

Advertising spending by sub-brand* and company** in 2018

Ranked by total advertising spending (\$'000) (in all media)

Rank	Company	Brand	Sub-brand	Category	Total advertising spending (\$'000)	Advertising spending by medium (\$'000)			
						TV	TV % of total	Magazine	Digital
1	Wonderful	Pom Wonderful		100% juice	\$27,739	\$17,262	62%	\$7,726	\$145
2	PepsiCo	Bubly		Sparkling water	\$20,644	\$19,711	95%	\$0	\$907
3	Wonderful	Fiji		Plain water	\$20,225	\$16,141	80%	\$3,681	\$56
4	Coca-Cola	Simply		100% juice	\$17,201	\$16,803	98%	\$0	\$398
5	Nestle	San Pellegrino		Sparkling water	\$16,062	\$14,603	91%	\$1,096	\$315
6	Ocean Spray	Ocean Spray		Fruit drink	\$15,734	\$15,445	98%	\$0	\$284
7	Dr Pepper Snapple Group	Bai	Antioxidant Infusion	Fruit drink	\$15,151	\$13,553	89%	\$0	\$1,598
8	Coca-Cola	Glaceau	Smartwater	Plain water	\$14,866	\$0	-	\$13,274	\$1,175
9	Coca-Cola	Glaceau	Vitaminwater	Flavored water	\$13,820	\$8,690	63%	\$4,756	\$126
10	Kraft Heinz	Capri Sun	Refreshers	Juice/water blend	\$12,795	\$242	2%	\$12,553	\$0
11	PepsiCo	Tropicana	Essentials	100% juice	\$11,578	\$11,534	100%	\$0	\$5
12	Coca-Cola	Minute Maid	Lemonade	Fruit drink	\$10,983	\$9,759	89%	\$1,224	\$0
13	Nestle	Nestle Waters	Pure Life	Plain water	\$8,605	\$7,488	87%	\$0	\$1,012
14	Nestle	Deer Park	Sparkling Water	Sparkling water	\$7,812	\$7,481	96%	\$0	\$303
15	Coca-Cola	Simply	Light	Juice/water blend	\$7,626	\$7,600	100%	\$0	\$26
16	Coca-Cola	Glaceau	Smartwater Sparkling	Sparkling water	\$7,115	\$0	-	\$7,115	\$0
17	Coca-Cola	Coca-Cola	Bottled Water	Plain water	\$7,089	\$0	-	\$0	\$310
18	Nestle	Arrowhead	Sparkling Water	Sparkling water	\$7,066	\$6,590	93%	\$0	\$462
19	Nestle	Poland Spring	Sparkling Water	Sparkling water	\$6,884	\$6,853	100%	\$0	\$2
20	Coca-Cola	Minute Maid	100% Juice	100% juice	\$6,509	\$6,505	100%	\$0	\$4
21	PepsiCo	Propel		Flavored water	\$6,412	\$6,014	94%	\$0	\$398
22	Kraft Heinz	Capri Sun	Juice Drink	Fruit drink	\$4,911	\$4,911	100%	\$0	\$0
23	Harvest Hill Beverage Company	Juicy Juice	100% Juice	100% juice	\$4,875	\$1,534	31%	\$3,132	\$0
24	Coca-Cola	Simply		Fruit drink	\$4,772	\$4,769	100%	\$0	\$3
25	Dr Pepper Snapple Group	Mott's	Sensibles	100% juice	\$4,424	\$0	-	\$4,266	\$108
26	Coca-Cola	Minute Maid	Premium Orange Juice	100% juice	\$4,057	\$4,057	100%	\$0	\$0
27	Spindrift Beverage	Spindrift		Sparkling water	\$4,052	\$0	-	\$3,042	\$103
28	Crystal Geyser Water	Crystal Geyser		Plain water	\$3,967	\$3,949	100%	\$0	\$18
29	Coca-Cola	Simply	Light	Fruit drink	\$3,910	\$3,744	96%	\$0	\$166
30	Nestle	Ice Mountain	Sparkling Water	Sparkling water	\$3,533	\$2,682	76%	\$0	\$809
31	Nestle	Zephyrhills	Sparkling Water	Sparkling water	\$3,415	\$3,355	98%	\$0	\$50

Shading indicates a children's drink brand

continued

Most



Advertising spending by sub-brand* in 2018 (continued)

