

Targeted Marketing

To provide you with the best science and reduce review time, use the following science-approved facts in your campaigns and materials. After each fact, you will find fast facts based on the science, which can be cut and pasted word-for-word without additional science review. Note that any change in wording will require your documents go through the science review process before release.

What is a sugary drink?

The American Heart Association defines sugary drinks as any nonalcoholic beverage, whether carbonated or noncarbonated, sold for human consumption that contains any added sugars.

This includes sports drinks, lemonade, energy drinks, sweetened coffee and teas, fruit drinks with added sugar and full-calorie soda. Animal milk, 100% juice, unsweetened waters, teas and coffees, diet drinks, plant-based milk with fewer than 5 grams of added sugars per 8 ounces, infant formula and medically necessary beverages are not considered sugary drinks.

FACT 1

In 2018, beverage companies spent more than \$1 billion to advertise sugary drinks — a 26% increase from 2013. More than one half of the sugary drink ad expenditures (\$586 million) promoted regular soda and soda brands, while \$159 million was spent on sports drink advertising. In contrast, total advertising spending for diet and unsweetened drink categories (including plain water and 100% juice) totaled \$573 million — less than the amount spent to advertise regular soda and soda brands alone.

Fast Facts:

- ▶ In 2018, the beverage industry spent more than \$1 billion to advertise sugary drinks — a 26% increase from 2013.
- ▶ In 2018, the beverage industry spent \$586 million on regular soda and soda brand advertising.
- ▶ In 2018, the beverage industry spent more \$159 million on sports drink advertising.
- ▶ While the beverage industry spent \$745 million on regular soda and sports drink advertising in 2018, it only spent \$573 million on advertising on all drinks, including diet drinks, water and 100% juice, without added sugars.
- ▶ The bulk of the beverage industry's advertising budget goes toward regular soda with added sugar. In fact, in 2018 it spent more on regular soda ads alone than it did on all other drinks, including water, diet drinks and 100% fruit juice, combined.

Source:

Harris JL, Fleming-Milici F, Kibwana-Jaff A, Phaneuf L. Sugary Drink FACTS 2020. Sugary drink advertising to youth: Continued barrier to public health progress. June 2020. Available at: http://sugarydrinkfacts.org/resources/Sugary%20Drink%20FACTS%202020/Sugary_Drink_FACTS_Full%20Report_final.pdf.

FACT 2

In 2018, Black children and teens saw twice as many sugary drink ads, compared to white children and teens. Black teens saw nearly three times as many ads for sports drinks as white children.

Fast Facts:

- ▶ In 2018, Black children and teens saw twice as many sugary drink ads as white children and teens.
- ▶ In 2018, Black teens saw nearly three times as many ads for sports drinks as white teens.
- ▶ Black children and teens see more ads for sugary drinks than white children and teens.

Source:

Harris JL, Fleming-Milici F, Kibwana-Jaff A, Phaneuf L. Sugary Drink FACTS 2020. Sugary drink advertising to youth: Continued barrier to public health progress. June 2020. Available at: http://sugarydrinkfacts.org/resources/Sugary%20Drink%20FACTS%202020/Sugary_Drink_FACTS_Full%20Report_final.pdf.

FACT 3

Regular soda/soda, sports drinks and energy drinks brands spent \$84 million to advertise on Spanish-language television in 2018, an increase of 8% compared to 2013 and 80% compared to 2010. Latino teens' exposure to Spanish-language ads for sports drinks increased more than 10-fold from 2013 to 2018.

Fast Facts:

- ▶ Sugary drink brands spent \$84 million to advertise on Spanish-language television in 2018, an increase of 8% compared to 2013 and 80% compared to 2010.
- ▶ Sugary drink brands spent \$84 million to advertise on Spanish-language television in 2018.
- ▶ Sugary drink brands spent 80% more on Spanish-language TV ads in 2018 than they did in 2010.
- ▶ Sugary drink brands spent 8% more on Spanish-language TV ads in 2018 than they did in 2013.
- ▶ Latino teens are seeing more Spanish-language ads for sports drinks. In fact, their exposure to these ads increased more than 10-fold from 2013 to 2018.

Source:

Harris JL, Fleming-Milici F, Kibwana-Jaff A, Phaneuf L. Sugary Drink FACTS 2020. Sugary drink advertising to youth: Continued barrier to public health progress. June 2020. Available at: http://sugarydrinkfacts.org/resources/Sugary%20Drink%20FACTS%202020/Sugary_Drink_FACTS_Full%20Report_final.pdf.

