

Display Advertising on Youth Websites

Ranking by average ads viewed on youth websites per month

Includes proportion of ads viewed on youth websites as well as average number of ads viewed per viewer

Most



Least

Rank	Company	Brand	Category	Products/promotions	Average # of monthly ads viewed on youth websites (000)			Proportion of ads viewed on youth websites			# ads viewed per viewer (2+ years) per month
					2010	2013	% change	2010	2013	% change	2013
1	Kraft Foods	Capri Sun	Other sugary drink brand	Capri Sun Roarin' Waters, Capri Sun	4,375	8,968	105%	46.7%	23.2%	-51%	3.7
2	Coca-Cola	Coca-Cola	Soda brand	Coca-Cola, Coca-Cola Mini, Coca-Cola Caffeine Free, Coca-Cola FM***, Coca-Cola Freestyle***, My Coke Rewards, Live Positively Coca-Cola***	50,684	6,409	-87%	9.0%	4.4%	-51%	3.7
3	Coca-Cola	Powerade	Sports drink	Powerade	668	2,121	218%	3.7%	11.9%	220%	3.9
4	Novamex	Jarritos	Regular soda	Jarritos	**	1,152		**	33.5%		1.6
5	Red Bull	Red Bull	Energy drink	Red Bull, Red Bull Mobile Pre-paid, Red Bull Music Academy	260	863	232%	2.0%	1.5%	-27%	1.6
6	Dr Pepper Snapple Group	Dr Pepper	Regular soda	Dr Pepper	6,269	854	-86%	10.2%	1.9%	-82%	3.3
7	Dr Pepper Snapple Group	Crush	Regular soda	Crush	390	847	117%	22.6%	26.7%	18%	3.7
8	PepsiCo	Pepsi	Regular soda	Pepsi Next	**	820		**	3.9%		3.2
9	PepsiCo	Mtn Dew	Regular soda	Mtn Dew, DEWmocracy***	8,923	800	-91%	13.9%	4.4%	-68%	3.0
10	Kraft Foods	Kool-Aid	Fruit drink	Kool-Aid	4,552	657	-86%	12.4%	7.1%	-43%	1.9
11	Innovation Ventures	5-hour Energy	Energy drink	5-hour Energy	**	630		**	0.9%		3.1
12	Coca-Cola	Fuze	Iced tea/coffee	Fuze	0	611		0.0%	8.2%		2.2
13	Starbucks	Starbucks	Iced tea/coffee	Frappuccino + DoubleShot Energy	**	420		**	8.9%		1.1
14	BYB Brands, Inc.	Tum E Yummies	Fruit drink	Tum E Yummies	**	383		**	49.6%		1.2
15	Coca-Cola	NOS	Energy drink	NOS	**	290		**	4.1%		3.8
16	Dr Pepper Snapple Group	Hawaiian Punch	Fruit drink	Hawaiian Punch	0	237		0.0%	44.7%		0.8
17	Coca-Cola	Sprite	Regular soda	Sprite	3,933	170	-96%	11.6%	1.8%	-84%	4.9
18	Houchens Industries	Tampico	Fruit drink	Tampico	**	146		**	11.1%		0.5
19	Ocean Spray	Ocean Spray	Fruit drink	Ocean Spray	32	141	345%	0.8%	4.7%	512%	4.9
20	PepsiCo	Gatorade	Sports drink	Gatorade	4,083	66	-98%	5.6%	1.2%	-78%	5.1
21	Coca-Cola	Vitamin Water	Flavored water	Vitamin Water	5,480	62	-99%	12.8%	2.4%	-81%	3.0
22	Dr Pepper Snapple Group	Snapple	Iced tea/coffee	Snapple	0	49		0.0%	0.5%		2.3
23	Dr Pepper Snapple Group	7UP	Regular soda	7UP	0	36		0.0%	0.4%		2.5
24	PepsiCo	AMP Energy	Energy drink	AMP Energy	1,531	26	-98%	9.8%	1.5%	-84%	1.7
25	Unilever	Lipton	Iced tea/coffee	Lipton Iced Tea	**	6		**	4.2%		1.4
26	Welch Foods Inc.	Welch's	Fruit drink	Welch's Light Juices	**	3		**	1.4%		1.4
27	Rockstar	Rockstar	Energy drink	Rockstar	**	3		**	2.5%		0.9
28	Coca-Cola	Honest Tea	Iced tea/coffee	Honest Tea	**	3		**	0.2%		1.0
29	Vita Coco	Vita Coco	Flavored water	Vita Coco Kids	**	1		**	0.3%		0.3

continued

Display Advertising on Youth Websites cont'd

COMPANY RANKINGS

Most
↓
Least

Rank	Company	Average # of monthly ads viewed on youth websites (000)			Proportion of ads viewed on youth websites		
		2010	2013	% change	2010	2013	% change
1	Kraft Foods	8,927	9,625	8%	19.3%	20.1%	4%
2	Coca-Cola	63,348	9,665	-85%	9.4%	5.3%	-43%
3	Dr. Pepper Snapple Group	7,570	2,023	-73%	11.6%	3.0%	-74%
4	PepsiCo	14,537	1,713	-88%	9.5%	6.6%	-30%
5	Novamex	**	1,152		**	33.5%	
6	Red Bull	260	863	232%	2.0%	1.5%	-27%
7	Innovation Ventures	**	630		**	0.9%	
8	Starbucks	**	420		**	8.9%	
9	BYB Brands, Inc.	**	383		**	49.6%	
10	Houchens Industries	**	146		**	11.1%	
11	Ocean Spray	32	141	339%	0.8%	4.7%	504%
12	Unilever	0	6		0.0%	4.3%	
13	Welch Foods Inc.	**	3		**	1.4%	
14	Rockstar	**	3		**	2.5%	
15	Turkey Hill Dairy	**	2		**	0.4%	
16	Vita Coco	**	1		**	0.3%	

*Includes brands with advertising on youth websites, Facebook, and/or YouTube in 2013

**Company or brand was not included in the 2010 analysis

*** These products/brands/companies did not advertise on youth websites in 2013, but they did advertise on YouTube or Facebook

Shading indicates children's product

Source: comScore Admetrix Advertiser report (January - December 2013)