



Sugary Drink facts.

Food Advertising to Children and Teens Score

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Evaluating Sugary Drink Nutrition and Marketing to Youth



YALE RUDD CENTER
FOR FOOD POLICY & OBESITY

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Sugary Drink FACTS: Evaluating Sugary Drink Nutrition and Marketing to Youth

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The negative health effects of consuming sugary drinks are well documented. Just one fruit drink, regular soda, or energy drink contains more added sugar than most young people should consume in an entire day. Yet beverage companies continue to market these products aggressively to children and teens.

Numerous research studies document that consumption of sugary drinks is positively associated with increased calorie consumption, body weight, and diet-related health issues, as well as poor overall nutrition and tooth decay in young people.^{1,2} Sugary drinks contribute 22% of empty calories consumed by children and teens,³ soda is the number-one source of calories in teens' diets,⁴ and young people consumed 20% more calories from sugary drinks in the period from 1999 to 2004 than they did 10 years earlier.⁵ Drinking just one 8-ounce sugary drink every day increases a child's odds of becoming obese by 60 percent.⁶

Numerous public health organizations, including the U.S. Centers for Disease Control and Prevention,⁷ American Academy of Pediatrics,⁸ and American Heart Association,⁹ have called for reduced consumption of added sugars, including from sugary drinks. In addition, the American Academy of Pediatrics has stated that energy drinks "have no place in the diet of children and adolescents."¹⁰ Exposure to TV advertising for sugary drinks is associated with higher consumption of these products.¹¹ Nevertheless, companies spent more on marketing beverages directly to children and adolescents compared with any other food category,¹² and the majority of beverage advertising promotes sugary drinks.¹³ Marketing for sugary drinks also may be targeted disproportionately more often to minority and low-income youth who consume more of these products and are at higher risk of obesity and related diseases.¹⁴

The American Beverage Association claims that "sugar-sweetened beverages are not driving health issues like obesity and diabetes."¹⁵ This trade association for the largest beverage companies points to recent declines in sugary drink consumption and sales, as well as data showing that these products contribute just 7% of calories in the diets of the average American. It also states that the number of beverage calories in the market has decreased by 21% in the past ten years "due in part to industry's innovation in bringing more no- and low-calorie beverage options to market." From 2005 to 2010, per capita consumption of carbonated soft drinks declined by 13% (from 824 8-oz servings per year to 715), and fruit drink consumption went down 17% (222 to 184 8-oz servings).¹⁶ While these are small steps in the right direction, every individual in the United States continues to consume on average more than three 8-oz servings of carbonated soft drinks, fruit drinks, teas, sports drinks, enhanced water, and energy drinks *every day*. Public health experts believe that the

beverage industry must take much stronger action to protect children and adolescents, especially from marketing that encourages them to consume products that can damage their health.^{17,18,19}

This report quantifies the nutritional content and full array of marketing practices that promote sugary drinks to children and teens. In the first section, we document the sugar, caffeine, and artificial sweeteners contained in sugary drinks, and evaluate new beverage products introduced in the past two years. We also provide data on sales by product category. We then examine marketing of sugary drinks and energy drinks in traditional media, including media spending, TV and radio advertising, and TV product placements. The next section details marketing practices in newer media, including beverage company websites, advertising on third-party websites, social media (Facebook, Twitter, and YouTube), and mobile marketing. Finally, we present data on marketing in stores, including product packaging and retail promotions.

We utilized syndicated data when available, including data from Nielsen, comScore, Arbitron, and SymphonyIRI, and supplemented this information with our own studies to quantify the extent of these marketing practices. In addition, we conducted content analyses of the different forms of marketing to assess target audiences, messages, and techniques presented in the advertisements. When data were available, we also present evidence of marketing targeted to black and Hispanic youth. The objective is to provide a transparent, science-based evaluation that can be used to monitor and evaluate future changes.

Results

We analyzed more than 600 sugary drink and energy drink products that contain added sugar, including regular soda, energy drinks, fruit drinks (i.e., not 100% juice), flavored water, sports drinks, and iced tea. In addition, we assessed diet energy drinks and diet children's fruit drinks. Together the products in our analysis comprise 91% of sugary drink and energy drink product sales. More than one-half of these products were fruit drinks; however, regular soda comprised 45% of product sales. Energy drinks followed regular soda with the second highest sales numbers (22% of the total), surpassing fruit drinks and sports drinks. Flavored water was the lowest selling category, with just 2% of drink sales. The majority of brands in our analysis also offered light (i.e., reduced-calorie) and/or diet versions of their products; however, these products had much lower sales. Regular soda sales were approximately double sales of diet soda, and sales of full-calorie sports and fruit drinks were five to six times higher than those of light and diet products in these categories. Only flavored water brands sold comparable amounts of diet and regular products. Children's fruit drinks contributed one-third of sales in the fruit drink category, and sales of fruit drinks were almost as high as sales of 100% juice.

The sugary drink market is dominated by a few companies: Coca-Cola, PepsiCo and Dr Pepper Snapple Group had more than one-half of the products in our analysis, including products in almost every category. Kraft Foods followed, with 82 products, primarily in the fruit drink category. Kraft Foods also offered more than one-half of the children's products in our analysis. The remaining ten companies in our analysis offered one or two brands each and between 5 and 50 products. These products were all in the energy drink, fruit drink, and iced tea categories.

Nutritional Content

Full-calorie varieties of regular soda, fruit drinks, and energy drinks commonly contained 27 to 30 grams of sugar. These levels add up to 45 grams in a 12-ounce can and 75 grams in a 20-ounce bottle. Flavored water, sports drinks, and iced tea typically contained less sugar than the other categories (13-19 g in full-calorie versions). Brands in all categories included light varieties with 1 to 13 grams of sugar; however, light products also contained artificial sweeteners. Children's products typically contained less sugar than other similar products, but this difference could be attributed to smaller-sized single-serving packages and more products with artificial sweeteners. As with other similar products, one-third of children's products contained juice, but none had more than 10% juice. In addition, 40% of children's products contained artificial sweeteners.

Energy drinks contained a median of 80 milligrams of caffeine, comparable to a cup of coffee. The most highly-caffeinated product, Rockstar energy shot, contained 200 milligrams concentrated in a 2.5-ounce shot. Coca-Cola's NOS and Full Throttle energy drinks also contained 99 to 130 milligrams of caffeine in an 8-ounce serving, or 245 to 325 milligrams in a 20-ounce can. Most sugary drinks had low levels of sodium, with the exception of sports drinks and energy drinks (typically 110-123 mg) and one children's fruit drink: Sunny D contained 170 milligrams of sodium in an 8-ounce serving.

It was difficult to obtain nutrition information for many of these products. With the exception of PepsiCo, companies did not report complete nutrition facts and ingredient lists for all of their products on company websites. The energy drink companies were the least likely to report complete nutrition information; approximately one-half of energy drink products did not disclose their caffeine content.

Of the 161 new sugary drink and energy drink products introduced in 2009 and 2010, the majority were new flavors or other changes that did not affect the nutritional quality of the products. One-third involved reformulations of existing products, and 78% of reformulations enabled sugary drink brands to make additional nutrition-related marketing claims. Common claims included new "natural" and other claims about added nutrients (22% of new products) and claims promoting lower calories due to the replacement of added sugar with artificial sweeteners (12% of new products). An additional 7% of

new products involved other improvements to product nutrition, primarily by offering smaller sizes of regular soda. Finally, 8% reduced overall healthfulness by adding caffeine (even to products that do not traditionally have caffeine), introducing larger-sized containers, or adding new children's versions of sugary drink or artificially-sweetened products.

Marketing in traditional media

Beverage companies spent \$948 million in 2010 to advertise sugary drinks and energy drinks in all measured media, an increase of 5% since 2008. Spending in three categories had larger increases of 28 to 37%: regular soda, energy drinks, and other (i.e., not children's) fruit drinks; whereas spending on flavored water and sports drinks declined. Three-quarters of 2010 media budgets were spent on TV advertising. Fruit drink, sports drink, and iced tea brands also spent 15% or more of their advertising in magazines, and regular soda brands spent 5% or more of their budgets on internet, radio, and outdoor advertising. Beverage companies spent an additional \$200 million to advertise 100% juice and diet soda, \$78 million on advertising for other diet drinks, and \$58 million on plain water.

Advertising spending for sugary drinks and energy drinks was dominated by three brands: Coca-Cola Classic, 5-hour Energy, and Gatorade full-calorie products, with 40% of all spending. Coca-Cola alone spent almost \$180 million on Coca-Cola Classic and Coca-Cola brand-level ads. Coca-Cola was also the highest spending company overall with almost \$300 million in advertising for its sugary drinks, followed by PepsiCo (\$250 million), Dr Pepper Snapple Group (\$128 million), and Innovation Ventures (maker of 5-hour Energy) (\$107 million). Spending by the top-six advertisers of sugary drinks and energy drinks increased from 2008 to 2010 with one notable exception: PepsiCo reduced spending on its sugary drink brands by 27%, or \$92 million.

In 2010, preschoolers, children, and teens saw 213, 277, and 406 ads on TV, respectively, for sugary drinks and energy drinks; and teens viewed 12% more of these ads compared with adults. In addition, total exposure increased by 4% for preschoolers, 8% for children, and 18% for teens from 2008 to 2010. Exposure to TV advertising increased for three of the six sugary drink categories (regular soda, energy drinks, and iced tea), including twice as many ads for regular soda viewed by children and teens in 2010 compared with 2008. Fruit drink ad exposure remained fairly stable from 2008 to 2010 for 2- to 11-year-olds, but increased by 24% among teens and 33% among adults, suggesting that children's fruit drink brands (the largest advertisers in this category) may have moved their advertising focus towards somewhat older age groups. In contrast, TV ads for beverage products that do not contain added sugar (i.e., 100% fruit juice, plain water, diet soda, and other diet drinks) disproportionately reached adults. These other categories accounted for 40% of all beverage ads viewed by adults, but just 28% of beverage ads viewed by youth.

Of all sugary drink and energy drink brands, TV ads for 5-hour Energy were viewed most often by teens and second-most often by children. Capri Sun, Kool-Aid, Sunny D, and Gatorade also ranked among the top-five most-advertised products for both age groups, followed by Coca-Cola Classic and Dr Pepper. Six companies accounted for 90% of sugary drink and energy drink ads viewed by youth in 2010: Kraft Foods, Innovation Ventures, PepsiCo, Dr Pepper Snapple Group, Coca-Cola, and Sunny Delight Beverages. PepsiCo was the only company for which youth exposure to sugary drink ads declined from 2008 to 2010. In contrast, youth exposure to ads for Coca-Cola and Dr Pepper Snapple Group sugary drinks, as well as 5-hour Energy, approximately doubled for most young people during this period.

We also analyzed the content of 201 ads that appeared on TV in 2010. Ads for children's fruit drink brands (Capri Sun, Kool-Aid, and Sunny D) were a small portion of the total (9%), and appeared to target both children and parents. The child-targeted ads did not focus on the product itself, but rather were full of humor and fun, and all used the product as a prop, giving it an active role in the ads. Parent-directed ads for the same brands had very different themes, including event sponsorships and cause-related marketing. Kool-Aid and Capri Sun ads directed at parents focused on selling points of these products, such as hydration, nutrition, and value. Among the general-audience ads in the analysis, ads for regular soda, energy drinks, and sports drinks typically contained themes with high youth appeal, including sporting and other events, cause-related marketing, and opportunities for the viewer to participate in marketing campaigns. Celebrities were often featured, and product associations that portrayed the brands as cool/hip and inspirational were prevalent. Ads for other sugary drink categories, including fruit drinks, iced tea, and flavored water, focused much more on features of the product itself, such as taste and nutrition. Seven regular soda and energy drink brands, as well as Vitamin Water, had numerous local sponsorship ads, which repeated many of the messages and tactics seen in national advertising, but promoted specific local causes and events.

Two-thirds of the beverage brands included in this report also made appearances during prime-time TV programs in 2010, totaling 2,196 beverage brand appearances (i.e., product placements). Sugary drinks and energy drinks comprised 91% of these appearances. Regular soda was the most commonly appearing beverage category, dominated by one brand: Coca-Cola Classic. Notably, Kool-Aid and Diet Coke were the only children's and diet drink brands ranked in the top ten for screen time devoted to appearances. Coca-Cola Classic was the only sugary drink brand with appearances that were viewed by large numbers of young people: children and teens saw 15 and 20 Coca-Cola Classic brand appearances in 2010, respectively.

On the radio, teens heard almost 100 ads for sugary drinks and energy drinks in 2010, 17% more than adults heard. Coca-Cola Classic and Dr Pepper were advertised the most, followed by

Mountain Dew and Crush. Teens had the highest exposure to Monster energy drink and Mountain Dew ads relative to adults.

Internet advertising

Children and teens frequently visited sugary drink and energy drink websites. The top-ranking website, MyCokeRewards.com, averaged more than 170,000 unique young visitors per month, each spending more than nine minutes on the site per month. One website for a children's brand, KraftBrands.com/CapriSun, had content exclusively targeted to children, and Fanta.com, a soda website, targeted youth on nearly three-quarters of its pages. Many of the energy drink websites appeared to target male youth with tie-ins to extreme sports and images of sexy women. Nearly all other websites featured content that would appeal to a broad general audience, including children and teens. Many of these general audience sites promoted the brand using youth-oriented techniques, such as fun and cool/hip messaging, as well as multiple engagement techniques. While visitors were exposed to many specific drink products on the sites, direct selling points were rarely used to promote the products. Instead, promotions and sponsorships appeared frequently on the websites, often for sports and celebrities, and many included incentives for purchasing the products. The one child-targeted site, Kraft Brands' Capri Sun site, differed from the general audience sites with its focus on branding only, humor, and engagement, and less of an emphasis on promotions and sponsorships. Nearly 70,000 young people visited Capri Sun's website every month.

The main point of the majority of sugary drink banner ads on third-party websites was to advertise a promotion. Most promotions were in the form of a sweepstakes or giveaway and encouraged viewers to enter a competition to win prizes and money. Reference to a specific product, brand, and/or company was made less often. Banner ads for Coca-Cola's "My Coke Rewards" promotion appeared most often on youth websites. Coca-Cola also frequently advertised Coca-Cola Classic and other sugary drinks on youth websites. Three additional soda brands, Pepsi, Mountain Dew, and Dr Pepper, were among the top-six products advertised most frequently in banner ads on youth websites. Although just three brands – Capri Sun, Kool-Aid, and Sunny D – had content specifically targeted to children, banner advertisements often featured content that would appeal to a broad audience, including both children and teens. More than 50% of banner ads for Crush and Sunkist soda appeared on youth websites. Bright, engaging Flash media was used often, as were social media and creative applications.

Marketing in social and mobile media

Social media was widely used as a marketing vehicle in 2010 by sugary drink and energy drink brands. These platforms are increasingly popular among children and teens and allow marketers a way to offer up highly interactive and engaging

experiences. Although sugary drink brands varied in their use of specific engagement devices in social media, all brands did employ them. These devices encouraged fans and followers to interact with their products through photos, videos, contests, and other enjoyable diversions.

The energy drinks, Red Bull and Monster, were frequent advertisers in social media. Across all three platforms we investigated—Facebook, Twitter, and YouTube—these brands maintained a strong presence through frequent updates of engaging content. With the exception of 5-Hour Energy, energy drink brands did not market the beverages themselves, instead relying on their rosters of athletes and extreme sports sponsorships to communicate their brands' identities and senses of edginess and athleticism. Regular soda also was well-represented on social media. Coca-Cola had the most fans and followers on Facebook and Twitter of any brand and ranked second to Red Bull in the number of YouTube views. Pepsi, Dr Pepper, and Sprite also aggressively used social media to communicate with consumers and acquired sizable followings. While precise content and tactics varied by brand, all regular soda pages promoted interactive content, such as videos and contests. Gatorade was the sports drink that used social media the most, promoting its sports sponsorships, webisodes, and athlete endorsers. Conversely, children's brands were relatively absent from social media, with only Kool-Aid and Sunny D maintaining a presence on Facebook and Sunny D on Twitter.

Though not yet universally adopted, mobile marketing is becoming increasingly popular. Like social media, advertising through mobile media is highly interactive and often highly entertaining. Eight regular soda and energy brands in our analysis participated in mobile marketing. Red Bull and Coca-Cola were by far the leading mobile advertisers, offering a roster of popular iPhone applications for download and placing banner ads on mobile websites. Six iPhone applications (of only eight in our analysis with wide distribution) had a user base of at least 25% 12- to 17-year olds. Furthermore, Coca-Cola used text messaging to communicate with consumers about its "My Coke Rewards" program, making the brand the leading sugary drink advertiser in the mobile space.

Targeting black and Hispanic youth

We also found evidence of sugary drink and energy drink marketing targeted to black and Hispanic youth. Black children and teens viewed 80 to 90% more TV ads for these drinks in 2010 compared with their white peers. This difference is partially explained by their greater TV viewing times; however, some brands reached black youth disproportionately more often than white youth and/or contained messages likely to appeal to them specifically. For example, black teens and children viewed 2.5 to 3 times as many ads for Sprite as compared with white youth, and four of six Sprite ads featured black main characters. Black youth also viewed more than

2.5 times as many ads for Vitamin Water, which featured the rapper 50 Cent in one of its ads. At the company level, black teens viewed more than twice as many sugary drink ads for Coca-Cola, and black children viewed more than twice as many PepsiCo sugary drink ads, compared with white youth. In addition, a few brands (Coca-Cola Classic, 7 Up, and Vitamin Water) showed much higher increases in the number of ads viewed by black teens from 2008 to 2010 compared with changes in exposure by white teens.

On the internet, 16 of the 43 websites we examined were visited by black youth at least 25% more often compared with white youth, including 43% of Coca-Cola's websites. Black youth visited SpriteStepOff.com nine times more often than did white youth. In addition, 33% of pages on Pepsi.Com contained messages with special appeal to blacks (e.g., its "Pepsi We Inspire" campaign featuring images of black women and celebrities), and 43% of pages on Sprite.com and 82% on Gatorade.com primarily featured black actors.

Most sugary drink and energy drink brands did not have a significant presence on Spanish-language TV or radio. Just 8 of the 32 brands in our analysis with advertising in 2010 advertised on national Spanish-language TV, and 15 advertised on local Spanish-language radio. One brand, Coca-Cola Classic, accounted for approximately one-third of young people's exposure to advertising in these media. Kool-Aid was the only beverage brand to advertise directly to children or parents on Spanish-language TV, although one Coca-Cola Classic ad depicted a parent serving the product to her child. Several regular soda and energy drink brands had youthful themes in their advertising, including one-third of Spanish-language TV ads which featured fútbol. In addition, seven regular soda and energy drink brands sponsored local Latino events or causes that were promoted on local Spanish-language TV, including the "Pepsi Refresh" campaign. The only website with a substantial number of messages targeted to Hispanics was Kraft Foods' Kool-Aid site; these messages appeared on one-half of pages, including messages to parents that the product is more affordable and has less sugar than soda. DrPepper.com also featured Spanish-language and other content targeted to young Hispanics.

Most Spanish-language ads on TV and radio were viewed or heard more often by Hispanic adults than by young people, with a few exceptions: teens heard six times as many Mountain Dew ads and three times as many SoBe Lifewater and Amp ads on Spanish-language radio compared with adults. Compared with non-Hispanic preschoolers, Hispanic preschoolers saw disproportionately more Spanish-language TV ads for Coca-Cola Classic and Powerade. This youngest age group viewed more ads on Spanish-language TV than did children or teens. In addition, young people viewed 33 to 99% more ads for sugary drink categories on Spanish-language TV in 2010 than in 2008.

Marketing in stores

We also examined marketing messages on product packages and promotions inside stores. Child features were found most often on fruit drink and soda packaging, although overall, just 15% of packages included child features. However, promotions were common on sugary drink packages, with 28% of products featuring at least one promotion. Iced tea had the most promotions of any beverage category (48% of products), and one-third or more of regular soda, sports drinks, and children's fruit drinks had promotions. Ingredient claims appeared on the majority of packages in every drink category and were most common on flavored water, energy drinks, and fruit drinks. Most ingredient claims referred to the specific vitamins, minerals, electrolytes, antioxidants, or novelty ingredients contained in products. Products in all drink categories, except energy drinks, were likely to feature statements about natural or real ingredients. Light drinks were more likely to contain calorie claims than full-calorie drinks, most notably on light fruit drinks. Of note, 14% of full-calorie regular soda cans provided calorie information on the front of the can.

Retailer promotions were widely used to market sugary drinks and energy drinks in 2010; and these promotions accounted for 22% of all sales of the brands in our analysis. Food stores, in particular, used promotional activity to convince shoppers to purchase products from these brands. Retailer promotions at convenience stores, particularly for energy drinks, were also common. A variety of promotional techniques were employed by brands in retail outlets; while the precise combination of techniques varied by category, all relied on some combination of price promotions, special displays, and published features.

Conclusions

One 8-ounce serving of the typical full-calorie soda, energy drink, or fruit drink contains 110 calories and 27 to 30 grams of added sugar, 160% or more of the recommended amount of sugar that most children and teens should consume in an entire day.²⁰ One 20-ounce bottle of regular soda or energy drink contains 275 calories and 68 to 75 grams of sugar, twice the daily recommended amount for an adolescent boy. Even though children's fruit drinks often come in smaller 6- to 7-ounce containers, two-thirds of these drinks contain more than 15 grams of sugar, the maximum amount that children should consume in a day, and one-third contain 20 grams or more. Flavored water, sports drinks, and iced teas are somewhat lower in sugar than other sugary drink categories, but still contain as much as 19 grams of sugar per serving. In addition, sugary drinks often contain artificial sweeteners, artificial colors, and significant amounts of caffeine and sodium.

Even though children and teens should rarely, if ever, consume the sugary drinks and energy drinks analyzed in this report, beverage companies continue to market them aggressively in

virtually every medium where young people spend their time: TV, radio, websites, social media, smartphones, local retailers, and community events. Marketing in all forms of media used strategies with strong appeal to young people designed to make the brands appear cool and hip, associating them with celebrities, popular music, and extreme sporting events. Promotions that encouraged consumer engagement with the brand and rewarded young people for purchasing the products also received significant media support.

Just three fruit drink brands advertised directly to children on TV – Capri Sun, Kool-Aid, and Sunny D. However, we found numerous examples of brands that appeared to target teens and black and Hispanic youth directly. Regular soda brands, including Coca-Cola, Dr Pepper, Pepsi, Mountain Dew, 7 Up, and Sprite were consistently among the brands seen or heard most often by children and teens. Among energy drinks, 5-hour Energy advertised extensively on TV, and Red Bull and Monster ranked among the top three in social media presence. Vitamin Water and Gatorade rounded out the list of brands marketed most often to young people.

Recommendations

The young people whom sugary drink companies view as an opportunity to grow their business are also the first generation expected to live shorter lives than their parents due to obesity and related diseases.²¹ If beverage companies want to convince the public that they can protect the health of young people through their own voluntary actions, they need to do better.

Beverage companies must change their current practices that expose children and teens to enormous amounts of highly persuasive marketing for harmful products:

- Instead of sugary drinks, develop and market child-friendly products with less added sugar and no artificial sweeteners.
- To ensure that consumers know what's inside the drinks they buy, make nutrition and ingredient information easily accessible, including disclosing caffeine content online and on product packages, and indicating sugar content and artificial sweeteners on the front of packages.
- Discontinue the potentially misleading practice of highlighting nutrition-related claims on the front of packages, without similarly disclosing information about nutrients to limit (including sugar) and other less desirable ingredients.
- Remove all sugary drinks, including sports drinks, from sale in elementary, middle, and high schools, as well as other locations visited disproportionately more often by children and teens.
- Stop targeting teens with marketing for sugary drinks and other caffeinated products.

Parents and other consumers can also make changes to encourage beverage companies to improve their marketing practices:

- Parents can stop serving sugary drinks, including fruit drinks, soda, sports drinks, and flavored water, to their children. The American Academy of Pediatrics advises parents to regularly serve their children (2 years and older) only water, low- or non-fat plain milk, and small portions of 100% juice as beverages.²² They recommend no more than 4 to 6 ounces of 100% juice per day for children (1-6 years), and 8 to 12 ounces per day for older children.
- Parents should read the labels of children's fruit drinks and other sugary drinks to check for sugar, artificial sweeteners, and caffeine and juice content. Keep in mind that 4 grams of sugar equals one teaspoon, and most children should not consume more than 15 grams of added sugar per day.
- Contact beverage companies and tell them to stop marketing sugary drinks directly to children and teens.

Companies are unlikely to change their marketing practices unless consumers show them that it is the right thing to do for their business, as well as the health of our nation's children.

According to the American Heart Association, “Soft drinks and other sugar-sweetened beverages are the primary sources of added sugars in Americans’ diets.”¹ Numerous studies of sugary drink consumption and its effects provide evidence that they contribute to the obesity crisis more than any other type of food or beverage. “There is no reason to give a child a soda or sugar-sweetened drink. Teens drink these beverages because they taste good, give an energy boost and they feel cool drinking them. The powerful influence of marketing and the targeting of young people cannot be ignored here.”²

The negative health effects of consuming sugary drinks are well documented. Consumption is positively associated with increased calorie consumption, body weight and diet-related health issues, as well as poor overall nutrition and tooth decay in young people.^{3,4} Associated caffeine consumption may also lead to increased anxiety, withdrawal, and sleep difficulties. The U.S. Centers for Disease Control and Prevention (CDC),⁵ U.S. Department of Agriculture (USDA),⁶ Institute of Medicine (IOM),⁷ American Academy of Pediatrics,⁸ American Medical Association (AMA),⁹ American Heart Association,¹⁰ and World Health Organization (WHO)¹¹ have all called for reduced consumption of added sugars, including from sugary drinks. Nevertheless, companies spend more on marketing targeted directly to children and adolescents for beverages than for any other food category,¹² and the majority of beverage advertising promotes sugary drinks.¹³ Adolescents consume more sugary drinks than any other age group.¹⁴ Marketing for sugary drinks may also disproportionately target racial and ethnic minorities and youth from lower-income families. These youth consume more sugary drinks and are at higher risk of obesity and related diseases.¹⁵

The American Beverage Association claims that “sugar-sweetened beverages are not driving health issues like obesity and diabetes.”¹⁶ The trade association for the largest

beverage companies points to recent declines in sugary drink consumption and sales, as well as data showing that these products contribute just 7% of calories in the diets of the average American. It also states that the number of beverage calories in the market has decreased by 21% in the past 10 years, “due in part to industry’s innovation in bringing more no- and low-calorie beverage options to market.” From 2005 to 2010, per capita consumption of carbonated soft drinks declined by 13% (from 824 8-ounce servings per year to 715), and fruit drink consumption went down 17% (222 to 184 8-oz servings).¹⁷ While these are small steps in the right direction, every individual in the United States continues to consume on average more than three 8-oz servings of carbonated soft drinks, fruit beverages, teas, sports drinks, enhanced water and energy drinks *every day*. Much stronger action by the beverage industry is needed to protect children and adolescents, especially from marketing that encourages them to consume products that can damage their health.^{18,19,20}

Aims and context

The purpose of this report is to document the amount and impact of sugary drink marketing directed at children and adolescents. The work is funded by a grant from the Robert Wood Johnson Foundation to the Rudd Center for Food Policy and Obesity at Yale University. The goal of this work is to highlight both helpful and harmful industry practices. In 2009, the Rudd Center published the Cereal FACTS report, which provided a thorough review of cereal marketing targeted to children and adolescents (www.CerealFACTS.org). In 2010, Fast Food FACTS contained the most comprehensive analysis of menu items and marketing practices of the top 12 fast food restaurants and young people’s fast food purchases (www.FastFoodMarketing.org). We now focus on the sugary drink category.

Sugary Drink FACTS quantifies the nutritional content and full array of marketing practices that promote sugary drinks to children and adolescents. The data presented in this report provide a means to evaluate current marketing practices and offer a metric against which future changes can be monitored.

Table 1. Why sugary drinks?

Numerous research studies demonstrate that sugary drinks harm young people’s health

- Sugary drinks contribute 22% of empty calories consumed by young people²¹
- Soda is the #1 source of calories in teens’ diets²²
- Children consumed 20% more calories from sugary drinks in 1999-2004 than they did 10 years earlier²³
- Drinking just one 8-oz sugary drink per day increases a child’s odds of becoming obese by 60%²⁴
- Companies spend more to market sugary drinks to children and adolescents than any other food category²⁵
- Exposure to sugary drink ads is associated with higher overall sugary drink consumption among children²⁶
- Beverage companies openly target teens with their marketing programs²⁷
- Beverage companies have indicated that they view Hispanics and blacks as a source of future growth for their sugary drink products^{28,29}

We incorporate the same media measurement data used by advertisers to quantify exposure to TV advertisements and product placements, radio advertisements, and digital marketing. We also include market research data used by the industry to monitor competitors' product sales and in-store promotional activities. In addition, we conducted our own quantitative and qualitative research when syndicated data were not available. When possible, we evaluate differences by target populations, focusing on children, adolescents, and black and Hispanic youth. We also examine youth exposure to more healthful beverage categories (100% juice and plain water) and diet drinks, as well as trends from 2008 to 2010. The objective is to provide a transparent, science-based evaluation of the amount and content of sugary drink marketing to children and adolescents.

This analysis is the most extensive evaluation of sugary drink products and marketing ever undertaken. We focused our data collection on nationally available beverage brands that were also marketed in any national media in 2010. We define sugary drinks as regular soda, fruit drinks, sports drinks, flavored water, energy drinks and iced teas that contain added sugar.

Why sugary drinks?

Children and adolescents in the United States consume too many sugary drinks. Approximately 40% of young people's total calories are "empty calories" (i.e., calories from solid fat and added sugars), and approximately one-quarter of empty calories are from soda and fruit drinks (averaging 173 kcal per day).³⁰ Soda is the third highest source of all calories in young people's diets, behind grain desserts and pizza, and the number-1 source for adolescents ages 14 to 18.³¹ Approximately 70% of boys and 60% of girls ages 2 to 19 consume at least one sugary drink on any given day.³² Preschoolers, children and adolescents consume on average 124, 184, and 301 calories, respectively, in sugary drinks every day, representing 7 to 13% of their total calorie intake.³³ Soda contributes 55% of calories from sugary drinks consumed by all youth, followed by fruit drinks (37%) and sports drinks (3%), but the types of sugary drinks consumed changes with age. Approximately two-thirds of sugary drinks consumed by teens are sodas, compared with one-half of those consumed by children ages 6 to 11. In contrast, fruit drinks comprise more than one-half of preschoolers' sugary drink intake.

From the 1970's through 2004, consumption of sugary drinks steadily increased among children and adolescents.^{34,35} During 1999-2004, young people consumed 10% more calories from sugary drinks on average, compared with 1988-1994. The greatest increase was found among children ages 6 to 11 who consumed 20% more sugary beverages in 1999-2004.³⁶ A more recent study shows a decline in Americans' consumption of added sugar between 1999-2000 and 2007-2008. This decline was largely due to a reduction in soda and fruit drink consumption.³⁷ However, added sugar continues to comprise

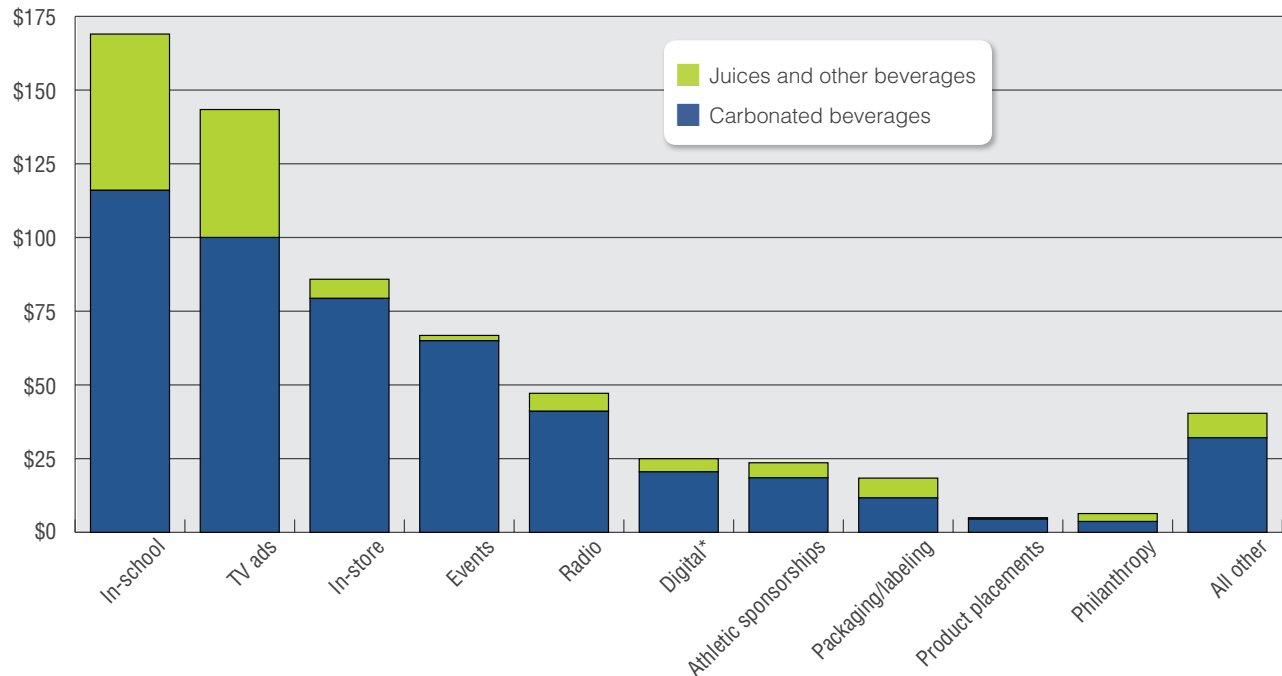
17% of calories consumed by children and adolescents ages 6 to 17, and sugary drinks contribute approximately one-half of adolescents' and one-third of children's total sugar consumption.

Increases in sugary drink consumption have also been greater among demographic groups most at risk for obesity and related diseases, including black non-Hispanic and Mexican-American youth and those in lower-income households.^{38,39} Whereas sugary drink consumption remained stable among white non-Hispanic adolescents from 1988-1994 to 1999-2004, consumption by black adolescents increased by 11% and consumption by Mexican-American teens increased by 22%.⁴⁰ Sugary drinks now contribute 8.5% of black non-Hispanic children's and adolescents' total calories compared to 7.7% of calories for white non-Hispanic youth.⁴¹ Sugary drink consumption also rose by 15% for lower-income teens compared with a 2% increase for their higher-income peers;⁴² and consumption is significantly lower among youth in high-income households (6.7% of total calories vs. 8.2% for youth in middle- and lower-income households).⁴³

Increases in sugary drink consumption have been linked to rising rates of obesity. For every 8 ounces of sugary drinks consumed daily (approximately 94 kcal), a child's odds of becoming obese increase by 60%.⁴⁴ Sugary drinks account for an estimated 20% or more of the weight gain that occurred in the U.S. population during the past 30 years.⁴⁵ Obesity also increases rates of hypertension, cardiovascular disease, diabetes, depression, and breast cancer,^{46,47} and the sweeteners found in these beverages are linked to dental decay, overweight, and type-2 diabetes.^{48,49,50} Furthermore, individuals do not decrease their energy intake to compensate for calories consumed in the form of sugary drinks, resulting in increased total energy intake when calories come from beverages instead of solid foods.⁵¹

Marketing to young people

Sugary drinks contain many calories, but no nutritional value. Given the health risks associated with their consumption, young people should be actively discouraged, not encouraged, to consume these products. Yet encouraging consumption is precisely the purpose of beverage marketing. Extensive literature reviews by both the IOM⁵² and the WHO⁵³ conclude that food marketing to youth increases their preferences for the energy-dense and nutrient-poor products most commonly promoted, and likely contributes to poor diet and rising obesity rates. More recent research demonstrates that marketing of unhealthy food products also affects much more than brand preferences and requests to parents; marketing can increase total caloric intake, taste perceptions of advertised products, and social norms about consuming unhealthy but great-tasting foods.⁵⁴ A study of children's exposure to TV advertising for carbonated beverages showed that consumption of carbonated beverages increased by 9.4% with every 100

Figure 1. Beverage industry expenditures on youth-targeted marketing programs in 2006

*Includes websites, internet, digital and viral/word-of-mouth
Source: FTC (2008)

incremental ads viewed.⁵⁵ Therefore, exposure to beverage advertising has likely fueled the substantial increases in sugary drink consumption by young people.

In 2006, beverage companies spent more than \$600 million on marketing programs specifically targeted to children and adolescents; three-quarters of these expenditures promoted carbonated beverages (i.e., soda) (see **Figure 1**).⁵⁶ In 2007, 74% of TV beverage ads viewed by children were for products high in added sugar.⁵⁷

Beverage companies appear to be changing their marketing strategies to reach young people. From 2003 to 2009, children's exposure to beverage advertisements on TV fell more than 40%.⁵⁸ But this does not mean companies have ceased marketing to this age group. Unlike other food categories, beverage companies spend a smaller proportion of their youth-targeted marketing budgets on TV advertising (23% vs. 46% for all food companies). Instead, they spend more on less traditional forms of marketing, including in-school and in-store marketing, events, and product placements, as well as radio advertisements.

Carbonated beverage companies also spend a somewhat larger portion of their marketing budgets on youth-targeted programs (33%) compared with the food industry as a whole (27%).⁵⁹ In addition, beverage companies use some types of marketing primarily to target young people. These include radio (60% of radio spending is youth-targeted), packaging and labeling (60%), events (82%), product placements (67%),

in-school marketing (68%) and philanthropy, or cause-related marketing (51%).

Larger portions, lower prices, increased desire for on-the-go products, and 24-hours-a-day access to retail outlets also likely contribute to increases in consumption of sugary drinks.^{60,61,62} The average serving size has increased from 6.5 fluid ounces in the 1950s to 13 ounces in 1996 and 20 ounces today.^{63,64} Sugary drinks are among the most inexpensive forms of readily available calories.^{65,66} For example, the price of fruits and vegetables went up by 158% from 1982-84 to 2002, whereas the price of sugary drinks rose by just 26%.⁶⁷ The majority of sugary drinks are purchased in supermarkets and general merchandisers (48%), followed by restaurants (20%) and convenience stores and vending machines (each 12% or less). Schools also remain an outlet to purchase sugary drinks. Approximately one-half to three-quarters of middle and high schools receive a percentage of soft drink sales and 38 to 57% have exclusive contracts with these companies.⁶⁸ Sugary drink consumption occurs about equally in the home and away from home (52% and 48%, respectively).⁶⁹

Targeting minority youth

Black and Hispanic youth face higher risk for obesity and related diseases, yet sugary drink companies openly target minority groups. Coca-Cola, for example, recently proclaimed that roughly 86% of its future growth will come from Hispanics, blacks and Asians.⁷⁰ The company has identified black youth

specifically as a growth market because of their purchasing power and influential trendsetting.^{71,72} PepsiCo recently identified Hispanic consumers as a growth market because they are “getting wealthier and spending more on ...beverages than the average consumer.”⁷³ PepsiCo reaches Latino youth in their communities specifically through PepsiMusica, a bilingual entertainment program.^{74,75}

Independent research also indicates that sugary drink companies target minority populations. For example, soda advertising appears more often in prime-time TV programming viewed by black versus white audiences,^{76,77} and lower-income black and Latino neighborhoods contain more outdoor advertisements for sugary drinks compared with white and higher-income neighborhoods.⁷⁸ Although exposure to sugary drink advertising on TV has decreased over time, this decline has been smaller for black youth than for white youth.⁷⁹

Industry initiatives

The beverage industry appears to acknowledge that marketing sugary drinks to children is no longer acceptable. In May 2006, The Alliance for a Healthier Generation, which was founded by the American Heart Association and the William J. Clinton Foundation, worked with the American Beverage Association, Coca-Cola, PepsiCo, and Dr Pepper Snapple Group (formerly Cadbury Schweppes) to establish the Alliance School Beverage Guidelines. The guidelines limit portion sizes and reduce the beverage calories available to children during the school day.⁸⁰ In 2007, leading beverage companies joined the Children's Food and Beverage Advertising Initiative (CFBAI) to shift their advertising directed at children ages 2 to 11 to lower-calorie and more healthful options.⁸¹ Through the CFBAI, Coca-Cola and PepsiCo have pledged not to promote carbonated soft drinks in child-targeted advertising, and Kraft Foods has pledged to market only beverages that meet Kraft's nutrition standards.⁸²

While these industry initiatives represent a first step to reducing young people's consumption of sugary beverages, further improvements are needed. For example, three years after the Alliance for a Healthier Generation guidelines were introduced, the number of beverage calories shipped to schools had declined by 88% compared to pre-agreement levels. However, an estimated 125 billion calories from sugary drinks remained for sale to students.⁸³ Similarly, the CFBAI restricts advertising by participating companies in child-directed advertising in traditional media (TV, radio and magazines), product placements, and the internet; however, children continue to view a significant amount of advertising in media that do not qualify as child-directed under the CFBAI, including ads on prime-time TV programming;⁸⁴ product placements on prime-time TV, such as *American Idol*;⁸⁵ and company websites.⁸⁶ Another critical loophole in the CFBAI pledges is that they do not address other youth-targeted forms of marketing, such as events, product packaging, and retail promotions.⁸⁷ In addition,

the program is voluntary, and some of the largest beverage advertisers, including Dr Pepper Snapple Group and Sunny Delight Beverages, have declined to join. Finally, companies have not pledged to reduce advertising to the age group with the highest consumption of sugary beverages: adolescents. In fact, Coca-Cola has declared that it specifically targets teen consumers, who represent an opportunity for future business growth.⁸⁸

On creating a transparent, open, and objective process

This report addresses the need for comprehensive, reliable and current information about sugary drink products and marketing practices. The data presented in this report and our methods are described in detail. We use the best available syndicated marketing data and strategic studies to fill important gaps in knowledge. We developed the scope of the report and collected information for it based on detailed reviews of the literature and discussions with experts in the field, including with the nutrition, marketing, and public health experts who serve on our advisory committee.