FACT 4

Children as young as 2 years old are targeted with sugary drinks ads. In 2018, preschoolers saw 26% more TV ads for sugary drinks than they did in 2013. This increase occurred despite a 35% decline in average TV viewing time for preschoolers.

Fast Facts:

- ▶ The beverage industry targets children as young as 2 years old with ads for their products.
- ▶ On study found that preschoolers saw 26% more TV ads for sugary drinks in 2018 than they did in 2013. This increase occurred despite a 35% decrease in average TV viewing time for preschoolers.
- ▶ While preschoolers are watching less TV, the sugary drink industry is exposing them to more ads. In fact, one study found that preschoolers saw 26% more TV ads for sugary drinks in 2018 than they did in 2013, even though there was a 35% decrease in TV screen time.

Source:

Harris JL, Fleming-Milici F, Kibwana-Jaff A, Phaneuf L. Sugary Drink FACTS 2020. Sugary drink advertising to youth: Continued barrier to public health progress. June 2020. Available at: http://sugarydrinkfacts.org/resources/Sugary%20Drink%20FACTS%202020/Sugary_Drink_FACTS_Full%20Report_final.pdf.

FACT 5

In 2018, children ages 2-11 saw more than twice as many ads for sweetened drinks than for drinks without added sweeteners and more than four times as many ads for sweetened children's drinks than adults.

Fast Facts:

- ▶ Kids see more than twice as many ads for sweetened drinks as they do for drinks without added sweeteners.
- ▶ Kids see more than four times as many ads for sweetened children's drinks than adults do.
- ▶ Kids see more ads for sweetened drinks than they do for drinks without added sweeteners.
- ▶ The beverage industry targets children with ads for sugary drinks. In fact, kids see twice as many ads for drinks with added sweeteners than they do for drinks without added sweeteners.
- ▶ The beverage industry targets children with ads for sugary drinks. In fact, kids see more than four times as many ads for sweetened children's drinks than adults do.

Source:

Harris JL, Romo-Palafox M, Choi Y-Y, Kibwana A. Children's Drink FACTS 2019. Sales, Nutrition, and Marketing of Children's Drinks. October 2019. Available at: <https://www.sugarydrinkfacts.org/resources/FACTS2019.pdf>.

FACT 6

A 2020 study found that a higher percentage of adolescents follow sugary drink brands (7.9%) compared to low-calorie drink brands (4.3%) on Instagram. Similar percentages were also found on Twitter (9.6% vs. 3.9%).

Fast Facts:

- ▶ Adolescents are more likely to follow sugary drink brands on social media than they are to follow low-calorie drink brands.
- ▶ Adolescents are about twice as likely to follow sugary drink brands on Instagram and Twitter than they are to follow low-calorie drink brands.
- ▶ When it comes to adolescents who use Instagram, nearly 8% follow sugary drink brands, while only 4% follow low-calorie drink brands.
- ▶ When it comes to adolescents who use Twitter, nearly 10% follow sugary drink brands, while only 4% follow low-calorie drink brands.

Source:

Rummo PE, Cassidy O, Wells I, Coffino JA, Bragg MA. Examining the relationship between youth-targeted food marketing expenditures and the demographics of social media followers. *Int J Environ Res Public Health*. 2020; 17(5):1631. doi: 10.3390/ijerph17051631.

FACT 7

In today's digital age, cutting-edge technology can be used to target low-income families and communities of color, including youth, more precisely than ever with ads for junk food and sugary drinks. Marketers can now understand a person's entire location history — where they go and what they do every minute of the day, including what they buy in stores and online.

Fast Facts:

- ▶ Modern technology makes it easier for marketers to target families with low incomes with ads for sugary drinks and junk food.
- ▶ Modern technology makes it easier for marketers to target communities of color with ads for sugary drinks and junk food.
- ▶ Modern technology makes it easier for marketers to track our every move. They know where we go and what we do every minute of the day, including what we buy in stores and online.

Source:

Berkeley Media Studies Group. The 4 Ps of Marketing: Selling Junk Food to Communities of Color: *Place*. July 2019. Available at: <http://www.bmsg.org/resources/publications/the-4-ps-of-marketing-selling-junk-food-to-communities-of-color/>.