

# SUGARY DRINK MARKETING 360° BRIEFS

Children and teens are exposed to sugary drink marketing from every angle. They see ads on TV, the internet, cell phones, the radio, and more.

Click on the links below for in depth information on how children and teens are hit with advertising on various media.

[TV](#)

[Radio](#)

[Company websites](#)

[Internet banner advertising](#)

[Social media websites](#)

[Cell phones](#)

[Sources](#)

# SUGARY DRINKS ON TV

## What children and teens see



### Overview

Preschoolers, children, and teens are inundated with ads for sugary drinks and energy drinks on TV. From 2008 to 2010 ad exposure for regular soda doubled for children and teens, and energy drink exposure increased by 20 to 50%.<sup>1</sup> TV ads used tactics irresistible to youth, such as fun and cool associations, animation, humor, celebrities, athletic sponsorships, and event marketing. In addition, youth were exposed to brand appearances for sugary drinks embedded in TV shows, mostly for Coca-Cola.<sup>9</sup>

### Top 3 sugary and energy drink TV advertisers to children<sup>1</sup>

1. Capri Sun
2. 5-hour Energy
3. Kool-Aid

### In 2010...

- Capri Sun, Kool-Aid and Sunny D dominated, together comprising 40% of children's exposure to sugary drinks.
- Children viewed more ads for 5-hour Energy than for any other brand except Capri Sun.
- Children viewed 50% more ads for fruit drinks than adults; adults viewed twice as many ads for 100% juice.
- Children additionally viewed 20 brand appearances for sugary drinks and energy drinks during TV shows.<sup>9</sup>



### Top 3 sugary and energy drink TV advertisers to teens<sup>1</sup>

1. 5-hour Energy
2. Kool-Aid
3. Capri Sun

### In 2010...

- Compared with adults, teens viewed 12% more ads on TV for all sugary drinks and energy drinks, even though they watched fewer hours of TV.
- Teens viewed 18% more energy drink ads than adults viewed.
- Teens additionally viewed 27 brand appearances for sugary drinks and energy drinks during TV shows.<sup>9</sup>



# SUGARY DRINKS ON THE RADIO

*What children and teens hear*



## Overview

Sugary drink brands used radio to advertise their products. Coca-Cola Classic was the most aggressive advertiser on radio, in general, and on Spanish-language radio, specifically.

## Top sugary drink radio advertisers<sup>7</sup>

1. Coca-Cola Classic
2. Dr Pepper
3. Mountain Dew
4. Crush
5. Gatorade



## Top sugary drink Spanish-language radio advertisers<sup>7</sup>

1. Coca-Cola Classic
2. Gatorade
3. Dr Pepper
4. SoBe
5. Amp

## In 2010...

- Teens heard approximately 97 sugary drink radio ads, 17% more ads than heard by adults.
- 64% of the sugary drink radio ads heard by teens were for regular soda.
- Teens heard twice as many ads for iced tea than adults, and 40% more ads for energy drinks.



# SUGARY DRINKS ON COMPANY WEBSITES

## What children and teens see

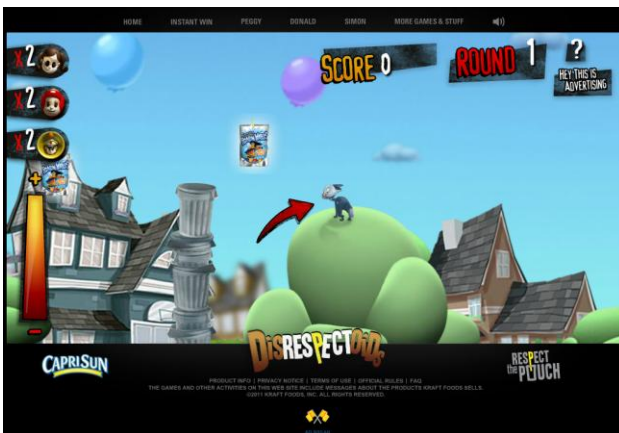
### Overview

Sugary drink and energy drink websites, even those that are not particularly child-targeted, were visited frequently by children and teens. The websites with the highest youth exposure were for soda products and Kraft Foods' fruit drink, Capri Sun. Teens were also disproportionately exposed to websites for energy drinks.

### Top sugary drink websites visited by children<sup>2</sup>

1. MyCokeRewards.com (170,000+ youth/month)
2. KraftBrands.com/CapriSun (69,000+ youth/month)
3. RefreshEverything.com (57,000 youth/month)
4. DrPepper.com (43,000 youth/month)
5. Coca-Cola.com (35,000 youth/month)

Websites with an abundance of content that appeals to youth (Capri Sun's site for kids and Fanta.com) immersed visitors with branding and beverage products in a fun way through the use of animated characters, engaging activities, and videos. Nearly all other sugary drink websites contained content that would appeal to a broad general audience, including children and teens. These sites included numerous promotions and sponsorships, and promoted the brand using youth-oriented techniques such as fun and cool/hip messaging, as well as multiple engagement techniques. Of note, many websites for energy drinks appeared to target male youth with tie-ins to extreme sports and images of sexy women.