Despite our best efforts, we acknowledge that no piece of scientific work is perfect. We learned a great deal from developing the Cereal and Fast Food FACTS reports and have incorporated feedback from them to build upon and improve the research methods for Sugary Drink FACTS. Although we provide a thorough evaluation of sugary drink marketing to young people, it is not possible to quantify all types of marketing targeted to them and evaluate their impact. For example, we could not quantify the amount of spending on competitive food and beverage contracts with schools, as these agreements are proprietary. We invite further feedback from interested parties as we continue to refine our methods and update our data to make the information as valid and accurate as possible.

Sugary Drink FACTS report

In this report, we document the nutritional content and marketing of sugary drinks to young people. We first present the nutritional quality of sugary drinks, focusing on sugar and caffeine content, and new beverage products introduced in the past two years. We also provide data on sales by product category. We then examine sugary drink marketing in traditional media, including media spending, TV, and radio advertising, and TV product placements. The next section details marketing practices in newer media, including beverage company websites, advertising on third-party websites, social media (Facebook, Twitter and YouTube), and mobile marketing. Finally, we present data on marketing in stores, including product packaging and retail promotions. We utilized syndicated data when available, including data from Nielsen, comScore, Arbitron and SymphonyIRI, and supplemented this information with our own studies to quantify the extent of these marketing practices.

In addition, we conducted content analyses of the different forms of marketing to assess target audiences, messages, and techniques presented in the advertisements. When data were available, we also present evidence of marketing targeted to black and Hispanic youth.

This research is detailed in the following pages and organized into five sections:

- **Methods** detail the data sources, procedures, and calculations used to collect and analyze the data;
- **Results** present the detailed findings of each of these analyses;
- **Conclusions** summarize the findings and discuss implications and recommendations for changes in sugary drink marketing to young people;
- **Ranking Tables** compare the nutritional content and marketing practices of different brands and beverage companies; and
- **Appendices** provide the detailed data that are summarized in the Results.

We used a variety of data sources and methods to provide the most comprehensive and objective analysis possible of the U.S. sugary drink market. These data enabled us to thoroughly document and evaluate the nutritional quality and marketing practices of the most widely distributed sugary drinks.

Our methods include analyzing the nutritional quality of sugary drink products; evaluating new product introductions using the Product Launch Analytics database from Datamonitor; analyzing data on media exposure and spending from syndicated sources (i.e., Nielsen, comScore Inc., and Arbitron Inc.); conducting content analyses of TV advertisements, company websites, internet banner advertising, social and viral media, mobile marketing applications, and product packaging; and documenting product category sales and in-store promotions using sales data from SymphonyIRI. We supplemented these analyses by collecting information from company websites, monitoring the business and consumer press, visiting supermarkets and other retailers, and calling consumer helplines.

We did not have access to food industry proprietary documents, including privately commissioned market research, media and marketing plans, and other strategic documents. Therefore we do not attempt to interpret beverage companies' goals or objectives for their marketing practices.

In this report, we document: 1) sugary drink and energy drink products, including new product introductions, and their nutritional quality; 2) the extent of children's and adolescents' exposure to the most widely used forms of sugary drink marketing, including exposure by black and Hispanic youth; 3) the specific products promoted and marketing messages conveyed in traditional media, new media, and product packaging; and 4) sales by product category and type, including incremental sales from in-store promotions.

Scope of the analysis

This analysis includes nutrition, sales and marketing data for nationally distributed sugary drink products from the major beverage companies in the United States. We define **sugary drinks** as non-alcoholic beverages with added sugar in their ingredients. Similar to previous analyses of sugary drink consumption, we included regular sodas or pop, fruit drinks, sports drinks, energy drinks, flavored water, and sugar-sweetened iced teas.¹ Dairy-based products and mix-ins, smoothies, protein drinks, weight-loss and diabetic products, hot beverages, and coffee drinks are not included.

The data reflect product formulations as of March 31, 2011 and marketing practices from January 1 to December 31, 2010, unless otherwise noted. In some analyses, we also

provide comparisons with data from 2008 and 2009. This timeframe captures product reformulations and marketing programs in place subsequent to companies' implementation of the Children's Food and Beverage Advertising Initiative (CFBAI).² The sugary drink market continues to evolve; the information presented in this report does not include new products or product reformulations introduced after March 31, 2011, and advertising campaigns or other marketing programs introduced in 2011.

The marketing practices analyzed represented approximately two-thirds of beverage company expenditures on marketing to children and adolescents in 2006. They include TV advertising (23% of total expenditures); in-store marketing and packaging/labeling (16%); event and cause-related marketing and sports sponsorships (16%); and radio advertising (7%).³ In addition to advertising in traditional media and in-store marketing, we also analyze newer forms of digital marketing, including internet and mobile marketing. Although these forms of marketing represented just 4% of beverage company youth-targeted marketing in 2006,⁴ they are relatively inexpensive compared to traditional media and their use has expanded exponentially in the past few years.^{5,6}

The only major form of sugary drink marketing not included in this report is in-school marketing, which contributed 26% of beverage company youth-targeted expenditures in 2006.⁷ The Federal Trade Commission (FTC) report notes that the majority of these expenditures consisted of "payments made or items provided to schools under 'competitive' food and beverage contracts." It was not feasible to obtain these documents; therefore, we could not monitor this form of marketing.

We conducted the marketing analyses at three levels:

- **Category** describes the type of beverage (e.g., regular soda, sports drink). The beverage categories in this report include products that tend to be grouped together in industry reports and previous research on sugary drink consumption. In some cases, we also classified products into subcategories to identify those with similar nutritional properties or marketing characteristics.
- **Company** refers to the company that is listed on the product package or that owns the official website for the product. In a few cases, the distributor is different than the beverage producer (e.g., Rockstar energy drinks are produced by Rockstar, but distributed by PepsiCo). We categorized these products under the producer and not the distributor.
- **Brand** references the marketing unit for each beverage. Brands may include numerous flavors or varieties of the same product (e.g., Vitamin Water Focus, Vitamin Water Essential). Brands can have products in multiple categories or subcategories (e.g., Capri Sun fruit drinks and Capri Sun Roarin' Waters flavored water, Ocean Spray full-calorie and reduced-calorie fruit drinks). In cases where different versions of a brand had very different marketing campaigns

(e.g., Pepsi Max and Diet Pepsi, Welch's Essentials and Welch's other fruit drinks), we categorized them as separate brands.

In some cases, we also present data on individual products or varieties within a brand.

- **Product** describes each specific variety and flavor of drinks offered by each brand.
- **Variety** describes a product name or other feature that characterizes a group of products within a brand (e.g., Kool-Aid Singles, Bursts, and Twists; Minute Maid light fruit drinks).

The purpose of this report is to examine the nutritional content and marketing of sugary drink products to youth. Although we collected data for all nationally distributed beverages produced by the companies examined, the analyses focus on beverages that contain added sugar. In some analyses, we provide information on healthier (100% fruit juice and plain water) and diet (i.e., no sugar, artificially sweetened) beverages as a comparison with the data on sugary drinks.

Sugary drink products

To identify the products to include in the sugary drink analysis, we first obtained a list from Nielsen of companies and brands that advertised on TV in 2009 in the following Nielsen non-alcoholic beverage Product Classification Codes (PCCs): drink product, soft drink, regular soft drink, diet soft drink, drinks-isotonic, bottled water, fruit drink, fruit juice, iced tea, drink mix, iced tea mix, and drink mix-isotonic. We then conducted a search of websites for the companies and brands found in the Nielsen report to identify all non-alcoholic beverages offered by these companies as of March 31, 2011. Following collection of all marketing and sales data, we eliminated brands for which we found no marketing activity during 2010 and that had less than \$500,000 in sales nationally in 2010.

Beverage nutrition

For all beverages identified above, we collected nutrition and ingredient information from the company or brand websites during March 2011. If nutrition or ingredient information was not disclosed online, we looked for the product at local supermarkets and convenience stores in New Haven, CT in April 2011. When products were not available locally, we called company customer service helplines at least twice to request the information. In some cases, we were unable to obtain nutrition and/or ingredient information from any of these sources.

Product categories

We identified beverages that contained at least 1 gram of added sugar as indicated on the nutrition facts panel;

sources of sugar could be listed as sugar, high fructose corn syrup, fruit juice concentrate, cane sugar, or sucrose. These beverages were assigned to one of six **sugary drink categories** as follows:

- **Regular soda** includes carbonated sugar-sweetened soft drinks. These products are also known as “pop.”
- **Fruit drinks** are fruit-flavored and contain less than 100% or no juice. These products are referred to by manufacturers as juice drinks, juice beverages, fruit cocktails, and fruit-flavored drinks. Powdered varieties (e.g., Country Time Lemonade, Tang, Kool-Aid) are included in this category.
- **Flavored water** includes non-carbonated drinks described as a “water beverage” on the product container or that include the word “water” in the name of the drink. Typically, these products are clear and colorless.
- **Sports drinks** are marketed as drinks that should accompany physical activity. They carry the label “sports drink” or explicitly convey that the beverage should be consumed around physical activity, with phrases such as “for athletes,” “pre-game fuel,” and “post-game replenishment.” Powdered varieties of sports drinks are included in this category.
- **Iced teas** are primarily described as “iced tea” in the description of the product, and include both ready-to-serve and powder mixes. Tea-flavored beverages in other categories are not included in this category unless the iced tea products were advertised separately (e.g., Crystal Light Iced Tea).
- **Energy drinks** are labeled by the manufacturer as “energy drinks” or “energy supplements” and contain high levels of caffeine (typically 80 mg or more per serving). This category includes carbonated, canned varieties as well as energy shots. Although some energy drinks do not contain added sugars (e.g., energy shots), we included all energy drinks in this category as the American Academy of Pediatrics has recommended that children and teens do not drink these products due to their high levels of caffeine.⁸

We also identified subcategories of sugary drinks based on evidence of child-targeted marketing and the amount of added sugar contained in the product.

- **Children's products** designate brands and products promoted as intended specifically for children by the company in its media advertising or on company websites. Products with a name that contained the word “kid” were also included in this category. Children's products that contained artificial sweeteners but no added sugar are included as well.
- **Full-calorie drinks** are the highest calorie drinks in a brand line and do not include “light” or “diet” in the name. A few brands had products with artificial sweeteners, but the product name did not indicate it was a light product (e.g.,

Rockstar Mocha Roasted, Sunny D Tangy Original); these were classified as full-calorie drinks.

- **Light drinks** are lower-sugar, reduced-calorie versions of full-calorie drinks. They typically include the words “light” or “diet” in the name of the product. Light drinks may contain artificial sweeteners in addition to sugar.

As a point of comparison with the sugary drink results, we also analyzed marketing for additional beverages, including both healthier products and artificially sweetened versions of sugary drink brands.

- **100% juices** are products that obtain all of their calories from fruit or vegetable juice. These products are typically labeled as “100% juice” on the package.
- **Plain water** includes products labeled as “water” that contain no additional ingredients and 0 calories.
- **Diet drinks** contain artificial sweeteners and 0 grams of added sugar. In our analysis, diet indicates an absence of sugar but not necessarily an absence of calories. For instance, some diet products may have a minimal number of calories from other ingredients, including artificial sweeteners. Unsweetened products, such as unsweetened iced tea and powder mixes, are excluded from our analysis.

Nutrition Facts and ingredients

We evaluated the nutritional quality of beverages according to several criteria. We report calories, sugar, sodium, and caffeine content for all sugary drinks and diet versions of sugary drink brands within our specified categories. Fat, fiber, and protein content are also presented. When the information was available from the manufacturer, we also present the specific ingredient content of each beverage, including percent juice, artificial colors, and artificial flavors.

To standardize beverage serving sizes across all categories, we report nutrition information for each beverage based on an 8-ounce serving, unless the product was available in only one size. For example, children’s fruit drink and flavored water pouches typically come in 6- or 7-ounce sizes and energy shots typically contain 2 to 2.5 ounces. Specific exceptions are listed in the nutrition information presented in the Appendix (Table A.1).

New product introductions

We identified new products introduced in 2009 and 2010 by the companies in this report to assess beverage companies’ recent actions regarding the nutritional quality of their brands. We used the Product Launch Analytics database offered by Datamonitor. Datamonitor is a market research company that provides data, analysis, and opinion across various sectors. In our search of this database, we first identified new “soft drinks” distributed in the United States in 2009 and 2010.

After these parameters were established, we narrowed our search further to include only the brands in our analysis. We then removed types of beverages outside the scope of our analysis (e.g., 100% juice, smoothies, protein shakes).

Researchers assigned each new product to one of the following categories:

- **New flavors** of existing products (e.g., strawberry version of a product previously available in orange). These do not differ significantly from existing products in nutritional content or packaging.
- **Reformulations** are modifications or new formulations that change the nutritional quality and/or ingredients of existing products. This category includes substitutions of sugar with artificial sweeteners (reduction in calories) or substitutions of high-fructose corn syrup with sugar, added vitamins or other nutritional enhancements (e.g., protein, fiber), and increases or reductions in caffeine.
- **New packaging** includes changes in a single-serving size of an existing product (either smaller or larger) and changes in packaging type (e.g., drink offered in a new kind of can, powder vs. ready-to-serve format).
- **Other marketing** includes event sponsorships, cause-related marketing, and new names for existing products.
- **New products** are entirely new brands or varieties to the company’s portfolio. They differ from existing products in nutritional content and may represent a new drink category for a brand (e.g., flavored water vs. existing fruit drink).

Changes to each of the new products were also coded as being positive, negative, or neutral changes in the product’s nutritional content, or marketing claims:

- A **positive change** encourages less consumption of sugar and/or caffeine. This could be achieved by offering smaller single-serving packages, less sugar content (that was not replaced with artificial sweeteners), or a reduction in caffeine. Introductions of new children’s drinks that contain less sugar and no artificial sweeteners are also positive changes.
- A **negative change** encourages greater consumption of sugar and/or caffeine. This could be achieved by offering larger single-serving packages or adding caffeine. Introductions of new sugary drinks or artificially sweetened drinks specifically targeted to children are also coded as a negative change.
- A **neutral change** refers to products that are nutritionally equivalent to existing products within the company’s portfolio in sugar content, caffeine, and package size.
- **Marketing claims** are reformulations that allow companies to add new nutrition-related claims. Some examples include the replacement of sugar with artificial sweeteners, the replacement of high-fructose corn syrup with sugar, and the inclusion of additional nutrients (e.g., Vitamin C).

New flavors of previously coded new products were not coded twice as being a negative or positive change. For example, Arizona offered a children's version of its lemon-flavored iced tea in 2009. This introduction was coded as negative. However, subsequent introductions of different flavors of Arizona KIDZ iced teas were coded as neutral as these flavors did not represent a nutritional change from its existing children's brand.

Product sales

To identify and evaluate sales by beverage category, we obtained data from SymphonyIRI, a leading provider of market, consumer, and shopper intelligence whose clients include more than 95% of the Fortune 500 consumer packaged goods and retail companies. The firm's InfoScan® product is a scanner-based tracking service that collects weekly retail information from representative samples of grocery, drug, mass merchandiser, and convenience stores across the United States. Collected data include records of all products that are scanned in these stores during that week, including each item's price and record of sale. The records are then transmitted to SymphonyIRI where they are reviewed and error-checked. SymphonyIRI applies projection factors to the sample stores to extrapolate total sales for retail chains, markets, regions, and the total United States.

We licensed SymphonyIRI sales data for eight beverage categories: aseptic juices (i.e., juices in single-serving containers), shelf-stable bottled juices, refrigerated juices, bottled water, carbonated beverages, sports drinks, energy drinks, and drink mixes. These SymphonyIRI categories incorporate all of the sugary drink and diet drink categories in our analysis, as well as plain water and 100% juice, with the exception of ready-to-serve iced tea. We received data for each universal product code (UPC) within these categories that had more than \$500,000 in sales nationwide for the calendar year 2010 ending December 26.

We obtained data for metropolitan and surrounding counties in the following eight markets:

- Dallas/Ft. Worth, TX
- Baltimore, MD/Washington, DC
- Los Angeles, CA
- Chicago, IL
- Boston, MA
- Las Vegas, NV
- Cleveland, OH
- Birmingham/Montgomery, AL

We selected these markets to provide coverage for each geographical region of the continental United States, including both larger- and smaller-sized markets and those

with more demographically diverse populations. To put these data into perspective, we translated them into per capita numbers by dividing dollar sales by the total population of each market. The population for these eight markets is 53.8 million, representing 17% of the total U.S. population.

We report dollar sales by category and subcategory.⁹ Due to the size of the soda category, we also report sales by type of flavor (cola, citrus, and other).

Marketing in traditional media

To measure traditional media marketing for sugary drinks, we conducted several analyses using a variety of data sources, including: 1) licensed Nielsen data for spending in all measured media, exposure to TV advertising by age group and race, including Spanish-language advertising, and incidence and exposure to brand appearances on prime-time TV; 2) licensed Arbitron data to measure exposure to radio advertising by age group; and 3) content analysis of the messages promoted in TV advertising, including local sponsorships.

Advertising spending and TV advertising exposure

To analyze advertising spending and TV advertising exposure, we licensed data from Nielsen for 2008 through 2010 in the following non-alcoholic beverage categories: drink product, soft drink, regular soft drink, diet soft drink, drinks-isotonic, bottled water, fruit drinks, fruit juice, iced tea, drink mix, iced tea mix, and drink mix-isotonic. These Nielsen categories incorporate all of the sugary drink and diet categories in our analysis, as well as 100% juice and plain water, although they do not always correspond directly with our categories. For example, Nielsen's drink-isotonic category includes both energy drinks and sports drinks, and their bottled water category includes plain and flavored water.

Using the descriptions provided by Nielsen, we assigned each Nielsen brand to the appropriate brand, category, and subcategory in our analysis. In some cases, the description could apply to more than one brand and/or category or subcategory (e.g., Coca-Cola soft drinks, Capri Sun drink products). If the majority of advertising spending for products that fall under that description (e.g., Coca-Cola soft drinks) were sugary drinks, we assigned those data to the appropriate sugary drink category. If there was no advertising spending for individual products within that description, we assigned the data to the category that had the most individual products for that brand (e.g., children's fruit drinks for Capri Sun). For company-level advertising by companies whose products did not fall primarily in one category (e.g., Coca-Cola drink products), we included those numbers in the company but not the brand analyses.

Advertising spending

Nielsen tracks media spending on TV (including Spanish-language TV), radio, magazine, newspaper, free standing insert coupons, outdoor advertising, and the internet. These data provide a measure of all sugary drink spending. We report these numbers by brand, company, category, and subcategory.

TV advertising exposure

To measure exposure to TV advertising, we licensed gross rating points (GRP) data from Nielsen. GRPs measure the total audience delivered by a brand's media schedule, expressed as a percentage of the population that is exposed to each commercial over a specified period of time across all types of TV programming. They are the advertising industry's standard measure to assess audience exposure to advertising campaigns; Nielsen is the most widely used source for these data.¹⁰ GRPs, therefore, provide an objective outside assessment of advertising exposure. In addition, GRPs can be used to measure advertisements delivered to a specific audience, including different age groups and blacks versus whites (also known as target rating points or TRPs), and provide a per capita measure to evaluate relative exposure. For example, if a sugary drink brand had 2,000 GRPs in 2010 for 2- to 11-year-olds and 1,000 GRPs for 25- to 49-year-olds, we can conclude that children saw twice as many ads for that brand in 2010 compared with adults.

The GRP measure differs from the measure used to evaluate food industry compliance with their CFBAI pledges. The pledges apply only to advertising in children's TV programming as defined by audience composition (i.e., programs in which at least 25 to 50% of the audience are younger than age 12). Because approximately one-half of all advertisements viewed by children younger than 12 occur during children's programming, this definition captures just one-half of total child exposure.¹¹ We employ the GRP measure because it reflects children's total exposure to advertising during all types of TV programming, not just advertising that aired during children's programming.

In the TV advertising analyses, we obtained 2008 through 2010 GRP data by age group and race. We first obtained total GRPs for the following age groups: preschoolers (2-5 years), children (6-11 years), adolescents (12-17 years), young adults (18-24 years), and adults (25-49 years). These data provide total exposure to national (network, cable, and syndicated) and local (spot market) TV. In addition, we identified national TV GRPs for blacks (2-11, 12-17, 18-24, and 25-49 years), as well as whites in the same age groups. Nielsen does not provide spot market GRPs by race. Finally, we obtained GRPs for advertisements that aired on Spanish-language TV for each age group. GRPs for Spanish-language TV are calculated based on Nielsen's Hispanic audience estimates.

Nielsen calculates GRPs as the sum of all advertising exposures for all individuals within a demographic group, including multiple exposures for individuals (i.e., gross impressions), divided by the size of the population, and multiplied by 100. We also use GRP data to calculate the following TV advertising measures:

- **Average advertising exposure** is calculated by dividing total GRPs for a demographic group during a specific time period by 100. It provides a measure of ads viewed by the average individual in that demographic group during the time period measured. For example, if Nielsen reports 2,000 GRPs for 2- to 5-year-olds for a sugary drink brand in 2010, we can conclude that the average 2- to 5-year-old viewed 20 ads for that brand in 2010.
- **Targeted GRP ratios** measure relative exposure to advertising between demographic groups. A targeted ratio greater than 1.0 indicates that the average person in the group of interest (e.g., the child in the child-to-adult ratio) viewed more advertisements than the average person in the comparison group (the adult). A targeted ratio of less than 1.0 indicates that the person in the group of interest viewed fewer ads. For example, a child-to-adult targeted ratio of 2.0 indicates that children viewed twice as many ads as adults viewed. We report the following targeted GRP ratios:
 - Preschooler-to-adult = $\text{GRPs (2-5 years)} / \text{GRPs (25-49 years)}$
 - Child-to-adult = $\text{GRPs (6-11 years)} / \text{GRPs (25-49 years)}$
 - Teen-to-adult = $\text{GRPs (12-17 years)} / \text{GRPs (25-49 years)}$
 - Child black-to-white = $\text{GRPs for blacks (2-11 years)} / \text{GRPs for whites (2-11 years)}$. This measure uses national GRPs only.
 - Teen black-to-white = $\text{GRPs for blacks (12-17 years)} / \text{GRPs for whites (12-17 years)}$. This measure uses national GRPs only.
 - Preschooler Spanish-to-English TV = $\text{GRPs for Spanish-language TV (2-5 years)} / \text{GRPs for English-language TV (2-5 years)}$
 - Child Spanish-to-English TV = $\text{GRPs for Spanish-language TV (6-11 years)} / \text{GRPs for English-language TV (6-11 years)}$
 - Teen Spanish-to-English TV = $\text{GRPs for Spanish-language TV (12-17 years)} / \text{GRPs for English-language TV (12-17 years)}$

To assess potential targeted marketing to specific age or racial groups, we compared differences between demographic groups in their exposure to advertising for sugary drink and energy drink brands with differences that would be expected given each group's average amount of TV viewing. The average weekly amount of time spent viewing TV in 2010 was obtained from Nielsen Market Breaks for each age and

demographic group in the analysis. If the targeted ratio was significantly greater than the relative difference in TV viewed by each group, this suggests that the advertiser designed a media plan to reach this specific demographic group more often than would occur naturally.

TV advertising content analysis

To evaluate the messages and marketing techniques used in the TV advertisements, we conducted a content analysis of both English- and Spanish-language TV advertising for all sugary drink and energy drink brands. Using the AdScope database from Kantar Media, we obtained digital copies of all beverage advertisements from the companies in our analysis that aired nationally in the United States from October 1, 2009 through December 31, 2010. Researchers viewed each ad to remove duplicates, including 15-second shortened versions of 30-second ads. In addition, ads with the same creative execution but different promotions added to the end were catalogued as duplicates. The basic version of the ad (excluding the promotion) was retained for analysis. Distinct promotions were noted but not included in the final content analysis unless the promotion was present in all versions of the ad.

We used the coding manual developed for previous research studies to analyze cereal¹² and fast food¹³ advertising as the basis for the coding manual for the present study. Researchers examined a sample of sugary drink advertisements to identify additional messages and marketing techniques that appeared in sugary drink ads but were not included in the previous manuals.

Two coders were trained to review the advertisements and code them for all items in the manual. In two pre-test group sessions, the project manager and coders independently coded 20 sugary drink advertisements selected from advertisements for the companies in our analysis that aired in 2011, immediately following the ads included in our content analysis. Following these sessions, the project manager revised and finalized the coding manual.

The coding manual includes nine main categories:

- **Identifying information**, such as company, brand, and variety or flavor advertised.
- **Target audience** indicates the type of person to which the ad appears to appeal most. These include gender, race, and age of the person shown purchasing and/or consuming the beverage. If purchase or consumption was not depicted in the ad, main characters were coded.
- **Sponsorships** involve outside entities supported by the advertising, including **event sponsorships** (e.g., public sporting events, concerts), **athletic sponsorships** (i.e., partnerships with sports teams, leagues, or professional athletes), and **cause-related marketing** (i.e., partnership with a charitable organization or donations to a philanthropic cause).

- **Viewer participation** describes marketing that engages the consumer to take part in marketing decisions usually made by the company, such as voting for a product name or flavor or producing an advertisement.
- **Featured third parties** include appearances by well-known non-brand-related entities, including celebrities (e.g., actors, athletes, musicians), entertainment properties (e.g., movies, TV shows, video games), and licensed characters.
- **Brand spokes-characters** are fictional characters or mascots associated specifically with the brand (e.g., Kool-Aid Man).
- **Selling point** describes the direct qualities or benefits of the product itself and include:
 - **new/improved** if the ad introduces a new or improved product or flavor;
 - **nutrition/nutrient claims** include claims about the product's ingredients such as vitamins, and generic nutrition claims like "good for you;"
 - **physical/mental benefits** of consuming the product (e.g., lowers risk of disease, triggers muscle response);
 - **natural claims** if the ad uses natural, fresh, real, quality, or similar words to describe the product;
 - **unique/one of a kind** for claims that the product(s) were superior to that of the competition or suggestions that they were unique;
 - **hydration** if the ad claims the product quenches thirst;
 - **taste** for descriptions of the flavor, such as "crisp" or "clean;"
 - **low-calorie** for claims that the product has few or reduced calories.
- **Product associations** describe indirect benefits of the product suggested in the ad. These include suggestions or portrayals of physical activity, sex, and **inspirational messages** (i.e., product is associated with uplifting messages to elicit happiness, hope, or inspiration). These also include appeals for fun and cool/hip, as well as use of humor, animation, and the **sugary drink as a prop** (i.e., visual portrayal of the drink as a plaything, or in some other way that suggests it is more than a beverage to be consumed).
- **Sugary drink portrayals** indicate whether the product is the primary focus of the ad (i.e., the product and its direct qualities or benefits messages are prominent), and suggestions for consumption of the product.

Krippendorff's Alpha was used to measure inter-rater reliability. The final reliability sample included 54 ads, or 25% of the full sample, and each coder coded this same subset of ads. Krippendorff's Alpha values ranged from .41 (moderate) to 1.00 (perfect) agreement with 43% of the items receiving almost perfect agreement (.81 or higher), 38% of the items

receiving substantial agreement (.61-.80), and 19% receiving values in the moderate range of agreement (.41 to .60). Items with Alpha values lower than .60 were discussed and redefined for clarity prior to moving forward with the final coding. The remaining advertisements were randomly assigned to the two coders and final coding occurred over a 3-week period.

Spanish-language advertisements

A native Spanish speaker who is equally fluent in English and Spanish coded the Spanish-language ads. This coder had been trained in the procedure for a previous analysis of Spanish-language advertising.¹⁴ The Spanish-language coder followed the same coding manual as used in the English analysis and completed the same training as the English-language coders.

Local sponsorships

In addition to analyzing the messages in advertisements on national TV, we examined spot market advertising in English- and Spanish-language TV that included sponsorships. Using the AdScope database, we obtained digital copies of all beverage advertisements from the companies in our analysis that aired locally in the United States from October 1, 2009 through December 31, 2010. We selected any ads coded as having a sponsorship message. Two researchers (one for English-language, one for Spanish-language) viewed each ad to remove duplicates.

An abbreviated version of the coding manual developed for the national TV analysis was used to code local sponsorship messages. The local sponsorship coding manual included two categories:

- **Identifying information**, such as company, brand, and variety or flavor advertised.
- Type of **sponsorship**, including athletic events, musical events, cause-related marketing, and other events (e.g., state fairs, amusement park events)

Product placements on TV

Data were purchased from Nielsen to quantify beverage brand appearances that aired during prime-time TV programming from January through December 2010. A **brand appearance** is defined by Nielsen as any occasion when a brand or product is conveyed, visually and/or audibly, or used in a particular way within a program. To be counted as a visual hit, 50% or more of a brand logo or product name must be visible. Each time a brand is conveyed in a program in a different manner (e.g., on a product package, apparel, screen graphic) it is counted as a separate brand appearance. If a brand appears multiple times in a program in the same manner (e.g., beverage bottle only), it is counted as one occurrence. Nielsen also provides the duration, or number of seconds,

that each brand appearance lasted, as well as the number of telecasts featuring brand appearances. Nielsen uses the term “brand appearance” because it cannot be determined from this analysis whether brand mentions during programming were product placements paid for by the beverage company.

Nielsen recorded all TV programming from 6:00 p.m. to 12:00 a.m. daily (i.e., prime-time) that aired on 16 of the most frequently-viewed broadcast and cable TV channels: ABC, CBS, NBC, FOX, CW, A&E, Bravo, DSC, ESPN, FX, LIFE, NAN, TBS, TLC, TNT, and USA. Data analysts reviewed the recordings using standardized identification procedures to count all brand appearances. The data exclude appearances on sports, news magazine, and holiday programming; made-for-TV movies and theatrical movies aired on TV; documentaries and non-fiction reports; programming on children's TV networks; and repeat episodes.

Brand appearance data for 2010 were collected for the same Nielsen non-alcoholic beverage categories as the advertising spending and TV exposure analyses, and Nielsen's brand descriptions were used to assign brand appearances to the brands, companies, and categories in our analyses, as described in the methods for the TV advertising exposure analysis.

In addition to total number of appearances that occurred and total number of telecasts, we also report **total screen time** (i.e., total duration of all appearances in 2010); **average duration per appearance**, calculated by dividing total screen time by total number of appearances; and **average number of appearances per telecast**, calculated by dividing total number of appearances by total number of telecasts. In addition, we used Nielsen GRP data to quantify beverage **brand appearances exposure** for the average child (2-11 years), teen (12-17 years), and adult (18-49 years) by brand, company, and category. Total GRPs for each age group were divided by 100 to quantify the number of brand appearances viewed on average by persons in each age group.

Radio advertising

To understand young people's exposure to radio advertising for sugary drinks, we purchased radio data from two media research firms: Arbitron and Nielsen. Arbitron is the country's leading provider of radio measurement services. The firm surveys a random sample of households in each of its 300 metropolitan areas; these generally correspond to the Metropolitan Statistical Areas defined by the U.S. Office of Management and Budget. For the majority of markets, survey participants fill out a paper diary, noting their listening habits over the course of seven days. Survey participants must be 12 years or older. In 2010, Arbitron processed more than 850,000 diaries for inclusion in its estimates.¹⁵ We licensed data from Arbitron for local spot radio advertising in 2010 for all 300 metropolitan areas.

While Arbitron provides listener data for specific markets, stations, and formats, it does not track advertising. To obtain data on individuals' exposure to radio advertising for the brands in our analysis, we used Nielsen's Monitor-Plus AdViews system. Nielsen matches Arbitron's data to its own tracking of commercial units to provide radio advertising measurement for local spot radio. The Radio Advertising Bureau (RAB) estimates that local spot radio accounted for 89% of all on-air radio advertising spending in 2010.¹⁶ In 2010, Nielsen monitored radio advertising in 39 markets with at least 20 stations in each market. These 39 markets represent 60% of the U.S. population, as estimated by Arbitron,¹⁷ and 38 of these covered markets rank in the top 50 by population.

Through the Nielsen AdViews system, we obtained GRPs and impressions (i.e., total number of ads heard by all individuals combined) for each brand in each market. Furthermore, we broke out GRPs for the following age groups separately: adolescents (12-17 years); young adults (18-24 years); and adults (25-49 years). AdViews does not provide radio data for children younger than 12 and does not break out listeners by race. To calculate the average exposure by age group for individuals in the 39 markets examined, we excluded data for brands with low exposure in individual markets, defined as any markets where the brand did not reach a minimum of 100 GRPs in any of the three defined age groups. We then calculated the **universal estimate** (UE) for each market and age group by dividing impressions by GRPs. The UE is a population estimate for each market. For each brand and age group, we added these UEs to arrive at a total UE. We then added all impressions for each brand and age group and divided it by the total UE. The resulting GRPs provide a snapshot of the level of marketing activity that each advertiser engaged in across a significant number of major U.S. markets. We then divided GRPs by 100 to obtain the average number of ads heard by individuals within each age group. We also report the number of major markets that make up these GRPs.

In addition, we separated GRPs for advertising on Spanish-language radio stations. Again, we broke out GRPs for adolescents, young adults, and adults separately. For the Spanish-language GRPs, we used a minimum of 20 GRPs in each market for any of the three defined age groups, rather than the threshold of 100 used for inclusion for all radio. We report GRPs modified by UE following the process described above. We also present GRPs based on an estimated UE for Hispanic viewers. To do this, we multiplied the Spanish-language radio GRPs for each age group by the ratios of Hispanic TV audiences to all audiences for each age group, provided by Nielsen. This calculation gave us GRPs that reflect the reach of Spanish-language advertisements among Hispanic audiences only.

Internet and other digital media

We examined sugary drink marketing on the internet and in other digital media. Analyses include exposure estimates

and content analyses for sugary drink and energy drink (i.e., company-sponsored) websites, banner advertising on other (i.e., third-party) websites, and social media marketing. In addition, we describe mobile marketing that promoted sugary drinks and energy drinks.

Beverage company websites

We identified the main website for each beverage company in our analysis by entering the company name into an internet search engine. We then explored the home pages for any secondary websites linked from the main company website. For example, links on TheCocaColaCompany.com connected to secondary sites, including MyCoke.com, Coca-Cola.com, and MyCokeRewards.com. For the purposes of this analysis, a website is defined as all pages containing the same stem URL. For example, MonsterEnergy.com is the website of interest, and the individual page highlighting its beverage, Khaos, (www.monsterenergy.com/us/en/products/khaos/) is an example of a page contained within the site.

We obtained data on exposure to these websites from the comScore Media Metrix Key Measures Report.¹⁸ comScore captures the internet behavior of a representative panel of about 1 million users in the United States.¹⁹ It is the nation's largest existing internet audience measurement panel. The firm collects data at both the household and individual level using session assignment technology, which can identify computer users without requiring them to log in. The company uses these panel data to extrapolate its findings to the total U.S. population. Companies participating with comScore can also have census tags placed on their web content and advertisements to further refine audience estimates. Using the comScore panel, we identified websites and advertisements to which individual users were exposed and examined exposure for both children and adults in the same household. The Media Metrix database provides internet exposure data for any websites visited by at least 30 of their panel members in a given quarter.²⁰ Media Metrix also provides exposure information by visitor age and race for larger volume websites.

We first searched the comScore Media Metrix database to identify the beverage company websites for which exposure data were available in any month from January through December 2010. We collected the following data using the Media Metrix Key Measures Report for beverage websites available during this time period:

- **Total unique visitors** is the estimated number of different individuals who visited any website during the month.
- **Total visits** provides the total number of times each unique visitor visited a website with at least a 30-minute break between times of access during the month.
- **Average minutes per visit** represents the average number of minutes spent on the website for each visit.

- **Average pages viewed per visitor** is the average number of pages viewed during a month by each person visiting the website (across all visits during the month).
- **Average visits per unique visitor** provides the average number of visits to the website during the month per unique visitor.

In addition, when enough website traffic was recorded in a given quarter, we collected these measures separately for children (2-11 years), adolescents (12-17 years), all youth (2-17 years), and black youth (2-17 years). During the period examined, we did not have access to data from comScore for Hispanic visitors. For each of the demographic groups with data, we also report a **composition index**, which measures the extent to which child (2-11 years), teen (12-17 years), or youth (2-17 years) visitors to a website are over- or underrepresented compared to all visitors 2 years and older and the extent to which black 2- to 17-year-old visitors to a website are over- or underrepresented compared to all 2- to 17-year-old visitors.

For each website in our analysis, we report the following website exposure measures:

- **Average unique visitors per month** for youth 2-11 years, 12-17 years, and 2-17 years, and blacks 2-17 years. This measure was calculated by adding average total unique visitors per month, as reported quarterly by comScore, from January through December 2010 for each demographic group divided by the number of quarters for which these data were available.
- **Average visits per month**,²¹ **average pages per month**, and **average time spent per visit**²² for each unique visitor. Average monthly numbers, as reported by comScore for each quarter, were divided by the number of quarters for which data were available for each website. comScore only reports these data for larger demographic groups. If separate data were not available for youth (2-17 years), we report data for all visitors 2 years and older.
- **Composition indices** were calculated for youth 2-11 years, 12-17 years, and 2-17 years, and for black youth 2-17 years. We first calculated the percentage of visitors from a particular demographic group who visited a website during the four quarters of 2010 by 1) averaging the number of monthly unique visitors to the website for that demographic group, and 2) dividing this number by the average monthly unique visitors to the total internet for the same demographic group. Age composition indices were then calculated by dividing the percentage of total internet visitors for each age group (2-11 years, 12-17 years, and 2-17 years) who visited that website by the percentage of all visitors 2 years and older to the total internet. Black youth composition indices were calculated by dividing the percentage of black children and adolescents (2-17 years) who visited a particular website by the percentage of all youth (2-17 years) who visited the same website. This number was then multiplied by 100.

Composition indices greater than 100 signify that the demographic group was overrepresented on a website in relation to the comparison group; composition indices less than 100 signify that it was underrepresented. For example, if 40% of black youth (2-17 years) visited Coca-Cola.com and 20% of all youth (2-17 years) visited, the black youth composition index for Coca-Cola.com would be 200. Therefore, the percentage of black youth visitors to Coca-Cola.com would be twice as high as the percentage of all youth visitors, and black youth would be overrepresented on Coca-Cola.com.

calculating website GRP equivalents

To compare exposure to advertising on TV with exposure to internet advertising, we calculated GRP equivalents for young people's exposure to company websites. We defined **website GRP equivalents** as the percentage of young people exposed times the number of times they were exposed times 100. To provide a comparable time period to the TV exposure data, we calculated GRP equivalents for 12 months.

We used the following measures from comScore Media Metrix Key Reports:

- Total unique visitors to the website for each quarter (u_c)
- Average visits per visitor for each quarter (v)
- Average minutes per visit to the website for each quarter (m)
- Total number of quarters for which data are available (n)
- Total unique visitors to the internet for each quarter (u_i)

We first divided the total unique visitors to the website for each quarter by total unique visitors to the internet for the same quarter. We then multiplied this quotient by the average visits per visitor to the website in the same quarter and multiplied the resulting number by 3 first (to account for 3 months in a quarter) and then by 100. This number provides the **reach X visits** for one quarter (RV).

$$RV = u_c * v * 3 * 100 / u_i$$

We then calculated the **average reach X visits** (ARV) for all available quarters and multiplied the average quarterly number by 12 to create a 12-month total (TRV).

$$ARV = \text{sum}(RV) / n$$

$$TRV = 12 * ARV$$

We then converted the average minutes per visit to the website to :30 sec **TV ad equivalents** (TAE). For example, if the average visit to the website lasted 10 minutes, those 10 minutes spent on the website were equivalent to 20 :30 sec television ads. We then multiplied TRV by TV ad equivalents to create the final 12-month website GRP equivalent.

$$TAE = m * 2$$

$$\text{Website GRP equivalent} = TRV * TAE$$

Website content analysis

To systematically assess the techniques used to engage young people on websites sponsored by the beverage companies in our analysis, we first used comScore data to identify the sites that young people visited most frequently and for the longest periods of time. We included sites that were among the 30 sugary drink and energy drink websites visited most often by 2- to 17-year-olds during the past year, as indicated by comScore's internet traffic data. We then added 7Up.com because it promoted a major sugary drink brand; and we removed six sites because their content primarily included corporate information and at times did not refer to beverage products: KraftBrands.com, PepsiCo.com, Mountain Dew's GreenLabelArt.com, Coca-Cola's LivePositively.com, Coca-ColaScholars.org, and TheCoca-ColaCompany.com.

Each website has only one home page, but can have many secondary pages. We excluded pages we assessed as irrelevant to the marketing of sugary drinks. These included corporate content; store locators; search functions; pages about the company or founder; non-U.S. company information; pages containing food allergy and sensitivity information; and privacy policies, terms of use, and official rules. In addition, when more than one page on a site contained very similar content, such as product nutrition facts or videos that all featured the same character and format, we only included the first page of the content and noted the number of instances of similar content.

During May 2011, three coders collected all pages on each website included in this study. They recorded a page as a video if it had movement or if an activity on the page required clicking the mouse. They recorded static pages as PDFs.

Coding procedure

We developed coding criteria for online marketing techniques based on categories described in previous analyses of children's websites,^{23,24} digital marketing techniques,²⁵ and online advergames.^{26,27} We also added items based on our observations from an initial exploration of the websites, the codebook from the TV content analysis, and the codebook for analogous content analyses of cereal²⁸ and fast food²⁹ websites. Each site was coded for the following eight categories:

- **Apparent target audience** of the website content includes age group (i.e., youth [children and/or teens], parents, adults-only, or general audience), athletes, gender, race, and ethnicity. Target audience is identified by content that appeals specifically to these groups or the prominent presence of actors in the groups.
- **Main focus** of the page includes sponsorship, promotion, specific beverage product, product packaging, or **branding only** (if none of the others were prominent). Types of **sponsorships** include sports, events, and causes. **Promotions** include sweepstakes, limited-time offers and giveaways, and entertainment tie-ins.
- **Engagement techniques** include games, viral marketing, Flash animation, and music.
- **Featured third parties** include charities, licensed characters, TV/movies and other entertainment, and celebrities.
- **Products** present include varieties of beverages, sizes of beverages, and presence of other food items.
- **Branding** includes brand logos, slogans, spokes-characters, and mentions of other branded websites.
- **Selling points** describe direct benefits of the product, including physical or mental benefits, nutrition claims, hydration and thirst quenching, new/improved, low-calorie, and weight loss.
- **Indirect product associations** describe messages that imply other benefits of the company and/or its brands, including fun, cool/hip, sex, physical activity, and humor.

