

# Spanish Language TV Advertising

## Ranking by ads viewed by Hispanic children (6-11 years) in 2013

Includes average # of ads viewed on Spanish-language TV by Hispanic youth

Most  
↓  
Least

Rank	Company	Brand	Category	Average # of ads viewed								
				Preschoolers (2-5 years)			Children (6-11 years)			Teens (12-17 years)		
				2010	2013	% change	2010	2013	% change	2010	2013	% change
1	SK Energy Shots	SK Energy	Energy drink	0.0	17.2		0.0	12.7		0.0	11.0	
2	PepsiCo	Pepsi	Regular soda	0.0	12.2		0.0	9.1		0.0	8.9	
3	Dr Pepper Snapple Group	Dr Pepper	Regular soda	0.4	9.0	2232%	0.3	7.3	2155%	0.4	7.4	1962%
4	Coca-Cola	Coca-Cola	Regular soda	16.6	8.3	-50%	11.2	6.0	-47%	11.7	5.9	-49%
5	Innovation Ventures	5-hour Energy	Energy drink	7.1	4.7	-34%	6.2	3.9	-38%	12.4	4.0	-68%
6	Sunny Delight Beverages	Sunny D	Fruit drink	5.8	5.3	-9%	3.6	3.2	-10%	4.0	3.0	-24%
7	Dr Pepper Snapple Group	7UP	Regular soda	7.3	3.0	-59%	4.6	2.5	-47%	4.6	2.4	-48%
8	Coca-Cola	Fuze	Iced tea/coffee	0.0	1.1		0.0	0.8		0.0	1.0	
9	PepsiCo	Mtn Dew	Regular soda	0.0	0.9		0.0	0.9		0.0	1.3	
10	Coca-Cola	Vitamin Water	Flavored water	0.0	0.6		0.0	0.6		0.0	0.8	
11	Coca-Cola	Powerade	Sports drink	1.6	0.6	-64%	1.5	0.6	-60%	2.1	0.7	-69%
12	Red Bull	Red Bull	Energy drink	3.1	0.1	-96%	2.5	0.1	-95%	3.1	0.1	-97%

## COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Average # of ads viewed								
		Preschoolers (2-5 years)			Children (6-11 years)			Teens (12-17 years)		
		2010	2013	% change	2010	2013	% change	2010	2013	% change
1	SK Energy Shots	0.0	17.2		0.0	12.7		0.0	11.0	
2	PepsiCo	0.2	13.1	5247%	0.2	10.0	5249%	0.2	10.2	4578%
3	Dr Pepper Snapple Group	7.6	12.0	57%	4.9	9.7	97%	4.9	9.8	98%
4	Coca-Cola	19.1	10.6	-44%	13.5	8.0	-41%	15.0	8.4	-44%
5	Innovation Ventures	7.1	4.7	-34%	6.2	3.9	-38%	12.4	4.0	-68%
6	Sunny Delight Beverages	5.8	5.3	-9%	3.6	3.2	-10%	4.0	3.0	-24%
7	Red Bull	3.1	0.1	-96%	2.5	0.1	-95%	3.1	0.1	-97%

Shading indicates children's product  
Source: Rudd Center analysis of Nielsen data (2014)