# SUGARY DRINKS ON WEB BANNER ADS

## What children and teens see



### Overview

Sugary drink companies placed numerous banner ads for their products on youth websites (such as Nickelodeon, Disney, and the Cartoon Network). Some ads were aimed at a more general audience, while some were specifically child-targeted. However, even ads aimed at a general audience are viewed frequently on youth websites.

### General audience banner ads most commonly seen on youth websites<sup>3</sup>

1. My Coke Rewards (480 million ads/month)
2. Coca-Cola and other sugary drinks (280+ million ads/month)
3. Pepsi (220 million ads/month)

The primary purpose of general audience banner ads was to get viewers involved in promotions, mainly sweepstakes and contests.

### Child-targeted banner ads seen most commonly on youth websites<sup>3</sup>

1. Kool-Aid (54 million+ ads/month)
2. Capri Sun (52 million+ ads/month)
3. Sunny D (480,000+ ads/month)

Often, games, Flash animation, bright colors, and activities were embedded within the ads to attract children.



# SUGARY DRINKS ON SOCIAL MEDIA

## What children and teens see

**WHERE WILL HAPPINESS STRIKE NEXT?**  
Watch the video below to see how Coca-Cola delivers Happiness. Then explore the globe to see Where Happiness Strikes Next!

Coca-Cola Happiness Truck Canada | Le camion du...



0:00 / 3:23

Coca-Cola Happiness Truck Canada | Le camion du

Share Tweet

A Coca-Cola delivery truck is converted into a happiness machine on wheels delivering 'doses' of happiness in the streets of Toronto, Vancouver & Montreal, Cana...

All Countries Coca-Cola Happiness Truck Canada | Le camion



Explore the Globe for Happiness



### Overview

Three-quarters of teens belong to at least one social networking website.<sup>8</sup> Sugary drink brands are active social networkers as well, maintaining dedicated pages on the most popular social media websites: Facebook, Twitter, and YouTube.

### Top sugary drinks on Facebook<sup>4</sup>

1. Coca-Cola Classic
2. Red Bull
3. Monster

Coca-Cola was the most popular of any brand on Facebook, with more than 30 million fans. Red Bull and Monster energy drinks ranked 5th and 15th, with more than 20 million and 11 million fans, respectively. Sugary drink brands engaged with Facebook users by posting messages, polls, videos, photos, sweepstakes, and custom content on their pages.

### Top sugary drinks on Twitter<sup>4</sup>

1. Coca-Cola Classic
2. Red Bull
3. Pepsi

Sugary drinks conversed with Twitter visitors by “tweeting,” or posting short messages. These tweets commonly highlighted specific products, promotions, and contests and linked to photos, videos, and sugary drink websites.

### Top sugary drinks on YouTube<sup>4</sup>

1. Red Bull
2. Coca-Cola Classic
3. Pepsi

Sugary drinks maintained YouTube channels where they posted videos which commonly promoted products and sponsorships through cool and hip messaging. Videos on Red Bull’s channel alone received 158 million views.

# SUGARY DRINKS ON CELL PHONES

## What children and teens see



**I got answers.  
You got questions?**  
(tap to continue)



### Overview

Cell phones are a key means of communicating for American teens. Seventy five percent of 12- to 17-year olds own cell phones and 49% of these teens have used their phones to access the mobile internet.<sup>10</sup> Sugary drink brands now extend their advertising reach to include cell phones with banner ads on mobile websites, smartphone applications, and text messaging ads.

### Top sugary drinks on mobile websites<sup>5</sup>

1. Coca-Cola Classic
2. Mountain Dew
3. Fanta

The majority of banner ads on mobile websites highlighted promotions, particularly those related to sports sponsorships and contests. Banner ads also encouraged viewers to take further action by becoming a Twitter follower, downloading wallpaper, or voting on brand-sponsored polls.

### Top sugary drink iPhone applications among teens<sup>6</sup>

1. Red Bull Racing Challenge
2. Magic Coke Bottle
3. Red Bull X-Fighters Lite

Most iPhone applications allowed users to play games or interact with other engaging content.

# Sources:

1. © Nielsen (2008, 2010)
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4. Social media marketing analysis (June 15, 2011)
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6. comScore iTunes Application Tracking (September 2010)
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8. Pew Internet (2010, February 3). *Social media & mobile internet use among teens and young adults*. Retrieved from [www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx](http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx)
9. Brand appearance analysis
10. Pew Internet & American Life Project (2010, April 20). Teens and Mobile Phones.