Four coders tested the coding instrument on web pages included in the study and refined the instrument to address discrepancies between coders. They then coded additional pages from different websites included in the study and final clarifications were made to the coding instrument. The coders reassessed the content of all websites under consideration using the final code book. Strong inter-rater reliability was established. Krippendorff's Alpha ranged from .7 to 1.0. Coders resolved discrepancies by consensus discussions.

Banner advertising on third-party websites

Companies purchase banner advertisements to promote their products on other companies' websites. An effective banner ad is one that induces a large proportion of viewers to click the ad and consequently be redirected to the advertiser's website. These banners, which are displayed along the border of a webpage, often include attention-grabbing Flash animation. They typically feature a specific product or a special promotion, such as an opportunity to win money or other prizes.

Ad Metrix, another comScore product, monitors the same panel of users as comScore Media Metrix, but tracks any advertisements that are completely downloaded and viewable on a user's web browser. Ad Metrix, therefore, measures individual exposure to banner ads presented in rich media (SWF files) and traditional image-based ads (JPEG and GIF files). It does not capture text, video, or html-based ads. Ad Metrix also identifies the unique visitor viewing the advertisement, the third-party website on which the advertisement was viewed, and the company sponsoring the advertisement. In addition, Ad Metrix captures copies of the actual ads.

Data for exposure to these banner ads were extracted from the comScore Ad Metrix Advertiser Report.³⁰ Ad Metrix does not report demographic information about the individuals who viewed these advertisements. Consequently, we cannot

differentiate between exposure by any specific demographic group, including by age or race.

Measures available from comScore for each month include:

- **Total display ad views** is the number of advertisements fully downloaded and viewed on publisher websites.
- **Advertising exposed unique visitors** is the number of different individuals exposed to advertisements on a publisher website.
- **Average frequency of ad views** per unique visitor by beverage company advertiser. This information is available for the total internet and for individual third-party websites.

As we could not separate ads viewed by age group, we identified third-party websites that were disproportionately viewed by youth (i.e., **youth websites**). These sites met one of two conditions: 1) sites identified by comScore as entertainment websites for youth (2-17 years) or teen community websites during the period examined; or 2) the proportion of youth visitors (2-17 years) to the website exceeded the total percentage of youth visitors to the internet during the time period examined.

From the comScore data, we calculated the following measures for each brand (including websites and promotions) for which banner advertising was found:

- **Average unique viewers per month**³¹ was calculated by taking an average of the monthly unique viewers of a given product or promotion advertised in 2010.
- **Average number of ads viewed per month** was calculated by taking an average of the average frequency of ad views by visitor for the product or promotion each month in 2010.
- **Percentage of ads viewed on youth websites** was calculated by dividing the product's total display ad views that appeared on youth websites by its total display ad views that appeared on all websites in 2010.
- **Total average ads viewed on youth websites per month** was calculated by dividing total display ad views on youth websites by the number of months for which data were available.

calculating banner advertising GRP equivalents

To calculate **banner advertising GRP equivalents** we used the following measures from the comScore Ad Metrix Advertising Report:

- Total number of ad views on youth websites for each month (ad_yw)
- Total number of months for which data are available (n)
- Average number of unique visitors to the internet (avg_u_i)

We first calculated the total number of ad views for each brand that appeared on youth websites and created a monthly average according to the number of months that data were available (AAV).

$$AAV = \text{sum}(\text{ad_yw})/n$$

We then multiplied the monthly average times 12 to create a 12-month total (TAV).

$$TAV = 12 * AAV$$

We then divided TAV by the average number of unique visitors to the Internet (2-11 years and 12-17 years), for the 12-month time period and multiplied the quotient by 100 for the third-party advertising GRP equivalent.

$$\text{Third-party advertising GRP equivalent} = TAV / \text{avg_u_i}$$

Banner advertising content analysis

We also analyzed the content of the banner ads that appeared on third-party websites. Using the comScore Ad Metrix Advertiser report, we obtained copies of all ads appearing in 2010 that were produced by the companies in our analysis. We organized the ads according to comScore's product category definitions, which start at the company level and break out brand, variety, and/or promotion underneath.

After ranking the ads according to number of exposed unique viewers, we eliminated duplicate ads. We then selected the 20 unique ads with the most ad impressions in 2010 for each product that had at least 100,000 overall ad impressions.

We used a modified version of the coding manual developed for the TV ads that included:

- **Identifying information**
- **Type of advertisement**, including advertising for a specific variety or flavor of a brand, the brand, the company, a promotion, or a website.
- **Type of promotion**, including sweepstakes/contests; cause-related marketing; video and online games; sports, celebrity, TV, and movie tie-ins; and price.
- **Engagement techniques**, including movement within the banner ad (e.g., static vs. Flash animation) and interactive features. Examples include embedded polls or quizzes, clickable buttons, "rollovers" that respond to movements of the visitor's mouse, games within the ad or links to games, and links to Facebook and other social media sites.

Three researchers coded a sample of banner advertisements, and then discussed the results. The coders identified any problems or inconsistencies and clarified areas of confusion. After advertisements coded independently by all coders achieved 95% agreement, final coding commenced with all individuals coding different advertisements.

Social media

For the purposes of our study, we adopt Kaplan and Haenlein's definition of social media: "Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content."³²

We examined marketing activities for sugary drink and energy drink brands on three major social media websites: Facebook, Twitter, and YouTube. These are the leading websites in their fields (social networking, micro blogging, and video sharing, respectively) and are used as marketing vehicles for the companies in our analysis. Registration with all three sites is officially limited to persons aged 13 and older.

Facebook is the largest social networking site with more than 750 million users worldwide.³³ Members have their own pages where they can present information about themselves, post links to other sites, upload photos and videos, and write messages. Members connect with other members by becoming "friends," thereby incorporating them in their network.

Similarly, individual Facebook users can become a fan of a brand by clicking a "like" button on the brand's page. A thumbnail photo of that individual is then visible on the brand page in the "people who like this" section. Anytime the brand modifies its page (e.g., adds a feature, posts a comment) the activity shows up in the individual's "news feed," or personalized Facebook home page. In addition, anytime the individual interacts with the brand page, this action shows up in the "news feeds" of all his or her friends. The brand also shows up on the individual's Facebook page as something that he or she "likes."

A typical Facebook brand page consists of a number of tabs, each containing different content including messages from the brand and fans of the brand, photos, videos, events, polls, quizzes, and applications.

Twitter is a micro blogging service with more than 200 million registered users worldwide.³⁴ Twitter users publish 140-character messages, called "tweets," that are posted on their own profile pages. Users can "follow" each other. By doing so, an author subscribes to another author's tweets. These "followed" tweets are then published on the Twitter home pages of all of an author's "followers." Twitter users may also access the tweets of authors whom they follow through their mobile phones, with text messages, third-party Twitter applications, or Twitter's own mobile platform.

While Twitter does have a "promoted tweets" advertising platform that was launched in 2010, we focused on the micro blogging pages described above, which advertisers can use, free of charge.

YouTube is a website that enables users to view, upload, and share videos. Some of the sugary drink and energy drink

brands in our analysis have customized channels on YouTube with playlists of videos available for viewing. While anyone can watch the videos without registering, registered users can "subscribe" to a channel and receive alerts anytime a new video is posted. YouTube accounted for more than 38% of the 5.2 billion online viewing sessions in December 2010.³⁵

Data collection and analysis

Because social media and the marketing techniques employing them are evolving, reliable data to measure exposure and impact are not yet publicly available. Even among advertisers that use social media, there is no clear consensus on the key metrics to use. User information is private; therefore, none of the sites provide demographic information about followers of a particular brand's page. Similarly, comScore MediaMetrix does not provide demographic information for measurements at the page level.

To assess the reach of marketing on social media, we identified and tracked sugary drink and energy drink brand pages on each of the three social media sites over a 9-month period from October 1, 2010 to July 30, 2011, capturing information that is publicly available. We tracked the number of likes for each brand's Facebook page(s); the number of followers of each brand's Twitter page(s); and recorded number of subscribers, **upload views** (i.e., number of views for all uploaded videos), and videos posted in 2010 on brands' YouTube channels.

We also conducted content analyses of each social media platform. The Facebook analysis used content that was posted October through December 2010 according to the date stamps on the Facebook pages. For Twitter, we used searchtastic.com, a third-party Twitter archival program, to download tweets posted October through December 2010 to be analyzed. For Facebook and Twitter, we coded the specific products featured and links that directed users to external websites. We also identified posts promoting sponsorships, cause-related marketing, coupons or discounts, events, and viewer participation (i.e., asking consumers to participate in companies' marketing decisions, such as naming a new beverage or choosing the next flavor). We identified the engagement techniques employed by each media. For Facebook, these include tabs, photos, videos, polls, and downloadable content. For Twitter, these include contests specifically designed for Twitter users and customer service interactions. Finally, we measured the frequency with which brands engaged with individuals by measuring the number of Facebook posts and tweets-per-week during the 3-month period. To perform the YouTube content analysis, we used the code book for the TV advertising content analysis and coded a random sample of 200 videos with a minimum of 10,000 views. Frequency of engagement on YouTube was measured by the number of YouTube videos posted in 2010.

Mobile marketing

We examined three methods used by sugary drink and energy drink brands to target cell phone users: banner ads on mobile websites, smartphone applications, and text messaging.

- **Mobile banner ads.** Companies typically maintain mobile websites that can be accessed through cell phones and that are separate from their internet websites. Advertisements on these sites appear at the top or bottom of third-party mobile web pages. Similar to internet banner ads, they are graphic display ads (commonly accepted file types are GIF, animated GIF, JPEG, and PNG) that click through to a page designated by the advertiser.
- **Smartphone applications** are operating system-specific (e.g., iPhone, Android) applications that may be downloaded to mobile phones. They act as stand-alone programs and may perform a number of different functions, including games, store locators, and ordering platforms.
- **Text messaging.** The Short Message Service (SMS) enables brief messages (160 characters or fewer) to be sent between mobile phones and other SMS-enabled devices.

Mobile banner ads

We purchased mobile advertising data, including copies of mobile banner ads and exposure data, from comScore. The firm's Ad Metrix Mobile product tracks banner ads on more than 1,000 mobile websites. comScore automatically collects banner data from each of these websites every six hours, or approximately 120 times per month. Copies of the advertisements are captured and stored as a static image and classified three ways: by the company that owns the product being advertised, the brand name of the product being advertised, and the product itself.

We used comScore's Ad Metrix Mobile to obtain copies of sugary drink brand mobile website banner ads and identify the sites on which they advertised. We also obtained the ad index for each sugary drink advertiser on each mobile website. **Ad index** indicates an advertisement's relative share of presence on a given website by comparing the frequency of a particular advertisement with all other advertisements on the same website. The ad index provides a benchmark: a number greater than 100 indicates a greater observed presence than expected, while a number less than 100 indicates the opposite. After removing duplicate ads with the same content but formatted as a different size, we coded all unique banner ads using the code book developed for internet banner ads.

comScore's Mobile Metrix determines the top mobile websites as ranked by number of unique visitors. To determine this number, comScore meters the phones of a panel of participants 18 years and older and automatically captures their activity. comScore monitors panelists using smartphones on RIM, Microsoft, Palm, Google, and Symbian platforms only.

Smartphone applications

We purchased an iPhone and downloaded all applications available that were produced by sugary drink brands in our analysis. Content analysis of these applications documented the features and capabilities of each application, including connection to social media, gaming functionality, and streaming media.

The bi-annual iTunes Application Tracker report from comScore monitors the most popular applications for the iPhone and iPod Touch, as defined by the number downloaded. The Tracker collects data for more than 5,000 iTunes applications through comScore's panel of internet users. comScore does not include individuals who have downloaded applications and then deleted them when calculating the reach of users; this metric represents the installed user base only. For applications with enough activity, we report the percentage of all application users who are adolescents (12-17 years).

Text messaging

Text messaging is also used by sugary drink brands as an advertising medium. To monitor this activity, we registered our iPhone phone number with these beverage companies to receive text messages. We report brands that use text messaging as an ongoing part of their marketing efforts.

In-store marketing

Our analysis of in-store marketing practices includes a content analysis of the marketing messages on sugary drink product packaging, including health and nutrition claims, and an analysis of incremental sales resulting from retailer promotions.

Product claims and packaging

We conducted a comprehensive survey of marketing messages present on drink containers and packaging for sugary drinks and diet beverages included in our analysis. The survey was conducted in a large supermarket twice, in March and June 2011; iced tea was coded just once (June 2011).

Prior to the full surveys, the two researchers visited the supermarket numerous times to identify the flavors, varieties, and forms of packaging available for the drinks offered by the companies in our analysis, as well as the marketing messages that appeared. During these visits, researchers also compared the messages on different forms of packaging for each product (e.g., 2-liter bottles and multipacks of eight individual cans for sodas). If a beverage appeared in the store in multiple varieties of packaging, but the messages on all packaging were identical, just one type of package was coded. However, if one variety of a drink had different forms of packaging featuring different messages, each package

was coded separately. The following describes the packages coded for each sugary drink category:

- Regular soda brands: both 12-can cardboard multipacks and 2-liter bottles, when available
- Children's fruit drinks: cardboard and other multipacks of pouches and boxes
- Other fruit drinks: large 64-ounce containers or single-serving bottles
- Energy drinks: individual cans or 4-packs
- Iced tea: large 64-ounce containers or single-serving bottles or cans
- Sports drinks: 20-ounce bottles, except Powerade Play, which was coded for its 8-bottle multipack
- Flavored water: 20-ounce bottles

The codebook for this analysis was based on the codebook from a previous analysis of marketing on cereal packages,³⁶ with modifications based on messages that appeared frequently on drink packaging. The final coding manual included six categories. All child features and promotions were recorded regardless of their location on the package; for other categories, only marketing messages on the front of the container were coded.

- **Child features** are features that indicate the product is intended for child consumption, including cartoon brand characters and other cartoon pictures, any reference to children or families in the product name, novelty shapes, and child-specific package size.
- **Promotions** include a wide range of marketing strategies such as contests and giveaways, celebrity endorsements, entertainment tie-ins (e.g., movies, music), cause-related marketing, and education. We specify fifteen categories of promotional messaging and recorded brief descriptions of each promotion.
- **Ingredient claims** refer to claims about the specific nutrients that are present (or absent) in the product such as sugar, vitamins, minerals, caffeine, electrolytes, and antioxidants; “natural” or organic claims; and claims about novel ingredients such as plant extracts.

A team of six researchers conducted each of the two in-store surveys.

Retailer promotions

In addition to sales data, we also licensed data from SymphonyIRI to understand the impact of retailer promotions. These data were for the same UPCs and markets as the sales data.

Data for promotional activity were provided through SymphonyIRI's InfoScan® product. SymphonyIRI employs a network of professional field auditors who visit each sample store weekly and visually collect promotional information. Field auditors are SymphonyIRI employees who are very familiar with the stores they regularly cover. The field auditors track and classify three types of retail promotions: the presence of in-store displays, promotions in a retailer's printed materials, and any other retailer merchandising efforts. They also receive all promotional mailings, such as weekly circulars, in their respective areas. This promotional information is then combined with scanner sales data to differentiate regular weekly sales volume from incremental volume due to promotional activity.

We obtained the following measures of incremental sales due to promotional activity for each UPC:

- **Base sales** are sales that would have been expected to occur in the absence of retailer promotions.
- **Incremental sales: features only** are sales that can be attributed to any type of print advertising that is retailer specific and honored chain-wide (e.g., coupon books, weekly ads, direct mail pieces, circulars, in-store flyers).
- **Incremental sales: displays only** are sales that can be attributed to in-store promotional item placement (e.g., lobby, end cap, shipper free-standing displays).
- **Incremental sales: temporary price reductions only** are sales that can be attributed to temporary price reductions. SymphonyIRI identifies these types of promotions when the retailer-provided price for the current week is at least 5% lower than the previous week's base price. If an item's price is reduced for more than six consecutive weeks in the absence of features or displays, the reduced price becomes the new base price in the seventh week.
- **Incremental sales: any promotions** are sales that can be attributed to any type of promotion (i.e., features, displays, and/or temporary price reductions).

To put the promotional data in perspective, we translated them into per capita numbers by dividing base and incremental sales by the population of each market. Results are reported at the category and subcategory level.³⁷

Sugary drink market

Sugary drink market	Definitions
Company	The company that produces the product, typically the company listed on the product package or that owns the official website for the product.
Brand	The marketing unit for each beverage. Brands may offer products in multiple categories or subcategories. Products with similar names but different marketing campaigns are categorized as separate brands.
Variety	A product name or other feature that characterizes a group of products within a brand (e.g., Kool-Aid Singles, Bursts and Twists; Minute Maid light fruit drinks).
Product	Each specific variety and/or flavor of a brand.

We identified 61 nationally-distributed brands of sugary drinks, energy drinks, and children's drinks with marketing activity in 2010. These brands totaled 644 products and

were manufactured by 14 different companies. Appendix A provides a complete list of all drink products and varieties included in our analyses.

Sugary drink products

Drink categories and subcategories	Definitions
Category	The type of beverage (e.g., regular soda, sports drink). In some cases, products are also classified into subcategories according to nutritional properties or marketing characteristics.
Regular soda	Carbonated soft drinks that contain added sugar, including "light" products.
Fruit drink	Fruit-flavored drinks with added sugar and less than 100% juice. These products are referred to by manufacturers as juice drinks, juice beverages, fruit cocktails, and fruit-flavored drinks. Powdered varieties are included.
Flavored water	Non-carbonated drinks described as a "water beverage" on the product container or that include the word "water" in the name. Powdered varieties are included.
Sports drink	Drinks marketed to accompany physical activity. They carry the label "sports drink" or explicitly state on the package that the beverage should be consumed around physical activity. Powdered varieties are included.
Iced tea	Drinks that are primarily described as "iced tea," including both ready-to-serve and powder mixes. Tea-flavored beverages in other categories are not included.
Energy drink	Drinks labeled by the manufacturer as "energy drinks" or "energy supplements" and that contain caffeine, including both carbonated, canned varieties and energy shots (i.e., concentrated varieties, typically sold in 2- to 2.5-oz bottles).
100% juice	Products that obtain all their calories from fruit and/or vegetable juice and do not contain added sugar.
Plain water	Products labeled as "water" that contain no additional ingredients and 0 calories.
Full-calorie	The highest calorie drinks offered by a brand.
Light drink	Lower-sugar versions of full-calorie drinks. These products contain at least 1 gram of sugar and typically include the word "light" in the product name. All contain artificial sweeteners.
Diet drink	Products that contain artificial sweeteners and 0 grams of added sugar.
Children's product	Products that include the word "kid" in the product name or that are marketed as intended primarily for children. Children's products that contain artificial sweeteners but no added sugar are also included in this subcategory.

The fruit drink category was by far the largest in number, representing more than one-half of all drink products: 335 in total from 23 brands and 9 companies (see **Table 2**). Fruit drink brands often had many different products with closely-linked flavors. Energy drinks and regular soda were the next largest categories with 83 and 74 products, respectively; although energy drinks included just 9 brands. Regular soda had the

most brands, but averaged 3.2 products per brand, the fewest of all categories. The iced tea, sports drinks, and flavored water categories were comprised of 6 or fewer brands, but the iced tea brands averaged more than 15 products each. The flavored water and sports drink categories had the fewest sugary drink products in our analysis.

Table 2. Products and brands by sugary drink category

Category	Products			Brands		
	# of products	# of brands	Avg # per brand	% with light products	% with diet products	% with 100% juice products
Fruit drinks*	335	17	19.7	56%	17%	43%
Energy drinks**	83	9	9.2	67%	56%	--
Regular soda	79	23	3.2	33%	94%	9%
Iced tea	61	6	15.3	33%	83%	17%
Sports drinks	50	5	10.0	40%	20%	--
Flavored water	36	6	6.0	--	50%	17%

*Includes diet children's products

**Includes diet energy drinks and energy shots

Source: Product analysis

Brands often included multiple varieties of products and products in more than one category. With the exception of the flavored water category, one-third to two-thirds of all brands had light varieties. In addition, 50% or more of brands in the flavored water, energy drink, iced tea, and regular soda categories had diet (i.e., no added sugar) versions. We included 19 diet energy drinks and energy shots and

9 diet children's fruit drinks in our analyses of sugary drink categories, but not other diet products. There was also substantial overlap between the fruit drink and 100% juice categories with more than 40% of fruit drink brands offering 100% juice products.

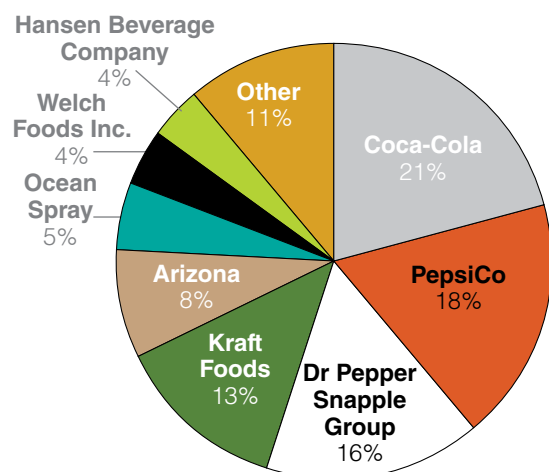
Coca-Cola had 142 products and 17 brands, the most of any company in our analysis. PepsiCo had 115 products and

Table 3. Products and brands by parent company and category

Company	# of brands	# of products	Regular soda	Fruit drinks	Energy drinks	Iced tea	Sports drinks	Flavored water
Arizona	1	50		Arizona	Arizona	Arizona	Arizona	Arizona
Campbell Soup Company	2	14		V8 V-Fusion Light, V8 Splash				
Coca-Cola	17	142	Barq's, Coca-Cola Classic, Fanta, Sprite, Vault	Fuze, Hi-C, Minute Maid, Odwalla, Simply, Simply Lemonade	Full Throttle, NOS	Gold Peak	Powerade	Minute Maid, Vitamin Water
Dr Pepper Snapple Group	15	104	7 Up, A&W, Canada Dry, Crush, Dr Pepper, IBC, RC Cola, Squirt, Sunkist	Country Time, Hawaiian Punch, Nantucket Nectars, Snapple	Venom	Snapple		
Hansen Beverage Company	1	24			Monster			
Innovation Ventures	1	7			5-hour Energy			
Kraft Foods	6	82		Capri Sun, Country Time, Crystal Light, Kool-Aid, Kool-Aid Fun Fizz, Tang				Capri Sun
Ocean Spray	1	32		Ocean Spray				
PepsiCo	12	115	Mountain Dew, Mug, Pepsi, Sierra Mist, Tropicana	Ocean Spray, SoBe, Tropicana, Trop50	Amp		Gatorade, Gatorade G2	Propel Zero, SoBe
Red Bull	1	5			Red Bull			
Rockstar	1	18			Rockstar			
Sunny Delight Beverages	1	11		Sunny D				
Unilever	2	15				Lipton, Lipton Brisk		
Welch Foods Inc.	2	25		Welch's, Welch's Essentials				

Note: Some brands appear under more than one company due to licensing agreements (e.g., Welch's fruit drinks and Welch's regular soda).

Source: Product analysis

Figure 2. Sugary drink and energy drink products by company

Source: Product analysis

12 brands, followed by Dr Pepper Snapple Group with 104 products and 12 brands, and Kraft Foods with 82 products and 6 brands. These four companies produced two-thirds of the products and 79% of the brands in our analysis (see **Figure 2**). The remaining nine companies had 50 or fewer products and no more than two brands each.

Coca-Cola was the only company to offer products in every beverage category (see **Table 3**). Arizona and PepsiCo had drinks in five of the six categories, and Dr Pepper Snapple Group had products in four. The remaining companies generally specialized in one sugary drink category, including four energy drink companies (Hansen Beverage Company, Rockstar, Innovation Ventures, and Red Bull); four fruit drink companies (Ocean Spray, Welch Foods Inc., Campbell Soup Company, and Sunny Delight Beverages); and one iced tea company (Unilever).

Table 4 lists the children's brands and varieties in our analysis. Six fruit drink brands were composed entirely of children's products: Kool-Aid, Kool-Aid Fun Fizz, Hi-C, Sunny D, Capri Sun, and Hawaiian Punch. Additional children's products belonged to a broader brand, including a reduced-calorie, smaller-sized variety of Powerade sports drinks (Powerade Play) and Arizona KIDZ, an iced tea drink made with less sugar and decaffeinated tea. A total of 123 products were children's products, 19% of all products. Nearly one-half of children's products ($n = 59$) were offered by Kraft Foods. Kraft Foods was the only company participating in the Children's Food and Beverage Advertising Initiative (CFBAI) that listed "better-for-you" beverages that could be advertised to children.¹ These approved beverages included Kool-Aid Singles, Kool-Aid Fun Fizz, and Capri Sun products.

Sugary drink product sales

The brands in our analysis comprised 91% of sales in 2010 for the regular soda, energy drink, fruit drink, sports drink, and flavored water categories (see **Table 5**). The average person in the United States spent more than \$93 on these products, and an estimated \$29 billion was spent in total. By comparison, Americans spent \$56 on diet soda, plain water, and 100% juice. Sales of regular soda represented 45% of all sales of sugary drink categories and 29% of sales when the other (i.e., non-sugary drink) categories were included (see **Figure 3**). Energy drinks and diet soda followed, at 13% of sales for the drink categories examined; and plain water, 100% juice, fruit drinks, and sports drinks each comprised 9 to 12% of product sales. Flavored water contributed just 2% of total sales.

Table 6 breaks out sales of the brands in our analysis by subcategory and flavor. Cola-flavored products dominated the regular soda category, making up 48% of all regular soda sold

Table 4. Children's brands and varieties

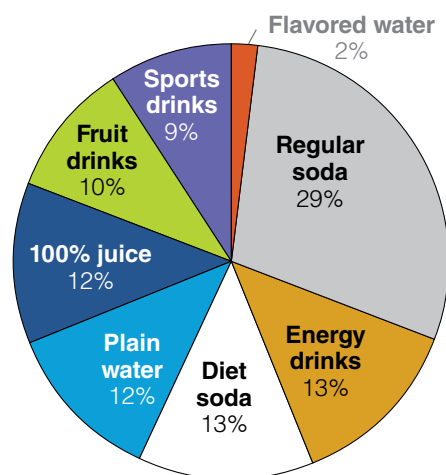
Company	Brand	Category/subcategory	Varieties	# of products
Children's brands				
Kraft Foods	Kool-Aid	Fruit drink	Bursts, Jammers, Twists, original powders	19
Kraft Foods	Kool-Aid	Light fruit drink	Singles, Bursts, Jammers	8
Kraft Foods	Kool-Aid	Diet fruit drink	Fun Fizz, Twist, On the Go	9
Kraft Foods	Capri Sun	Fruit drink	Originals, Sunrise	17
Kraft Foods	Capri Sun	Flavored water	Roarin' Waters	5
Coca-Cola	Hi-C	Fruit drink	Hi-C boxes, Hi-C Blasts	27
Dr Pepper Snapple Group	Hawaiian Punch	Fruit drink	All	9
Sunny Delight Beverages	Sunny D	Fruit drink	Original Ds, BlenDs, and EnhanceD	11
Brands with children's varieties				
Coca-Cola	Minute Maid	Fruit drink	Fruit Falls, Coolers, Just 10, and drink boxes	10
Kraft Foods	Tang	Fruit drink	Watermelon Wallop	1
Coca-Cola	Powerade	Sports drink	Powerade Play	4
Arizona	Arizona	Iced tea	Arizona KIDZ	2

Source: Product analysis

Table 5. Sales of sugary drink and energy drink brands across food, mass merchandiser, drug and convenience stores in 2010

Per capita sales			
Category	All brands	Brands in our analysis	% of category
Regular soda	\$41.53	\$38.27	92%
Energy drinks	\$19.93	\$18.86	95%
Fruit drinks	\$14.99	\$12.61	84%
Sports drinks	\$13.84	\$12.16	88%
Flavored water	\$2.99	\$2.83	95%

Source: SymphonyIRI InfoScan

Figure 3. Sales of all beverage categories in 2010

Source: SymphonyIRI InfoScan

in 2010. One-third of all soda sales were for diet products. Light and diet drinks in other categories were purchased infrequently. Just 11% of sales of both sports drinks and fruit drinks were for lower-calorie versions that contained some sugar. When diet products were included in the analysis,

products with no added sugar comprised less than 5% of all sports and fruit drink sales. In contrast, 42% of all flavored water sales were diet varieties. More than one-third of fruit drinks sold were children's products.

Product overview

We analyzed more than 600 sugary drink and energy drink products that were distributed nationally in 2010. More than one-half of these products were fruit drinks; however, regular sodas comprised 45% of product sales. Energy drinks followed regular soda with the second highest sales numbers (22% of the total), surpassing fruit drinks and sports drinks. Flavored water was the lowest selling category, with just 2% of drink sales. The majority of brands in our analysis also offered light (i.e., reduced-calorie) and/or diet versions of their products; however, these products had much lower sales. Regular soda sales were approximately double diet soda sales, and sales of regular sports and fruit drinks were five to six times higher than light and diet products in these categories. Only flavored water brands sold comparable amounts of diet and regular products. Children's fruit drinks contributed one-third of sales in the fruit drink category, and sales of fruit drinks were almost as high as sales of 100% juice.

Table 6. Sales by category, subcategory, and flavor for brands in our analysis: 2010

Sugary drink category and variety	Per capita sales	% of category	Diet drink category and variety	Per capita sales	% of category
Regular soda	\$38.27		Diet soda	\$19.08	
Cola	\$18.28	48%	Cola	\$13.02	68%
Citrus	\$10.65	28%	Citrus	\$3.07	16%
Other	\$9.33	24%	Other	\$2.99	16%
Energy drinks	\$18.86		Diet other	\$3.21	
Energy drinks	\$16.53	88%	Flavored water	\$2.01	63%
Energy shots	\$2.33	12%	Fruit drinks	\$0.74	23%
Fruit drinks	\$12.61		Sports drinks	\$0.46	14%
Regular fruit drinks	\$6.78	54%			
Children's fruit drinks	\$4.38	35%			
Light fruit drinks	\$1.45	11%			
Sports drinks	\$12.16				
Regular sports drinks	\$10.77	89%			
Light sports drinks	\$1.39	11%			
Flavored water	\$2.83				

Source: SymphonyIRI InfoScan

Sugary drink categories were dominated by a few companies: Coca-Cola, PepsiCo, and Dr Pepper Snapple Group offered more than one-half of the products in our analysis, including products in almost every category. Kraft Foods followed, with 82 products, primarily in the fruit drink category. Kraft Foods also offered more than one-half of the children's products in our analysis. The remaining nine companies offered one or two brands each and between 5 and 50 products. These products were all in the energy drink, fruit drink, and iced tea categories.

Sugary drink nutritional content

Sugary drink nutrition	Definitions
Serving size	To compare beverages across categories, we report nutrition information for an 8-ounce serving, unless the product was only available in one size (e.g., 6- to 7-oz children's drink pouches, 2- to 2.5-oz energy shots).

In this section, we report sugar, sodium, caffeine, and juice content of sugary drinks, when available, as well as note the inclusion of artificial sweeteners and artificial colors. Nutritional quality of sugary drinks is analyzed by category, brand, and company. Appendix A provides full nutrition information for the products in our analysis.

obtaining nutrition information

Of the 644 products examined, nutrition facts panel information was obtained for 571, or 89% of the total. Even though all brands were distributed nationally, information about many of the products was not available online. PepsiCo offered the most thorough nutrition information, reporting nutrition facts and ingredients for all of its products online.² Other companies provided online nutrition information for some, but not all, of their products. One company, Ocean Spray, had no online nutrition information, but promptly mailed us a nutrition fact sheet for all products.

If the nutrition information was not provided on company websites and the products were not available in local stores, we contacted company customer service helplines. However, company representatives were often unable or unwilling to provide the information. Coca-Cola was the most forthright in providing nutrition information over the phone. The information was not readily available to the service representative, but during one call she stayed on the phone for nearly one hour searching for the requested information. Occasionally, customer service personnel told us that databases were down or that no manager was on duty to assist with the detailed request. Several times we were informed that someone would respond when the information was available, notably Dr Pepper Snapple Group, but no one called back. Campbell Soup Company refused to provide ingredient information for its products over the phone and said that, because the ingredients change so frequently, it would not disclose the information, even for the most recent formulations.

Caffeine reporting was inconsistent. The Food and Drug Administration (FDA) does not require disclosure of caffeine content for beverages or supplements. Therefore, companies determined whether or not to provide this information. Most iced tea and soda brands (especially colas) did report caffeine content, as did Red Bull, Amp, and Full Throttle energy drinks. However, we were unable to obtain caffeine content for 46% of energy drinks, including Monster, 5-hour Energy, and Arizona products.

Nutritional content by category

Nearly all calories in sugary drinks were from the sugar contained in these products. In addition, 14 energy drinks contained fat, and 17 products (mostly energy drinks) contained protein. Median sugar content ranged from 9 grams for flavored water to 29 grams for regular soda, and median calories ranged from 40 to 110 (see **Table 7**). All nutrition results are presented for an 8-ounce serving, except for products that came in only one single-serving size. These products were analyzed using their packaged serving size. **Table 8** lists products with one single-serving size. These products were primarily children's drinks and energy shots.

Table 7. Sugar and calorie content of sugary drinks by category

Category	Full-calorie drinks			All sugary drinks			
	# of products	Median calories (kcal)	Median sugar (g)	# of products	Median calories (kcal)	Median sugar (g)	% with artificial sweeteners
Regular soda	67	110	30	73	110	29	7%
Energy drinks	49	110	27	62	107	25	69%
Fruit drinks	216	110	27	292	95	24	35%
Iced tea	58	73	19	61	70	18	12%
Sports drinks	38	50	14	50	50	14	50%
Flavored water	17	50	13	34	40	9	28%

*Does not include diet products or energy shots
Source: Nutritional content analysis

Table 8. Products with only one single-serving size

Category	Brand and variety	Package size	# of products
Children's fruit drink	Capri Sun Original and Sunrise	6 oz	17
Children's fruit drink	Kool-Aid Bursts and Jammers	6.75 oz	18
Children's fruit drink	Minute Maid Coolers and drink box	6.76 oz	7
Children's fruit drink	Hi-C	6.75 oz	3
Children's fruit drink	Tang Watermelon Wallop	6.75 oz	1
Children's fruit drink	Minute Maid Just 10	6.76 oz	1
Flavored water	Capri Sun Roarin' Waters	6 oz	5
Iced tea	Arizona KIDZ	10 oz	2
Diet energy drink	Rockstar energy shots	2.5 oz	2
Light energy drink	Arizona Fast Shots	2 oz	3
Diet and light energy drinks	Red Bull energy shots	2 oz	2
Diet energy drink	5-hour Energy	1.93 oz	7
Full-calorie and light energy drinks	Red Bull ³	8.4 oz	2
Light regular soda	Sprite Green	8.5 oz	1

Source: Nutritional content analysis

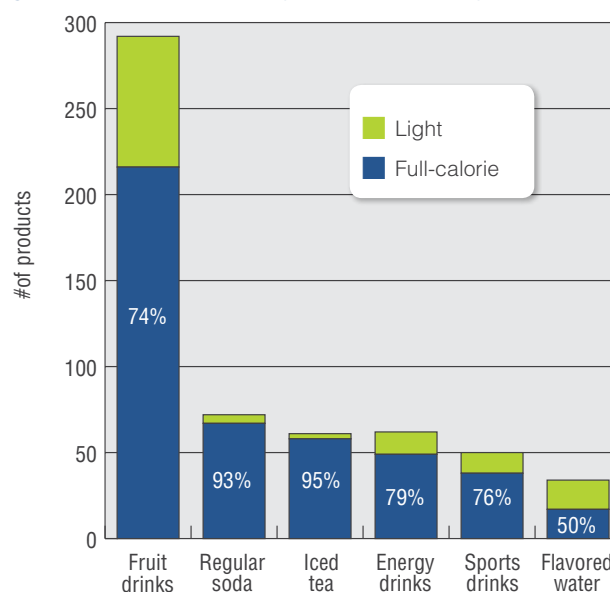
Most categories contained a significant number of reduced-calorie (i.e., light) products, including one-half of flavored waters and 20 to 26% of fruit drinks, sports drinks, and energy drinks (see **Figure 4**). Five soda products contained at least 1 gram of sugar plus artificial sweeteners and were also designated as light products for the nutrition analysis. Across all categories, 22% of sugary drink products were reduced-calorie flavors or varieties. All light products for which ingredient information was reported contained artificial sweeteners.

Categories with a high proportion of light drinks had lower median sugar and calories; therefore, we also report this information for full-calorie products only in each category (see **Table 7**). Full-calorie sodas, energy drinks and fruit drinks all contained a median sugar content of 27 to 30 grams and 110 calories per 8 ounces. Full-calorie iced teas contained approximately one-third less sugar and fewer calories than the other sugary drink categories; and full-calorie sports drinks and flavored water contained less than one-half of the sugar and calories.

Table 9 presents additional nutrition information for the products in our analysis by category. Sodium content ranged from a median of 15 milligrams per serving for flavored water to 123 milligrams for energy drinks. Regular soda, energy drinks, and iced tea were the only categories that regularly contained caffeine. Nearly one-half of fruit drinks contained some juice, but typically it was just 10%. A small number of soda, energy drink, and iced tea products also contained some juice. All categories except flavored water had products with artificial colors.

Ranking Table 1 provides nutrition information for each of the brands in our analysis.

Regular soda. Regular soda had the highest sugar content of all sugary drinks, with a median of 29 grams (equivalent to 7

Figure 4. Full-calorie and light drinks by category

Source: Nutritional content analysis

tsp) per 8 ounces. Sunkist had the most sugar at 35 grams. As this category contained just five light drinks, median calories were also highest for regular soda at 110 calories per serving. A few light soda varieties also contained artificial sweeteners and juice, including Sprite Green and 7 Up Plus, although juice amounts were very low (1-5%).

Caffeine content of regular soda brands ranked second only to energy drinks among all drink categories: 29% of products reported caffeine, with a median of 36 milligrams in these products. In addition to colas, some other sodas contained caffeine, including Mountain Dew (36 mg) and four Sunkist products (41-49 mg). Vault and Vault Red Blitz contained 46

Table 9. Additional nutrition information by category

Category	Caffeine content			Juice content		
	Median sodium (mg)	% that reported containing caffeine	Median (mg)*	% that reported containing juice	Median (%)*	% with artificial colors
Regular soda	37	29%	36	10%	5%	85%
Energy drinks**	123	54%	80	14%	10%	43%
Fruit drinks***	20	1%	-	44%	10%	34%
Iced tea	20	43%	15	18%	5%	23%
Flavored water	15	6%	-	0%	-	0%
Sports drinks	110	0%	-	0%	-	88%

*Caffeine and juice reported for drinks that contain those ingredients

**Includes diet energy drinks and energy shots

***Includes diet children's products

Source: Nutritional content analysis

to 47 milligrams of caffeine per 8-ounce serving. The majority (85%) of regular sodas contained artificial colors, the most common of which was caramel color. Sodium content was generally low in this category.

Energy drinks. Energy drinks had the second-highest median sugar content overall, at 25 grams per 8-ounce serving. In addition, two-thirds of energy drinks contained artificial sweeteners, in spite of already-high levels of sugar. For example, some Rockstar, Venom, NOS, and Monster products contained artificial sweeteners plus 14 grams or more of sugar. A small number of energy drinks also contained juice, including three Monster Energy + Juice products with 30 to 80% juice content.

Energy drinks had by far the highest caffeine content of all drink categories, with a median of 80 milligrams per serving for both energy drinks and shots. Rockstar energy shots had the most caffeine (200 mg per 2.5-oz shot), more than twice as much as the typical energy drink. Coca-Cola's NOS energy drinks had the highest median caffeine content of all brands, with 130 milligrams per serving. Coca-Cola's other energy drink, Full Throttle, had the third-highest median caffeine content with 99 milligrams per serving. Sodium was also high in this category. Monster drinks had the most sodium: three varieties of Java Monster contained 340 milligrams per 8-ounce serving. Two Full Throttle products also contained more than 200 milligrams of sodium.

Fruit drinks. The sugar content of full-calorie fruit drink brands was comparable to that of regular sodas and full-calorie energy drinks. In fact, the 13 highest-sugar products in our analysis, and 60% of the top 50, were fruit drinks. The two sugary drink brands with the highest median sugar content were Welch's Essentials and other Welch's fruit drinks, with up to 37 grams of sugar per 8 ounces. These products contained high percentages of juice (30-50%), but they also had the highest median calories per 8-ounce serving of any brand (140-150 kcal). The most sugar in individual drink products was found in two Snapple fruit drinks, Grape Berry and Very Cherry, with 54 grams of sugar and 210 calories per 8 ounces, twice the median amount in fruit drinks. These

two products did not report containing any juice. Despite fruit drinks' association with 100% juice brands, just 44% reported containing any juice. Reported juice content ranged from 1% to 56% (Odwalla Serious Focus); but the median was 10%.

One-third of fruit drinks also contained artificial sweeteners. While 100% of light fruit drinks contained artificial sweeteners, 9% of full-calorie fruit drinks also listed artificial sweeteners in their ingredients, despite containing high levels of sugar. For example, Fuze products contained 22 to 25 grams of sugar *plus* artificial sweeteners. Caffeine was not generally present in fruit drinks; but a few varieties (less than 2%) contained some caffeine, such as SoBe Elixir Citrus Energy with 32 milligrams. Fruit drinks generally contained very little sodium; however, Sunny D children's fruit drinks had a median sodium content of 170 milligrams per serving, and a maximum of 190 milligrams in Sunny D Orange Mango. Approximately one-third of fruit drinks contained artificial colors.

Other drink categories. As mentioned, flavored water had the lowest median sugar of any category, but also the highest proportion of products with artificial sweeteners (50%). Flavored water rarely contained caffeine or juice, and these products had the lowest median sodium (15 mg). Sports drinks also contained less sugar, with a median of 14 grams of sugar per 8-ounce serving, and just one-quarter contained artificial sweeteners (Gatorade G2 products). Sports drinks, however, were high in sodium (120 mg), which was generally part of an electrolyte complex intended to replenish nutrients lost in sweat after rigorous physical activity. Iced tea also contained somewhat lower amounts of sugar and fewer calories, few artificial sweeteners and colors, and low sodium. Iced tea did contain small amounts of caffeine, with a median of 15 milligrams per serving.

