next	4,449	32,301	626%	89	2,627	2839%	4.32	196,349
4	Monster Beverage Corporation	Monster Energy	Energy drink		11,239	24,563	119%	75	1,316	1643%	4.59	81,875
5	Coca-Cola	Sprite	Regular soda		3,741	16,817	350%	15	129	737%	5.68	41,888
6	Dr Pepper Snapple Group	Dr Pepper	Soda brand		9,680	16,045	66%	44	267	510%	11.29	2,091
7	Coca-Cola	Fanta	Regular soda		**	14,268		**	27		3.20	32,972
8	PepsiCo	Mtn Dew	Soda brand	Mtn Dew, Mtn Dew Green Label	5,518	8,709	58%	40	368	823%	27.12	29,809
9	PepsiCo	Gatorade	Sports drink	Gatorade, Gatorade G2	3,704	6,886	86%	30	261	780%	13.58	13,364
10	Unilever	Lipton	Other sugary drink brand		**	5,826		**	32		5.48	14,674
11	Nestle	Nestea	Other sugary drink brand		**	4,472		**	2		1.64	4,457
12	Dr Pepper Snapple Group	Sunkist	Soda brand		116	4,272	3575%	**	3		0.51	
13	Coca-Cola	Vitamin Water	Flavored water		2,540	4,053	60%	14	123	784%	0.57	12,233
14	Dr Pepper Snapple Group	Sun Drop	Regular soda	Sundrop, Sunkist	**	3,469		**	18		0.59	
15	Dr Pepper Snapple Group	Snapple	Other sugary drink brand		451	3,466	669%	18	81	354%	12.55	2,573
16	Dr Pepper Snapple Group	7UP	Regular soda		462	3,457	649%	**	38		3.83	44
17	Arizona	Arizona	Other sugary drink brand		2,195	3,297	50%	32	66	107%	4.69	33
18	Kraft Foods	Kool-Aid	Fruit drink	Bursts, Jammers, On the Go	1,084	3,111	187%					
19	Rockstar	Rockstar	Energy drink	Rockstar, Rockstar Mayhem Festival, Rockstar Uproar Festival	925	2,735	196%	18	329	1741%	9.14	11,722
20	Novamex	Jarritos	Soda brand		**	2,519		**	6		0.77	1,299

Most



continued

Ranking Table 9

Social Media Marketing conf'd

Rank	Company	Brand	Category	Products/ promotions	Facebook ***			Twitter			YouTube***	
					Likes (000)			Followers (000)		Avg # of tweets/day	Views (000)	
					2011	2014	% change	2011	2014	% change	2014	2014
21	PepsiCo	Sierra Mist	Soda brand		44	1,326	2927%	1	17	1835%	1.05	
22	Unilever	Lipton (Brisk)	Other sugary drink brand		850	1,297	53%	27	29	8%	3.74	24,153
23	Coca-Cola	Minute Maid	Other sugary drink brand		189	1,288	582%	**	2		1.73	4,111
24	Kraft Foods	Capri Sun	Other sugary drink brand	Capri Sun, Capri Sun Roarin' Waters	**	1,128		**	1		0.60	2,411
25	PepsiCo	Tropicana	Other sugary drink brand		138	1,083	685%	7	110	1566%	3.56	
26	Jones Soda Co.	Jones	Soda brand		**	1,012		**	14		12.85	
27	Ocean Spray	Ocean Spray	Other sugary drink brand		340	919	170%	2	18	789%	5.92	553
28	PepsiCo	SoBe	Other sugary drink brand		175	825	371%	5	9	71%	0.73	111
29	Coca-Cola	Powerade	Sports drink		110	573	419%	10	134	1235%	1.06	3,692
30	SK Energy Shots	SK Energy	Energy drink		**	518		**	38		2.28	
31	Coca-Cola	Coca-Cola Company	Company		**	510		**	224		8.55	3,073
32	PepsiCo	Lipton Pure Leaf	Other sugary drink brand		**	431		**	2		4.86	2
33	Coca-Cola	Honest Tea	Other sugary drink brand		**	372		**	27		15.29	1,725
34	Langers Juice Company	Langers	Other sugary drink brand		**	365		**				
35	Sunny Delight Beverages	Sunny D	Fruit drink		96	357	271%	2	5	176%	18.87	175
36	Coca-Cola	Fuze	Other sugary drink brand		40	354	783%	0	2	916%	2.33	121
37	Campbell Soup Company	Bolthouse Farms	Other sugary drink brand		**	341		**	12		19.04	
38	Coca-Cola	Simply	Other sugary drink brand		60	329	451%	**				61
39	Arizona	Arnold Palmer	Iced tea/coffee		**	293		**				
40	Coca-Cola	NOS	Energy drink		58	274	374%	**	7		1.61	7,144
41	PepsiCo	Trop50	Other sugary drink brand		**	240		**	0		0.49	
42	Coca-Cola	Mello Yello	Soda brand		**	225		**	7		6.00	
43	Dr Pepper Snapple Group	Big Red	Soda brand		**	207		**	14		0.70	668
44	Nestle	Sweet Leaf	Other sugary drink brand		**	195		**	15		1.47	100
45	Monster Beverage Corporation	Peace Tea	Iced tea/coffee		**	186		**	14		0.84	
46	Coca-Cola	Gold Peak	Other sugary drink brand		**	156		**	1		3.54	
47	Houchens Industries	Tampico	Other sugary drink brand		**	144		**	6		1.07	31
48	Carolina Beverage Corporation	Cheerwine	Regular soda		**	132		**	5		2.48	34

