

Exposure to TV advertising by Black children*

Ranked by ads viewed for Black children (6-11 years) in 2018

Includes average number of ads viewed by Black preschoolers and children on national (network, cable, and syndicated) TV

Rank	Company	Brand (sub-brand**)	Category	Average # of ads viewed				2013-2018 change ¹	Black-targeted ratios***	
				2010	2013	2018			2018	
				Black children (2-11 years)	Black children (2-11 years)	Black preschoolers (2-5 years)	Black children (6-11 years)		Preschoolers	Children
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	8.5	13.5	52.2	50.7	282%	2.52	2.50
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	22.2	28.8	33.4	33.7	17%	2.50	2.62
3	Red Bull	Red Bull	Energy drink	11.0	18.8	18.7	19.0	0%	1.89	2.06
4	Coca-Cola	Coke (Classic, Life)	Regular soda	15.1	12.2	16.2	15.5	30%	1.71	1.78
5	Coca-Cola	Sprite (Cranberry)	Regular soda	10.8	3.0	14.7	14.5	392%	2.80	2.94
6	PepsiCo	Pepsi	Regular soda	5.7	19.9	14.3	13.9	-29%	1.74	1.78
7	Pepsi Lipton	Pure Leaf	Iced tea	0.0	0.4	12.7	13.0	3169%	1.81	2.00
8	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	3.1	7.3	11.6	12.1	62%	1.87	2.00
9	Innovation Ventures	5-hour Energy (Tea)	Energy drink	97.0	60.4	11.9	11.9	-80%	2.15	2.25
10	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	6.9	10.5	10.4	10.7	1%	2.19	2.38
11	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	13.1	8.9	9.5	9.3	5%	1.55	1.65
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	9.4	4.8	8.5	8.1	74%	1.65	1.72
13	PepsiCo	Pepsi	Soda brand	0.0	0.0	6.9	7.2	--	1.76	1.94
14	Coca-Cola	Gold Peak	Iced tea	0.0	0.8	6.7	7.0	785%	1.70	1.79
15	Ocean Spray	Ocean Spray	Fruit drink	12.8	9.5	5.9	5.7	-39%	1.45	1.57
16	Coca-Cola	Fanta	Soda brand	0.0	0.0	5.0	5.6	--	2.67	2.90
17	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	5.5	5.2	--	1.79	1.85
18	Coca-Cola	Simply (Light)	Fruit drink	0.5	0.2	3.5	3.7	1800%	1.15	1.25
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	2.5	3.0	--	1.23	1.47
20	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	1.9	2.1	--	1.13	1.21
21	Coca-Cola	Coke	Soda brand	0.1	1.3	1.7	1.7	30%	2.18	2.17
22	Coca-Cola	NOS	Energy drink	0.0	0.3	0.6	0.7	104%	1.24	1.37
23	PepsiCo	Tropicana (Trop50)	Fruit drink	0.0	0.0	0.5	0.5	--	1.90	1.95
24	Coca-Cola	Glaceau Vitaminwater	Flavored water	9.2	8.7	0.6	0.5	-94%	5.71	4.22
25	Coca-Cola	Powerade	Sports drink	0.8	0.5	0.3	0.3	-38%	1.16	1.08
26	Coca-Cola	Sprite	Soda brand	0.4	0.4	0.2	0.3	-33%	5.43	6.74
27	BA Sports Nutrition	BodyArmor	Sports drink	0.0	0.0	0.1	0.1	--	3.95	4.24

Most

Least

Exposure to TV advertising by Black children* (continued)

Company rankings

Most
↓
Least

Rank	Company	Average # of ads viewed					Black-targeted ratios***	
		2010	2013	2018		2018		
		Black children (2-11 years)	Black children (2-11 years)	Black preschoolers (2-5 years)	Black children (6-11 years)	2013-2018 change ¹	Preschoolers	Children
1	PepsiCo	45.6	62.2	107.5	106.1	72%	2.31	2.36
2	Coca-Cola	38.5	27.4	54.0	55.0	99%	1.86	1.96
3	Dr Pepper Snapple Group	49.0	38.9	35.0	34.7	-10%	1.71	1.81
4	Pepsi Lipton	6.9	10.9	23.1	23.7	115%	2.21	2.38
5	Red Bull	11.0	18.8	18.7	19.0	0%	1.89	2.06
6	Innovation Ventures	97.0	60.4	11.9	11.9	-80%	2.15	2.25
7	Ocean Spray	12.9	9.6	5.9	5.7	-39%	1.45	1.57

*Includes all brands advertised on national TV in 2018, excluding children's drinks

**Individual sub-brands advertised on national TV in 2018 (in addition to "original" varieties, if applicable)

***Ratio of ads viewed by Black preschoolers or children versus White preschoolers or children

Bolded ratio indicates a targeted ratio higher than the ratio of TV viewing time for Black preschoolers and children compared to White preschoolers and children (1.39 and 1.69)

¹Calculated based on average of ads viewed by preschoolers and children in 2018

Source: Analysis of 2018 Nielsen data; Sugary Drink FACTS 2014