Brands with the fewest calories and no artificial sweeteners in these categories included Vitamin Water, Arizona iced tea, and Arizona sports drinks. An 8-ounce serving of these products contained 13 grams of sugar and 50 calories. Gatorade and Powerade sports drinks contained 6 to 15 grams of sugar and 50 to 67 calories per 8 ounces.

Children's products

We compared the nutritional content of children's products to all other products in the fruit drink, flavored water, sports drink, and iced tea categories (i.e., the categories that had children's products) (see **Table 10**). Children's products were slightly lower in sugar and calories. However, this difference could be attributed largely to the smaller serving sizes for these products; one-half were only available in smaller 6- to 7-ounce pouches or boxes, compared with the 8-ounce serving size used to assess most products.

Table 10. Children's products compared to other sugary drink products*

	Children's products	Other products*
# of products	96	350
Serving size: median	6.8 oz	8.0 oz
Sugar per serving: median (range)	16 g (0-29 g)	21 g (1-54 g)
	60 kcal	80 kcal
Calories per serving: median (range)	(5-120 kcal)	(5-210 kcal)
% with artificial sweeteners	40%	25%
	15 mg	25 mg
Sodium per serving: median (range)	(0-190 mg)	(0-120 mg)
% with juice	32%	27%
% juice content (of those with any juice)	5-10%	1-56%
% with artificial colors	60%	25%

* Products in the fruit drink, sports drink, iced tea and flavored water categories

Source: Nutritional content analysis

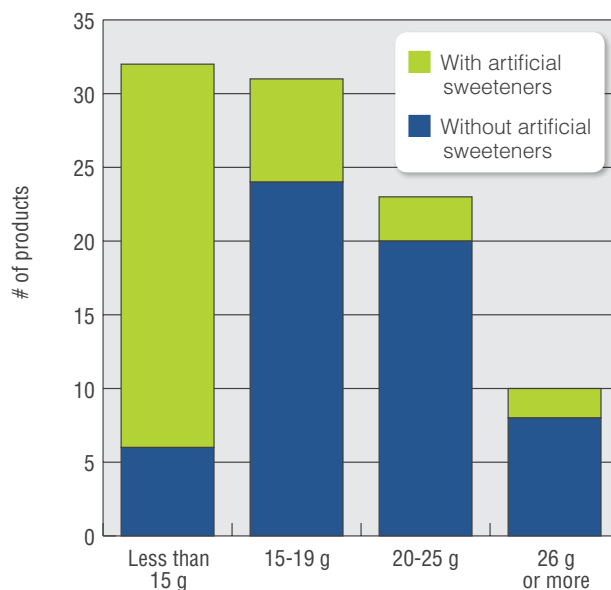
In addition, children's products were more likely than others to contain artificial sweeteners, although just two children's products, a Hawaiian Punch fruit drink and Minute Maid Just 10 fruit punch, were labeled as "light." Most children's products provided information about artificial sweeteners only in the ingredients lists on their nutrition facts labels. Overall, 40% of children's products contained artificial sweeteners, compared with 25% of other products in the same categories.

Figure 5 presents the sugar and artificial sweetener content of children's products. One-third contained less than 15 grams of sugar; however, 84% of these lower-sugar products contained artificial sweeteners. Another third contained 15 to 19 grams of sugar, including 23% with artificial sweeteners. Even 15% of children's products with 20 grams of sugar or more also contained artificial sweeteners.

Median sodium was lower for children's products, and none of these products reported any caffeine content. One-third of children's products contained some juice, slightly more than other products in these categories, but the maximum juice content was 10%. Sunny D, Hawaiian Punch, and Kool-Aid Jammers contained 5% juice. Children's products were more likely than other products to contain artificial colors, with nearly 6 in 10 drinks containing one or more colors.

Comparing brands of children's products, Sunny D included artificial sweeteners, as well as 18 to 20 grams of sugar and

Figure 5. Sugar and artificial sweetener content of children's products



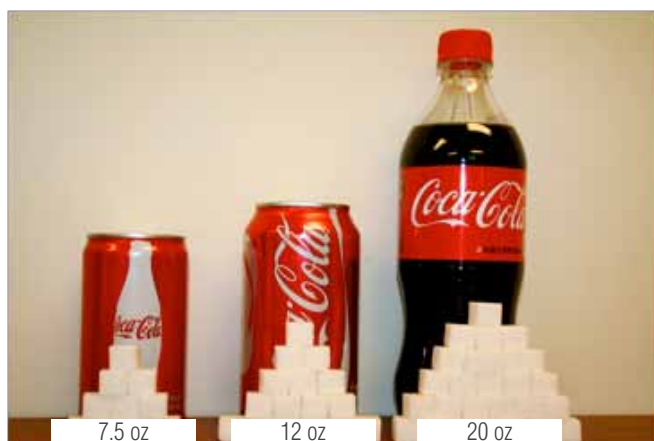
Source: Nutritional content analysis

the highest sodium content of any fruit drinks. More than one-half of Kraft Foods' Capri Sun and Kool-Aid children's products also contained artificial sweeteners, including products approved to market to children through the CFBAI.⁴ The children's products that contained no artificial sweeteners and the fewest calories per ounce were Capri Sun Original and Sunrise flavors (15-16 g of sugar and 60 kcal per 6-oz pouch) and Arizona KIDZ iced teas (19-23 g of sugar and 70-90 kcal per 10-oz bottle). These products were also low in sodium (10-15 mg) and had no caffeine or artificial colors.

Serving sizes

During the time period we examined, the majority of single-serving drink packages were larger than the 8-ounce serving size analyzed. For example, the typical can of regular soda was 12 ounces, and 20-ounce bottles were commonly served in vending machines and store coolers. The median sugar content of a 12-ounce can of soda was 43.5 grams (11 tsp) and 165 calories, and a 20-ounce bottle contained 72.5 grams of sugar (18 tsp) and 275 calories.

Many energy drinks, iced teas, and sports drinks came in large containers, as well. The largest Red Bull can (20 ounces) contained 68 grams of sugar (17 tsp), 275 calories, and 200 milligrams of caffeine. A 16-ounce Monster energy drink contained 54 grams of sugar (13.5 tsp), 200 calories, and an undisclosed amount of caffeine. A 20-ounce Lipton Green Tea had 46 grams of sugar (11.5 tsp) and 180 calories. The same amount of sugar (46 grams) was concentrated in a 16-ounce Snapple Sweet Tea. The 23-ounce Arizona Iced Tea contained 72 grams of sugar (18 tsp) and 270 calories in a single, non-resealable can. A 20-ounce Gatorade contained



Sugar content of sugary drinks in single-serving containers.

*Sugar cubes in these pictures are 2.5 grams (5/8 tsp)



Sugar content of children's drinks in single-serving containers.

*Sugar cubes in these pictures are 2.5 grams (5/8 tsp)

34 grams of sugar and 130 calories. Although iced teas and sports drinks contained relatively less sugar per serving than other sugary drink products, large containers for these drinks provided up to three times as much sugar as we have reported for a single 8-ounce serving.

Two-thirds of smaller-sized children's drink packages contained more than 15 grams of sugar. Sunny D Original had less sugar in its 6.75-ounce package (11 g or 2.75 tsp) and 50 calories; however, it also contained the artificial sweeteners, sucralose and acesulfame potassium. The 12-ounce Powerade Play Mixed Berry contained 15 grams of sugar (3.75 tsp) and 60 calories, but also contained the sweetener stevia. The 10-ounce bottled version of Hawaiian Punch Lemon Berry contained 26 grams of sugar (6.5 tsp) and 100 calories, and a Kool-Aid Jammers Strawberry Kiwi pouch contained 20 grams of sugar (5 tsp) and 80 calories in just 6 ounces.

Nutritional Content Overview

Full-calorie varieties of regular soda, fruit drinks, and energy drinks commonly contained 27 to 30 grams of sugar. These levels add up to 45 grams in a 12-ounce can and 75 grams in a 20-ounce bottle. Flavored water, sports drinks, and iced tea typically contained less sugar than products in the other categories (13 to 19 g in full-calorie versions). Brands in all drink categories included light varieties with 1 to 13 grams of sugar; however, light products also contained artificial sweeteners. Children's products typically contained less sugar than other similar products, but this difference could be attributed to smaller-sized single-serving packages and more products with artificial sweeteners. As with other similar products, one-third of children's products contained juice, but none had more than 10% juice.

Energy drinks contained a median of 80 milligrams of caffeine, comparable to a cup of coffee. The most highly-caffeinated product, Rockstar energy shot, contained 200 milligrams concentrated in a 2.5-ounce shot. Coca-Cola's NOS and Full Throttle energy drinks also contained 99 to 130 milligrams of caffeine in an 8-ounce serving, or 245 to 325 milligrams in a 20-ounce can. Most sugary drinks contained low levels of sodium, with the exception of sports drinks and energy drinks (typically 110-123 mg) and one children's fruit drink: Sunny D contained 170 milligrams of sodium in an 8-ounce serving.

It was difficult to obtain nutrition information for many of these products. With the exception of PepsiCo, companies did not report complete nutrition facts and ingredient lists for all their products on company websites. The energy drink companies were the least likely to report complete nutrition information; approximately one-half of energy drink products did not disclose their caffeine content.

New product introductions

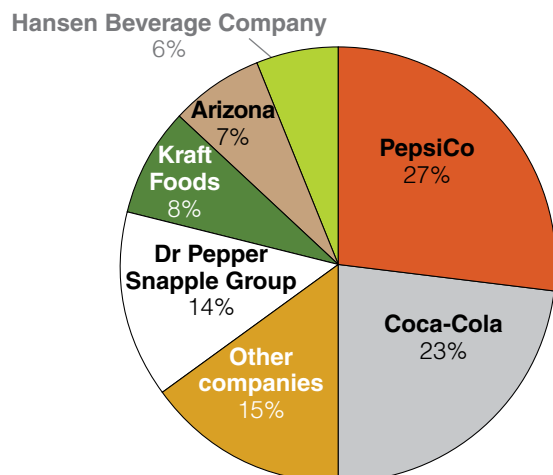
New product introductions	Definitions
New flavor	New flavor of an existing product that does not change the nutrition content of the product.
Reformulation	Product modification that changes the nutritional quality and/or product ingredients.
New packaging	Change in single-serving package size or type of packaging.
Other marketing	Includes event sponsorships, cause-related marketing, and new names for existing products.
New product	Entirely new brand, variety, or a new category for an existing brand.
Neutral change	Reformulation that is nutritionally equivalent to existing products in the brand portfolio.
Marketing claim	Reformulation that allows the company to use new nutrition-related claims to promote the product.
Other positive change	Reformulation that encourages less consumption of sugar and/or caffeine.
Negative change	Reformulation that encourages more consumption of sugar and/or caffeine, or introductions of new sugary drinks targeted to children.

In 2009 and 2010, the 14 companies in this report introduced 161 new sugary drink and energy drink products. Appendix B lists all new products included in our analysis. PepsiCo, Coca-Cola, and Dr Pepper Snapple Group introduced nearly two-thirds of new products (see **Figure 6**). The majority of new products fell into the fruit drink ($n = 47$), regular soda ($n = 38$), and energy drink ($n = 30$) categories (see **Figure 7**). Appendix B lists all new products introduced in 2009 and 2010.

Most new products were either reformulations or new flavors of previously existing brands. New packaging and other marketing changes constituted an additional 30% of new products. Very few new products ($n = 12$) were an entirely new concept or brand to the company. **Figure 8** provides the breakdown of new products by type and effect on brand nutritional quality.

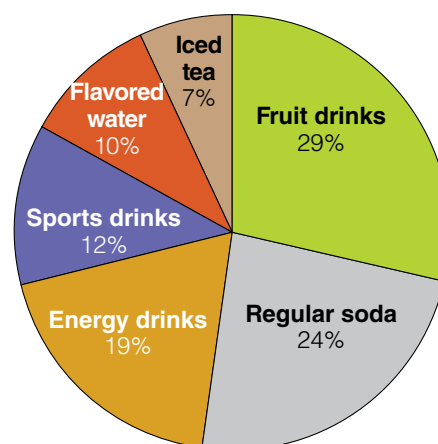
More than one-half of the new products ($n = 91$) were not nutritionally different than existing products, and these changes were therefore labeled as neutral. For example,

Figure 6. New sugary drink products introduced by company



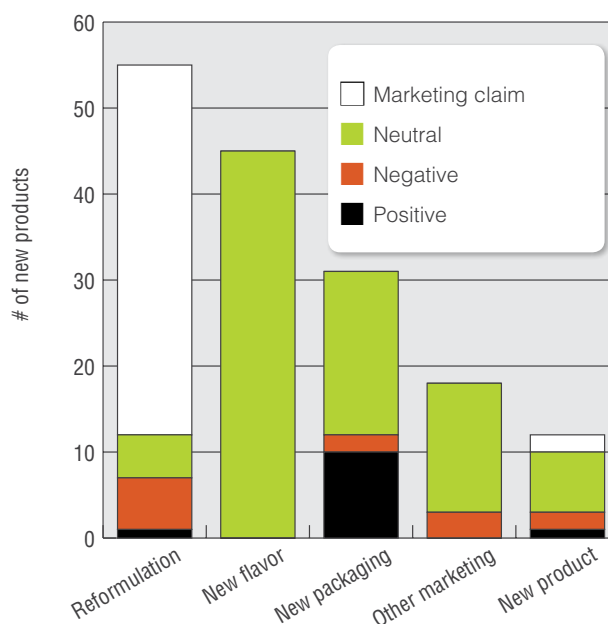
Source: Datamonitor, 2009-2010

Figure 7. New sugary drink products by category



Source: Datamonitor, 2009-2010

Figure 8. Breakdown of new products by type of change



Source: Datamonitor, 2009-2010

companies introduced 45 new flavors of existing products and re-introduced six existing beverages in powder format. More than one-half of these changes were made by fruit drinks. Also, Gatorade rebranded its existing products with new names, including Gatorade's G-Series products, and Monster renamed one of its energy drinks. In addition, 13 drinks, primarily regular sodas and energy drinks, took advantage of events, popular TV shows, annual holidays, and cause-related marketing to promote their products. With the exception of those that appeared to be targeted to children, other marketing changes were considered to be neutral.

Marketing claims

Of the 55 reformulations in our analysis, 78% allowed the companies to add new nutrition-related claims in their marketing. For example, 20 new products claimed "fewer/no calories" or "less/no sugar" due to the replacement of added sugar with artificial sweeteners. Arizona, V8, Vitamin Water, Odwalla, Powerade, Hawaiian Punch, Snapple, and Monster all introduced light or diet versions of other products in their portfolios. Similarly, 20 new products, including Crystal Light Pure, Gatorade G Natural, "Throwback" varieties of Dr Pepper Snapple Group sodas, and Trop50, claimed they were now "natural" due to a switch to real sugar or organic ingredients. Products in every category except energy drinks introduced a natural or organic feature. An additional 20 products added nutrients, such as Vitamins B, C, D, and E; antioxidants; electrolytes; and various plant extracts. Examples include Crystal Light Essentials, Vitamin Water Stur-D, Minute Maid Enhanced fruit drink, Odwalla fruit drink, 7 Up antioxidant soda, and Sunkist Solar soda.

Other positive changes

Nearly all of the other positive changes (10 of 12) were introductions of smaller-sized sugary drink containers. Notably, Coca-Cola introduced smaller portion sizes for nine of its

soda brands. Welch's introduced Aqua Juice, a new product for children that contained less sugar, but did not add artificial sweeteners. One new product (Red Bull Decaffeinated) was a new version of the energy drink that contained less caffeine.

Negative changes

The most common negative change noted (7 of 15) was the addition of caffeine to existing products. Energy drinks offered the most new drinks with added caffeine. However, products in categories that did not typically contain caffeine also added caffeine. For example, Coca-Cola added caffeine to one of its fruit drink products (Minute Maid Enhanced Natural Energy), Dr Pepper Snapple Group added caffeine to one of its regular soda products (Sunkist Solar Fusion), and Kraft Foods added caffeine to one of its Crystal Light products (Crystal Light Energy). In addition, two brands (Powerade and Lipton Brisk iced tea) introduced larger-sized single-serving containers.

Six new products were introductions of children's sugary and/or artificially-sweetened drinks, including Arizona KIDZ (iced tea), Capri Sun Sunrise (fruit drink), Hawaiian Punch Singles to Go! (diet fruit drink), Kool-Aid FunFizz and Pop 'N Drop (diet fruit drinks), and Powerade Play (sports drink). Although many of these products contained fewer calories than previously-existing products, this reduction was achieved through the substitution of artificial sweeteners for added sugar. Furthermore, Dr Pepper Snapple Group offered its A&W Root Beer, 7 Up, and Sunkist sodas in promotional Halloween cans, which featured color-changing ghosts.

New product introductions overview

Of the 161 new sugary drink and energy drink products introduced in 2009 and 2010, the majority were new flavors or other changes that did not affect the nutritional quality of the products. One-third involved reformulations of existing products, and 78% of reformulations enabled sugary drink brands to



Drinks with added caffeine that traditionally do not have caffeine.



Child-targeted new products.

make additional nutrition-related marketing claims, including 22% new “natural” and other claims about added nutrients and 12% promoting lower calories due to the replacement of added sugar with artificial sweeteners. An additional 7% of new products involved other improvements to product nutrition,

primarily by offering smaller sizes of regular soda. Finally, 8% reduced overall healthfulness by adding caffeine (even to products that do not traditionally have caffeine), introducing larger-sized containers, and new children’s versions of sugary drink or artificially-sweetened products.

Marketing in traditional media

In this section, we discuss sugary drink marketing that occurs in traditional media, including TV and radio. We first present data on spending in all measured media. We analyze child and adolescent exposure to TV advertising, and the messages

commonly presented in those ads. We also analyze exposure to product placements on TV and radio advertising. Finally, we present evidence of potential targeted marketing to black and Hispanic youth.

Advertising spending

Traditional media	Definition
Advertising spending	Amount spent on measured media, including TV (national, spot market, and Spanish-language), magazines, radio, newspapers, freestanding insert coupons, and outdoor advertising. Data were licensed from Nielsen.

Table 11 presents all advertising spending by sugary drink category and medium. In 2010, beverage companies spent \$948 million in advertising for sugary drinks and energy drinks across all measured media. Regular soda accounted for nearly one-half of spending, and fruit drinks, sports drinks, and energy drinks each comprised 14 to 17% of the total (see **Figure 9**). The flavored water and iced tea categories represented just 4% each of total advertising spending in 2010.

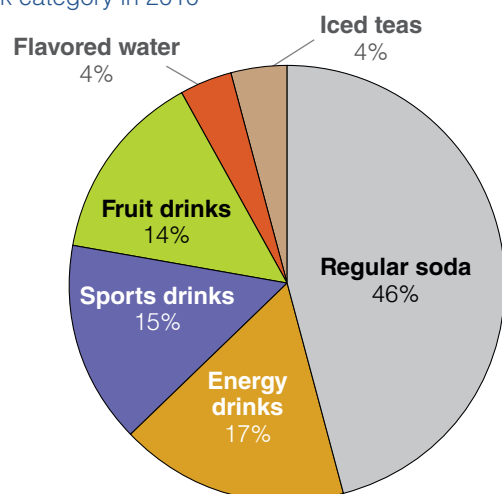
Three-quarters of media budgets for all sugary drinks and energy drinks were spent on TV advertising, followed by

internet and magazine ads (8% each), and radio and outdoor ads (4% each); however, the proportion of budgets spent on each medium varied by category (see **Figure 10**). Regular soda had the most varied media plans and represented the majority of spending on outdoor advertising (85% of spending), radio (73%), and internet advertising (71%). In contrast, nearly all energy drink spending went toward TV advertising. Fruit drink advertising budgets were primarily spent on TV and magazines. Sports drinks and iced tea also spent a higher proportion of their budgets on magazine ads, and flavored water used internet advertising extensively.

Table 11. Total advertising spending by sugary drink category in 2010

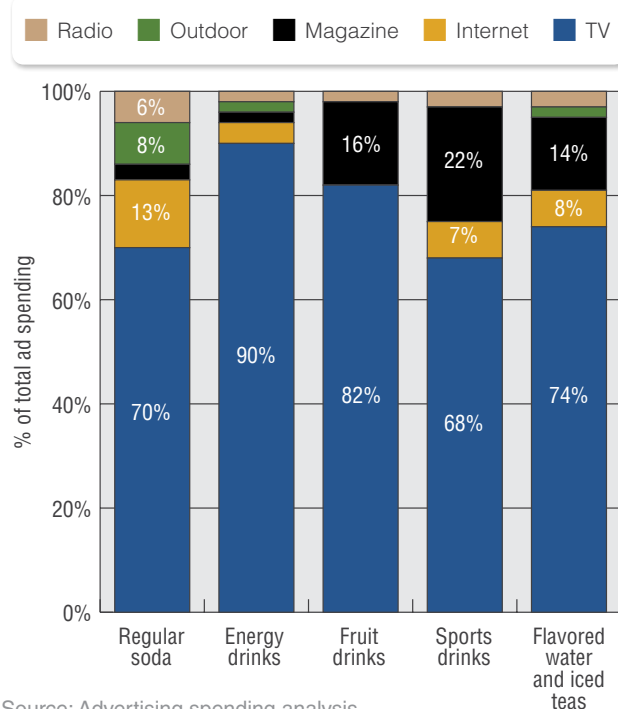
Category	Ad spending by medium					
	Total (\$000)	TV (\$000)	Internet (\$000)	Magazine (\$000)	Outdoor (\$000)	Radio (\$000)
Regular soda	431,846	298,589	54,867	10,190	33,324	26,927
Energy drinks	164,494	144,775	6,650	3,074	4,394	2,524
Sports drinks	133,191	90,385	9,897	28,729	312	3,444
Fruit drinks - other	87,919	71,873	108	11,599	328	2,093
Children's fruit drinks	57,252	44,752	474	10,515	0	50
Flavored water	39,071	29,664	5,671	2,428	732	323
Iced tea	34,719	24,021	128	7,357	511	1,496
Total	948,492	704,057	77,793	73,892	39,600	36,858

Source: Advertising spending analysis

Figure 9. Percentage of advertising spending by sugary drink category in 2010

Source: Advertising spending analysis

Advertising spending on sugary drinks and energy drinks increased by 5% in 2010 compared with 2008, but the two-year change varied widely by category (see **Figure 11**). Spending on energy drinks and other (i.e., not children's) fruit drinks increased by more than one-third; spending on regular soda increased 28%; and spending on children's fruit drinks went up by 11%. In contrast, spending on iced tea remained flat (-2%), and spending on sports drinks and flavored water went down significantly (-17% and -70%, respectively). In 2008, regular soda and energy drinks comprised 50% of sugary drink ad spending; in 2010, this percentage rose to 63%.

Figure 10. Percentage of advertising spending by category and medium in 2010

Source: Advertising spending analysis

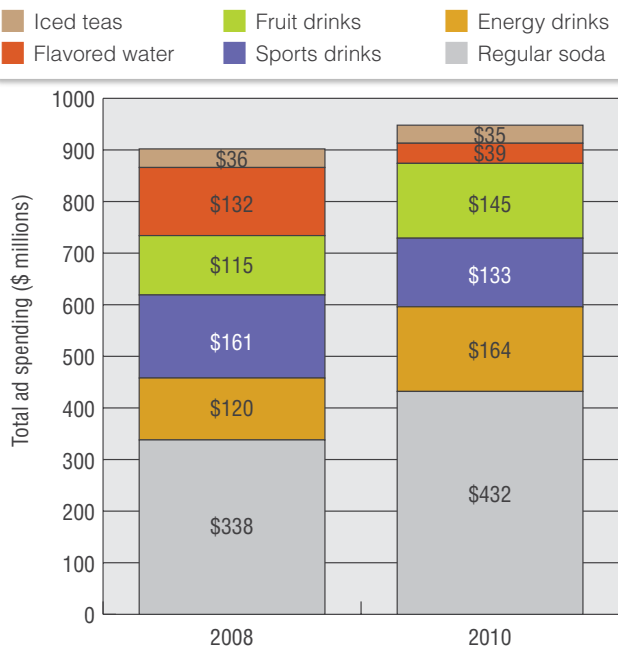
Other beverage categories. Advertising spending in categories of beverages that do not contain added sugar, including 100% juice, plain water, and diet drinks, totaled \$504 million (see **Table 12**). As with sugary drinks, TV represented three-

Table 12. Total advertising spending for other beverage categories in 2010

Category	Ad spending by medium					
	Total (\$000)	TV (\$000)	Internet (\$000)	Magazine (\$000)	Outdoor (\$000)	Radio (\$000)
100% juice	188,661	147,530	1,826	35,856	347	455
Diet soda	179,308	164,457	6,347	3,425	3,389	1,535
Diet other	77,480	35,323	1,473	39,794	75	158
Plain water	58,440	24,452	2,828	21,064	1,494	6,730
Total	503,889	371,761	12,474	100,140	5,304	8,878

Source: Advertising spending analysis

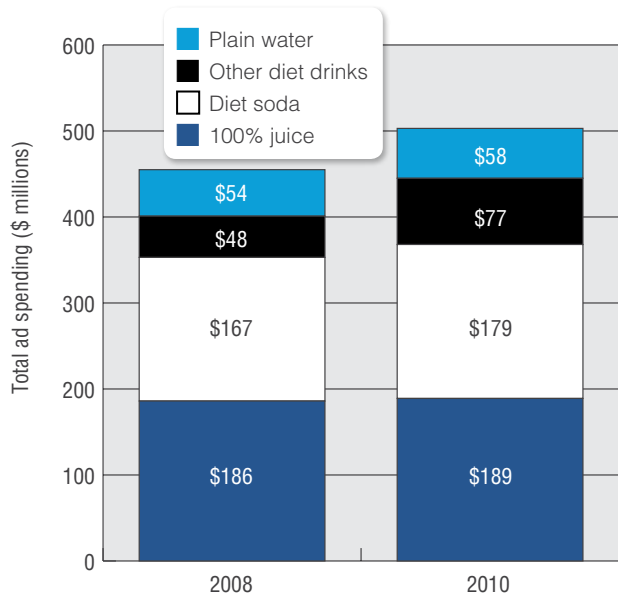
Figure 11. Advertising spending for sugary drink categories: 2008 to 2010



Source: Advertising spending analysis

quarters of spending for these other categories. However, they also advertised extensively in magazines (20% of their total ad spending) and very little on the internet, outdoor, and radio (2% or less). When combined with the sugary drink categories, 100% juice and diet soda comprised 12 to 13% of

Figure 12. Advertising spending for other beverage categories: 2008 to 2010



Source: Advertising spending analysis

all beverage spending; other diet drinks and plain water each represented 5% or less; and sugary drinks and energy drinks contributed two-thirds of all advertising spending.

Total ad spending for other beverage categories increased 11% in 2010 versus 2008, somewhat more than the spending increase for sugary drink categories (see **Figure 12**). This increase in ad spending on other beverages was driven primarily by other diet drinks (+63%). Spending on 100% juice, diet soda, and plain water rose by 1%, 7%, and 8%, respectively.

Advertising spending by brand

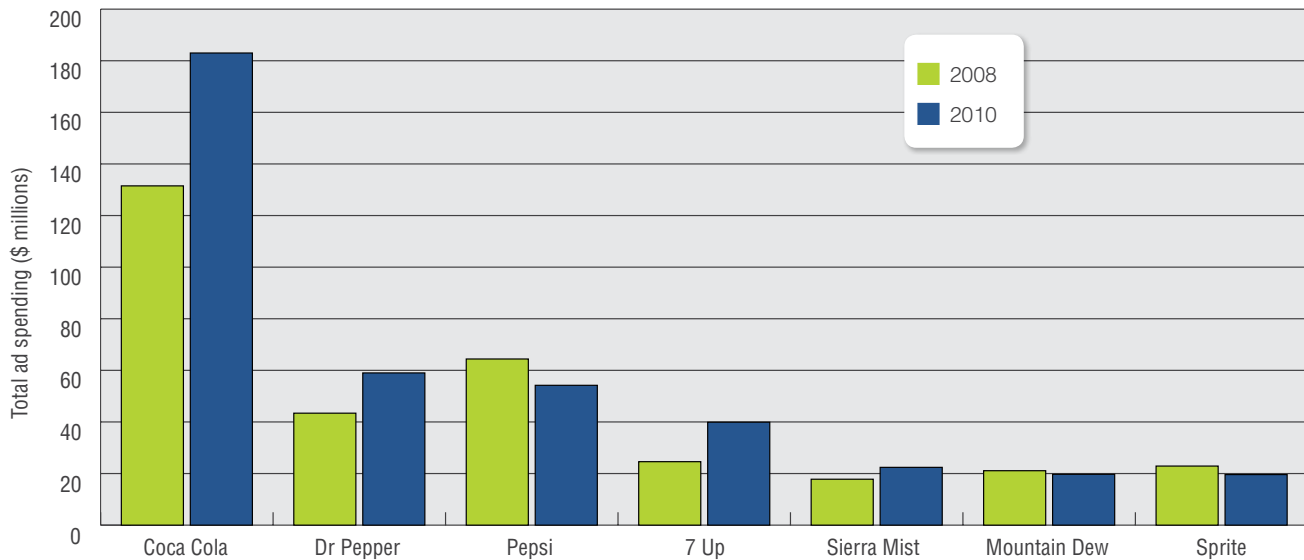
Ad spending for sugary drink categories was highly concentrated in a small number of brands (see **Ranking Table 2**). Just three brands (Coca-Cola Classic, 5-hour Energy, and Gatorade) comprised 40% of all ad spending in these categories; Coca-Cola Classic and Coca-Cola brand advertising accounted for 19% of sugary drink spending and 42% of spending in the regular soda category.

Regular and diet soda. Four brands (Coca-Cola Classic, Dr Pepper, Pepsi, and 7 Up) spent \$40 million or more in 2010 and made up 77% of regular soda spending (see **Figure 13**). Three additional regular soda brands spent approximately \$20 million each in 2010. Together, these seven brands represented 92% of all spending for the category. Compared to 2008, spending by four brands increased by 25% or more: 7 Up (+62%), Coca-Cola Classic (+39%), Dr Pepper (+36%), and Sierra Mist (+26%). In contrast, advertising spending for Mountain Dew, Sprite, and Pepsi declined (-7%, -14%, and -16%, respectively).

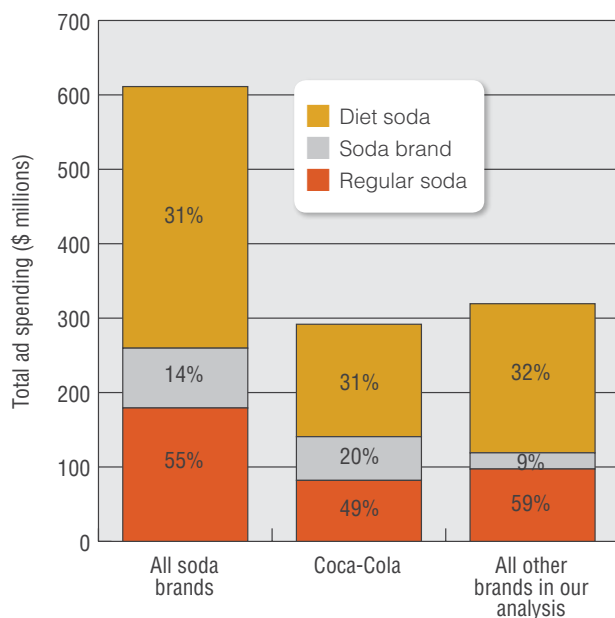
Ad spending for all soda brands, including diet soda, totaled \$580 million in 2010 (see **Figure 14**). Diet soda represented 31% of this total, and soda brand advertising (i.e., ads that do not specify a diet or regular variety) comprised 20%. The majority of brand-level ads for soda were for Coca-Cola (\$52 million), including \$32 million spent on internet advertising and \$17 million on outdoor ads.

Energy drinks. One brand, 5-hour Energy, dominated ad spending in this category (see **Figure 15**). The brand spent more than \$100 million in 2010; this total represented 65% of all energy drink spending and was more than double its 2008 spending. Red Bull and Amp spent \$26 million and \$14 million, respectively, in 2010; both brands reduced their spending compared with 2008. Together, these three brands spent \$147 million, or 89% of all energy drink ad spending.

Fruit drinks and 100% juice. Advertising spending was more widely distributed across brands in the fruit drink category (see **Figure 16**). Ocean Spray had the highest spending in this category (\$33 million), followed by two children's brands: Kool-Aid (\$24 million) and Sunny D (\$23 million). Minute Maid, Trop50, and Capri Sun also spent approximately \$10 million or more. Spending on the Kool-Aid brand more than

Figure 13. Advertising spending by regular soda brands: 2008 and 2010

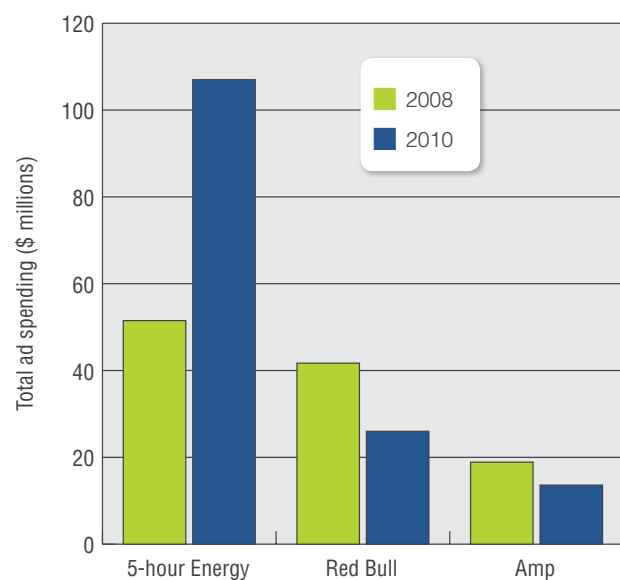
Source: Nielsen

Figure 14. Total advertising spending by type of soda in 2010

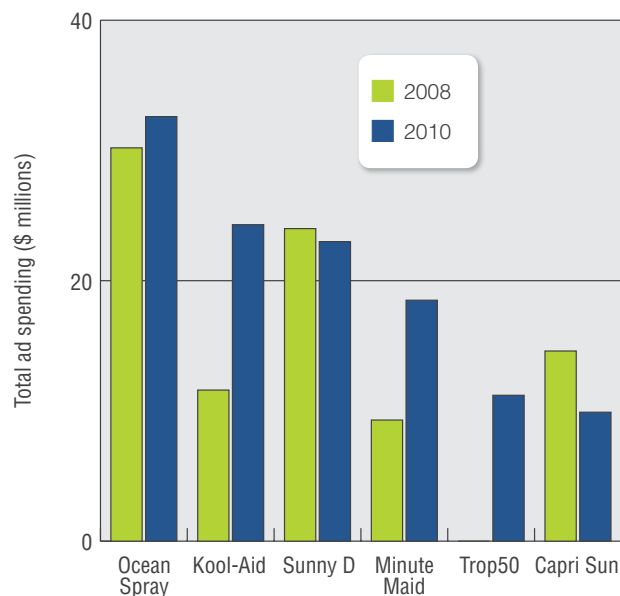
Source: Advertising spending analysis

doubled from 2008 to 2010. This increase included \$11 million in advertising for Kool-Aid Fun Fizz, an artificially sweetened product that was first advertised in 2010, and an 11% increase in spending on Kool-Aid powders. In contrast, spending on Kraft's other children's fruit drink brand (Capri Sun) declined by 32%. Spending on Minute Maid fruit drinks (primarily its enhanced juice drinks) also doubled from 2008 to 2010; and Trop50, a new product, was introduced in 2009.

Similar levels of spending were found for eight 100% juice brands, including many of the same brands found in the fruit drink category (see **Figure 17**). Brands that spent more on their 100% juice products compared to their fruit drinks included V8 (\$38 million on 100% juice vs. \$400,000 on fruit drinks), Welch's (\$21 vs. \$5 million), Tropicana (\$18 vs. \$11 million), and Simply (\$16 vs. \$3 million). However, two of the large fruit drink brands spent more on sugary drinks compared to 100% juice products, including Ocean Spray (\$33 vs. \$11

Figure 15. Advertising spending by energy drink brands: 2008 to 2010

Source: Nielsen

Figure 16. Advertising spending by fruit drink brands: 2008 to 2010

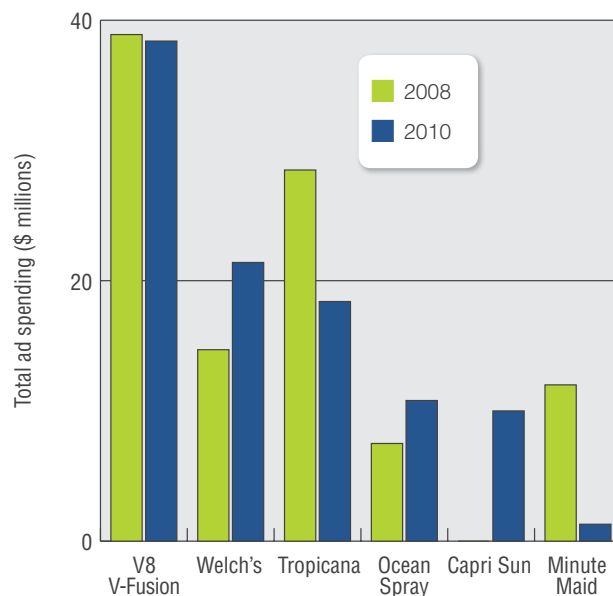
Source: Nielsen

million) and Minute Maid (\$18 vs. \$1 million). In 2010, Capri Sun spent approximately \$10 million each on its fruit drink and 100% juice products, a shift from 2008 when all Capri Sun spending (\$15 million) went toward its fruit drink products.

Sports drinks, flavored water, and iced tea. Gatorade full-calorie products dominated the other sugary drink categories, with \$93 million in ad spending, and 70% of all spending on sugary sports drinks (see **Figure 18**). Gatorade's light variety, Gatorade G2, and Powerade followed with \$24 and \$15 million in spending, respectively. From 2008 to 2010, Gatorade spending declined by 48% for Gatorade G2 and 13% for its full-calorie products. In contrast, Powerade spending increased by 89%. In both the flavored water and iced tea categories, just one brand represented the majority of category spending. Among flavored water brands, 80% of all spending in 2010 was for Vitamin Water (\$31 million), although the brand's spending decreased by 40% versus 2008. In the iced tea category, Lipton spent \$17 million, or 48% of all spending on sugar-sweetened iced tea.

Several diet drinks also had significant levels of ad spending in 2010, with Crystal Light powder mixes spending the most (\$38 million) (see **Figure 19**). Three additional diet brands (Diet Snapple, Vitamin Water Zero, and Powerade Zero) each spent around \$10 million. Two products advertised in 2010 that were not present in 2008 (Diet Snapple and Vitamin Water Zero), contributing to the 63% increase in spending on diet drinks. Snapple was the only brand that spent more on its diet drinks compared to its full-calorie products (\$13 million on Diet Snapple vs. \$4 million on sugar-sweetened Snapple).

Just one company in our analysis, Coca-Cola, advertised its plain water brands in 2010, spending \$8 million on Smartwater.

Figure 17. Advertising spending by 100% juice brands: 2008 to 2010

Source: Nielsen

Although PepsiCo advertised its Aquafina brand in 2008, the company had no ad spending for plain water in 2010. Nestle was the biggest advertiser in the plain water category, spending more than \$6 million each on its PureLife, Poland Spring, and Arrowhead brands. As Nestle did not advertise its sugary drink brands, it is not included in our analysis.

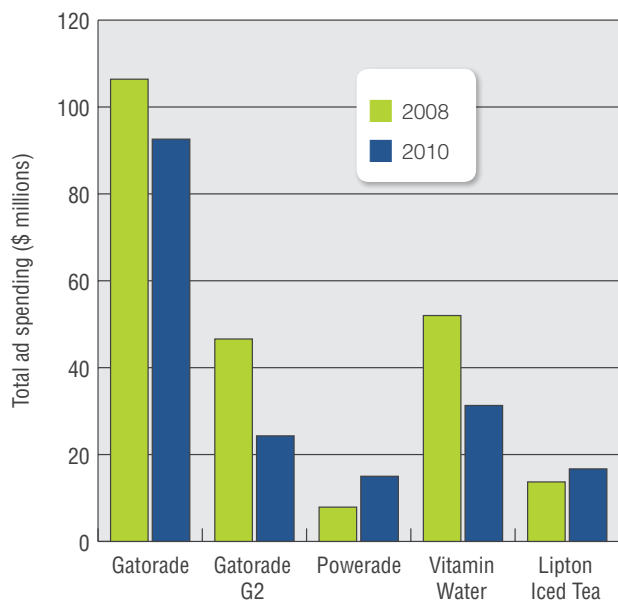
Advertising spending by company

The companies in our analysis spent \$916 million advertising sugary drinks and energy drinks in 2010 and purchased 97% of all advertising in these categories. Coca-Cola was the largest beverage advertiser in 2010. The company spent \$290 million to promote its sugary drinks in all media, closely followed by PepsiCo, which spent \$250 million (see **Ranking Table 2**). Dr Pepper Snapple Group and Innovation Ventures (the maker of 5-hour Energy) each spent more than \$100 million. Five additional companies (Kraft Foods, Ocean Spray, Red Bull, Sunny Delight Beverages, and Unilever) spent \$17 to \$34 million advertising their sugary drinks and energy drinks. The Appendix (**Table C.1**) provides spending by category and medium for all beverage companies.

Most of these large advertisers also increased their spending in 2010 versus 2008, including Innovation Ventures (+108%), Dr Pepper Snapple Group (+35%), Unilever (+26%), Kraft Foods (+12%), Ocean Spray (+8%), and Coca-Cola (+7%). However, Red Bull reduced its spending by 38%, and PepsiCo spending on sugary drinks declined by \$92 million, or 27%.

