

## Exposure to TV advertising by Black teens\*

Ranked by ads viewed for Black teens (12-17 years) in 2018

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

Rank	Company	Brand (sub-brand**)	Category	Black teens (12-17 years)						
				Average # of ads viewed				Black-targeted ratio***		
				2010	2013	2018	2013-2018 change	2010	2013	2018
1	PepsiCo	Mtn Dew (Kickstart)	Regular soda	20.1	30.6	69.2	126%	2.11	2.03	<b>2.68</b>
2	PepsiCo	Gatorade (Flow, G2, GX, Drink Mix, G Series)	Sports drink	51.7	56.6	46.9	-17%	1.90	1.94	<b>2.78</b>
3	Red Bull	Red Bull	Energy drink	22.5	42.2	26.6	-37%	1.83	2.11	<b>2.30</b>
4	Coca-Cola	Sprite (Cranberry)	Regular soda	24.8	6.6	19.4	194%	2.55	4.13	<b>3.57</b>
5	Innovation Ventures	5-hour Energy (Tea)	Energy drink	200.7	137.8	17.9	-87%	2.14	2.18	<b>2.29</b>
6	Coca-Cola	Classic, Life	Regular soda	30.4	20.2	17.4	-14%	1.77	3.24	<b>1.87</b>
7	Dr Pepper Snapple Group	Snapple (Iced Tea, Straight Up Tea)	Iced tea	4.4	12.3	16.6	35%	1.17	2.27	<b>2.25</b>
8	PepsiCo	Pepsi	Regular soda	13.9	38.8	16.5	-57%	1.53	1.60	<b>1.85</b>
9	Pepsi Lipton	Pure Leaf	Iced tea	0.0	0.6	14.8	2456%	--	1.04	<b>2.15</b>
10	Pepsi Lipton	Lipton (Iced Tea Mix, Splash of Juice)	Iced tea	10.7	17.7	13.4	-25%	1.65	1.92	<b>2.66</b>
11	Dr Pepper Snapple Group	Dr Pepper (Cherry)	Regular soda	26.3	17.6	12.5	-29%	1.64	1.67	<b>1.83</b>
12	Dr Pepper Snapple Group	Canada Dry (Ginger Ale, Ginger Ale & Lemonade)	Regular soda	14.7	7.7	9.2	20%	1.40	1.43	<b>1.79</b>
13	PepsiCo	Pepsi	Soda brand	0.0	0.0	9.0	--	--	--	<b>2.12</b>
14	Coca-Cola	Fanta	Soda brand	0.0	0.0	8.8	--	--	--	<b>3.42</b>
15	Coca-Cola	Gold Peak	Iced tea	0.0	1.0	7.7	705%	--	33.61	<b>1.83</b>
16	Dr Pepper Snapple Group	7-Up	Regular soda	0.0	0.0	6.1	--	--	--	<b>1.80</b>
17	Ocean Spray	Ocean Spray	Fruit drink	17.3	11.6	5.4	-54%	1.77	1.58	1.47
18	Coca-Cola	Simply (Light)	Fruit drink	0.7	0.4	4.0	10000%	1.30	19.40	1.25
19	Coca-Cola	Honest Tea	Iced tea	0.0	0.0	2.4	--	--	--	1.34
20	Coca-Cola	Coke	Soda brand	0.2	1.7	2.2	30%	1.38	1.76	<b>2.60</b>
21	Coca-Cola	Coca-Cola	Drink brand	0.0	0.0	2.1	--	--	--	1.19
22	Coca-Cola	NOS	Energy drink	0.0	0.3	1.0	219%	0.23	0.56	1.61
23	Coca-Cola	Glaceau Vitaminwater	Flavored water	22.8	19.6	0.6	-97%	2.58	2.50	<b>4.82</b>
24	PepsiCo	Tropicana (Trop50)	Fruit drink	0.0	0.0	0.6	--	--	--	<b>1.91</b>
25	Coca-Cola	Sprite	Soda brand	0.9	0.8	0.3	-58%	2.66	49.88	<b>4.95</b>
26	Coca-Cola	Powerade	Sports drink	1.5	1.0	0.2	-75%	1.44	1.66	0.67
27	BA Sports Nutrition	BodyArmor	Sports drink	0.0	0.0	0.1	--	--	--	<b>2.47</b>

Most

Least

## Exposure to TV advertising by Black teens\* (continued)

## Company rankings

Most  
↓  
Least

Rank	Company	Black teens (12-17 years)						
		Average # of ads viewed				Black-targeted ratio***		
		2010	2013	2018	2013-2018 change	2010	2013	2018
1	PepsiCo	102.4	126.1	142.3	13%	1.74	1.83	<b>2.53</b>
2	Coca-Cola	84.3	51.5	66.2	28%	2.03	2.89	<b>2.18</b>
3	Dr Pepper Snapple Group	88.5	73.0	44.4	-39%	1.65	2.00	<b>1.95</b>
4	Pepsi Lipton	10.7	18.3	28.2	54%	1.65	1.87	<b>2.36</b>
5	Red Bull	22.5	42.2	26.6	-37%	1.83	2.11	<b>2.30</b>
6	Innovation Ventures	200.7	137.8	17.9	-87%	2.14	2.18	<b>2.29</b>
7	Ocean Spray	17.4	11.6	5.4	-54%	1.76	1.58	1.47

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

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

\*\*\*Ratio of ads viewed by Black teens versus White teens

**Bolded ratio** indicates a targeted ratio higher than the ratio of TV viewing time for Black teens compared to White teens (1.78)

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