Rank	Company	Brand	Sub-brand	Category	Total advertising spending (\$'000)	Advertising spending by medium (\$'000)			
						TV	TV % of total	Magazine	Digital
32	National Grape Cooperative	Welchs		100% juice	\$3,301	\$3,005	91%	\$0	\$58
33	Talking Rain Beverage	Sparkling Ice		Sparkling water	\$3,134	\$456	15%	\$0	\$2,467
34	Essentia Water	Essentia Bottled		Plain water	\$2,678	\$0	-	\$0	\$309
35	PepsiCo	Tropicana		100% juice	\$2,506	\$2,383	95%	\$0	\$2
36	PepsiCo	Tropicana	Trop50	Fruit drink	\$2,261	\$2,190	97%	\$0	\$5
37	Kraft Heinz	Kool-Aid	Jammers	Fruit drink	\$2,203	\$2,200	100%	\$0	\$3
38	Citrus World	Floridas Natural		100% juice	\$2,128	\$2,012	95%	\$0	\$0
39	Dr Pepper Snapple Group	Bai		Brand	\$1,944	\$0	-	\$0	\$1,936
40	Nestle	Ozarka		Sparkling water	\$1,806	\$0	-	\$0	\$1,806
41	Nestle	Nestle Waters		Plain water	\$1,788	\$894	50%	\$0	\$392
42	Harvest Hill Beverage Company	Sunny D		Fruit drink	\$1,508	\$589	39%	\$0	\$548
43	Squeezed	Squeezed		100% juice	\$1,454	\$0	-	\$0	\$0
44	Coca-Cola	Minute Maid		Brand	\$1,387	\$1,379	99%	\$0	\$7
45	Kraft Heinz	Capri Sun	Organic	Juice/water blend	\$1,335	\$1,260	94%	\$0	\$75
46	All Market	Vita Coco		100% juice	\$1,164	\$277	24%	\$0	\$576
47	Kraft Heinz	Capri Sun	Roarin' Waters	Flavored water	\$1,050	\$1,050	100%	\$0	\$0
48	Pressed Partners	Good Cleansing		100% juice	\$1,025	\$0	-	\$0	\$1,025
49	PepsiCo	Lipton Brisk		Brand	\$1,003	\$0	-	\$0	\$282
50	Icelandic Water Holdings	Icelandic Glacial B		Plain water	\$987	\$0	-	\$462	\$289
51	Coca-Cola	Minute Maid		Fruit drink	\$899	\$0	-	\$696	\$0
52	Dannon	Evian		Plain water	\$792	\$0	-	\$417	\$46
53	Dr Pepper Snapple Group	Snapple	Fruit Drinks	Fruit drink	\$623	\$0	-	\$0	\$623
54	Nestle	Deer Park		Plain water	\$585	\$0	-	\$0	\$0
55	S Martinelli & Co	Martinelli's		100% juice	\$560	\$236	42%	\$0	\$301
56	Sunsweet Growers	Sunsweet		100% juice	\$558	\$369	66%	\$0	\$50
57	Harmless Harvest	Harmless Harvest		100% juice	\$511	\$0	-	\$0	\$1
58	Campbell Soup	Bolthouse Farms		Brand	\$479	\$0	-	\$0	\$3
59	PepsiCo	Aquafina		Plain water	\$458	\$0	-	\$0	\$141
60	Nestle	Poland Spring		Plain water	\$433	\$247	57%	\$0	\$90
61	Hy-Vee	Hy-Vee One Step		Plain water	\$406	\$406	100%	\$0	\$0
62	PepsiCo	Sobe Lifewater		Plain water	\$389	\$0	-	\$0	\$0
63	Nestle	Ozarka	Sparkling Water	Sparkling water	\$380	\$332	87%	\$0	\$38
64	Nestle	San Pellegrino	Fruit Drinks	Fruit drink	\$336	\$0	-	\$0	\$300

Shading indicates a children's drink brand

continued

Advertising spending by sub-brand* in 2018 (continued)