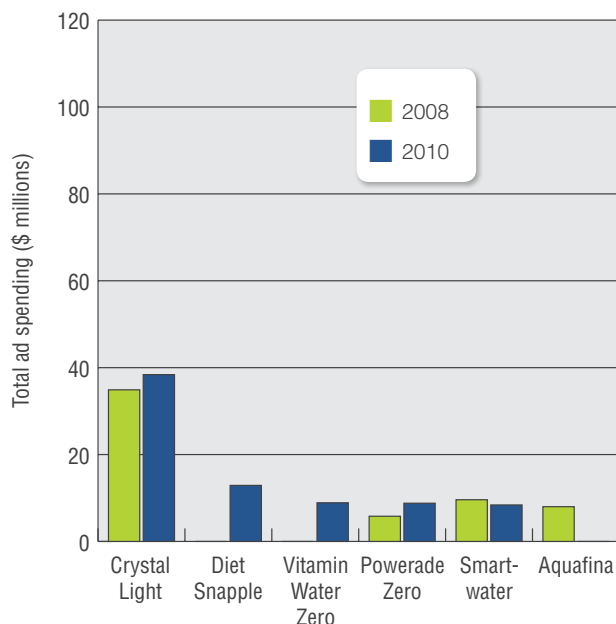
For the large diversified companies in our analysis, the proportion of 2010 beverage advertising budgets spent on sugary drinks compared to other categories ranged from

Figure 18. Advertising spending by sugary drink brands in the sports drink, flavored water, and iced tea categories: 2008 to 2010



Source: Nielsen

Figure 19. Advertising spending by diet drink and plain water brands: 2008 to 2010

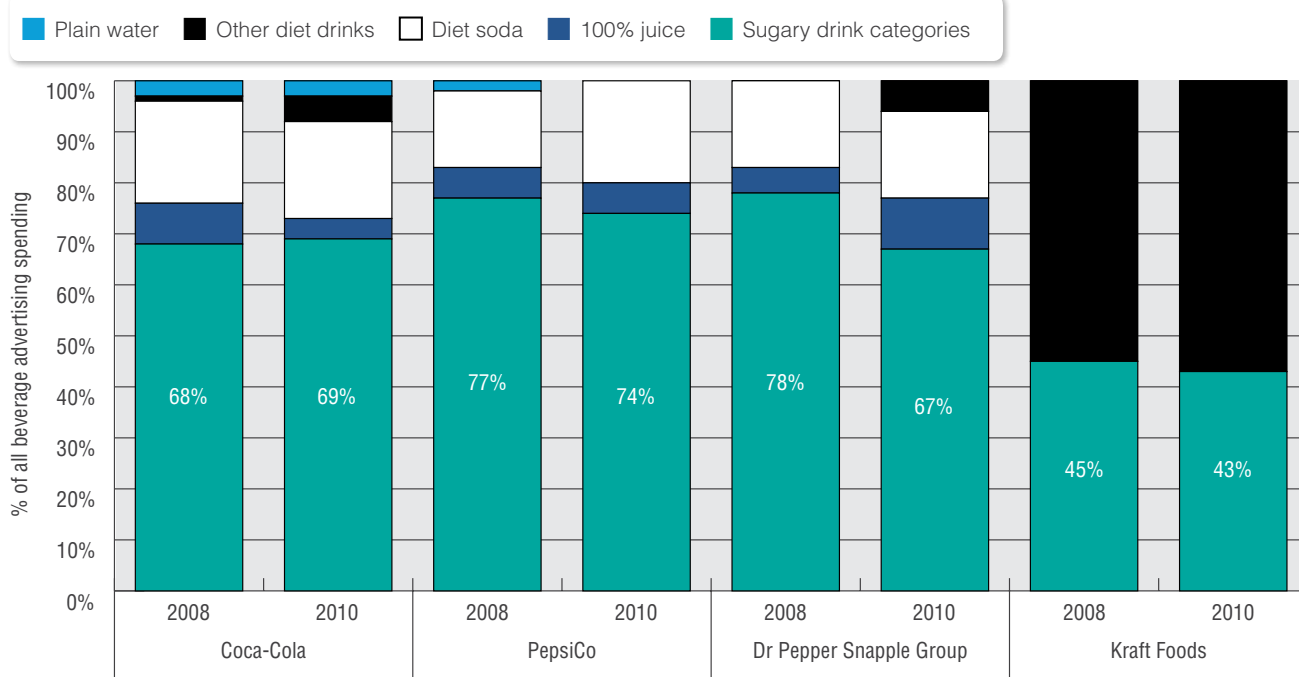


Source: Nielsen

43% for Kraft Foods to 74% for PepsiCo (see **Figure 20**). Dr Pepper Snapple Group was the only company that allocated a notably smaller proportion of its ad budget to sugary drinks in 2010 compared with 2008 (78-67%), primarily through the addition of advertising for other (i.e., non-soda) diet drinks and

increases in advertising for 100% juice products. PepsiCo and Kraft Foods reduced the proportion of their budgets spent on sugary drinks by just 2 to 3%; and Coca-Cola increased its sugary drink proportion by 1%.

Figure 20. Proportion of advertising budgets allocated to sugary drink versus other beverage categories: 2008 and 2010



Source: Advertising spending analysis

Advertising spending overview

Beverage companies spent \$948 million in 2010 to advertise sugary drinks and energy drinks in all measured media, an increase of 5% over 2008 spending. Spending in three categories had larger increases of 28 to 37%: regular soda, energy drinks, and other (i.e., not children's) fruit drinks; whereas spending on flavored water and sports drinks declined. Three-quarters of 2010 media budgets were spent on TV advertising. Fruit drink, sports drink, and iced tea brands also spent 15% or more of their advertising in magazines, and regular soda brands spent 5% or more of their budgets on internet, radio, and outdoor advertising. Beverage companies spent an additional \$200 million to advertise 100% juice and diet soda, \$78 million on advertising for other diet drinks, and \$58 million on plain water.

Advertising spending for sugary drinks and energy drinks was dominated by three brands: Coca-Cola, 5-hour Energy, and Gatorade full-calorie products, with 40% of all spending. Coca-Cola alone spent almost \$180 million on Coca-Cola Classic and Coca-Cola brand-level ads. Coca-Cola was also the highest spending company overall with almost \$300 million in advertising for its sugary drinks, followed by PepsiCo (\$250 million), Dr Pepper Snapple Group (\$128 million), and Innovation Ventures (\$107 million). Spending by the top six advertisers of sugary drinks and energy drinks increased from 2008 to 2010 with one notable exception: PepsiCo reduced spending on its sugary drink brands by 27%, or \$92 million.

TV advertising exposure

TV advertising exposure Definitions

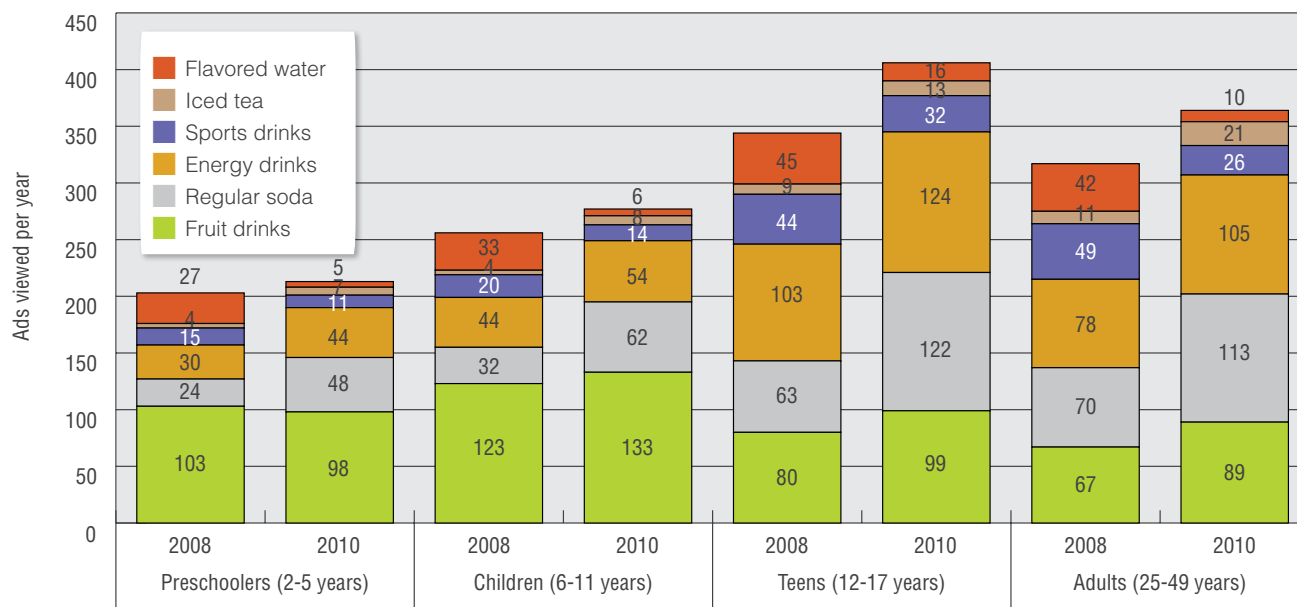
Gross ratings points (GRPs)	Measure of the per capita number of TV advertisements viewed by a specific demographic group over a period of time across all types of programming. GRPs for specific demographic groups are also known as target rating points (TRPs). Data were licensed from Nielsen.
Average advertising exposure	GRPs divided by 100. Provides a measure of the number of ads viewed by the average individual in the demographic groups of interest during the time period measured.
Targeted ratio: Preschoolers to adults	GRPs for 2- to 5-year-olds divided by GRPs for 25- to 49-year-olds. Provides a measure of relative exposure for preschool-age children versus adults.
Targeted ratio: Children to adults	GRPs for 6- to 11-year-olds divided by GRPs for 25- to 49-year-olds. Provides a measure of relative exposure of elementary school-age children to adults.
Targeted ratio: Teens to adults	GRPs for 12- to 17-year-olds divided by GRPs for 25- to 49-year-olds. Provides a measure of relative exposure of teens to adults.

In 2010, the average U.S. preschooler (2-5 years) viewed 213 sugary drink and energy drink ads, and the average child (6-11 years) viewed 277 (see **Figure 21**). Preschoolers and children viewed fewer of these ads than did adults (41% and 24% less, respectively); however, teens (12-17 years) viewed 406 sugary drink and energy drink ads, on average, 12% more than adults viewed.⁵ From 2008 to 2010, total exposure to TV ads for sugary drink categories increased by less than 10% for preschoolers and children (+4% and +8%, respectively), but teens viewed 18% more ads for these categories in 2010 versus 2008. This increase in ads viewed by teens was even higher than the 15% increase for adults. The Appendix (**Table C.2**) lists GRPs from 2008 to 2010 by age and beverage category for all companies.

For all youth, TV ad exposure was concentrated in three sugary drink categories: fruit drinks, regular soda, and energy drinks. Fruit drink ads made up almost one-half of ad exposure for 2- to 11-year-olds, and one-quarter of ads viewed by teens. Teens viewed similar numbers of ads for regular soda and energy drinks; and together, these two categories comprised

61% of all sugary drink and energy drink ads viewed by teens. Although 2- to 11-year-olds viewed fewer than one-half the number of ads for regular soda and energy drinks that teens viewed, these two categories combined accounted for 43% of sugary drink and energy drink ads viewed by children in 2010. The remaining three categories (sports drinks, iced tea, and flavored water) contributed just 10 to 15% of TV ads viewed by youth in 2010.

From 2008 to 2010, changes in TV advertising exposure varied by category and age group. For example, exposure to regular soda ads doubled for preschoolers, children, and teens, but increased by just 62% for adults. Energy drink ad exposure among preschoolers increased by 50%; but the increase for adults was lower (+34%). Exposure to fruit drink advertising by children remained fairly stable from 2008 to 2010 (-4% for preschoolers and +8% for older children), but increased by 24% for teens and 34% for adults. In 2010, all youth saw about one-third fewer ads for sports drinks than they viewed in 2008, and adults saw about one-half as many ads.

Figure 21. TV advertising exposure by age and category: 2008 and 2010

Source: TV advertising exposure analysis

Table 13. Youth vs. adult exposure to TV advertising for sugary drinks and energy drinks in 2010

Categories	Targeted ratios		
	Preschoolers to adults	Children to adults	Teens to adults
Fruit drinks	1.11	1.50	1.12
Regular soda	0.43	0.55	1.08
Energy drinks	0.42	0.51	1.18
Sports drinks	0.42	0.55	1.26
Iced teas	0.32	0.39	0.61
Flavored water	0.50	0.60	1.62
Total	0.59	0.76	1.12

Source: TV advertising exposure analysis

Table 13 presents the targeted ratios comparing youth exposure with adult exposure by category. In all categories, preschoolers and children viewed approximately one-half the number of ads adults viewed, with one exception: preschoolers and children viewed 11% and 50% more ads for fruit drinks, respectively. In contrast, teens viewed 8 to 62% more ads than adults viewed for all categories except iced tea, including 18% more ads for energy drinks and 26% more sports drink ads. These differences were notable, as teens watched 25% fewer hours of TV than did adults in 2010.⁶

Comparisons to other beverage categories

Approximately three-quarters of all beverage ads seen by young people on TV were for sugary drinks and energy drinks (see **Figure 22**). Categories of beverages that do not contain added sugar (100% juice, plain water, diet soda, and other diet drinks) accounted for 28% of beverage ads viewed by

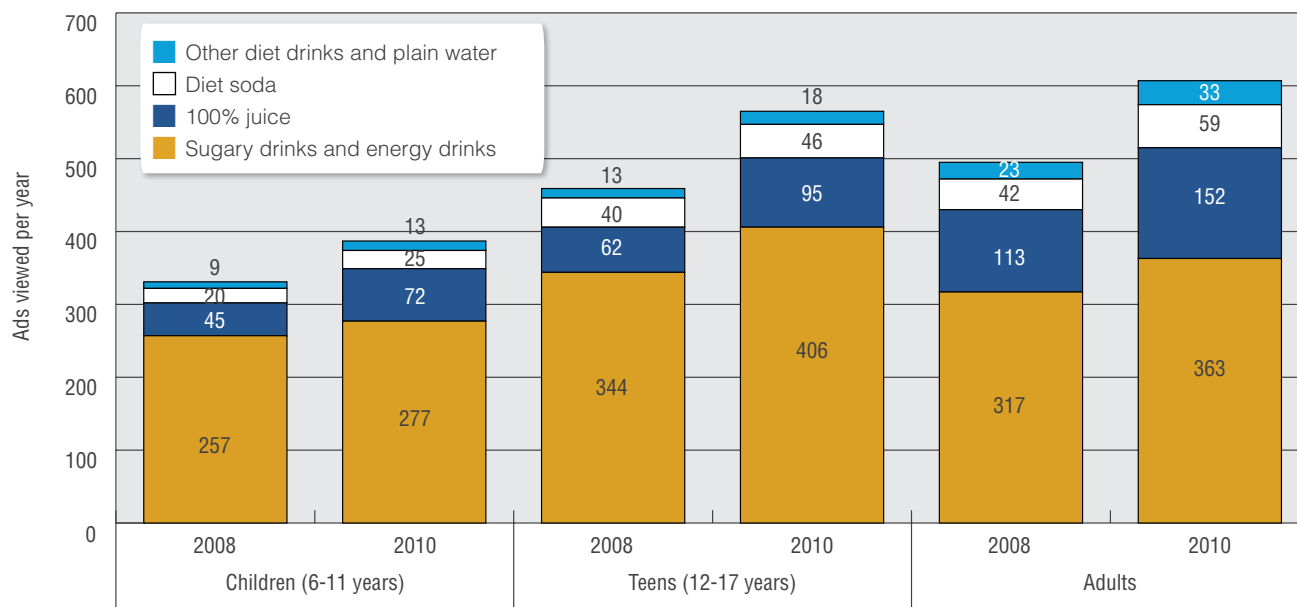
youth. In contrast, 40% of beverage ads viewed by adults on TV belonged to these other categories. In addition, adults viewed from 29 to 229% more ads compared with both children and teens for all other beverage categories (see **Table 14**). The biggest difference was observed for 100% juice: adults saw more than twice as many ads for brands in this category than children saw and 60% more than teens. This difference contrasts with the 11 to 50% more fruit drink ads viewed by children and teens compared with adults.

Table 14. Youth vs. adult exposure to TV advertising for other beverage categories in 2010

Categories	Targeted ratios		
	Preschoolers to adults	Children to adults	Teens to adults
100% juice	0.38	0.47	0.63
Diet soda	0.35	0.42	0.78
Diet other	0.30	0.34	0.53
Plain water	0.40	0.47	0.65
Total	0.37	0.45	0.65

Source: TV advertising exposure analysis

From 2008 to 2010, TV advertising for other beverage categories increased at a higher rate than advertising for sugary drinks and energy drinks (see **Figure 22**). The increase in exposure to ads for 100% juice was 60% for children and 54% for teens, versus just 35% for adults. Children and teens also saw 22 to 33% more advertising for diet soda and other diet drinks in 2010 versus 2008. In addition, their exposure to ads for plain water almost doubled, although the number of

Figure 22. Exposure to TV advertising for all beverage categories: 2008 to 2010

Source: TV advertising exposure analysis

water ads viewed in 2010 was still very low: fewer than ten ads per year for all age groups.

TV advertising exposure by brand

Ranking Tables 3 and 4 present exposure to TV advertising in 2010 by preschoolers, children, and teens for all sugary drink brands and companies. A small number of brands dominated ad exposure across all categories: 5-hour Energy, Capri Sun, and Kool-Aid together accounted for one-half of all sugary drink ad exposure for 2- to 11-year-olds and 40% of exposure for teens. Two additional brands, Gatorade and Sunny D, made up another 12% of ad exposure across all youth.

Regular soda. Children and teens saw the most soda ads on TV for Coca-Cola Classic, followed by Dr Pepper and 7 Up. Sprite was the only regular soda brand for which children saw more TV ads compared with adults. However, compared with adults, teens were exposed to more ads for five of the ten soda brands that advertised on TV in 2010, including 12 to 61% more ads for Coca-Cola Classic, Mountain Dew, and Sunkist, and more than double the number of ads for Sprite and Fanta.

Children's and teens' exposure to TV ads for all soda brands increased from 2008 to 2010, with one exception: children viewed 20 to 30% fewer Pepsi ads in 2010 than they did in 2008. Among teens, exposure to Pepsi ads increased by just 5%. In contrast, youth exposure to ads for three soda brands more than doubled from 2008 to 2010: children saw twice as many ads for Coca-Cola Classic, and teens saw three times as many; exposure to Sprite ads increased three- to five-fold;

and exposure to Sunkist ads increased by 571% for children and 207% for teens. Three additional soda brands increased by 30% or more for children and teens: 7 Up, Sierra Mist, and Mountain Dew.

Fruit drinks. Three children's fruit drink brands dominated preschooler and child exposure to sugary drink ads in 2010: Capri Sun, Kool-Aid, and Sunny D. These age groups saw more ads for Capri Sun in 2010 than for any other sugary drink, in spite of a reduction of 19 to 25% compared with 2008. Preschoolers and children also saw approximately three times as many Capri Sun ads compared with adults. Kool-Aid ranked number three in ads viewed by children, but was the only fruit drink brand to increase its advertising from 2008 to 2010; during this period, preschoolers and children saw 35% and 49% more Kool-Aid ads, respectively. In 2010, preschoolers viewed about 40% more Kool-Aid ads compared with adults, and children viewed almost twice as many. Two-thirds of the Kool-Aid ads viewed by children promoted the new Kool-Aid Fun Fizz product; however, Fun Fizz made up a smaller portion of Kool-Aid ad exposure for teens (39%) and adults (18%). Sunny D ranked fourth in child exposure to sugary drink brands. From 2008 to 2010, exposure to Sunny D ads declined by 11% for preschoolers, but increased by 9% for children. As with the other fruit drinks, preschoolers and children viewed 20 to 30% more ads for Sunny D compared with adults.

The three children's fruit drink brands came in second, third, and fifth for brand exposure by teens and accounted for approximately 20% of teen exposure in 2010. As with children, teens viewed fewer ads for Capri Sun and Sunny D, but more

ads for Kool-Aid, in 2010 versus 2008. Compared with adults, teens also viewed 21% more ads for Sunny D, 42% more for Kool-Aid, and twice as many Capri Sun ads. Ads for the remaining fruit drink brands, Ocean Spray, Trop50, Welch's Essentials, Minute Maid, and Simply Lemonade, were viewed infrequently by children and teens in 2010.

Energy drinks. Three energy drinks advertised on TV in 2010: 5-hour Energy, Red Bull, and Amp, but 5-hour Energy dominated the category. Teens saw three times as many TV ads for 5-hour Energy than for any other brand in our analysis, and children viewed more ads for 5-hour Energy than for any other brand except Capri Sun. This one brand accounted for 17% of ads seen by children and 26% of those seen by teens, and teens viewed 18% more ads for 5-hour Energy than did adults. In addition, exposure to 5-hour Energy ads increased by 74 to 136% from 2008 to 2010. In contrast, exposure to TV ads for Red Bull and Amp decreased for all youth from 2008 to 2010. In 2010, Red Bull accounted for less than 12% and Amp for less than 4% of energy drink ad exposure across all youth age categories.

Other sugary drink categories. Gatorade dominated TV ad exposure for other categories: it was the fourth most-often viewed drink brand for teens and the fifth for children. Teens also saw 36% more ads for Gatorade than did adults; however, children saw approximately one-half the number of ads compared with adults. Exposure to Gatorade advertising also increased approximately 20% from 2008 to 2010 for all youth. Powerade and Gatorade G2, the light version of Gatorade, also advertised on TV in 2010, but at very low levels.

Vitamin Water was the next-most-advertised brand in these other drink categories, ranking number 12 in advertising to teens and number 17 for children. Lipton and Snapple iced tea and SoBe flavored water also advertised on TV in 2010, although not substantially. All youth viewed fewer ads for the two flavored water brands, Vitamin Water and SoBe, in 2010 versus 2008; however, these products had some of the highest teen-to-adult targeted ratios for any brands in our analysis. Teens saw 60% more ads for both of these products compared with adults.

TV advertising exposure by company

Nearly all sugary drink and energy drink TV ads viewed by youth were produced by six companies: Kraft Foods, Innovation Ventures, PepsiCo, Dr Pepper Snapple Group, Coca-Cola, and Sunny Delight Beverages. These companies accounted for more than 90% of all advertising for sugary drink categories seen by 2- to 17-year-olds in 2010. Kraft Foods' brands (Capri Sun and Kool-Aid) represented more than one-third of ad exposure for children, but just 15% of exposure for teens. Innovation Ventures (the maker of 5-hour Energy) was the second highest contributor to ad exposure for children, and comprised the largest proportion of sugary drink and energy drink ads viewed by teens (one-quarter of their total

ad exposure). The large diversified beverage companies, PepsiCo, Dr Pepper Snapple Group, and Coca-Cola, made up approximately one-half of ad exposure by teens and one-third of ads seen by children. Four companies in our analysis did not advertise any sugary drink or energy drink products on TV in 2010: Arizona, Campbell Soup Company, Hansen Beverage Company, and Rockstar.

Many of the companies that advertised on TV in 2010 increased their ad exposure over 2008 levels, with the largest increases by Innovation Ventures (+136%, +89%, and +74% for preschoolers, children, and teens, respectively), Coca-Cola (+93% or more for all youth), and Dr Pepper Snapple Group (+90% for children and +50% for teens) (see **Figures 23 and 24**). Other companies appeared to have moved their advertising focus from one age group to another. In addition to the shift in Sunny D advertising from preschoolers to children, exposure to ads for Kraft Foods' brands decreased among preschoolers and children (-22% and -14%, respectively), but increased by 10% among teens.

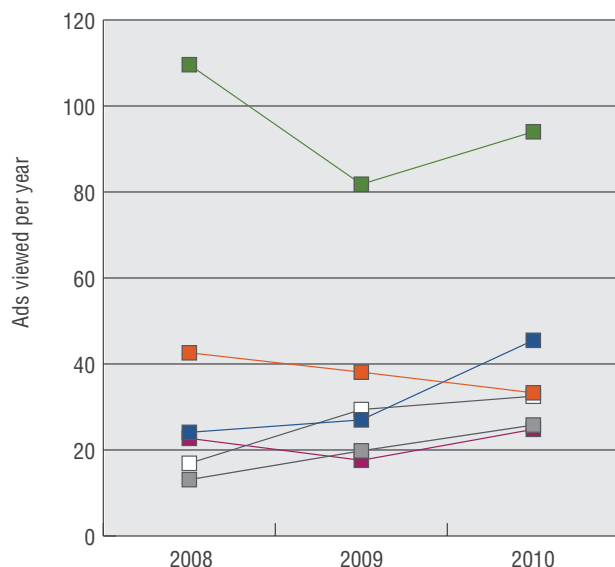
Notably, TV ads for PepsiCo sugary drink brands declined by more than 20% for children and teens from 2008 to 2010 and by more than 30% for adults. In addition, exposure to Red Bull ads declined by 22% among preschoolers and by approximately 30% among children and teens.

TV advertising exposure overview

In 2010, preschoolers, children, and teens saw 213, 277, and 406 ads, respectively, for sugary drinks and energy drinks; and teens viewed 12% more of these ads compared with adults. In addition, total exposure to sugary drink and energy drink ads increased by 4% for preschoolers; 8% for children; and 18% for teens from 2008 to 2010. Exposure to TV advertising increased for three of the six sugary drink categories (regular soda, energy drinks, and iced tea), and children and teens viewed twice as many regular soda ads in 2010 compared with 2008. Fruit drink ad exposure remained fairly stable from 2008 to 2010 for 2- to 11-year-olds, but increased by 24% among teens and 33% among adults, suggesting that children's fruit drink brands (the largest advertisers in this category) may have moved their advertising focus towards somewhat older age groups. TV ads for beverage products that do not contain added sugar (i.e., 100% fruit juice, plain water, diet soda, and other diet drinks) disproportionately reached adults. These other categories accounted for 40% of all beverage ads viewed by adults, but just 28% of beverage ads viewed by youth.

Of all sugary drink and energy drink brands, ads for 5-hour Energy were viewed most often by teens and second-most often by children (2-11 years). Capri Sun, Kool-Aid, Sunny D, and Gatorade also appeared in the top five most-advertised products for both age groups, followed by Coca-Cola Classic and Dr Pepper. Six companies accounted for 90% of sugary drink and energy drink ads youth viewed in 2010: Kraft Foods,

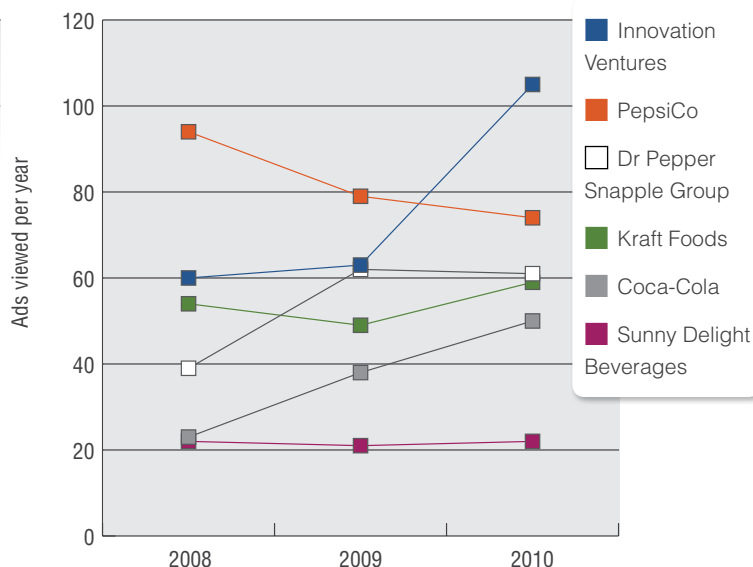
Figure 23. Children's* exposure to sugary drink and energy drink TV advertising by company: 2008 to 2010



*Children 6-11 years
Source: Nielsen

Innovation Ventures, PepsiCo, Dr Pepper Snapple Group, Coca-Cola, and Sunny Delight Beverages. PepsiCo was the only company for which youth exposure to sugary drink ads declined from 2008 to 2010. In contrast, youth exposure to

Figure 24. Teens' exposure to sugary drink and energy drink TV advertising by company: 2008 to 2010



Source: Nielsen

ads for Coca-Cola and Dr Pepper Snapple Group sugary drinks, as well as 5-hour Energy, approximately doubled for most young people during this period.

Content analysis of TV advertisements

TV content analysis	Definitions
Target audience	The type of person to which the ad appears to appeal most, including gender, race and age.
Sponsorships	Advertising that promotes an outside entity, including events (e.g., sporting events, concerts), athletics (e.g., sports teams, leagues, professional athletes), and cause-related marketing (i.e., partnerships with a charitable organization or donations to a philanthropic cause).
Viewer participation	Marketing that engages the consumer to take part in marketing decisions usually made by the company, such as voting for a product name or flavor or producing an ad
Selling point	Describes the direct qualities or benefits of the product itself, including new/improved, nutrition/nutrient claims, physical/mental benefits, natural claims, unique/one-of-a-kind claims, and messages about taste, hydration, and calories.
Product association	Describes indirect benefits of the product suggested in the ad, including physical activity, fun, cool/hip, sex, and inspirational messages, as well as humor, animation, and using the sugary drink as a prop.
Featured third parties	Appearances by well-known outside entities, including celebrities, movies/TV shows/video games, and licensed characters.
Brand spokes-characters	Fictional characters associated with the brand (e.g., Kool-Aid Man).
Sugary drink portrayals	Describes whether the product is the primary focus of the ad (i.e., the product and its direct qualities or benefits are prominent), and suggestions for consumption of the product.

To assess the messages presented in TV ads for sugary drinks and energy drinks, we analyzed the content of all unique ads for the brands in our analysis. A total of 438 English-language ads first appeared on TV between October 1, 2009 and

December 31, 2010. After removing duplicate ads, ads for diet drinks, and company-level ads (e.g., two PepsiCo ads highlighted the company's other food brands), we obtained 201 unique sugary drink ads for content analysis. The majority

of TV ads (52%) promoted regular soda brands, followed by energy drinks (20%), fruit drinks (16%), sports drinks and flavored water (5% each), and iced tea (3%).

Advertisements for children's brands

Advertisements for three children's brands, Capri Sun, Kool-Aid, and Sunny D, appeared to target both children and their parents. The ten child-directed ads in our analysis were full of humor and fun, and all used the product as a prop, giving it an active role in the ads. For example, Capri Sun ads highlighted "Disrespectoids," children who disrespected the Capri Sun pouch and were then turned into something else (e.g., dog's chew toy, balloon.). These ads tied in with the content of the brand's child-targeted website, KraftBrands.com/CapriSun, and invited children to visit the site, both verbally and in writing, to "play the new game" or "watch the cartoon." A cartoon depiction of the transformed character also appeared in each ad.

Kool-Aid's child-directed ads all focused on its new product, Kool-Aid Fun Fizz. These ads had a fun message and used animation and humor fit for a child. Children dropped a colorful tablet into a glass of water, and the camera zoomed into the world created inside the glass, where strange animated creatures the color of the tablet raced about. The ads ended with children exclaiming, "wow" or "I told you!" as they stared in amazement at the glass of brightly colored drink. One ad simply showed the water fizzing and changing color. None of these ads mentioned the product itself, except briefly at the end ("New Kool-Aid Fun Fizz. Drop it. Watch it. Drink it."). Although Kool-Aid did not feature its brand spokes-character, Kool-Aid Man, in the ads, the ads did briefly present the product package with Kool-Aid Man on it. The Appendix (Table D.1) presents all content analysis data for child- and parent-targeted ads.

Sunny D highlighted the taste of the product in all of its child-directed ads. These ads appeared to target somewhat older children, and all used a cool/hip message. Sunny D ads were the only child-targeted ads to portray physical activity; they depicted older children or teenagers playing ping-pong and soccer. Sunny D personified the container, treating it as a player in the games.

Child-directed ads did not use sponsorships or featured third parties. In addition, most did not use direct selling points, but emphasized product associations. Only Capri Sun ads showed consumption of the product.

Parent-directed ads. Capri Sun, Kool-Aid, and Sunny D also had ads that appeared to target parents. Sunny D had the most parent-directed ads. Three of its four ads featured a celebrity, and two featured sponsorship messages and viewer participation. The brand sponsored Martina McBride's "Shine All Night" concert tour and asked parents to write about their child's "shining moment" for a chance to meet Martina McBride and win \$10,000. One Sunny D ad also featured cause-related marketing, promoting its "Sunny D Book Spree" which awarded children's classrooms with free books if they brought in UPC labels from the product: 20 books for 20 labels. The only ad from the brand which did not feature a promotion was very different. It displayed parents hydrating their child with Sunny D as she played sports. The ad highlighted points about the product, such as "Unlike most sodas which have no vitamins, Sunny D is packed with a full day's supply of Vitamin C plus B1." Other claims in this ad were less specific, such as "Help her make good choices" and "We all want our kids to make moves to grow up healthy and successful. Help them score big with Sunny D."

Kool-Aid had three parent-directed ads for its presweetened mix, one in which a life-sized Kool-Aid Man and soda bottle sat at a bus stop. When a pregnant mother walked over with her young child, the Kool-Aid Man quickly offered them his seat while the soda bottle paid them no mind. The narrator added, "He's sweet, even with one-third less sugar than soda." The remaining two ads for the presweetened mix depicted the Kool-Aid Man and the soda bottle going head-to-head in a number of competitions while parents and children looked on. These ads touted the value of the product, stating that it "goes almost three times further than soda." Kool-Aid Fun Fizz also had one parent-directed ad that suggested parents take the easy-to-transport tablets to their children's sporting events for hydration. The ad showed children putting tablets in their water bottles.

Capri Sun had just one parent-directed ad. This ad was for its Capri Sun Sunrise product and depicted a mother's harried morning ritual with her child. The ad promoted the sugary



Capri Sun "Disrespectoid" ad; child buries a Capri Sun pouch and turns into "Sandy Mandy."



Parent-directed ad for Sunny D's "Book Spree" promotion.



Parent-direct ad showing children putting Kool-Aid Fun Fizz tablets into their water bottles while playing sports.

drink as "a good source of calcium and Vitamin C, so every morning's a good morning." Its tagline tied into Capri Sun's child-directed campaign, "I can respect that."

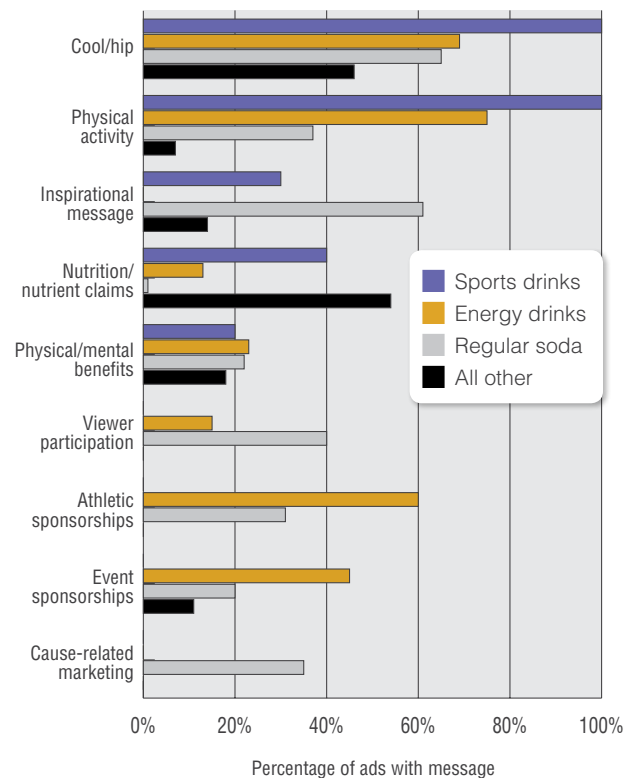
Content of general audience TV advertisements

The Appendix (**Table D2**) presents data for the content analysis of general audience TV ads. Among ads with a general audience appeal, the content of regular soda, energy drink, and sports drink ads regularly featured youth-oriented themes (see **Figure 25**). For example, the majority of regular soda and energy drink ads had sponsorship messages; regular soda and energy drinks were more likely to use promotions that encouraged viewer participation; and ads for these three categories frequently featured celebrities. Regular soda ads also used cause-related marketing, and nearly all sports drink ads feature famous athletes. These three categories also primarily used indirect product associations, such as cool/hip and inspirational messages, to sell their products. In contrast, ads for brands in the other categories were much more likely to directly promote features of the products themselves, and the products were more often the main point of these ads.

Regular soda. This category had the most ads in our analysis ($n = 104$), including 43 ads for Pepsi and 30 for Coca-Cola Classic. Dr Pepper, Mountain Dew, and Sprite each aired six to eight different ads. Sierra Mist, Sunkist, 7 Up, and Canada Dry each had just two to three ads in the analysis, and Fanta aired just one.

Sponsorships appeared in 64% of all regular soda ads. Cause-related marketing was featured most often in regular soda

Figure 25. Most common messages in regular soda, energy, and sports drink TV advertisements compared with all other advertisements



Source: TV advertising content analysis



"Pepsi Refresh" programs to help children.

ads (35%), primarily for Pepsi. Three-quarters of Pepsi ads promoted "Pepsi Refresh," a campaign to award grant money to "amazing ideas that refresh the world."⁷ Viewers were invited to submit ideas to "refresh" something in their community (e.g., new school supplies, prettier public spaces). This campaign also had a viewer participation component, the public voted on the ideas for Pepsi to fund via its website, RefreshEverything.com. Of note, 72% of "Pepsi Refresh" ads featured programs to help children, including cheerleading squads for disabled students, dance programs, technology for schools, and a truck to get kids to try vegetables. Coca-Cola Classic was the only other regular soda brand to use cause-related marketing. These ads showed support for U.S. Olympic dreams, The Coca-Cola Scholars Foundation, and a recycling effort.

Athletic sponsorships also were present in 31% of regular soda ads. Sprite had the most sponsorships of this kind, pairing with the National Basketball Association (NBA) in 67% of ads. Other brands portrayed a substantial number of athletic sponsorships, including Coca-Cola Classic (37% of ads), Mountain Dew (29%), and Dr Pepper (25%). In addition, about 20% of all regular soda ads highlighted some type of event (which often overlapped with athletic sponsorships). Sprite sponsored the most events of any brand; two-thirds of its NBA ads focused on the 2010 "Slam Dunk" contest, an annual competition held during the NBA "All-Stars Weekend." Other regular soda brands which advertised some type of event sponsorship were Coca-Cola Classic (40% of ads), Mountain Dew (29%), and Dr Pepper (25%).

Regular soda brands were also most likely to solicit viewer participation in their marketing campaigns (40% of ads). As mentioned, Pepsi used this strategy in its "Pepsi Refresh" campaign. In addition, Mountain Dew featured viewer participation in 29% of its ads with its "DEWmocracy" campaign, which asked fans to create the flavor, name, and design of the next Mountain Dew product, as well as vote on the winner. Fanta's one ad also included the tactic, detailing how fans voted on the fourth Fantana.

Celebrity appearances were also quite common in regular soda advertising. Approximately one-half of regular soda ads (46%) portrayed someone famous. Actors were used more commonly than athletes or musicians (24% vs. 17% and 8%, respectively). The brands, 7 Up, Dr Pepper, and Pepsi, used celebrity appearances more than other brands, in 100%, 75%, and 70% of ads, respectively. Sunkist and Sierra Mist did not

use any celebrities. Licensed or brand characters and movie/TV/video game tie-ins were used infrequently overall; however, two of Mountain Dew's seven ads featured tie-ins with video games ("Halo Reach" and "God of War"), and one of Dr Pepper's eight ads featured a tie-in with the movie, "Iron Man" (enter for a chance to win Iron Man's gadgets at DrPepper.com).

Sunkist and Sierra Mist portrayed their products as the primary focus of the ad more than did other brands. Sunkist did so in one of its ads, focusing on selling points of its new Solar Fusion product, such as taste, B vitamins, and caffeine content, "If you need a little lift." Sierra Mist focused on its new natural product, with a close-up of the beverage being poured and emphasis on the absence of anything artificial, touting it as "the natural choice." Overall, however, just 9% of regular soda ads focused on the product itself. Rather, most ads conveyed indirect product associations. For example, 65% of regular soda ads portrayed the product as cool/hip, and more than one-half portrayed the product as fun (55%). In addition, 61% of regular soda ads had some type of inspirational message. Pepsi and Coca-Cola Classic used this strategy more than other brands (93% and 67%, respectively). Pepsi presented inspirational messages in its "Pepsi Refresh" campaign. Examples of inspirational messages that appeared in Coca-Cola Classic ads include, "sponsoring uplifting moments of the Olympic games," and a depiction of the entire world eating dinner together, while the narrator pronounced, "Each family is a world....and the world is a family. The Coke side of family."

More than one-third of regular soda ads also depicted physical activity. Sunkist did so in both of its ads, which showed young people being physically active on the beach; Mountain Dew featured physical activity in 57% of ads ("Dew Tour" events), and Sprite in 50% (basketball). Just two brands never showed physical activity: 7 Up and Sierra Mist.

Regular soda ads regularly featured both genders in their ads (47%). However, Dr Pepper and 7 Up ads appeared to target males by featuring only male characters. Based on the content of the ads, Sprite and Fanta also appeared to target youth. Both brands featured young people and cool/hip themes. Sprite not only touted a partnership with the NBA's "Slam Dunk Contest," but also featured the hip-hop/R&B artist, Drake. Sprite and Fanta ads also directed the viewer to a website; Fanta invited viewers to meet the fourth Fantana at Fanta.com, and Sprite encouraged viewers to "mix your own moves" at Sprite.com or NBA.com/dunk.



Inspiring Coca-Cola Classic TV ad depicting families around the world eating together.



Inspiring TV ad depicting a teen receiving a college scholarship from Coca-Cola.

Energy drinks. This category had the second highest number of ads ($n = 40$) in the analysis, including 13 ads from Monster, ten from 5-hour Energy, and six from Red Bull. Amp and Rockstar both had four ads each, Full Throttle had two, and NOS had just one. As with regular soda ads, the majority of energy drink ads (60%) featured sponsorships. Event sponsorships appeared more often than in any other category (45% of the time). Examples of sponsored events included the Oregon State versus Oregon college football game sponsored by Amp and Red Bull's U.S. Grand Prix event. Athletic sponsorships were featured in 60% of energy drink ads, including all ads for Amp (World Extreme Cagefighting, NASCAR, and college football) and one-half of Red Bull ads (AMA pro racing, rally car jumping, Flugtag). Famous athletes also appeared in 55% of energy drink ads, including all Amp ads and 17% of Red Bull ads.