continued

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					Likes (000)			Followers (000)		Avg # of tweets/day	Views (000)	
					2011	2014	% change	2011	2014	% change	2014	
49	Royal Wessanen	Little Hug Fruit Barrels	Other sugary drink brand		**	130		**				
50	Nestle	Tradewinds	Other sugary drink brand		**	121		**	0		0.22	
51	Coca-Cola	Seagram's	Other sugary drink brand		**	102		**				
52	Innovation Ventures	5-hour Energy	Energy drink		32	93	188%	2	15	847%	9.49	128,660

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Least

COMPANY RANKINGS

Rank	Company	2011	2014	% change	2011	2014	% change	2014
1	Coca-Cola	37,485	123,437	229%	339	3,280	866%	446,953
2	PepsiCo	14,237	51,997	265%	180	3,413	1799%	240,668
3	Red Bull	20,462	46,333	126%	223	1,680	652%	841,789
4	Dr Pepper Snapple Group	10,716	30,993	189%	62	425	591%	5,376
5	Monster Beverage Corporation	11,239	24,854	121%	75	1,335	1669%	81,876
6	Unilever	850	7,122	738%	27	61	129%	38,828
7	Nestle	**	4,788		**	18		4,557
8	Kraft Foods	1,084	4,238	291%	**	1		2,411
9	Arizona	2,196	3,589	63%	32	66	107%	33
10	Rockstar	925	2,735	196%	18	329	1741%	11,722
11	Novamex	**	2,519		**	6		1,299
12	Jones Soda Co.	**	1,012		**	14		
13	Ocean Spray	340	919	170%	2	18	789%	553
14	SK Energy Shots	**	518		**	38		
15	Langers Juice Company	**	365		**			
16	Sunny Delight Beverages	96	357	271%	2	5	175%	175
17	Campbell Soup Company	**	341		**	12		
18	National Beverage Corp	**	171		**	15		
19	Houchens Industries	**	144		**	6		31
20	Carolina Beverage Corporation	**	132		**	5		34
21	Royal Wessanen	**	130		**			
22	Innovation Ventures	32	93	188%	2	15	847%	128,660

Most

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Least

*Includes brands with 100,000+ Facebook likes or YouTube views
 **Brand or company was not included in 2011 social media marketing analysis
 ***Facebook fans in 2011, YouTube changed its method of counting views so cannot compare to 2011
 Shading indicates children's product
 Source: Social media marketing analysis (June, 2014)