Rank	Company	Brand	Sub-brand	Category	Total advertising spending (\$'000)	Advertising spending by medium (\$'000)			
						TV	TV % of total	Magazine	Digital
65	PepsiCo	Tropicana		Brand	\$327	\$54	17%	\$0	\$273
66	Nestle	Ozarka		Plain water	\$318	\$2	1%	\$0	\$36
67	Nestle	Zephyrhills		Plain water	\$267	\$123	46%	\$0	\$32
68	Bevgrow	Nootra Fruit Juices		100% juice	\$252	\$0	-	\$0	\$252
69	Coca-Cola	Dasani		Plain water	\$252	\$0	-	\$0	\$24
70	Nestle	Ice Mountain		Plain water	\$252	\$12	5%	\$0	\$0
71	Nestle	Perrier		Sparkling water	\$223	\$0	-	\$0	\$181
72	Hint Inc	Hint		Plain water	\$209	\$4	2%	\$0	\$195
73	Dannon	Danone	Bottled Water	Plain water	\$206	\$0	-	\$0	\$0
74	Cyh.Com	Cherrish		Juice blend	\$205	\$0	-	\$205	\$0
75	Nestle	Arrowhead		Plain water	\$191	\$0	-	\$0	\$21
76	PepsiCo	Tropicana	Tropicana Kids	Juice/water blend	\$188	\$0	-	\$0	\$188
77	PepsiCo	Lifewtr		Plain water	\$180	\$0	-	\$0	\$180
78	Szent	Szent		Plain water	\$180	\$0	-	\$0	\$180
79	PepsiCo	Dole		100% juice	\$159	\$0	-	\$49	\$23
80	Sunraysia Natural Beverage Company	Sunraysia		100% juice	\$146	\$0	-	\$0	\$0
81	Dole Food	Dole	Fruit Juice	100% juice	\$143	\$0	-	\$0	\$5
82	PepsiCo	Tropicana	Fruit Drinks	Fruit drink	\$126	\$30	23%	\$0	\$97
83	National Beverage Corp	La Croix Seltzer	Key Lime	Sparkling water	\$126	\$0	-	\$0	\$0
84	Formula Four Beverages Usa	Formula Four		Plain water	\$125	\$0	-	\$0	\$0
85	Coca-Cola	Zico		100% juice	\$125	\$0	-	\$0	\$0
86	Dr Pepper Snapple Group	Mott's	Mott's For Tots	Juice/water blend	\$124	\$0	-	\$0	\$11
87	Dole Food	Dole	Jaya	100% juice	\$115	\$0	-	\$0	\$115
88	Dr Pepper Snapple Group	Schweppes	Seltzer Water Orange	Sparkling water	\$113	\$0	-	\$0	\$113
89	In Zone Brands	Good 2 Grow		Juice/water blend	\$100	\$0	-	\$4	\$93



Least

Shading indicates a children's drink brand

*Includes sub-brands with \$100,000 or more in 2018 advertising spending

Advertising spending by company** in 2018 (continued)

Company rankings

Most
↓
Least

Rank	Company	Total advertising spending (\$'000)	Advertising spending by medium (\$'000)			
			TV	TV % of total	Magazine	Digital
Sweetened drinks						
1	Coca-Cola	\$34,384	\$26,961	78%	\$6,676	\$294
2	Dr Pepper Snapple Group	\$15,775	\$13,553	86%	\$0	\$2,222
3	Ocean Spray	\$15,734	\$15,445	98%	\$0	\$284
4	PepsiCo	\$8,799	\$8,234	94%	\$0	\$499
5	Kraft Heinz	\$8,164	\$8,161	100%	\$0	\$3
6	Harvest Hill Beverage Company	\$1,508	\$589	39%	\$0	\$548

Most
↓
Least

Drinks without added sweeteners						
1	Coca-Cola	\$64,837	\$34,964	54%	\$20,389	\$1,937
2	Nestle	\$59,620	\$50,662	85%	\$1,096	\$5,548
3	PepsiCo	\$36,101	\$33,628	93%	\$0	\$1,416
4	Wonderful	\$27,739	\$17,262	62%	\$7,726	\$145
5	Kraft Heinz	\$14,130	\$1,502	11%	\$12,553	\$75
6	Harvest Hill Beverage Company	\$4,875	\$1,534	31%	\$3,132	\$0
7	Dr Pepper Snapple Group	\$4,661	\$0	-	\$4,266	\$232
8	Spindrift Beverage	\$4,052	\$0	-	\$3,042	\$103
9	Crystal Geyser Water	\$3,967	\$3,949	100%	\$0	\$18
10	National Grape Cooperative	\$3,301	\$3,005	91%	\$0	\$58
11	Talking Rain Beverage	\$3,134	\$456	15%	\$0	\$2,467
12	Essentia Water	\$2,678	\$0	-	\$0	\$309
13	Citrus World	\$2,128	\$2,012	95%	\$0	\$0
14	Squeezed	\$1,454	\$0	-	\$0	\$0
15	All Market	\$1,164	\$277	24%	\$0	\$576
16	Pressed Partners	\$1,025	\$0	-	\$0	\$1,025
17	Dannon	\$998	\$0	-	\$417	\$46

**Includes companies with \$1 million or more in 2018 advertising spending

Source: Analysis of 2018 Nielsen data

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