Also like regular soda ads, most energy drink ads did not portray the product as the primary focus of the ad, but communicated indirect product associations. Red Bull and Amp focused on physical activity (50% and 100% of ads, respectively), cool/hip (67% and 100%), and fun (50% and 75%). Red Bull also used animation in one-half of its ads, one of which was a spoof on "Little Red Riding Hood".

Ads for 5-hour Energy, an energy shot, used a very different strategy than did ads for the other energy drinks. For example, 5-hour Energy ads focused on unique properties of the product (80% of ads) and the physical and mental benefits it provided (60%); these attributes enabled the consumer to function in everyday life (e.g., get out of bed, exercise, pass the afternoon slump). One-half of 5-hour Energy ads also touted nutrition-related claims, such as low calories,



Red Bull's use of child-friendly animation.



Red Bull Energy Shot
now available.





5-hour Energy touted that its ingredients are found in these foods.

or the nutrients in the product that are found in foods “like avocado, broccoli, bananas, or already in you.” In contrast to other energy drink advertising, just 10% of 5-hour Energy ads featured third parties, and none used sponsorships or viewer participation.

Not surprising given the emphasis on sports, men appeared to be the main audience for two-thirds of energy drinks ads, including all ads for Amp and 50% of Red Bull and 5-hour Energy ads.

Fruit drinks. In addition to the children’s fruit drinks discussed earlier, Sunny D had two general audience ads, which were event sponsorship messages about the Sunny D “Shine All Night Tour” with Martina McBride and Trace Atkins. Five other fruit drinks had ads in our general audience analysis: seven ads for Ocean Spray, and one or two for Minute Maid, Trop50, Welch’s Essentials, and Simply Lemonade. Ads in this category were more likely to feature the product as the primary focus of the ad (57% of ads). Nutrition-related claims were found in one-half of these ads. Trop50’s one ad featured its “50% less sugar,” and Ocean Spray featured nutrition-related claims in 86% of its ads, which typically stated that the product is “good for you.” Taste was another common selling point, used in 57% in fruit drink ads. Simply Lemonade and Trop50 highlighted the taste of the product in both of their ads, and Ocean Spray did so in 86% with the taglines, “Tastes real good too” and “The taste you love.”

Humor was used in 71% of fruit drink advertisements, and 29% of ads in this category associated the product with

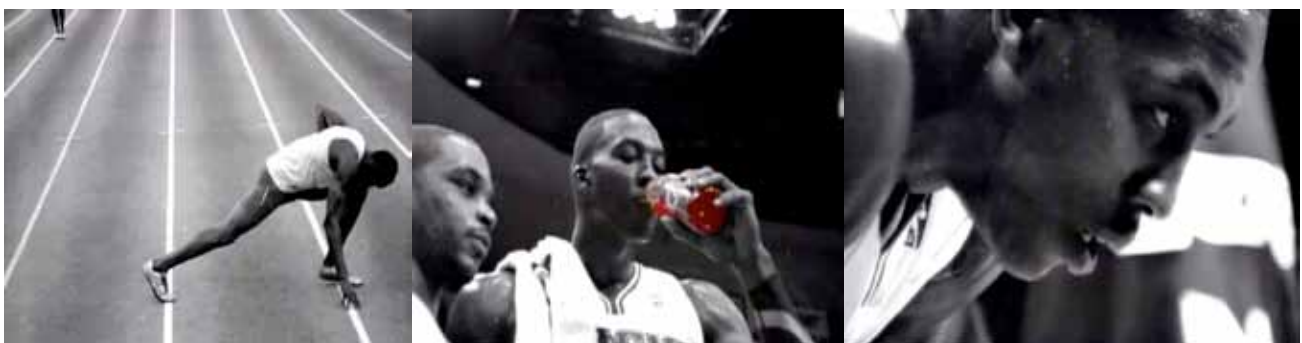
fun. Celebrities were depicted rather frequently in fruit drink advertising (29% of ads), including musicians (e.g., Martina McBride and Trace Atkins for Sunny D) and actors (e.g., Jane Krakowski for Trop50).

Sports drinks. The majority of sports drink ads (80%) were for Gatorade full-calorie products. One additional ad focused on Gatorade G2, the light version of the drink. Just one Powerade ad appeared in 2010. Advertising in this category did not portray sponsorships or viewer participation. However, celebrity athletes were present in 80% of ads.

As with regular soda and energy drink ads, indirect product associations were featured in sports drink ads. All portrayed the product as cool/hip and depicted physical activity, framing the product as something to be consumed before, during, or after engaging in often extreme activity. More than one-third (38%) of ads for full-calorie Gatorade also conveyed some type of inspirational message.

The product itself was the primary focus of just 20% of sports drink ads; however, these ads often featured nutrition-related claims (e.g., vitamins, electrolytes) and hydration messages; each of these messages appeared in 40% of ads. Also, 20% promoted physical and mental benefits of consuming the product, such as Gatorade’s claim that the product “supplies protein to initiate muscle recovery.”

As with energy drink ads, men were usually the main characters in sports drink ads (80% of ads); however, men and women were featured equally in ads for Gatorade G2, Gatorade’s light product.



Gatorade ads depicted extreme physical activity.



Vitamin Water ad with youth-oriented content.



Flavored water. Just two brands (Vitamin Water and SoBe) were represented in the flavored water category, with seven and two ads, respectively. Vitamin Water was the only flavored water brand to use sponsorships, viewer participation, or celebrity appearances. One ad promoted an event sponsorship for the premiere of “Twilight Eclipse,” a movie popular with teens; another solicited viewer participation to design a flavor and starred 50 Cent. The famous rap artist claimed he used to have to grind his vitamins until he made his own flavor of Vitamin Water, “Now I’m stankin’ rich...and I smell like the vault, man.”

Flavored water ads also promoted indirect product associations, including cool/hip in 89% and fun in 44%. Two-thirds contained humorous elements, and 57% of Vitamin Water ads contained animation. SoBe ads featured the product as the primary focus in one-half of ads, and the Vitamin Water product was the focus in two of its seven ads. Nutrition-related claims were present in 67% of flavored water ads (e.g., antioxidants, vitamins), and physical/mental benefits were highlighted in two Vitamin Water ads (e.g., “fights free-radicals”). The main selling points in SoBe ads were natural and unique.

Iced tea. Lipton and Snapple were the only brands in this category with ads during the period we examined (three and two ads, respectively). Iced tea ads did not promote sponsorships or viewer participation. Just one ad for Snapple included a celebrity: Donald Trump promoted “Celebrity Apprentice” winner’s creations.

Indirect product associations were used infrequently in this category. Just 20% depicted the product as cool/hip, and no ads used a fun message or depicted physical activity. Humor, however, was used in all ads; and animation (a talking fish) was present in all Lipton ads

The iced tea category portrayed the product as the primary focus more often than other categories. Nutrition-related and natural claims were abundant (e.g., “50% less sugar,” “healthy,” “real sugar,” “real ginger”), they appeared in 40%



Vitamin Water animated ad that appeared to promote Vitamin Water Revive as a hangover remedy.

of ads. Lipton showed its green tea products in all ads, which appeared to target women.

Content of local sponsorship messages

In addition to the sugary drink and energy drink ads that appeared on national TV, we also conducted a content analysis of sponsorship ads that appeared on local TV. The Appendix (**Table D3**) presents data for the local sponsorship content analyses. A total of 251 local sponsorship ads first appeared between October 1, 2009 and December 31, 2010. After removing duplicate ads and diet drinks we obtained 171 unique local sponsorship ads for analysis. **Table 15** lists the brands that advertised local sponsorships, as well as the types of sponsorships for each. Amp, Powerade Play, Sunny D, and Nantucket Nectars are not included in the table. These brands each had only one sponsorship ad. Amp and Powerade sponsored athletic events, and Sunny D and Nantucket Nectars sponsored musical concerts.

Regular soda made up 63% of local sponsorship ads, and energy drinks made another 30%. The remainder was split among flavored water ($n = 8$), fruit drinks ($n = 2$), and sports drinks ($n = 1$). Most local sponsorships promoted either athletic

Table 15. Sponsorship advertisements on local TV

Brand	Total # ads	Athletic events	Cause-related marketing	Concerts	Other events
Pepsi	73	3%	89%	3%	5%
Monster	33	100%	0%	0%	0%
Coca-Cola Classic	17	29%	0%	24%	47%
Mountain Dew	10	100%	0%	0%	0%
Rockstar	10	90%	0%	0%	10%
Vitamin Water	8	37%	0%	63%	0%
Dr Pepper	8	50%	0%	12%	38%
Red Bull	8	100%	0%	0%	0%

Source: TV advertising content analysis

events (44% of ads) or cause-related marketing (37%). Other event and musical concert sponsorships made up another 11% and 8%, respectively. The majority of ads for regular soda highlighted cause-related marketing (60% of ads); however, this was the only category with a mix of all sponsorship types. Local energy drink and sports drink ads featured athletic event sponsorships almost exclusively; fruit drink ads promoted musical concerts; and flavored water featured musical concerts (63% of ads) and sporting events (38%).

Regular soda. Pepsi had the most unique local sponsorship ads of any brand in our analysis, representing 43% of the total. Nearly all (89%) promoted Pepsi's cause-related marketing campaign, "Pepsi Refresh." As with its national ads, 64% of Pepsi's local "Pepsi Refresh" ads highlighted grants to support children or teens in some way. Examples include grants for Cub Scouts and Boy Scouts, new school supplies, and programs to teach children about nutrition, gardening, and childhood fitness.

Local sponsorship ads were less prevalent for other regular soda brands, including Coca-Cola Classic (10% of all sponsorship messages), Mountain Dew (6%), and Dr Pepper (5%). Approximately one-half of Coca-Cola Classic

sponsorship ads featured other events, such as state fairs and parades. The brand also sponsored a mix of athletic events (29% of ads) and musical concerts (24%). For example, Coca-Cola sponsored the "Essence" music festival, an annual festival that celebrates black music and culture and is the largest such event in the United States.⁸ Mountain Dew focused entirely on the "Dew Tour," its action sports tour. Dr Pepper promoted athletic events (50% of ads) and other events (38%), such as Renaissance festivals and "Nightfall," a haunted theme park in Arizona.

Other categories. The energy drink brand which had the most unique sponsorship messages aired locally was Monster, representing 19% of all ads in this analysis. Other brands represented were Rockstar, Red Bull, and Amp with 6%, 5%, and 1% of ads respectively. Nearly all energy drink ads were for athletic events (98%) such as AMA supercross, "Dew Tour Championship" (BMX), and "NCAA March Madness."

Even though the product was not advertised on national TV, Powerade promoted Powerade Play, its children's brand, in a local sponsorship ad. The brand sponsored the sixth annual "Camp Mello," a basketball camp for children. The ad also focused on the qualities of Powerade Play, and boasted that it



Children thanked Pepsi for the "Pepsi Refresh" grant awarded to their school. Child's picture reads, "You're my hero."

should be, “the sports drink for your young athlete” because it has more vitamins and less sugar. No other sports drink had local sponsorship ads.

Vitamin Water was the only flavored water brand with local sponsorship ads ($n = 8$). Its advertising focused on Carrie Underwood’s musical concerts (63% of ads) and the “NCAA March Madness” athletic event (37%). These ads implored, “Fans, bring Vitamin Water Revive along for the ride, through NCAA March Madness.”

Content analysis of TV advertisements overview

Ads for children’s fruit drink brands (Capri Sun, Kool-Aid, and Sunny D) were a small portion of the sample (19 of 201 ads), and appeared to target both children and parents. The child-targeted ads did not focus on the product itself, but rather were full of humor and fun, and all used the product as a prop, giving it an active role in the ads. Parent-directed ads for the same brands had very different themes, including event sponsorships and cause-related marketing. Kool-Aid and Capri Sun ads directed at parents focused on selling points of the products rather than product associations, including hydration, nutrition, and value messages.

Of the 182 general-audience ads in the analysis; ads for regular soda, energy drinks, and sports drinks accounted for 85% of the total. These three categories contained themes with high youth appeal, including sporting and other events, cause-related marketing, and opportunities for the viewer to participate in marketing campaigns. Celebrities were often depicted, and product associations that portrayed the brands as cool/hip and inspirational were prevalent. Ads for other sugary drink categories, including fruit drinks, iced tea, and flavored water, focused much more on the product itself. Local sponsorship ads repeated many of the messages and tactics seen in national advertising, but promoted specific local causes and events. Regular soda and energy drink brands, as well as Vitamin Water, regularly advertised their local sponsorships.

Product placements on TV

In addition to traditional TV commercials, a total of 2,196 beverage brand appearances occurred on prime-time TV in 2010. Sugary drinks and energy drinks predominated, accounting for 91% of beverage brand appearances; 94% of screen time for these appearances; and 286 minutes of screen time in total. Sugary drink and energy drink appearances occurred 1.4 times per episode and lasted approximately 8.6 seconds. Children (2-11 years) viewed nearly 20 brand appearances for sugary drinks and energy drinks in 2010, and 12- to 17-year-olds viewed even more: 27.4 brand appearances.

Of the 1,997 sugary drink and energy drink beverage brand appearances, the majority were for regular soda (68%) (see **Table 16**). Fruit drinks followed, accounting for 14% of appearances, trailed by energy drinks (10%) and sports drinks and flavored water (each 5% or less). The remaining beverage brand appearances ($n = 199$) were for diet drinks, mainly diet soda. Regular soda brands had not only the most brand appearances, but appearances for this category were much longer than appearances for brands in the other categories: 10.4 seconds versus 4.1 to 7.2 seconds. Total screen time for regular soda brand appearances totaled 237 minutes in 2010; in comparison, total screen time for the remaining beverage categories ranged from 6 to 22 minutes each (see **Figure 26**). Youth exposure to regular soda brand appearances was also much higher than exposure to any other beverage category. Children and teens saw 16.6 and 22.3 regular soda brand appearances in 2010, respectively, while these age groups saw fewer than 2.5 appearances for each of the remaining beverage categories.

Forty-six brands, approximately two-thirds of brands in our analysis, had brand appearances on prime-time TV in 2010. The beverage brand with the greatest presence, Coca-Cola Classic, accounted for 61% of total screen time for sugary drink and energy drink brand appearances (see **Table 17**).

Coca-Cola Classic appearances occurred 730 times in 429 unique telecasts and averaged 14.4 seconds in length (see

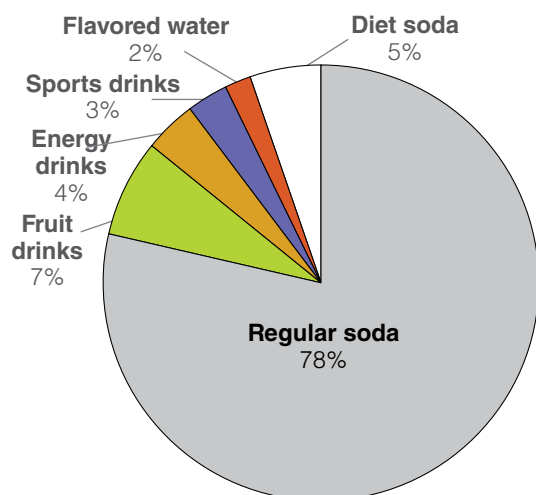
Table 16. Brand appearances on prime-time TV by beverage category in 2010

Category	Total # appearances	Avg duration per appearance (sec)	Brand appearances exposure		
			Children (2-11 years)	Teens (12-17 years)	Adults (18-49 years)
Regular soda	1,366	10.4	16.6	22.3	35.1
Fruit drink	283	4.6	0.8	1.4	2.8
Energy drink	198	4.1	0.5	0.8	1.5
Sports drink	103	5.1	0.4	0.5	1.2
Flavored water	47	7.2	1.7	2.4	3.3
Diet soda	194	5.1	0.5	1.0	1.7
Other diet drinks	5	4.6	0.1	0.1	0.2
All drinks	2,196	8.3	20.5	28.5	45.8

*Other diet drinks excludes diet energy drinks

Source: Brand appearance analysis

Figure 26. Percentage of total screen time for brand appearances by beverage category



Source: Brand appearance analysis

Ranking Table 5). Total screen time for Coca-Cola Classic appearances was 176 minutes in 2010, 6.5 times as long as the next brand, Pepsi. Pepsi's brand appearances occurred 282 times in 2010, and each occurrence averaged 5.8 seconds. Snapple and Red Bull ranked next highest overall, each with more than 10 minutes in total screen time. Red Bull had a substantially higher number of brand appearances as compared to Snapple (147 vs. 81); however, Snapple appearances were approximately twice as long as Red Bull's. Snapple accounted for one-half of the total screen time of fruit drink brand appearances and Red Bull accounted for more than three-quarters of the screen time for energy drinks. Gatorade ranked number five with 97 beverage brand appearances, constituting 96% of the screen time for sports drink appearances.

Table 17. Total screen time for appearances by brand

Brand	Category	Total screen time	
		min	% of total
Coca-Cola Classic	Regular soda	175.7	61%
Pepsi	Regular soda	27.2	10%
Snapple	Fruit drink	10.7	4%
Red Bull	Energy drink	10.2	4%
Gatorade	Sports drink	8.4	3%
7 Up	Regular soda	8.0	3%
Kool-Aid	Fruit drink	6.0	2%
Vitamin Water	Flavored water	5.7	2%
Dr Pepper	Regular soda	5.1	2%
Sunkist	Regular soda	4.8	2%
Mountain Dew	Regular soda	4.7	2%

*Includes all sugary drink and energy drink brands that contributed 2% or more of total screen time for appearances

Source: Nielsen

Kool-Aid was the only children's brand to rank in the top ten. With 117 brand appearances in 2010, Kool-Aid had more appearances than Snapple and nearly as many as Red Bull. In contrast, the four other children's brands with appearances, Hi-C, Hawaiian Punch, Sunny D, and Capri Sun, accounted for less than 1% of sugary drink and energy drink brand appearances. The only diet drink in the top ten for total screen time, Diet Coke, had 116 brand appearances. Although NOS appeared in just six telecasts in 2010, it notably averaged 3.7 appearances per telecast, more than any other beverage brand. Coke Zero also stood out as each of its brand appearances averaged 21.3 seconds in length, longer than any other beverage brand.

Despite the many beverage brands appearing in prime-time TV shows in 2010, young people saw few of these appearances, with one exception: children and teens viewed 15 and 20 Coca-Cola Classic brand appearances, respectively. Vitamin Water displayed the next highest youth exposure: children and teens each viewed approximately two appearances in 2010 for this brand. For the remaining 44 beverage brands, the average child and teen viewed one or fewer appearances in 2010.

By company, Coca-Cola ranked number one, accounting for 67% of the screen time for sugary drink and energy drink beverage appearances (see **Ranking Table 5**). Children viewed 17 appearances for Coca-Cola sugary drink and energy drink brands in 2010, and teens viewed 23. Sugary drink and energy drink products comprised 97% of all Coca-Cola appearances viewed by youth. PepsiCo and Dr Pepper Snapple Group followed with shares of screen time totaling 15% and 12%, respectively. The remaining companies each accounted for 4% or less of total screen time in 2010.

Product placements on TV overview

Two-thirds of the beverage brands included in this report appeared during prime-time TV programs in 2010, totaling 2,196 beverage brand appearances. Sugary drinks and energy drinks comprised 91% of these appearances; diet drinks, mainly diet soda, accounted for the remaining 9%. Children and teens viewed 20 and 27 appearances for sugary drink and energy drink brands, respectively. Regular soda was the most commonly appearing beverage category, dominated by one brand: Coca-Cola. Pepsi, Snapple, and Red Bull, also had substantial total screen time for brand appearances. Notably, Kool-Aid and Diet Coke were the only children's and diet drink brands ranked in the top ten for total screen time. Although several beverage brands appeared on prime-time TV, Coca-Cola Classic was the only one viewed by large numbers of young people; children and teens saw 15 and 20 Coca-Cola Classic brand appearances, respectively.



Coca-Cola appeared frequently on the TV show, “American Idol.”

Radio advertising exposure

The beverage category as a whole, including sugary drinks and energy drinks, ranked seventh in spending on local and national radio ads in 2010, behind restaurants, which were ranked third.⁹ Twenty-two of the brands in our analysis were advertised on the radio in 2010. On average, teens were exposed to 97 radio ads in 2010 for these brands, 17% more ads than heard by adults.¹⁰

Regular soda was the sugary drink category advertised most on the radio in 2010 (see **Table 18**). Nearly 50% of the radio advertisers in our analysis were regular soda brands, which comprised 64% of the radio ads heard by teens in 2010. The next-most-often advertised category was sports drinks, with three brands advertising and teens hearing ten ads per year. Teens also heard about seven radio ads each for energy drinks and fruit drinks; however, teens heard 40% more radio ads for energy drinks compared with adults. Teens also heard twice as many ads for iced tea than adults heard, although this difference was based on a small volume of ads. In other

categories, teens heard 11 to 27% more ads compared with adults, with one exception: fruit drink ads were heard equally by teens and adults.

Ranking Table 6 presents radio advertising exposure by sugary drink brand and company. Coca-Cola Classic and Dr Pepper were the two brands advertised most to 12- to 17-year-olds; both advertised nearly twice as much as the third and fourth most-advertised brands, Mountain Dew and Crush. Two brands advertised more often to teens: Monster and Mountain Dew were the only advertisers to achieve higher GRPs among 12- to 17-year-olds than both 18- to 24-year-olds and 25- to 49-year-olds.

The Radio Advertising Bureau (RAB) points to Coca-Cola as a particularly aggressive advertiser, leading the beverage category in radio ad spending in 2010;¹¹ however, the company ranked third in radio advertising exposure among 12- to 17-year-olds. On average, teens heard the most ads for Dr Pepper Snapple Group sugary drink brands (37). PepsiCo followed with 29 ads heard per teen and then Coca-Cola with 27 ads.

Table 18. Radio advertising exposure by category in 2010

Category	# of brands advertising	Ad exposure			
		Teens (12-17 years)	Young adults (18-24 years)	Adults (25-49 years)	Targeted ratio: Teens to adults
Regular soda	10	62	75	55	1.13
Sports drinks	3	10	12	9	1.14
Energy drinks	4	7	8	5	1.46
Fruit drinks	3	7	10	7	.96
Flavored water	1	5	6	4	1.27
Iced tea	1	5	7	3	1.99
Total	22	97	118	83	1.17

Source: Radio advertising analysis

Ethnic and racial targeting

Ethnic and racial targeting	Definitions
Targeted ratio: Black to white children	GRPs for black 2- to 11-year olds divided by GRPs for white 2- to 11-year olds. Provides a measure of relative exposure to TV advertising for black children compared to white children.
Targeted ratio: Black to white teens	GRPs for black 12- to 17-year-olds divided by GRPs for white 12- to 17-year-olds. Provides a measure of relative exposure to TV advertising for black teens compared to white teens.
Spanish-language TV	TV programming presented during Spanish cable and broadcast programming (e.g., Univision, Telemundo). GRPs for Spanish-language TV are calculated based on the number of Hispanic persons in Nielsen's viewer panel.
Targeted ratio: Spanish-language to other TV advertising	GRPs for Spanish-language TV divided by GRPs for national and spot market TV. Ratios were calculated for preschoolers (2-5 years), children (6-11 years), and teens (12-17 years). Provides a measure of exposure to advertising on Spanish-language TV among Hispanic viewers compared to exposure to advertising on all other TV for all viewers.
Spanish-language radio	Radio stations that air Spanish-language content. GRPs are reported based on the total radio audience, and estimated Hispanic GRPs are reported based on the Hispanic TV audience in each market.

This section documents exposure to sugary drink and energy drink advertising by black youth on English-language TV and Hispanic youth on Spanish-language TV and radio. We identified advertising that appeared to target black youth according to three measures:¹² 1) If black youth viewed relatively more ads for targeted products than their white peers viewed, after accounting for higher levels of TV viewing, the ads were identified as targeted to black youth. 2) TV ads that featured black actors or celebrities as the main characters. 3) By definition, ads that appeared on Spanish-language TV or radio were targeted to Hispanics.

Exposure to TV advertising by black youth

In 2010, black children viewed 1.1 ads for sugary drinks and energy drinks on national TV every day and black teens viewed 1.8 ads.¹³ Compared with white youth of the same age, black children saw 81% more of these ads TV in 2010, and black teens viewed 90% more (see **Table 19**).

These large differences can be partially explained by differences in amount of TV viewing between black and white youth. Black children watched 50% more minutes of TV per week as compared to white children of the same age, and black teens watched 64% more than white teens.¹⁴ However, given these differences in TV viewing times, black children and teens were exposed to higher-than-expected levels of

Table 19. Black youth exposure to TV advertising for sugary drinks, energy drinks, and other beverage categories in 2010

Category	Black children (2-11 years)		Black teens (12-17 years)	
	Ads viewed	Targeted ratio: Black to white	Ads viewed	Targeted ratio: Black to white
Sugary drink categories				
Flavored water	12	2.69	30	2.36
Energy drinks	110	2.61	229	2.06
Sports drinks	23	2.24	53	1.88
Fruit drinks	150	1.37	158	1.84
Regular soda	93	1.93	184	1.77
Iced tea	11	1.65	16	1.46
Total	399	1.81	671	1.90
Other drink categories				
Plain water	6	2.02	5	1.95
100% juice	104	1.71	87	1.68
Diet soda	33	1.62	41	1.48
Diet other	12	1.59	12	1.44
Total	155	1.69	235	1.61

Source: TV exposure analysis

Table 20. Brands with the highest black-to-white targeted ratios for TV ad exposure in 2010

Children (2-11 years)		Teens (12-17 years)	
Brand	Targeted ratio: Black to white	Brand	Targeted ratio: Black to white
Mountain Dew	2.86	Vitamin Water	2.58
Sprite	2.77	Sprite	2.55
SoBe	2.74	Sunny D	2.38
5-hour Energy	2.70	5-hour Energy	2.14
Vitamin Water	2.68	Mountain Dew	2.11
Red Bull	2.52	Gatorade	1.91
Fanta	2.44	7 Up	1.89
Gatorade	2.32	SoBe	1.86
7 Up	2.31	Red Bull	1.83
Sunkist	2.10	Gatorade G2	1.78
Gatorade G2	2.06	Capri Sun	1.78

Source: Nielsen

sugary drink and energy drink ads overall. Black youth in both age groups viewed more than twice the number of ads for energy drinks and flavored water compared with white youth; black children also viewed twice as many sports drink and plain water ads, compared with their white peers.

After accounting for viewing time differences, iced tea was the only sugary drink category for which black children and teens did not see more ads than expected; black children viewed 65% more ads than did white children, and black teens viewed 46% more than white teens. These differences were comparable to differences in TV viewing times for black and white youth. In addition, black children saw just 37% more fruit drink ads than did white children. For categories of beverages that do not contain added sugar, black youth viewed 50 to 70% more ads for 100% juice and diet drinks than did white youth, also comparable to differences in TV viewing times. Of note, black children and teens viewed approximately twice as many plain water ads compared with white youth, although they saw fewer than ten of these ads per year.

Comparisons by brand and company. **Ranking Table 7** presents exposure to TV ads in 2010 by brand and company for black children and teens, including black-to-white targeted ratios. **Table 20** presents the brands with the highest targeted ratios for children and teens. The most-often viewed brand on TV for both black children and teens was 5-hour Energy; it contributed 24% and 30% of total TV ad exposure for black youth. Black youth also saw more than twice as many ads for 5-hour Energy than did their white counterparts. The three fruit drinks (Capri Sun, Kool-Aid, and Sunny D) ranked numbers two through four in exposure by brand for black children, and numbers three through five for black teens. Black teens, but not black children, also viewed more than twice as many Sunny D ads compared with their white peers. However, Capri Sun and Kool-Aid had lower-than-expected black-to-white targeted

ratios for children (1.2 and 1.3, respectively). The Appendix (**Table C.3**) presents 2008 through 2010 GRP data by company and category for blacks and whites by age group.

Sprite and Mountain Dew had black-to-white targeted ratios above 2.0 for teens; and black children viewed almost three times as many ads for these products compared with white children. Three additional regular soda brands had black-to-white targeted ratios of 2.0 or above for children, including 7 Up, Sunkist, and Fanta. Vitamin Water had the highest targeted ratio for teens; and these ads were viewed 2.5 times more often by both black children and teens than by white youth.

Although exposure to SoBe ads was low, black children saw almost three times as many of these ads compared with their white counterparts. They also saw 2.5 times as many ads for Red Bull than did white children of the same age. Gatorade and Gatorade G2 had black-to-white targeted ratios above 2.0 for children, and Gatorade approached 2.0 for black-to-white exposure among teens.

Advertising viewed by black children and teens also increased for most brands from 2008 to 2010. The three brands with the highest increases were regular sodas: Coca-Cola Classic, Sprite, and Sunkist. Black children and teens viewed 149 to 436% more ads for these three products in 2010 compared with 2008. Advertising exposure also more than doubled for 7 Up and 5-hour Energy. For some products, ad exposure for black teens increased at a greater rate than the increase in exposure by white teens. For example, exposure to Coca-Cola Classic and 7 Up ads by black teens increased by 436% and 171%, respectively, but increased less for white teens: 162% for Coca-Cola Classic and 33% for 7 Up. In addition, Vitamin Water ads went up by 41% for black teens, but declined by 22% for white teens.

At the company level, black children and teens saw approximately twice as many ads for PepsiCo, Dr Pepper Snapple Group, and Coca-Cola sugary drinks compared with white children and teens. However, PepsiCo advertising seen by black youth decreased by approximately 20% from 2008 to 2010. In contrast, the number of Coca-Cola sugary drink ads viewed by black teens increased by 207%, and ads viewed by black children increased by 162%. Similarly, Dr Pepper Snapple Group advertising viewed by black teens and children increased by 93% and 135%, respectively.

TV ad content analysis. Three of the brands that disproportionately advertised to black youth also appeared to target blacks in the content of their TV ads. Four of Sprite's six national ads featured black main characters. These ads were set in urban areas and showed the main characters rapping about the NBA "Slam Dunk" contest. About 38% of ads for Gatorade's full-calorie product featured black celebrity athletes. In addition, Vitamin Water used 50 Cent, the popular black rap artist, in one of its seven ads.

Spanish-language TV advertising exposure

In 2010, the average Hispanic preschooler, child, and teens viewed 49, 35, and 43 sugary drink and energy drink ads, respectively, on Spanish-language TV (see **Ranking Table 8**). These ads were in addition to ads they viewed on English-language TV. On average, Hispanic children and preschoolers in Spanish-language dominant households watched one hour of Spanish-language TV for every two hours of English-language cable and broadcast TV viewed in 2009.¹⁵

Just eight sugary drink and energy drink brands advertised on Spanish-language TV in 2010: Coca-Cola Classic, 5-hour Energy, Kool-Aid, 7 Up, Sunny D, Red Bull, Powerade, and Fanta. At the company level, PepsiCo, Ocean Spray, Unilever, and Welch Foods Inc. did not advertise any of their brands on Spanish-language TV. The Appendix (**Table C.4**) presents 2008 through 2010 GRP data for Spanish-language TV by age group, company, and category.

Although Spanish-language TV advertising was low overall, Hispanic preschoolers were exposed to disproportionately high numbers of ads for some brands. For example, they viewed 79% more ads for Coca-Cola Classic just on Spanish-language TV than the average preschooler viewed on English-language TV. Similarly, they viewed 54% more ads for Powerade. Of note, the plain water category had a higher-than-expected targeted ratio: Hispanic preschoolers saw eight ads for plain water in 2010, 83% more on Spanish-language TV than the average preschooler viewed on English-language TV.

The volume of advertising for sugary drink categories on Spanish-language TV increased from 2008 to 2010. Overall, Hispanic preschoolers, children, and teens saw 33%, 49%, and 99% more ads on Spanish-language TV, respectively, in 2010 compared with 2008. Five of the eight brands advertised in 2010 were not present on Spanish-language TV in 2008, including 5-hour Energy, Kool-Aid, 7 Up, Powerade, and Fanta. Advertising for Coca-Cola Classic remained fairly stable during that period; however, at the company level, youth exposure to all Coca-Cola sugary drink ads on Spanish-language TV increased by 16 to 21%. Two brands decreased their advertising on Spanish-language TV across all youth age groups: Red Bull and Sunny D.

Spanish-language TV content analysis

The eight sugary drink and energy drink brands advertised on Spanish-language TV produced 26 unique ads for the Spanish-language content analysis. We found few differences in the messages used in Spanish-language compared with English-language ads. Many brands, including 5-hour Energy, Kool-Aid, and Sunny D, created nearly identical ads in Spanish, or simply translated their English-language ads into Spanish with new narration or subtitles. One noticeable overall difference was the emphasis on soccer (fútbol) in Spanish-language ads. Fútbol was the only sport featured in Spanish-language ads, and it appeared in more than one-third of them.

National advertising by brand. Kool-Aid Fun Fizz was the only brand with child-directed advertising on Spanish-language TV. This ad was the same style as the Kool-Aid Fun Fizz ads on English-language TV. Kool-Aid was also the only brand to target parents, with one ad that translated its English-language ad comparing the value of Kool-Aid's regular powder mix to soda.

Coca-Cola Classic had the most ads on Spanish-language TV ($n = 9$). Two ads were unique to Spanish-language TV. In one, a group of women bonded in several scenes while drinking Coca-Cola Classic. In another, a boy was shown studying and yawning in the kitchen. When his mother returned home, she showed her love by rewarding him with Coca-Cola Classic. In addition, 44% of Coca-Cola Classic ads featured an athletic sponsorship with FIFA in connection with the "World Cup."

Fanta and 7 Up each had one ad in the Spanish-language analysis. Fanta used animation that appeared to appeal to a young audience. The 7 Up ad featured the popular Latina singer, Denise Stefanie, who recorded the song and starred in the video represented in this ad. The concept of the ad was part of 7 Up's Hispanic marketing campaign, "Sevenisima," which promoted the brand as "natural, fun, and fresh."¹⁶

In the energy drink category, Red Bull and 5-hour Energy used translated versions of their English-language ads, with two exceptions: Red Bull had one Spanish-language ad that focused on soccer, using the same animated style as its English-language animated ads, and one 5-hour Energy ad



Spanish-language ad in which a mother gives a Coca-Cola Classic to her worn-out son who is studying.



Animated Spanish-language ad for Fanta.



had a similar format to its English-language ads, but featured Hispanic actors.

Among sports drink brands, Powerade appeared to focus more on the Spanish-language market. The brand had three Spanish-language ads, compared with just one ad in English. The Spanish ads featured the brand's connection with FIFA and soccer; one boasted that Powerade was selected to hydrate FIFA players. Gatorade's two Spanish-language ads were similar to its sports-focused English-language ads, but again only depicted soccer. In addition, Gatorade only advertised its full-calorie products on Spanish-language TV.

Local Spanish-language sponsorship ads. All brands with English-language local sponsorship ads also had Spanish-language sponsorship ads, with the exception of Mountain Dew, Vitamin Water, Amp, and Nantucket Nectars. In addition, 7 Up had one local Spanish-language ad, but none in the local English-language analysis. The Appendix (**Table D3**) presents data for the local sponsorship content analyses.

As with the national ads, few differences were found between local Spanish- and English-language sponsorship ads; however, some brands did sponsor Latino events. Powerade promoted soccer and its relationship with FIFA athletes, 7 Up paired with the Latin Grammys, and Coca-Cola Classic sponsored a concert featuring a Latino musician, Emmanuel Acha, and his son.

A few brands did not advertise on national Spanish-language networks, but did sponsor local Latino events. For example, Dr Pepper supported the Dallas Cup (soccer); and Ocean Spray sponsored the "Coronación Señorita Jalisco" beauty pageant. Pepsi also advertised winners of its Pepsi Refresh campaign

on local Spanish-language TV. Two of these ads differed from its English-language sponsorship ads. They were produced in an interview style, and a grant recipient discussed his or her award and how it helped the community. One of these ads aired on the show "Despierta Miami" (Wake up Miami), and the host of that show interviewed a grant recipient.

Spanish-language radio advertising exposure

Ranking Table 8 also presents advertising exposure on Spanish-language radio stations by brand and company.¹⁷ Data were only available for teens and adults through Nielsen. On Spanish-language radio, 15 of the sugary drink brands in our analysis advertised in 2010; on average, U.S. teens were exposed to 30 Spanish-language radio ads in 2010 for these brands. Hispanic teens heard an estimated 76 sugary drink ads on Spanish-language radio.¹⁸

As reported for all radio, regular soda was the most-frequently advertised category of sugary drinks (see **Table 21**). Regular soda brands accounted for 7 of the 15 brands in our analysis that advertised on the radio and 61% of the ads heard by teens. The next-most advertised type of sugary drink was sports drinks, with two brands (Powerade and Gatorade) advertising and teens hearing ten ads per year. Energy drinks followed with two brands (Amp and Venom) advertising and another nine ads per year. Unlike sugary drink ads on all radio, teens heard significantly fewer ads on Spanish-language radio for most categories compared with adults. However, teens heard 22% more ads for energy drinks and 2.7 times the number of ads for the one flavored water brand advertised on Spanish-language radio (SoBe Lifewater).

Table 21. Advertising exposure on Spanish-language radio by category in 2010

Category	# of brands advertising	All teens (12-17 years)	Ad exposure		Targeted ratio:
			Hispanic teens (12-17 years)*	Hispanic adults (25-49 years)*	Hispanic teens to adults
Regular soda	7	9	46	117	.39
Sports drinks	2	2	10	23	.41
Energy drinks	2	2	9	8	1.22
Flavored water	1	1	8	3	2.86
Fruit drinks	3	1	3	12	.26
Total	15	14	76	163	.47

*Estimates based on Nielsen UEs for Hispanic and non-Hispanic TV viewers

Source: Spanish-language radio advertising analysis

As found in advertising on all radio, Coca-Cola Classic was the most often advertised brand to teens; the average teen heard 2.5 times as many ads for this one brand compared with Gatorade, the next most advertised brand. Also as found in all radio advertising, Mountain Dew appeared to target teens with their ads, although it was more evident on Spanish-language radio. Teens heard 42% more ads for Mountain Dew on Spanish-language radio in 2010 than did young adults, compared with a difference of just 9% on all radio. Amp and SoBe Lifewater also had higher GRPs among 12- to 17-year-olds compared with young adults and adults. In addition, Hispanic teens heard an estimated nine ads for Jarritos and four ads for Sangria Senorial, two Spanish brands of regular soda that were not included in our analysis. Three of the top-five brands advertised on Spanish-language TV did not advertise on Spanish-language radio: 5-hour Energy, Kool-Aid, and Sunny D.

As shown in **Ranking Table 8**, PepsiCo advertised its sugary drinks on Spanish-language radio more often than any other company; on average, Hispanic teens heard an estimated 32 radio ads for PepsiCo products on Spanish-language radio. This finding contrasts with advertising on Spanish-language TV, where PepsiCo did not advertise its sugary drink products at all. Coca-Cola and Dr Pepper Snapple Group followed with an estimated 23 and 22 ads heard by Hispanic teens. These three companies represented 98% of Spanish-language radio advertising by brands in our analysis.

Ethnic and racial targeting overview

Black children and teens were exposed to 80 to 90% more TV ads for sugary drinks and energy drinks in 2010 compared with their white peers. This difference is partially explained by their greater TV viewing times; however, some brands appeared to target black youth specifically with their media buys and/or ad content. For example, black teens and children viewed 2.5 to 3 times as many ads for Sprite as compared with white youth, and four of six Sprite ads featured black main characters.

Black youth also viewed more than 2.5 times as many ads for Vitamin Water, which featured the rapper, 50 Cent, in one of its ads. At the company level, black teens viewed more than twice as many sugary drink ads for Coca-Cola, and black children viewed more than twice as many PepsiCo sugary drink ads, compared with white youth. In addition, a few brands (Coca-Cola Classic, 7 Up, and Vitamin Water) showed much higher increases in the number of ads viewed by black teens from 2008 to 2010 compared with changes in exposure by white teens.

Most sugary drink and energy drink brands did not have a significant presence on Spanish-language TV or radio. Just 8 of the 32 brands in our analysis with advertising in 2010 advertised on national Spanish-language TV, and 15 advertised on local Spanish-language radio. One brand, Coca-Cola Classic, accounted for approximately one-third of young people's exposure to advertising in these media. Kool-Aid was the only beverage brand to advertise directly to children or parents on Spanish-language TV, although one Coca-Cola ad depicted a parent serving the product to her child. Several soda and energy drink brands had youthful themes in their advertising, including one-third of Spanish-language TV ads which featured futbol. In addition, seven soda and energy drink brands sponsored local Latino events or causes that were promoted on local Spanish-language TV, including the "Pepsi Refresh" campaign.

Most Spanish-language ads were viewed or heard more often by Hispanic adults than by young people with a few exceptions: teens heard six times as many Mountain Dew ads and three times as many SoBe Lifewater and Amp ads on Spanish-language radio compared with adults. Compared with non-Hispanic preschoolers, Hispanic preschoolers saw disproportionately more Spanish-language ads for Coca-Cola Classic and Powerade. This youngest age group viewed more ads on Spanish-language TV than did children or teens. In addition, young people viewed 33 to 99% more ads for sugary drink categories on Spanish-language TV in 2010 than in 2008.

Internet and other digital media

We examined four types of digital marketing for sugary drink and energy drink brands: company-sponsored websites, banner advertising on third-party websites, social media

marketing, and mobile marketing. We evaluated these forms of marketing for youth-oriented content and measured child and adolescent exposure when data were available.

Company websites

Website exposure	Definitions
Average unique visitors per month	Average number of unique individuals who visited the website each month. Data are reported for the following demographic groups: 2-11 years, 12-17 years, 18-24 years, and blacks 18-24 years.
Average visits per month ¹⁹	Average number of times each unique visitor (in each demographic group) visited the website each month.
Average pages per month ²⁰	Average number of pages viewed each month per visitor (in each demographic group) to the website.
Average time spent per visit ²¹	Average number of minutes each visitor (in each demographic group) spent on the website each time she or he visited.
Composition index by age ²²	The percentage of children (2-11 years) and teens (12-17 years) who visited the website compared to the percentage of all visitors. A composition index greater than 100 indicates that children or teens were more likely to visit the website compared with all visitors.
Composition index for black youth	The percentage of blacks (18-24 years) who visited the website as compared to all youth (12-17 years). A composition index greater than 100 indicates that a site is visited disproportionately more often by black youth.

We identified 44 websites sponsored by the 14 companies in our analysis. Twelve websites represented the company or a company-sponsored promotion; the remaining websites promoted specific brands, including eight regular soda brands, six energy drink brands, five regular and diet soda brands combined, five fruit drink brands, and one flavored water brand. In addition, five websites promoted a brand that offered products in more than one category (e.g., Snapple.com included iced teas and fruit drinks).

In this section, we first quantify youth exposure to all company websites. We then describe the content of beverage websites visited most often by children and adolescents and evaluate these sites' use of features that are likely to appeal to a youth audience.

Exposure to company websites

The ten websites with the highest average monthly exposure among young people (2-17 years) were mostly for soda brands (see **Ranking Table 9**). Coca-Cola had the most websites ($n = 14$) and the most popular website: MyCokeRewards.com had more than 170,000 unique young visitors each month. Young people visited an average of 1.7 times per month, spent 5.4 minutes per visit, and visited 16 pages each time. Two additional Coca-Cola sites also ranked in the top ten for number of visits by young people. Kraft Foods had two websites with exposure data, and both were visited frequently by youth. The Capri Sun website, including both its sections for parents and children, ranked second in viewership by young

people. PepsiCo had 13 websites, and its RefreshEverything.com website, which promoted the "Pepsi Refresh" cause-related marketing campaign, ranked third in popularity among young people. Websites for PepsiCo's Mountain Dew, SoBe, and Gatorade brands were also included among the ten sites visited most often by 2- to 17-year olds. Dr Pepper Snapple Group ranked third in number of websites ($n = 5$). However, only DrPepper.com ranked in the top twenty for number of youth visits.

Websites that were visited disproportionately more often by 2- to 11-year olds belonged primarily to fruit drink brands, including Kraft Foods' Capri Sun and Kool-Aid sites and OceanSpray.com (see **Table 22**). Children were almost three times more likely to visit Capri Sun's website compared with adults. OceanSpray.com also had a high youth composition index, however, this exposure was driven mostly by one month during the third quarter of 2010, which had an unusually high number of child visitors. DEWmocracy.com, the site for Mountain Dew's campaign to select the next Mountain Dew product, was also visited disproportionately more often by children.

Teens frequently visited Kraft Foods' Capri Sun and Kool-Aid websites (see **Table 23**). Teens also visited energy drink websites disproportionately more often. Of the eight brands in our analysis that offered only energy drinks, five had websites that were visited more or just as often by teens than by all visitors. For example, teens were almost 2.5 times more likely to visit MonsterEnergy.com, and they visited Rockstar69.

Table 22. Websites with high child composition indices in 2010

Company	Website	Child visitors (2-11 years)		
		Average unique visitors per month (000)	Total time spent per month (min)	Child composition index
Ocean Spray	OceanSpray.com	30.4	3.0	318.1
Kraft Foods	KraftBrands.com/CapriSun	35.1	1.1	284.5
Kraft Foods	KraftBrands.com/KoolAid	7.5	0.1	154.5
Dr Pepper Snapple Group	Snapple.com	5.6	3.5	132.9
PepsiCo	DEWmocracy.com	16.8	3.0	125.2
Dr Pepper Snapple Group	7Up.com	2.0	1.8	98.1
PepsiCo	SoBe.com	22.3	2.0	83.5

Source: comScore Media Metrix Key Measures Report (January-December 2010)

Table 23. Websites with high teen composition indices in 2010

Company	Website	Teen visitors (12-17 years)		
		Average unique visitors per month (000)	Total time spent per month (min)	Teen composition index
Kraft Foods	KraftBrands.com/CapriSun	34.5	1.0	250.3
Hansen Beverage Company	MonsterEnergy.com	23.3	4.2	247.2
Coca-Cola	Fanta.com	11.1	3.0	194.4
Kraft Foods	KraftBrands.com/KoolAid	9.5	0.1	175.2
Rockstar	Rockstar69.com	5.1	4.4	170.4
Coca-Cola	Coca-ColaScholars.org	8.1	6.6	170.1
Coca-Cola	MyCoke.com	28.4	2.0	164.2
Coca-Cola	SpriteStepOff.com	3.2	5.8	158.2
PepsiCo	GreenLabelSound.com	4.1	2.5	154.5
Coca-Cola	Sprite.com	9.3	1.1	132.0
PepsiCo	DEWmocracy.com	19.6	3.2	131.2
PepsiCo	GreenLabelArt.com	11.7	4.4	118.1
Red Bull	RedBull.com	11.8	1.6	113.5
Coca-Cola	DrinkNOS.com	1.7	0.9	109.2
Innovation Ventures	5hourEnergy.com	13.2	1.6	100.7
PepsiCo	MountainDew.com	10.7	1.8	99.0
Dr Pepper Snapple Group	Snapple.com	4.4	3.5	94.0
PepsiCo	Gatorade.com	20.0	1.5	91.4
Coca-Cola	Coca-Cola.com	32.6	1.5	86.9
Dr Pepper Snapple Group	DrPepper.com	38.2	5.9	81.3

Source: comScore Media Metrix Key Measures Report (January-December 2010)

com 1.7 times more often. RedBull.com, DrinkNOS.com, and 5hourEnergy.com also had teen composition indices of 100 or higher. Websites for regular sodas brands, CocaColaScholars.com, and promotions that encouraged viewer participation (i.e.,

SpriteStepOff.com, GreenLabelSound.com, DEWmocracy.com, and GreenLabelArt.com) also had teen composition indices of 118 or higher.

Website content analysis

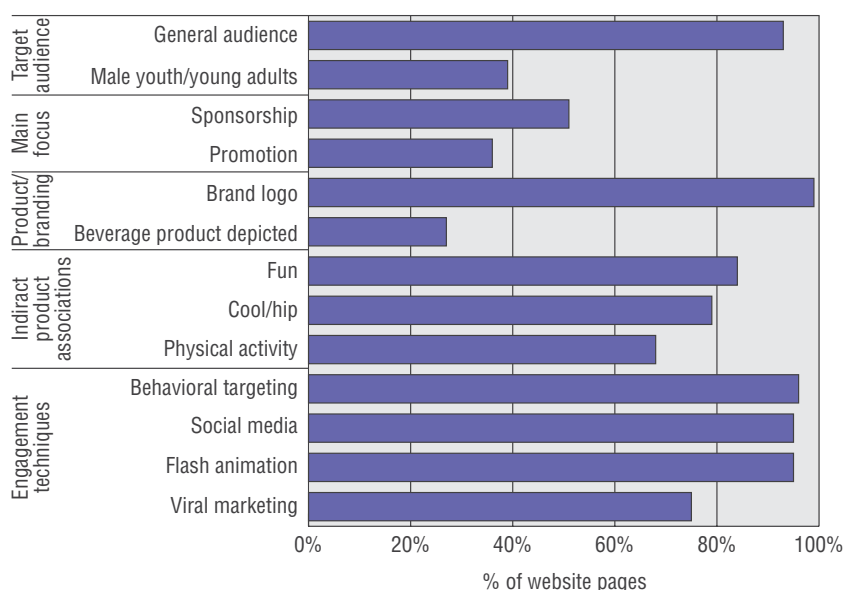
Website content analyses	Definitions
General audience content	Content that could appeal to all ages, including children, teens, and adults, and not just one individual group (e.g., parents, Hispanics).
Child-targeted website	Website that includes features designed to appeal to children, including colorful images, Flash animation, and games and children's videos, or has messages directly speaking to kids.
Parent-targeted website	Website with a majority of pages containing messages about families or addressing parents with information about children (e.g., "good for your kids," "a taste your child will love").
Black targeting	Includes the presence of popular black celebrities or the portrayal of black actors more often than actors of other races.
Hispanic targeting	Includes any writing or messages in Spanish, popular Hispanic celebrities, or other Latino cultural references.
Athlete targeting	Includes messages directed to athletes, such as how a product will improve their performance.
Male youth targeting	Includes the presence of celebrities appealing to teenage or young adult males, appeals to athleticism or rule-breaking, and sexual appeals.
Branding only	Messages that promote the brand as a whole and not a specific product. Branding-only pages could display a beverage, but not specify the variety, or display it peripherally on the page (e.g., on the corner or to the side).
Viral marketing	Any technique by which a visitor is encouraged to further distribute a message. Examples include "tell-a-friend" and options to "share" content.
Behavioral targeting	Any technique in which information is collected about the visitor or friends of the visitor (e.g., registration processes, sweepstakes, text messaging opt-ins, other requests for visitor information).
Engagement techniques	Interactive features integrated on the website to engage users (e.g., Flash animation, games, videos, music, viral marketing).

We analyzed the messages and engagement techniques used on 24 company websites visited most often by children and adolescents. These websites included 11 soda websites, 4 energy drink sites, and 9 websites that promoted predominantly fruit drinks, sports drinks, iced tea, and/

or flavored water. Four of the websites promoted children's brands. A total of 6,015 website pages were analyzed.

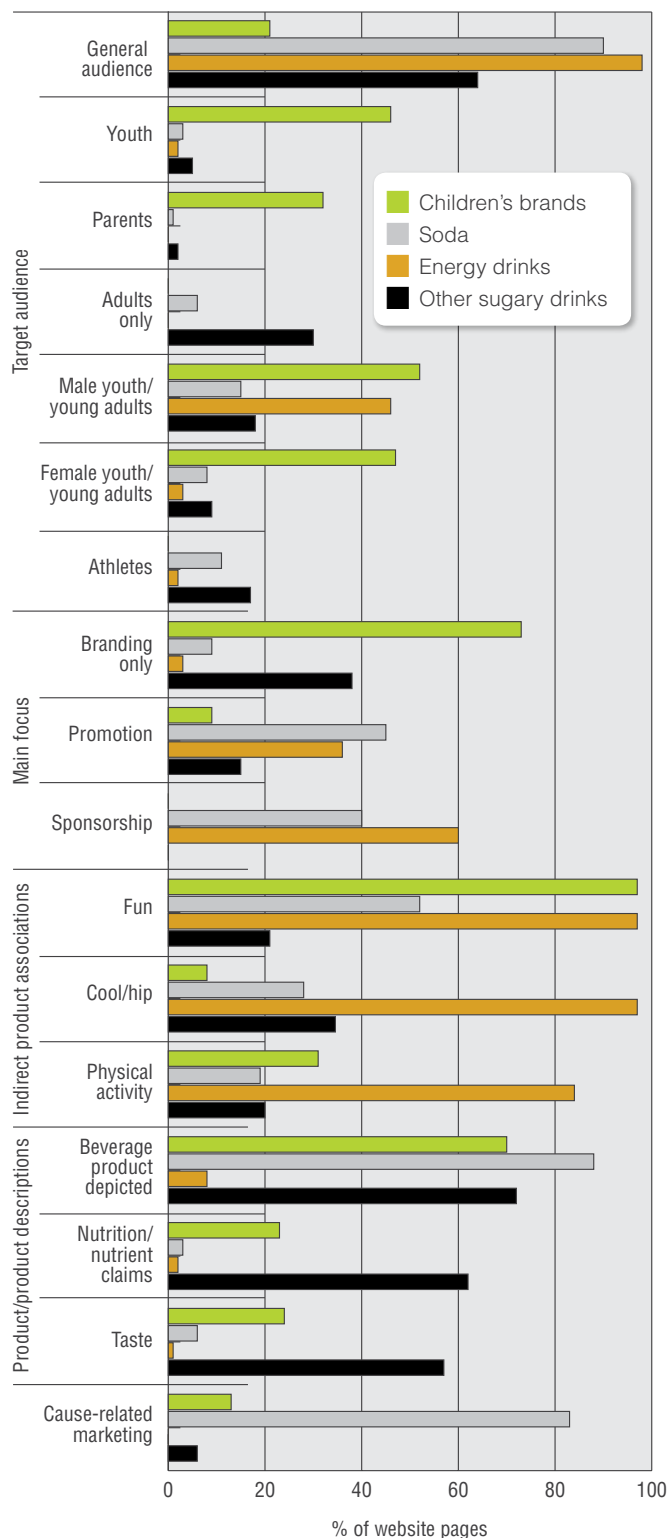
Nearly all (93%) sugary drink and energy drink website pages contained content with appeal for youth and adults.

Figure 27. Common attributes of sugary drink and energy drink websites



*Source: Website content analysis (May 2011)

Figure 28. Common attributes of sugary drink websites by beverage category



*Percentage of website pages calculated for each beverage category respectively

Source: Website content analysis (May 2011)

In contrast, just 3% of pages appeared to target adults only, and 1% appealed to parents. **Figure 27** highlights the most common attributes of sugary drink and energy drink website pages. Appendix E presents features of the sites in greater detail.

While branding appeared on nearly 100% of pages, specific beverage products were depicted on approximately one-third. Direct selling points about products on the websites did not appear often, and nutrition information was presented rarely. Instead, products were advertised most commonly in conjunction with promotions and sponsorships; these were the main focus of 36% and 51% of sugary drink and energy drink website pages, respectively. Sports sponsorships appeared on 35% of pages, promotions featuring celebrities on 26% of pages, and special or limited-time offers or giveaways appeared on 22% of pages. Indirect product associations were also commonly used: fun and cool/hip messages each appeared on approximately 80% of pages. Physical activity messages also appeared on 68% of pages.

A prominent feature of sugary drink and energy drink websites was the use of engagement techniques. Behavioral targeting appeared on 96% of pages; Flash animation, social media, and viral marketing were also commonly-used forms of engagement. Although all pages of company websites are a form of advertising, 92% failed to provide ad breaks or ad warnings to visitors. In addition, banner advertising for other companies appeared on 7% of sugary drink website pages.

Figure 28 compares common attributes of sugary drink websites by beverage category.

Children's products. We analyzed the websites offered by three children's fruit drink brands, including both parent and child sections of Capri Sun's website and Kool-Aid and Sunny D websites (see **Table 24**). The Capri Sun and Kool-Aid sites were part of Kraft Foods' larger company website.

The one exclusively child-targeted site for Capri Sun contained youth-oriented content on all of its 41 pages. This site was designed to immerse children with branding and beverage products in a fun and engaging way. Branding-only messages were the main focus of 98% of pages on Capri Sun's children's website, compared with 7% of pages across all sugary drink and energy drink websites; spokes-characters and brand slogans appeared on every page, and branded items often appeared in games. More than three-quarters of pages displayed specific beverage products, averaging seven branded products per page (across all websites, branded products only averaged 1.6 per page). Beverages also appeared as props on nearly one-half of pages. Notably, on this site, beverages were most commonly portrayed in small, individual-sized packaging (76%). Capri Sun's children's website rarely alluded to products' selling points and instead emphasized fun, humor, and the negative portrayal of adults. Children were encouraged to interact with the site through a multitude of engagement techniques; Flash animation, page customization, viral marketing, and music appeared on every page. Nearly one-third of pages contained behavioral

Table 24. Websites promoting children's brands ranked by level of engagement

Rank	Website (Company; # pages)	Description
1	KraftBrands.com/CapriSun (kids) (Kraft Foods; 41 pages)	KraftBrands.com/CapriSun (kids) stood out as the only sugary drink site designed to appeal exclusively to children. The site was heavily branded with Capri Sun logos and product packaging, and promoted "Disrespectoid" characters who had "disrespected" the pouch in various ways (e.g., by hitting it with a whiffle ball bat or trading it away to a friend for water balloons). Each character was punished according to his or her act of disrespect (e.g., by being turned into a bobblehead or a balloon). The site's content was visually rich and interactive, including avatars of the 11 "Disrespectoid" characters; advergames based on the characters; a series of ten cartoon Disrespectoid "webisodes;" and a viral "warn-a-friend" feature that children could use to email the site to their friends. The "warn-a-friend" email system promised new games, cartoons, and characters to encourage children to return. Children could watch and rate cartoons, earn "achievement" points by playing games, and win \$2,000 in sports tickets by participating in a choose-your-own-ending contest.
2	KraftBrands.com/KoolAid (Kraft Foods; 6 pages)	This small site primarily featured humorous TV commercials that depicted Kool-Aid as better than soda using the brand's spokes-character, Kool-Aid Man. It marketed the product as more affordable, less sugary, and more fun for kids than soda. It included an additional Spanish-language version of the website with nearly identical content that targeted Hispanic families.
3	SunnyD.com (Sunny Delight Beverages; 37 pages)	SunnyD.com marketed the brand as a fun drink for active, healthy kids. Using bright colors and sun imagery, the brand aligned itself with summer, fun, and the outdoors. For example, one promotional video claimed that Sunny D "captures the vitality of the sun." Most messages appeared to appeal to parents, such as the promise that Sunny D is "found wherever you hear the unmistakable sound of exuberant kids." The site featured several promotions, including music and product giveaways, as well as sweepstakes for larger items, such as cars and game systems.
4	KraftBrands.com/CapriSun (parents) (Kraft Foods; 12 pages)	The Capri Sun website for parents included a series of "momsense" videos depicting interviews with "real mothers" and how they dealt with grumpy kids and other parenting issues. The site promoted the product as a healthy option for kids, telling parents that Capri Sun was a "fun way to drink more water." The site also cross-promoted the KFC Kids Meal, which included a "fun food and wholesome drink" of KFC Chicken and Capri Sun Roarin' Waters. The site also featured Capri Sun's rewards program, the Pouch Brigade. The program encouraged children to save product packages and send them to Capri Sun's partner, Terra Cycle, who would return them in the form of children's accessories, such as backpacks and pencil bags.

*Source: Website content analysis (May 2011)

targeting. Notably, physical activity messages appeared on 46% of pages and ad breaks appeared on all pages.

The other three websites promoting children's brands: Capri Sun's parent site and Kool-Aid and Sunny D websites, focused

on branding only, as well as the portrayal of specific beverage products. The main focus of 42% of the pages of Capri Sun's parent website and 68% of SunnyD.com pages was branding only; the main focus of 67% of the pages of Kool-Aid's site



Capri Sun's child-targeted site was highly interactive, with its beverage pouch often integrated into games and activities.

Table 25. Soda websites for products and company-sponsored promotions ranked by level of engagement

Rank	Website (Company; # pages)	Description
1	MyCokeRewards.com (Coca-Cola; 424 pages)	This site stood out among the soft drink websites because every page featured an incentive to purchase the product. Most of the site promoted the rewards that consumers could earn from purchasing Coca-Cola products. To redeem points and earn rewards, users were required to register to the site and provide personal information. The rewards users could earn were always branded, including a variety of Coca-Cola-themed paraphernalia. Many rewards were also from Coca-Cola partners, and were often youth-oriented, such as Disney cruise vacations and the chance to train with a major league baseball player. Each page included both a thumbnail image of the Coca-Cola product portfolio, as well as sponsors' products that could be earned as rewards. For instance, a variety of youth-oriented companies appeared on almost every page, such as AMC Theaters, Nike, Blockbuster, and Six Flags theme parks. Moreover, the rewards pages averaged five banner ads, nearly filling the page with branding and promotional content. The majority of pages had ten or more engagement techniques. These included opportunities to receive "My Coke Rewards" updates on a mobile phone and the ability to share content with friends using social media—both of which required users to enter additional personal information. Finally, the site targeted Hispanic consumers with a "Telenovela club" and targeted rewards, such as a subscription to <i>Siempre Mujer</i> magazine.
2	RefreshEverything.com (PepsiCo; 417 pages)	RefreshEverything.com was PepsiCo's website for its "Pepsi Refresh" campaign. The site featured opportunities to vote, links to Facebook and other social media, and a blog. The site was integrated with incentives for purchasing the product. For example, users were encouraged to buy PepsiCo products in the hope of receiving a special "Power Vote" code under the bottle cap, which could be used for an additional 100 votes for the user's favorite project. In order to vote, users had to register for the site. The site also urged users to share their favorite projects with their friends and social networks, which required further personal data entry. Many of the pages for funded "Pepsi Refresh" projects also included videos, photos, and other interactive media. The site was heavily branded. Pages averaged four instances of company branding, including at least one picture of a PepsiCo product (Pepsi appeared on most pages), the PepsiCo logo, and links to other PepsiCo sites.
3	DrPepper.com (Dr Pepper Snapple Group; 41 pages)	This site encouraged users to purchase products emphasizing that, "Every bottle or cup wins: exclusive in game content in every bottle." After users found codes on products, they were required to sign-up and log in to the site to enter the codes and claim a variety of youth-directed EA games prizes, like "Pet Society" and the "Sims." The site also had some engaging games branded with Dr Pepper products and logos. Another engaging part of the site targeted Hispanics through Spanish-language customization options on every page. This included a dedicated Spanish-only page that featured Hispanic rapper Pitbull, his Dr Pepper TV commercials, audio of his hit "Vida 23," and a survey that asked users where they would like to see Pitbull perform next. In addition, the site presented Flickr photos of Hispanic children with Dr Pepper beverages.
4	DEWmocracy.com (PepsiCo; 34 pages)	This website for Mountain Dew promoted its "DEWmocracy" viewer participation campaign to select the next Mountain Dew flavor. The site informed consumers that their "collective intelligence" was leading the company. The DEWmocracy site was highly engaging: it included user-generated content advertising the DEWmocracy campaign, and blogs, photos, and videos following the DEWmocracy Street Teams as they drummed up publicity on the "campaign trail."
5	MyCoke.com (Coca-Cola; 30 pages)	MyCoke.com featured numerous games, downloads, and other activities. Although the site contained much interactive content (similar to Capri Sun's child-targeted website), the content appeared to be aimed at a somewhat older youth audience. For example, in a hybrid study aid/game, the user typed in school notes, then selected a musical beat and a voice to sing the notes. Similarly, the site cross-promoted a variety of youth-oriented third parties, such as "The Simpsons" TV show and popular rock bands. The site incorporated a variety of digital media techniques. MyCoke.com had videos, TV commercials, and mobile downloads and applications. The site also had incentives for product purchases, such as a text message sweepstakes in which visitors could win a trip, shopping spree, or concert tickets. To enter the sweepstakes, visitors texted in the codes found under bottle caps, and received a reply text with an additional code to enter online.
6	MountainDew.com (PepsiCo; 65 pages)	MountainDew.com used a variety of methods to appeal to a young male audience. The site contained photos, videos, and interviews that profiled extreme sports stars, including Mountain Dew's own skateboarding crew. With catchphrases like "It's different on the Mountain," and commercials that portrayed fans as fun-loving, innovative, hard-partying, and individualistic, Mountain Dew appeared to invoke a young, cool/hip brand image.
7	Fanta.com (Coca-Cola; 7 pages)	Fanta.com primarily promoted its "More Fanta, Less Serious" advertising campaign. The site featured high-definition animated characters, some TV commercials, and downloadable items like screensavers, music, and emoticons, and emphasized themes of fun and excitement. Product messages focused on taste and flavors like "delicious," "refreshing," and/or "natural."

continued

Table 25 continued

Rank	Website (Company; # pages)	Description
8	Pepsi.com (PepsiCo; 3 pages)	Pepsi.com was just three pages, but it included dozens of logos on the home page and extensive Flash animation. The site featured the “Pepsi Music Index,” which identified emerging artists based on the attention they were receiving in social media. The website linked to a variety of different Pepsi websites, including sites for its advertising campaign (“Summertime is Pepsi Time”), products such as Pepsi Max, and RefreshEverything.com.
9	Sprite.com (Coca-Cola; 7 pages)	Sprite.com served primarily as a conduit for the brand’s presence on Facebook. The relatively simple pages promoted the brand’s partnership with LeBron James and the NBA.
10	Coca-Cola.com (Coca-Cola; 2 pages)	Coca-Cola’s main website featured a number of sweepstakes and giveaways, as well as a high-profile cross-promotion involving the show “American Idol.” The site used a variety of techniques to associate drinking Coca-Cola with happiness and joy: for example, it advertised the Coca-Cola “Open Happiness” campaign and a “Smile-izer” game that allowed visitors to “bottle [their] laugh.” Another promotion featuring the Coca-Cola polar bears encouraged users to send “ice cold Cokes” to their friends.
11	7Up.com (PepsiCo; 18 pages)	This site promoted 7 Up’s “Undeniably Retro” slogan and humorously marketed 7 Up as “making you feel all bubbly inside” or as having a “crisp, clean, refreshing” taste. The site’s mixers page featured recipes for 19 different alcoholic drinks mixed with 7 Up. Users could scroll across the page, select a mixer to view its recipe, share it with friends through social media, and even submit other recipes by signing in.

*Source: Website content analysis (May 2011)

was a specific product. Beverage products appeared on 49 to 100% of pages on these three sites. In fact, all four websites promoting children’s brands emphasized branding only and portrayed more branded products per page than any other beverage category. Also, similar to Capri Sun’s children’s site, physical activity messages appeared on 67% of Kool-Aid pages and 42% of Capri Sun’s parent-targeted site’s pages.

Although some similarities existed among the four sites promoting children’s brands, the target audience and type of content differed substantially between Capri Sun’s children’s site and the other three sites. While Capri Sun’s website for kids explicitly targeted children, 92% of pages on Capri Sun’s parent website and 54% of SunnyD.com pages targeted parents; and 100% of Kool-Aid pages targeted a general audience.

In contrast to Capri Sun’s children’s site, Capri Sun’s parent site and Kool-Aid and Sunny D websites often promoted direct selling points about their products. More than two-thirds of the pages on the Kool-Aid site and Capri Sun’s parent site described nutrient claims and taste; and more than one-half of pages on Capri Sun’s parent site described products as natural, fresh, or real. Also, in contrast to Capri Sun’s children’s website, the other three sites emphasized family messages. One-half or more of the pages on SunnyD.com and Capri Sun’s parent website contained family bonding messaging; and 17% of the pages on Capri Sun’s parent-targeted site and one-third of the pages on Kool-Aid’s site portrayed family meals. All other websites included in the analysis portrayed family meals on 2% of pages or fewer. Featured third parties also more commonly appeared on these three sites, as compared with Capri Sun’s children’s website. More than two-thirds of pages on Capri Sun’s parent website featured cause-related marketing or school programs and materials for teachers; 59% of Sunny D pages portrayed famous musicians or bands; and one-third of Kool-Aid pages advertised charities. These three sites did utilize engagement techniques, most commonly

Flash animation, page customization, behavioral targeting, and social media; however, not to the extent of Capri Sun’s children’s website.

Soda. We analyzed 11 websites that advertised soda products or soda company-sponsored promotions (see **Table 25**). These websites mainly contained general audience content (90% of pages). Actors on soda websites represented a mix of races and genders. Two sites included Hispanic-targeted content and three included black-targeted content.

Soda websites were characterized by both branding and the presence of specific products. Brand logos appeared on nearly every page, brand slogans on 52% of pages, and mentions of affiliated branded websites on 49% of pages. Branding, however, was not the only emphasis of soda website pages. More often than any other beverage category, soda websites displayed specific beverage products (88% of pages), averaging five products per page. Products most commonly were presented in individual serving size bottles and cans (83% of pages). Direct selling points were rarely used to promote soda products; however, hydrating or thirst quenching descriptions did appear on 12% of pages.

Most commonly, beverages were advertised on soda websites using indirect product associations, promotions, sponsorships, and featured third parties. Promotions were the main focus of 45% of soda website pages; and 50% of pages promoted special or limited-time offers or giveaways. Cause-related marketing appeared on 83% of pages. Nearly one-half of soda website pages advertised school programs and materials for teachers, more often than any other beverage category. Sports and entertainment content also each appeared on one-third or more pages. Inspirational messages, fun, and messages about soda companies’ honesty and trustworthiness appeared on more than 40% of all pages. Family bonding, cool/hip, and peer acceptance



MyCokeRewards.com displayed family messages, entertainment content, branding, and specific beverage products, along with a range of promotions and incentives for product purchase.

messages occurred on 22 to 33% of pages, and physical activity messages appeared on 19% of soda website pages.

Soda websites engaged visitors with Flash animation on 89% of pages and allowed visitors to customize the page 80% of the time. Behavioral targeting and social media appeared on more than 97% of pages, and viral marketing appeared on 80%. Nearly 85% of pages had incentives for product purchase. In addition, soda was the only beverage category with third-party banner advertising on its sites. Banner ads appeared on 40% of all pages; these websites did provide ad warnings on 41% of pages. One soda website, Fanta.

com, had youth-targeted content on 71% of pages. This site appealed to youth through the use of animated characters, music, and videos.

Energy drinks. Table 26 provides descriptions of the four energy drink websites analyzed, ranked by level of engagement. Energy drink websites were the largest websites included in this analysis; two of the four contained more than 1,500 pages each.

Nearly all pages of energy drink websites (98%) contained content that could appeal to youth and adults. Approximately one-half of pages contained messages specifically addressing



Fanta.com site that appeared to target youth.

Table 26. Energy drink websites ranked by level of engagement

Rank	Website (Company; # pages)	Description
1	MonsterEnergy.com (Hansen Beverage Company; 1,520 pages)	MonsterEnergy.com used language and images that appeared to appeal to young men, with endorsement of alcohol consumption, drug use, aggression, and the sexual objectification of women. As one of the largest websites, MonsterEnergy.com featured extensive content on extreme sports, athletes, bands, “Monster girls” in sexually suggestive poses, and “Monster celebrities,” such as the 4-foot 5-inch entertainer, Jason “Wee Man” Acuna. Common references included drug and alcohol comparisons, such as “This is no ‘Whip-it’ but it will whip you good...” “the big bad Monster buzz you know and love,” and “packs our biggest punch!” Engagement features on the site included numerous videos, photo galleries, and news/events promotions that users could share through email or social media. Every page featured a customizable “Monster Music” pop-up radio to listen to popular rock bands.
2	Rockstar69.com (Rockstar; 477 pages)	Rockstar69.com included a wide array of multimedia content and branding that also appeared to target primarily young males. The site employed a variety of engagement techniques, including a Rockstar69 model calendar that users could click through to see photos of models in sexually suggestive poses; a customizable events calendar promoting various events, often extreme sports or heavy metal concerts; photos and videos featuring athletes, bands, models, and fans at Rockstar events; sweepstakes, and social media links. Interactive photo galleries also allowed users to submit their own photos. Rockstar models were featured on many pages, and provided information on how to apply to become a Rockstar69 model. Product pages advertised the beverages’ size and potency. Many pages carried the brand’s slogan, “Bigger. Better. Faster. Stronger... scientifically formulated to provide an incredible energy boost for those who lead active lifestyles – from athletes to rock stars.”
3	RedBull.com (Red Bull; 2,337 pages)	Although RedBull.com was the largest energy drink website, the site’s content was considerably less explicit than that of its competitors. It featured thousands of pages full of extreme athletes, bands, and youth culture. The site also appeared to target young males. For example, one section of the site was entitled “HOLY SHIT” and featured videos celebrating extreme sporting feats. Some videos included the athletes consuming the product, but most featured branded clothing and sports gear. Unlike the other energy drink websites, RedBull.com touted the nutritional composition and benefits of the product, including scientific literature supporting the product’s health claims and defending it against health-based criticisms. For instance, the FAQ section stated that the product increases “performance,” “concentration and reaction speed,” and “There is no scientifically substantiated reason why Red Bull Energy Drink should not, like any other drink, be mixed with alcohol.”
4	5HourEnergy.com (Innovation Ventures; 141 pages)	Compared to the other energy drink websites, 5HourEnergy.com was significantly smaller, less engaging and mostly included pages that described the product. The site’s large Fan Zone, however, offered visitors a number of ways to interact with the brand, including a branded “Pandora” radio internet channel, several social and viral media widgets, branded downloadable desktop and mobile phone wallpaper images, contests, sweepstakes, fan stories, fan pictures, and a blog. The site was also well integrated into the brand’s overall advertising strategy, including a series of TV commercials, as well as NASCAR and cycling cross-promotions. Similarly, the site carried many of the TV campaign’s taglines, such as that the product is “made for hardworking people,” and is the best way to get over the “2:30 feeling.”

*Source: Website content analysis (May 2011)

male youth and young adults. Most of the actors portrayed on these websites were white (95% of pages), and males were more often portrayed than females.

Energy drink websites rarely displayed the product (8% of pages) or consumption of beverages (1%). Instead, they emphasized sponsorships and promotions. Sponsorships were the main focus of 60% of pages, mostly for sports (nearly one-half of all pages). Promotions appeared on 36% of pages, most commonly featuring celebrities (one-third of pages), and special or limited-time offers or giveaways (18% of pages). Famous athletes appeared on 37% of pages, sports content on 45% of pages, and famous musicians and bands on 24%.

Nearly all pages contained fun and cool/hip messages (each appeared on 97% of pages), and 84% of pages displayed physical activity messages, more often than any other beverage category.

Energy drink websites engaged visitors with the brand using several techniques. Flash animation, behavioral targeting, and social media links appeared on more than 96% of pages, viral marketing on 80%, and photos and music on more than 67% of pages. Visitors could interact with the website through customization and rating features (each appeared on more than 45% of pages) and comments (39% of pages). Videos and mobile features were present on more than 42% of pages.



Rockstar69.com's homepage displayed promotions as well as other content that could appeal to male youth.



MonsterEnergy.com, along with the other energy drink websites, commonly featured extreme sports content.

Sports drinks, fruit drinks, flavored water, and iced tea. We analyzed five websites promoting brands in other drink categories, including sports drinks, fruit drinks, flavored water, and iced tea. Most of these sites promoted more than one beverage category. **Table 27** provides descriptions of these websites, ranked by level engagement.

The five websites promoting other sugary drinks mainly contained appeals to a general audience (64% of pages). Nearly one-third of the pages targeted adults specifically; by comparison, just 6% or fewer soda, energy drink, and children's brand pages targeted adults only. Gatorade.com stood out as nearly all pages contained messages directed

Table 27. Other sugary drink websites ranked by level of engagement

Rank	Website (Company; # pages)	Description
1	Gatorade.com (PepsiCo; 66 pages)	Gatorade.com was unique due to its extensive promotion of celebrity athletes who consumed the product throughout the site. Not only was consumption routinely portrayed on its pages, but the site also promoted different Gatorade products designed to be consumed throughout athletes' exercise routines. The site told visitors to consume specific Gatorade products before, during, and after physical activity, to maximize the physical and mental benefits of these products. The site also presented the scientific basis for its drinks through its "G Series Research" videos, which featured star athletes receiving expert nutrition advice from the Gatorade Sport Science Institute. Moreover, product pages employed interactive digital techniques to emphasize performance-enhancing properties of specific beverage ingredients. For example, as users hovered over a specific drink, descriptions of nutrients would pop up touting a product ingredient, such as "electrolytes: Fight dehydration with 110 mg of sodium...to help you maintain fluid balance throughout the competition." Gatorade.com also had a library of video content about athletes or sporting events that users could share with friends through social media and email.
2	SoBe.com (PepsiCo; 69 pages)	SoBe.com appeared to target a youth audience. Most pages on the site used humorous messages or sex appeal to promote the product. Actress Jessica Szhor appeared in a promotional series wearing nothing more than body paint. The site also featured a video for each of its products, in which young people were seemingly approached at random on the street and asked to talk about the beverage as they consumed it. The videos featured hip locations, such as Miami's South Beach, or Austin's South by Southwest Festival. SoBe.com also promoted a number of games that involved quirky humor; some also used sex appeal (e.g., "Try Kissing the Office Hottie" game).
3	Snapple.com (Dr Pepper Snapple Group; 29 pages)	Like SoBe.com, Snapple.com appeared to target young people, with funny fake rap videos, quirky animation, and quasi-games. For example, on the Diet Snapple page, an animated conveyor belt carried various Snapple products that visitors could turn on and off. The site also integrated a Snapple promotion with the TV show, "The Amazing Race." The website was relatively small. Although each Snapple drink was featured, nutritional information was not present.
4	OceanSpray.com (Ocean Spray; 138 pages)	OceanSpray.com contained a small child-oriented site that primarily contained recipes and craft ideas to help children incorporate cranberries into school and family projects. However, the bulk of the site appeared to target older consumers and was dedicated to product pages for different fruit drinks and fruit juices. The site mostly promoted these products using health messages. For example, many pages highlighted the Vitamin C or antioxidant content of different beverages or referenced the products as "real."
5	Tropicana.com (PepsiCo; 94 pages)	Tropicana.com offered visitors information about how the product was made and the history of the company, emphasizing its natural origins and health benefits of the product. Tropicana.com primarily promoted the nutritional content of its juices, such as high levels of Vitamin C, and its low-calorie product, Trop50. The site appeared to target women, especially mothers who might offer Tropicana juices to their children. Several webisodes, for example, featured mothers discussing the difficulties of raising their families, and the important role Tropicana played in helping them provide nutritious and tasty beverages to their children. Tropicana's environmental charity and rewards program, Juicy Rewards, highlighted the company's effort to preserve the rainforest.

*Source: Website content analysis (May 2011)



Gatorade.com displayed content specifically targeted to athletes.

Table 28. Websites with disproportionate numbers of black youth visitors in 2010

Company	Website	Average unique visitors per month (000)		Composition index
		Blacks (2-17 years)	All youth (2-17 years)	Blacks (2-17 years)
Coca-Cola	SpriteStepOff.com	3.2	3.2	934.4
Welch Foods, Inc.	Welchs.com	2.1	3.3	597.4
Coca-Cola	DrinkNOS.com	0.7	1.7	406.9
PepsiCo	GreenLabelSound.com	1.3	4.1	288.2
Dr Pepper Snapple Group	Snapple.com	2.2	7.2	288.0
Dr Pepper Snapple Group	DrPepperSnappleGroup.com	0.7	2.5	275.0
Coca-Cola	CokeUSA.com	0.6	2.4	227.2
Coca-Cola	Sprite.com	2.4	12.1	186.4
PepsiCo	CrashTheSuperbowl.com	1.9	9.7	181.4
PepsiCo	PepsiCo.com	2.2	11.9	175.7
PepsiCo	Gatorade.com	5.2	29.7	165.0
Coca-Cola	Coca-ColaScholars.org	1.4	8.2	164.7
Dr Pepper Snapple Group	7Up.com	0.3	2.1	136.7
Coca-Cola	MyCoke.com	4.6	33.1	130.8
Sunny Delight Beverages	SunnyD.com	0.5	3.8	126.4
Red Bull	Redbull.com	1.7	12.5	126.2

Source: comScore Media Metrix Key Measures Report (January-December 2010)

to athletes, and most pages featured black male actors; 1% or fewer website pages for soda, energy drink, and children's brands portrayed black actors.

In addition to branding messages (which appeared on nearly all pages), websites for these beverage categories also frequently displayed specific beverage products (72% of pages). Most commonly, beverages were shown in individual-sized containers larger than those used to promote soda, energy drinks, and children's brands. Beverages were shown being consumed 15% of the time (primarily on Sobe.com and Gatorade.com).

These websites were also more likely to discuss direct selling points of products, such as health benefits and nutritional value, compared with all other categories. Nutrition-related claims appeared on 62% of pages and taste messages on 57%; 47% of pages touted products' vitamins, minerals, and antioxidants. Nutrition information was present on 30% of these websites' pages and physical activity on 20% (primarily on Gatorade.com). In contrast, soda, energy drink, and children's brands websites displayed nutrition information on just 6% or fewer pages.

Racial and ethnic targeting on company websites

Sixteen of the forty-four websites with exposure data were visited by black youth at least 25% more often compared with all youth (see **Table 28**). These sites were primarily for soda and energy drink brands. Of Coca-Cola's 14 websites, 6 had a disproportionately high number of black youth visitors in 2010. SpriteStepOff.com had the highest black composition index; black youth visited this site nine times more often than did all youth. Sprite's main website (Sprite.com) was also

Table 29. Black targeting on sugary drink and energy drink websites

Website	Messages to blacks	Actors portrayed		
		Black	White	Mix of races
Sprite.com	43%	43%	0%	14%
Pepsi.com	33%	0%	0%	67%
Gatorade.com	0%	82%	2%	15%
Fanta.com	0%	14%	0%	71%

*Table only includes sites with more than 3% of pages with black messages or actors

Source: Website content analysis (May 2011)

frequently visited by black youth. In addition, black youth were four times more likely to visit the website of Coca-Cola's energy drink, DrinkNOS.com. Of Dr Pepper Snapple Group's five websites, three had higher-than-average composition indices for blacks; black youth were almost three times more likely to visit Snapple.com and DrPepperSnappleGroup.com. Black youth were also almost six times more likely to visit Welchs.com.

Of the 24 websites included in our content analysis, none were exclusively devoted to one particular ethnic or racial group; however, some contained messages or portrayed actors more commonly from certain ethnic backgrounds (see **Table 29**). For instance, 33% of pages on Pepsi.com and 43% of pages on Sprite.com displayed messages with special appeal to blacks, versus 1% or fewer pages on all other websites. Pepsi.com promoted the "Pepsi We Inspire" campaign targeting black mothers, which included images of black women and celebrities such as Queen Latifah. Sprite.com promoted step and jerk dance competitions. In spite of

Table 30. Hispanic targeting on sugary drink and energy drink websites

Website	Spanish-language appeals		
	Messages to Hispanics	Writing or other marketing messages in Spanish	Spanish-language page customization
KraftBrands.com/KoolAid	50%	50%	100%
DrPepper.com	2%	100%	100%
5HourEnergy.com	0%	0%	61%
RedBull.com	0%	0%	4%

*Table only includes sites with more than 3% of pages with Spanish writing, messages, or language-customization

Source: Website content analysis (May 2011)

apparent black-targeted messages on Pepsi.com, the actors portrayed on the site were a mix of races. On Sprite.com, however, 43% of pages showed only black actors. Gatorade.com contained the most pages featuring black actors at 82%.

The only website with a substantial number of messages targeted to Hispanics was Kool-Aid's site; these messages appeared on one-half of the pages (see **Table 30**). Kool-Aid had a Spanish-language version of its English-language site, containing numerous commercials with Hispanic actors. DrPepper.com also included writing or other marketing messages in Spanish. Specifically, DrPepper.com featured the Hispanic rapper, Pitbull, and contained Flickr photos of Hispanic children posing with Dr Pepper beverages. It also promoted Premios Juventud, an awards show for Spanish-

speaking celebrities. RedBull.com, 5HourEnergy.com, DrPepper.com, and KraftBrands.com/KoolAid also offered language customization options.

Company websites overview

Children and teens frequently visited sugary drink and energy drink websites. The top ranking website, MyCokeRewards.com, averaged more than 170,000 unique young visitors per month, each spending more than nine minutes on the site per month. One website for a children's brand, KraftBrands.com/CapriSun (kids), had content exclusively targeted to children, and Fanta.com, a soda website, targeted youth on nearly three-quarters of its pages. Many of the energy drink websites appeared to target male youth with tie-ins to extreme sports and images of sexy women. Nearly all other websites featured content that would appeal to a broad general audience, including children and teens. Many of these general audience sites promoted the brand using youth-oriented techniques, such as fun and cool/hip messaging, as well as multiple engagement techniques. While visitors were exposed to many specific drink products on the sites, direct selling points were rarely used to promote the products. Instead, numerous promotions and sponsorships appeared frequently on the websites, often for sports and celebrities, and many included incentives for purchasing the products. The one child-targeted site, Kraft Brands' Capri Sun site, differed from the general audience sites with its focus on branding only, humor, and engagement, and less emphasis on promotions and sponsorships. Nearly 70,000 young people visited Capri Sun's website every month.

Banner advertising on third-party websites

Banner advertising exposure

Definitions

Third-party websites	Websites on which advertising for the brands in our analysis appear.
Banner advertising	Ads that appear on third-party websites as rich media (SWF files) and traditional image-based ads (JPEG and GIF files). They usually appear in a sidebar or "banner" at the top of a web page. Text, video, and html-based ads are not included.
Youth websites	Third-party websites with a disproportionate number of youth visitors (2-17 years), including entertainment websites for youth, teen community websites, and websites with a percentage of youth visitors (2-17 years) that exceeds the percentage of youth visitors on the total internet.
Average unique viewers per month ²³	Average number of unique viewers exposed to a company's banner advertisements each month.
Average number of ads viewed per month ²⁴	Average number of banner advertisements viewed per unique viewer each month.
Percentage of ads viewed on youth websites ²⁵	Percentage of a company's banner advertisements that appeared on youth websites out of all websites on which the ad appeared.
Total average ads viewed on youth websites per month ²⁶	The average total number of ads viewed on youth websites each month by all viewers.

Table 31. Proportion of banner advertisements viewed on youth websites

Company	Product or promotion	Ads viewed on youth websites	Average unique viewers per month (000)	Average # of ads viewed per month	Total average ads viewed on youth websites per month (000)
Dr Pepper Snapple Group	Crush	87%	962	3.1	4,683
Dr Pepper Snapple Group	Sunkist	58%	1,169	2.7	10,926
Kraft Foods	Capri Sun	55%	3,799	2.7	52,504
PepsiCo	Mountain Dew	27%	8,631	5.1	89,286
Coca-Cola	Coca-Cola all other sugary drinks	25%	*	*	280,426
Coca-Cola	My Coke Rewards	19%	38,043	5.3	479,426
Dr Pepper Snapple Group	Venom	17%	678	3.3	3,623
Coca-Cola	Fanta	16%	4,438	3.8	31,011
Coca-Cola	Coca-Cola Classic	15%	19,846	4.1	112,929
PepsiCo	PepsiCo**	14%	23,423	6.6	219,546
Kraft Foods	Kool-Aid	14%	10,262	2.9	54,622
Coca-Cola	Live Positively Coca-Cola	13%	2,909	3.8	15,848
Dr Pepper Snapple Group	Dr Pepper **	12%	9,969	6.7	75,232
Coca-Cola	Vitamin Water	12%	13,344	4.4	64,342
Coca-Cola	Sprite	12%	8,974	3.9	47,201
PepsiCo	Amp	10%	5,233	3.7	18,371

*Data not reported separately

**Includes diet products

Source: comScore Ad Metrix Advertiser Report (January - December 2010)

We obtained 2010 data from comScore for exposure to banner ads for the companies in our analysis. **Ranking Table 10** presents exposure to banner ads by company and product promoted, ranked by the average total number of ads viewed on youth websites per month.

General trends for banner ad exposure were similar to those of websites. Coca-Cola, PepsiCo, Dr Pepper Snapple Group, and Kraft Foods advertised their sugary drinks the most on third-party websites. Banner ads for Coca-Cola's "My Coke Rewards" promotion had the most viewership by a significant margin, followed by ads for Coca-Cola's soda and other sugary drink brands. In all, almost 12 million unique viewers viewed banner ads for Coca-Cola products and promotions on average 4.4 times per month. PepsiCo advertised its Mountain Dew and Sierra Mist regular sodas and its sports drink, Gatorade, most often. More than 8 million unique viewers were exposed to 5.9 ads per month for PepsiCo products. Banner ads for Kraft Foods' two children's fruit drinks (Capri Sun and Kool-Aid) also made the top ten in viewership; these ads were seen by 7.5 million unique viewers 2.8 times each month. More than 6 million viewers also were exposed to 4.1 ads per month for Red Bull products.

Dr Pepper Snapple Group advertised its Dr Pepper product most frequently; however, two of its other soda brands (Crush and Sunkist) had the highest proportion of ads viewed on youth websites for any brands (see **Table 31**). Crush soda was advertised almost entirely on youth websites. Likewise, more than half of the banner ads viewed for Sunkist and Capri

Sun appeared on youth websites. Approximately one-quarter of banner ads for Mountain Dew and Coca-Cola sugary drink products and 15% or more of banner ads for "My Coke Rewards," Fanta, and Coca-Cola Classic appeared on youth websites. Ads for Venom and Amp energy drinks appeared on youth websites 10 to 17% of the time.

Banner advertising content analysis

Banner advertising content analysis	Definitions
Child-targeted	Ads with features that appeal specifically to children, such as cartoons and/or animation, mentions of games or children's movies, and appearances on child-targeted websites.
Type of advertisement	The main point of the advertisement, including a specific product, brand, promotion, or website.
Promotion	Limited time offers, sponsorships, and/or featured third parties used to market the brand

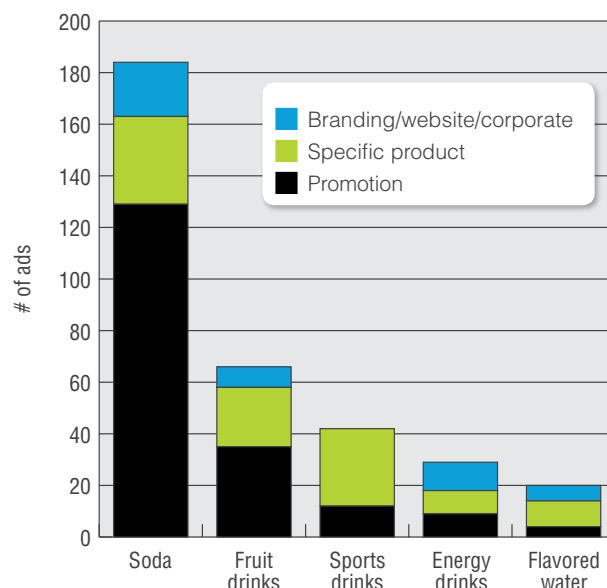
We analyzed the messages that appeared in 344 banner ads. Of these, 185 were for a regular soda product or promotion, 66 for a fruit drink, 42 for a sports drink, 29 for

an energy drink, 20 for a flavored water, and 5 for an iced tea. Promotions were prominently featured in banner ads; they were present in 66% of all ads and were the main point of 56%. In contrast, a specific drink product was the main point of the ads just 31% of the time. Advertisement of the brand or company and reference to the company's website were the main point in approximately 13% of ads collectively. **Figure 29** presents the types of banner advertisements used in each sugary drink and energy drink category. The Appendix (**Table E8**) provides data broken out for each brand or promotion.

Type of advertisements. More than 40% of all promotions were for a sweepstakes or contest to win money and/or prizes. Soda brands used sweepstakes and contests in approximately 58% of their ads, and fruit drinks used them 30% of the time (see **Figure 30**). Brands in the other drink categories used sweepstakes and contests in 9% or fewer of their ads. The Appendix (**Table E9**) provides data broken out for each brand or promotion.

One of the most prominent examples was Coca-Cola's "My Coke Rewards" promotion; it was the most-viewed banner ad and directed viewers to the most highly visited website amongst young people. Mountain Dew also advertised various contests through its banner advertisements. For example, "Green Label Art" was an ongoing campaign, which offered fans a chance to submit designs of potential Mountain Dew cans. Similarly, "Green Label Sound" was a Mountain Dew-sponsored music label that searched for and promoted new musical artists. Mountain Dew also offered short-term promotions, such as a chance to win an adventure vacation for a family of four. Sprite featured famous musicians popular among young people, including Drake, N.E.R.D., Good Charlotte, and Jasmine V., and offered free music downloads.

Figure 29. Type of banner advertisement by category

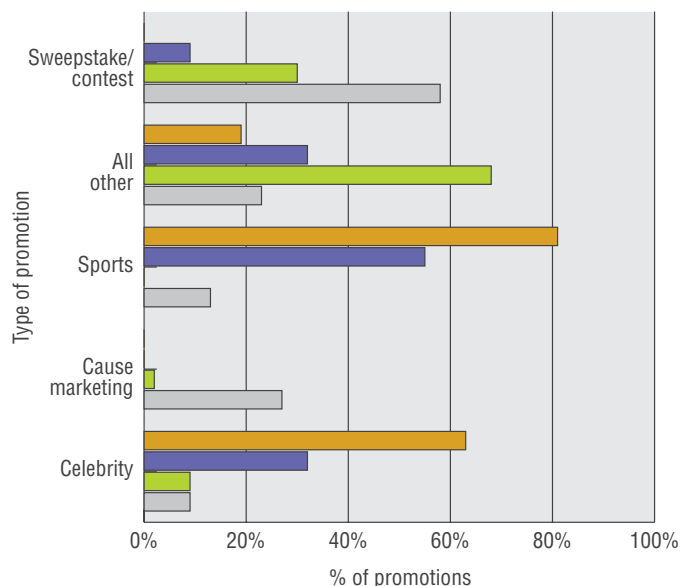


Source: Banner advertising content analysis

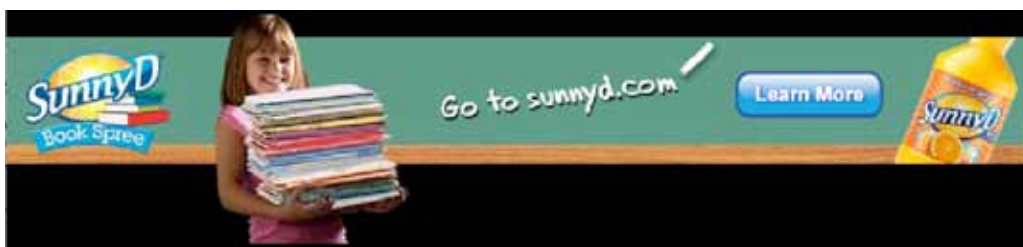
Sprite also promoted events, such as "Sprite Slam Dunk Show Down," a contest for amateur basketball players, and "Sprite Step Off" and "Jerk AllStars" dance contests. Kool-Aid and Crush soda offered opportunities to win free products, such as video cameras, HDTVs, and iTunes gift cards. All Fanta banner ads promoted a competition to become "the fourth Fantana."

Several contests and sweepstakes were coupled with cause-related marketing campaigns. For example, PepsiCo frequently

Figure 30. Promotion type featured in banner ads by category



Source: Banner advertising content analysis



Sunny D "Book Spree" campaign

promoted its "Pepsi Refresh" project, with messages about extra points (i.e., voting power) gained through the purchase of Pepsi products. Similarly, Coca-Cola advertised its "Live Positively" campaign, which claimed that the company was "putting the balance back in balanced living," displayed non-profit organizations to which the company provided funds, and allowed individuals to vote for public parks to receive Coca-Cola grant money. These ads promoted Coca-Cola's lower-calorie drinks. Dr Pepper Snapple Group and Coca-Cola both offered students opportunities for tuition assistance. Likewise, banner ads for Sunny D advertised the company's "Book Spree" campaign, which encouraged parents and children to purchase Sunny D beverages to earn books for their classrooms.

Sports drinks and energy drinks featured sports events and athletes in approximately one-half of their promotion ads. Soda and flavored water brands also used sports tie-ins, albeit to a lesser extent. Sports drinks generally focused on "traditional" sports such as basketball and football, often times mentioning specific athletes prominent in the sport. Energy drinks, on the other hand, typically displayed "extreme" sporting athletes and events, such as snowboarding, motor sports, and skateboarding. Price promotions, such as coupons and reduced prices, were relatively rare.

Approximately 30% of banner ads advertised a specific product. Although approximately the same number of banner ads for regular sodas ($n = 34$) and sports drinks ($n = 30$) advertised a specific product, more than 70% of all ads for

sports drinks were representative of this category. In fact, 90% of Gatorade's banner ads focused on Gatorade as a product, in line with Gatorade's new G Series. Powerade also advertised its children's beverage, Powerade Play, with the tagline, "The sports drink for the young athlete."

Banner ads typically used bright colors, large text, and Flash animation. More than 76% of ads had either Flash animation or a button that the visitor could click to be redirected to the company's website or Facebook page where the viewer could "like" or "follow" the company.

Child-targeted banner advertising. Just 18 unique banner ads (6% of all ads) in our content analysis were specifically child-targeted. Capri Sun had the most child-targeted banner ads ($n = 14$), and Kool-Aid and Sunny D each had two ads.

Capri Sun's banner ads promoted its "Disrespectoids" advertising campaign and directed visitors to its website, which ranked second in popularity amongst young people. Banner ads referenced this campaign either through static images of the Disrespectoid characters or through Flash images and video clips of the campaign. Banner ads for Sunny D promoted the company's "Book Spree" campaign, but did not reference the Sunny D product. Ads for Kool-Aid displayed the Kool-Aid Man and either offered opportunities to win trendy entertainment products or invited children to check out the "fun in the fizz."

Although the majority of banner advertisements were not obviously child-targeted, many featured content that would



Capri Sun and Kool-Aid child-targeted banner ads.



Banner ads with content that would appeal to young viewers.



Coca-Cola's "Crammer Keeper" application.

appeal to a young audience. For example, banner ads for Sunkist had animation with small cartoon characters hanging out on a beach. These ads also featured a Facebook app that allowed viewers to "pixelyze" themselves to look like the animated cartoons in the ad. As noted, Sunkist banner ads appeared on youth websites almost 60% of the time. Dr Pepper also featured games in its banner ads, and Snapple ads contained cartoons that appealed to all ages. Likewise, Coca-Cola featured two apps in its banner ads: "Crammer Keeper" and "Smile-izer." The first turned students' class notes into catchy tunes. A student could copy and paste a string of words (i.e., notes) on the website for the app and a rapper or electronic funk voice would repeat the typed words as a catchy, hip tune. The "Smile-izer" was part of Coca-Cola's "Open Happiness" campaign. Users were invited to record their own laughter and listen to others'.

Banner advertising overview

The main point of the majority of banner ads was to advertise a promotion. Most promotions were in the form of a sweepstakes or giveaway and encouraged viewers to enter a competition to win prizes and money. Reference to a specific product, brand, and/or company was made less often. Banner ads for Coca-Cola's "My Coke Rewards" promotion appeared most often on youth websites. Coca-Cola also frequently advertised Coca-Cola Classic and other sugary drinks on youth websites. Three additional soda brands, Pepsi, Mountain Dew, and Dr Pepper, were among the top six products advertised most frequently in banner ads on youth websites. Although just three brands - Capri Sun, Kool-Aid, and Sunny D - had content specifically targeted to children, banner advertisements often featured content that would appeal to young viewers. In addition, more than 50% of banner ads for Crush and Sunkist sodas appeared on youth websites. Bright, engaging Flash media was used often, as were social media and creative apps.

Social media marketing

Social media marketing Definitions

Facebook	The largest social networking site with more than 750 million users worldwide. Advertisers have their own pages on which they present information about their products, share links to other sites, upload photos and videos, and post messages. Members connect with other members by becoming “friends” and incorporating them into their networks. A typical brand’s Facebook page contains multiple tabs with different content (e.g., wall posts, polls, photos, videos, applications).
Facebook fan	Facebook users can become fans of a brand by clicking a “like” button on the brand’s page. A thumbnail photo of that individual is then visible on the brand’s page in the “people who like this” section. Anytime the brand modifies its page, that activity shows up in the individual’s “news feed,” or personalized Facebook home page. Similarly, anytime the individual interacts with the brand’s page, this action shows up in the “news feeds” of all of his or her Facebook friends. The brand also appears on the individual’s Facebook page as something that he or she “likes.”
Profile picture	Every Facebook brand profile has a profile picture. This picture is selected by the brand and is visible at the top left-hand corner of the page. It is also used in thumbnail form to identify the brand in wall posts, comments, and lists of friends or fans.
Wall post	A message that the advertiser or other owner of a Facebook page posts to the wall tab of the Facebook site. These messages can be straightforward text, or they can incorporate images, videos, links to other pages within Facebook, links to other websites, and polls.
Twitter	Twitter is a micro blogging service with more than 200 million registered users worldwide. Twitter users publish 140-character messages called “tweets” that are posted on their own profile pages. Users can “follow” each other by subscribing to another author’s tweets. These “followed” tweets are then published on the Twitter home pages of all of the author’s “followers.” Twitter users may also follow the tweets of authors through their mobile phones.
YouTube	YouTube is a website that enables brands to upload and share videos for the public to view. The brands in our analysis have customized channels on YouTube with playlists of videos available for viewing. Anyone can watch the videos without registering, but registered users can “subscribe” to a channel and receive alerts whenever the brand posts a new video.

We examined the presence of sugary drink and energy drink brands on three of the most popular social media sites with teens: Facebook, Twitter, and YouTube. We compiled data on the popularity of these sites in 2010 and examined the content of marketing messages on the sites.

Facebook

Thirty-four of the sugary drink and energy drink brands in our analysis sponsored at least one Facebook account by October 2010. Brands from all categories were represented. Several brands maintained additional accounts to support their sponsorship activities, including Gatorade, Monster, Red Bull, Mountain Dew, Rockstar, and Sprite. Red Bull had 15 Facebook accounts for sponsorship activities that included sports events and teams (e.g., Red Bull Cliff Diving, Red Bull Air Race, Red Bull X-Fighters) and music (e.g., Red Bull Music Academy, Red Bull Records). We analyzed the main pages for each brand.

As of June 2011, these 34 sugary drink and energy drink brands had a combined 100 million fans (see **Ranking Table 11**). Several of these pages had achieved tremendous popularity. Coca-Cola was the most popular of any brand on Facebook, with more than 30 million fans. Red Bull and

Monster energy drinks ranked 5th and 15th, with more than 20 million and 11 million fans, respectively.²⁷

Brands differed in the level of activity on their Facebook pages. Energy drinks posted most frequently, with three energy drink brands (Rockstar, Monster, and Red Bull) in the top five for number of posts (see **Table 32**).

Engagement devices on Facebook. Profile pictures, photos, videos, and customized tabs were among the most common devices used by sugary drink and energy drink brands to encourage interaction with fans on Facebook. Brands also used Facebook to encourage further engagement on other platforms. The energy drink brands, Rockstar, Monster, and Red Bull were among the most active marketers on Facebook, consistently ranking at the top of every measure of engagement.

The profile picture, shown on the upper left-hand corner of a Facebook wall, was perhaps the most attention-grabbing feature of a Facebook page. During our tracking period, several sugary drink brands moved beyond a simple depiction of their logos to a more creative use of their de-facto “faces.”

Monster used its profile photo to promote a contest it was running on Facebook, while Mountain Dew used the space

Table 32. Frequency of posts and engagement devices on Facebook

Brand	Posts per week	# of posts to watch videos or photos	# of posts to upload videos or photos	# of tabs	% of posts with outbound links
Rockstar	18.9	53	1	15	59%
Dr Pepper	17.4	51	1	16	15%
Monster	15.8	75	0	12	86%
Snapple	10.3	5	9	14	33%
Red Bull	8.5	59	2	11	85%
Ocean Spray	8.1	6	0	9	52%
7 Up	7.4	16	0	8	26%
Pepsi	6.8	31	1	8	44%
Amp	6.6	42	0	17	49%
Gatorade	6.2	23	2	7	39%
Sierra Mist	6.0	36	0	8	35%
Tropicana	5.0	5	0	13	48%
Mountain Dew	4.8	28	1	8	48%
Coca-Cola	4.8	19	1	30	40%
5-hour Energy	4.6	6	7	11	100%
Sunny D	3.3	1	0	7	55%
Welch's	2.8	11	0	18	33%
Lipton Brisk	2.7	8	0	8	28%
Sunkist	2.5	0	0	9	0%
Vitamin Water	2.4	10	0	13	17%
Kool-Aid	2.3	8	0	6	4%
SoBe	2.2	9	10	14	8%
Sprite	2.2	5	2	14	42%
Arizona	2.0	13	2	7	33%
V8	1.8	3	0	11	33%
Simply Lemonade	1.6	1	5	7	16%
NOS	1.5	12	0	9	28%
Nantucket Nectars	1.0	10	0	5	17%
Fuze	0.8	4	0	7	56%
Minute Maid	0.6	1	0	11	0%
Arizona Rescue Waters	0.5	6	0	5	0%
Vault	0.5	1	0	3	0%
Venom Energy	0.3	0	0	8	33%
Powerade	0.1	0	0	8	0%

Source: Facebook content analysis (October-December 2010)

to promote a new product formulation. SoBe ran a “Lizard of the Week” contest: a photo of the winner (pictured with SoBe bottles) was incorporated into the brand’s profile picture for the duration of a week. Kool-Aid used the space to drum up enthusiasm for a “big announcement,” which turned out to be the inclusion of a Kool-Aid Man float in the “Macy’s Thanksgiving Day Parade.”

Wall posts on sugary drink Facebook pages engaged fans by encouraging them to either view or upload photos and videos. Again, energy drinks were the most active sugary drink category: four energy drinks brands were in the top five for posts regarding videos and photos. All four of these brands’ posts typically urged fans to view photos and videos related to sporting events and athletes that they sponsored. Dr Pepper posted humorous images of the Dr Pepper can

as well as photos and videos from sponsored events. The majority of wall posts that asked fans to upload photos or videos of themselves with a brand’s product came from fruit drink brands: SoBe, Snapple, and Simply Lemonade were responsible for 55% of such posts. 5-hour Energy also used this engagement technique relatively frequently.

Sugary drink brands also created special tabs on their profile pages to highlight unique content and applications. Coca-Cola had, by far, the most extensive Facebook page, with 30 separate pages of content. These customized tabs included downloads (e.g., wallpapers, screensavers, emoticons); greetings and virtual gifts to post on friends’ walls; and a calendar desktop application. A “Where Will Happiness Strike Next?” tab encouraged fans to follow the Coca-Cola “Happiness Truck” around the globe and view heartwarming



Profile pictures on Facebook.

videos of its deliveries. Coca-Cola's Facebook page was meant to be global; therefore, several of the tabs were in languages other than English.

Facebook pages encouraged fans to engage with the brand beyond Facebook through the provision of outbound links. Outbound links were common on nearly all brands' Facebook pages; just five brands did not use outbound links (Arizona Rescue Waters, Minute Maid, Powerade, Vault, and Sunkist). During the period we observed, 100% of 5-Hour Energy's 55 wall posts encouraged viewers to click on an outbound link, most frequently to the 5-Hour Energy blog or website. Three

energy drinks, Monster, Red Bull, and Rockstar, actively sent readers outside of Facebook. More than 50% of these brands' posts included outbound links, which primarily promoted their sponsorships. Videos of sponsored athletes were among the most linked-to content.

Some sugary drink brands also encouraged fans to further engage with the brand on their mobile phones. Pepsi promoted its "Pepsi Refresh" smartphone application and provided an SMS code to receive a downloadable "Pepsi Refresh" ringtone. Red Bull and Rockstar both promoted their smartphone applications and provided SMS codes to win



Facebook photos posted on brand pages.

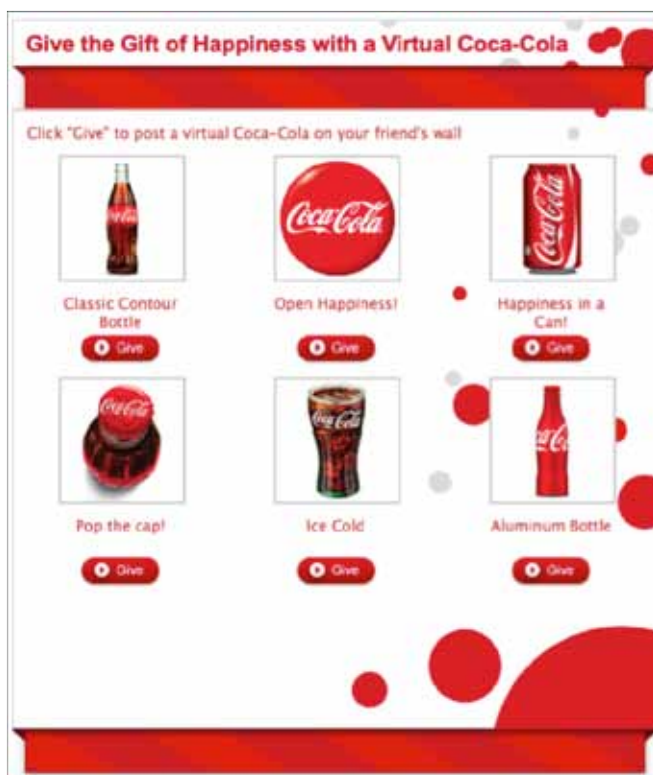


Image from Coca-Cola Facebook tab.

prizes. Snapple provided an SMS code to receive “real facts” on viewers’ phones, and Sprite provided an SMS code to get a pass for an online concert it was hosting.

Products featured on Facebook pages. Sugary drink and energy drink brands varied greatly in how frequently they mentioned specific products in their Facebook wall posts. Approximately

32% of all wall posts mentioned a specific product. On average, Vault soda mentioned its products more than once in its wall posts. The energy drink brands that employed the other engagement techniques frequently, Red Bull, Monster, and Rockstar, rarely mentioned specific products: they focused more on affiliated sports and athletes. Ocean Spray, rather than promoting specific beverages, posted about cranberries, and Fuze’s posts were all related to its streaming music station on Pandora.com and its sponsorship of the Susan G. Komen Foundation to support breast cancer research.

Twiffer

Of the 34 sugary drink and energy drink brands that maintained Facebook pages, 23 also had Twitter accounts in 2010. Again, brands from all sugary drink categories had accounts, although fruit drinks were the least represented; just six of the ten fruit drink brands used Twitter, and no children’s fruit drink brands had Twitter accounts. Similarly to Facebook, three brands set up special accounts for their sponsorship activities. Red Bull had 11 accounts for music, sports, and regional events; Coca-Cola had four accounts for its NASCAR sponsorship, Freestyle machines, archives, and its visitor attraction in Atlanta; and PepsiCo had two accounts, one to promote its events with Latino musicians and one to support its lifestyle blog for black women, “Pepsi We Inspire.” We analyzed the main pages for each brand.

There was significant variation in the frequency with which different brands tweeted. Regular soda brands were the most active tweeters, with five of the six brands ranked in the top one-half for number of tweets (see **Table 33**) and @mtn-dew, @drpepper, @Sprite, and @Coca-Cola tweeting more than three times per day. Energy drinks were also active tweeters:

Figure 31. Examples of Twitter contests

From @AMPEnergy, 10/4/10

1st follower 2 respond correctly wins signed @ UrijahFaber & @JoeB135 fight gloves: Which city won the #HometownTakedown. US res. & 18+ only

From @mtn_dew, 11/13/10

We're giving away 20 Diet DEW team hats autographed by @DaleJr! Retweet this msg to enter! 18+ US only. Winners drawn 11/14 3PM ET

From @5HourEnergyGuy, 10/9/10

Will you use 5-Hour Energy this weekend? Tell me how with a #5HourWeekend tweet/pic & you could win a 12 pack of 5-Hour Energy on Monday!

Figure 32. Examples of sugary drink tweets with outbound links

From @MonsterEnergy, 12/20/10

Ride along with Monster Energy wakeboarder @ shanebonifay for a quick set in this clip with the GoPro HD camera! <http://on.fb.me/fn6U1R>

From @BRISK, 11/29/10

@xxxxxxx Congratulations, your tweet made today's Hashtag99 list for #whythe90srocked: <http://spr.ly/6018uxFy>

From @Rockstar6969, 10/13/10

Check out pics from the Transworld MX Awards! <http://tinyurl.com/377qpar>

Table 33. Frequency of posts and engagement devices on Twitter

Twitter account	Posts per week	% of posts with outbound links	% of posts with promotions as main point	% of posts with products as main point
@5HourEnergyGuy	42.1	25%	6%	48%
@redbull	32.5	65%	56%	12%
@mtn_dew	26.0	19%	18%	16%
@drpepper	24.5	38%	9%	50%
@Sprite	23.8	6%	4%	18%
@CocaCola	22.6	42%	24%	18%
@Gatorade	22.2	33%	45%	26%
@DrinkAriZona	22.0	37%	3%	34%
@Snapple	21.8	69%	67%	14%
@SunnyD_Beverage	18.8	42%	18%	35%
@pepsi	17.9	34%	28%	20%
@OceanSprayInc	13.1	54%	20%	38%
@vitaminwater	11.5	36%	44%	28%
@Rockstar6969	10.4	88%	93%	2%
@sobeworld	10.3	27%	0%	5%
@MonsterEnergy	10.3	99%	98%	1%
@Welchs	8.4	78%	8%	32%
@BRISK	8.2	95%	79%	7%
@AMPEnergy	7.1	48%	85%	5%
@TropicanaOJ	4.4	60%	47%	23%
@POWERADE	4.3	60%	81%	12%
@SierraMist	3.3	25%	30%	40%
@FUZEBeverage	0.7	38%	100%	0%

Source: Twitter content analysis (October-December 2010)

@5HourEnergyGuy and @redbull were the most active, tweeting more than five times per day. Fruit drinks were the least active, with five of the six brands ranked in the bottom one-half and @TropicanaOJ and @FUZEBeverage tweeting less than once a day.

Engagement devices on Twitter. Many brands used Twitter to host contests and to share content with followers, thereby encouraging further engagement on other platforms. Again, energy drink brands were particularly frequent users of these engagement techniques.

Contests designed specifically for Twitter followers were commonly used. All energy drink and sports drink accounts hosted contests on their pages, as did all but one regular soda brand (@SierraMist). In addition, just five other sugary drink brands did not employ this technique (@FUZEBeverage, @Snapple, @sobeworld, @vitaminwater, and @Welchs). The three Twitter accounts to use this device most frequently were @AMPEnergy (in 22% of its posts), @mtn_dew (19%), and @5HourEnergyGuy (11%). Contests included trivia contests, rewards for the fastest response, and mechanisms to encourage sharing with other Twitter followers and other viral activities (see **Figure 31**).

Sugary drink brands also used Twitter to share links with followers. Links frequently directed consumers to brands' Facebook pages, websites, videos, photos, and blogs. They

also linked to third-party articles, blog entries, photos, and videos that put the brands in a positive light (see **Figure 32**). While every brand in our analysis used this device, the energy drinks employed outbound links the most frequently.

Products featured on Twitter. Although sugary drink brands highlighted specific products in their tweets, promotions (including sponsorships) were the main point of tweets just as frequently. Energy drinks (with the exception of @5HourEnergyGuy) tweeted about promotions, typically sponsorships, more often than other products; whereas fruit drinks (with the exception of @TropicanaOJ) emphasized products. The most frequently tweeted products and promotions for each brand are presented in **Table 34**.

YouTube

Twenty-one of the sugary drink and energy drink brands we analyzed maintained YouTube channels. By June 2011, videos posted to these channels had amassed 229 million cumulative views (see **Ranking Table 11**). Two-thirds of these views (158 million) occurred on Red Bull's channel. The Coca-Cola YouTube channel followed with 23 million views, and the Monster and Pepsi channels both had more than 10 million views.

In 2010, sugary drink and energy drink brands posted 978 YouTube videos that averaged more than 25,000 views each

Table 34. Top products or promotions mentioned in tweets

Twitter account	Main point	# of mentions	Product	Promotion
@5HourEnergyGuy	5-hour Energy	234	x	
	NASCAR sponsorship	29		x
@AMPEnergy	Amp-sponsored sports	57		x
	"Legend of Hallowdega" film	10		x
@BRISK	Hashtag 99	72		x
@CocaCola	#Happiness	40		x
	Coca-Cola	28	x	
@DrinkAriZona	Arizona Green Tea	13	x	
	Arizona products	11	x	
	Arizona Arnold Palmer	11	x	
@drpepper	Dr Pepper	134	x	
	MLG Pro sponsorship	19		x
@Gatorade	"Replay" web series	32		x
	NYC marathon sponsorship	24		x
	Gatorade	19	x	
@MonsterEnergy	Monster-sponsored athletes	89		x
	Monster-sponsored sports	20		x
@mtn_dew	Diet Mountain Dew	30	x	
	Mountain Dew-sponsored athletes	22		x
	Mountain Dew White Out	13	x	
@OceanSprayInc	Local events	29		x
	Ocean Spray cranberries	27	x	
	Craisins	12	x	
@pepsi	Pepsi Refresh	39		x
	Pepsi Max	19	x	
@POWERADE	Chris Paul spokesperson	16		x
@redbull	Red Bull-sponsored athletes	67		x
	Red Bull-sponsored sports	59		x
	Red Bull	45	x	
@Rockstar6969	Rockstar-sponsored athletes	65		x
	Rockstar-sponsored sports	19		x
@SierraMist	Sierra Mist Natural	13	x	
	Local events	11		x
@Snapple	"Pursuit of Bestness"	126		x
	"Real Facts"	50		x
	Snapple products	31	x	
@Sprite	Sprite	49	x	
@SunnyD_Beverage	Sunny D	76	x	
	"Book Spree"	40		x
@vitaminwater	Local events	56		x
	Vitamin Water	17	x	
	Vitamin Water Zero	11	x	

Source: Twitter content analysis (October-December 2010)

(see **Table 35**). For our content analysis, we examined a random sample of 200 of the 553 videos that had received at least 10,000 views as of June 2011; 363 of these most frequently viewed videos appeared on the Red Bull channel.

YouTube videos were used most often by energy drink and regular soda brands. Energy drink brands that did not advertise

extensively on TV, including Red Bull, Monster, and NOS, had 700,000 or more views on YouTube. A few additional brands had few TV ads, but more than 2.5 million YouTube views, including Lipton Brisk iced tea and Vitamin Water and SoBe flavored water. Children's fruit drink brands did not advertise on YouTube. One striking difference between YouTube videos and TV ads was their length. Nearly all sugary drink TV ads were 15

Table 35. YouTube videos for sugary drink and energy drink brands uploaded in 2010

	# of videos uploaded in 2010	Average views per video
Red Bull	447	92,253
Mountain Dew	162	6,616
Monster	121	33,232
Pepsi	73	37,390
Gatorade	38	61,170
Vitamin Water	32	88,193
SoBe	30	1,075
Coca-Cola Classic	27	2,714
Snapple	13	8,613
5-hour Energy	9	5,293
NOS	7	11,113
Dr Pepper	5	20,219
Tropicana	4	2,862
Sierra Mist	4	701
7 Up	3	6,090
Sunkist	1	1,758
Arizona	1	250
Powerade	1	72,365

Source: YouTube content analysis

or 30 seconds long, whereas YouTube videos often lasted 4 to 5 minutes. Many of the messages and tactics used in YouTube videos were similar to those found in TV ads, such as the frequent use of sponsorships and cool/hip themes. However, YouTube videos took more liberties, such as portraying potentially offensive or risqué content. YouTube videos also appeared to target primarily young males. The Appendix (Table D5) provides all data from the content analysis.

Energy drinks. Energy drinks comprised 78% of the videos in our analysis, including 129 Red Bull videos, 23 Monster videos, and 2 videos each for 5-hour Energy and NOS. The majority promoted event and athletic sponsorships. Red Bull videos showcased the brand's sponsorship of an event 71% of the time; these were often extreme or amateur sports, such as cliff diving and fastest free fall from 23 miles above earth. The video with the highest number of views (1.3 million) was "Levi LaVallee's World Record Snowmobile Jump," in which he prepared for "Red Bull: New Year. No Limits. 2010," a Red Bull event held on New Year's Eve where various action sports stars attempt to break world records.

Nearly all Monster videos (96%) focused on athletic sponsorships, and 57% showcased the brand's support of an event, such as Road America's vintage racing weekend, described as "automotive pornography" in the video. This



Red Bull video which garnered the most views, featuring the brand's use of event marketing.



Monster video containing sexually suggestive content.

4.5-minute video earned more than 660,000 views and featured a Monster-branded car (inside and out) and branded clothing and helmets. NOS also highlighted athletic sponsorships in its two videos, including the making of the NOS TV commercial featuring 2009 Formula Drift champion, Chris Forsberg. In contrast, 5-hour Energy featured 30-second videos similar to its TV ads, which highlighted product benefits, such as low calories and “gets you past the 2:30 slump.”

About 90% of energy drink videos included a physical activity message, 73% showed a famous athlete, and 85% portrayed the product as cool/hip. More than one-third (35%) of Monster's videos contained sexual content. In its “Meet Miss Monster” video, for example, a Monster-logoed, bikini-clad young woman posed provocatively in front of a motocross dirt bike. The majority of energy drink videos (87%) appeared to target a male audience. Two-thirds of all energy drink videos also featured celebrity athletes (73%). These videos often portrayed athletes testing boundaries in extreme and often dangerous sports and physical feats.

Regular soda. We analyzed 17 videos for regular soda products that appeared on YouTube. Mountain Dew had the most ($n = 9$), Pepsi had four, Dr Pepper had two, and Coca-Cola Classic and 7 Up each had just one. Pepsi promoted its “Pepsi Refresh” cause-related marketing program in three out of four of its videos. Mountain Dew showed athletic sponsorships in one-third of its videos (e.g., pro-skateboarder Paul Rodriguez) and event sponsorships (e.g., Paul's winning run in “Skate Park Finals”) in two videos. Regular soda was portrayed as fun (71% of videos), inspirational (24%), and cool/hip (47%). Physical activity was depicted in one-quarter. Although the Coca-Cola YouTube channel had the second highest number of accumulated views on YouTube, the company added just 27 videos to its channel in 2010.

Sports drinks. Gatorade posted 11 of the 12 videos for this sugary drink category, and Powerade posted one. More than one-quarter (27%) of Gatorade's videos featured an event sponsorship: a “Replay” game. This event was part

of Gatorade's “Replay” campaign in which two teams were reunited years after a major game to “settle the score” and replay the game of their lives.²⁸ This tactic was not used in the brand's TV advertising. However, much like its TV ads, Gatorade highlighted claims about the product's nutrition/nutrients (46%) and physical and/or mental benefits (55%), and messages about hydration (27%). All of Gatorade's videos featured at least one celebrity, primarily athletes (e.g., Dwyane Wade, Peyton Manning, Dwight Howard). Many of the brand's videos were recorded at the Gatorade Sports Science Institute where Dr. Kimberly White educated famous athletes about proper hydration for intense physical activity. Several other videos were more humorous and featured an undercover Dwyane Wade, an NBA star from the Miami Heat, attempting to sell products from Gatorade's G series. The most-watched video from Gatorade was a music video called, “We Can Do It Now” featuring musicians Jennifer Hudson, Common, Lupe Fiasco, and No I.D. Nearly all of Gatorade's videos (91%) appeared to target men by featuring famous male athletes. The most-watched video mentioned above was the only video which featured famous musicians.

Iced tea. Snapple had five videos in the analysis, and Lipton Brisk had three. Snapple featured a sponsored event in one of its videos (Snapple's “Big Lunch Table Tour 2010”), and all solicited viewer participation. These videos were episodes of “Best Stuff-with Dave” and featured a comedic spokesperson asking people humorous questions. He also invited viewers to visit Facebook, Twitter, or YouTube if “you have something to say” about your best stuff. Lipton Brisk videos were quite different in style and content. One featured a clay-mation Ozzy Osbourne talking about how to be normal (i.e., “watch more television, grow a front butt”). This video also solicited viewer participation, asking them to send their Brisk story via Facebook for a chance to have it animated if it “makes us laugh.”

The other two Lipton Brisk videos featured Danny Trejo (“Machete”), an Hispanic actor whose popular character fought corruption and prejudice. The ads followed Machete as



Clay-mation depiction of Ozzy Osbourne in Lipton Brisk ad.



he joined the likes of Frank Sinatra and Eminem in becoming a claymation character for the “That’s Brisk Baby” campaign.

Flavored water. Vitamin Water was the only brand in this category with videos ($n = 6$). These videos highlighted the brand’s nutrition/nutrient claims (66% of videos), and associated it with physical activity (83%), humor (83%), and cool/hip themes (67%). In addition, one-half of its ads included animation, and one-third used the sugary drink as a prop. Celebrities were featured in 67% of Vitamin Water videos. The brand’s most-viewed video was a humorous depiction of David Wright of the New York Mets doing off-season training with Mike “The Situation” Sorrentino, of “Jersey Shore.” Three out of six Vitamin Water ads featured Steve Nash, an NBA Phoenix Suns player, as an eccentric character representing the brand. The most watched of these videos featured Steve as “the most ridiculous man in the world.” Nearly all (83%) of Vitamin Water’s videos appeared to target men.

Teens’ use of social and viral media

At the time of this report, the advertising industry did not have reliable measurement methods to track users of social, viral, and mobile media. Therefore, we cannot definitively confirm that these marketing efforts were viewed by children, adolescents, or different ethnic groups. However, numerous market research reports confirm that teens use social media disproportionately more than the general population.

Social networking sites are extremely popular among teenagers: in 2009, 73% of teens were members of a social media site, including 82% of 14- to 17-year-olds.²⁹ In contrast, just 47% of online adults had a social network account. Among teens with a profile on a social network, 71% maintained pages on Facebook;³⁰ 86% had posted comments on a friend’s page; and 83% had commented on a friend’s picture.³¹ In addition, 29% of teens had added at least one brand to their selective group of Facebook friends.³²

According to *Consumer Reports*, 20 million young people (younger than 18 years) actively used a Facebook account in the past year.³³ While the Facebook terms of service do not allow children younger than 13 to become members of the site, this prohibition is easily circumvented. *Consumer Reports* estimated that 5 million Facebook users were younger than 13;³⁴ and 37% of 10- to 12-year-olds had a Facebook account.³⁵

Similarly, a recent study from Edison Research and Arbitron indicates that approximately 18% of the 17 million Americans who use Twitter are between the ages of 12 and 17 years.³⁶ Twitter also is well-poised to continue to attract advertisers. The percentage of Twitter users who follow corporate brands is three times higher than other social media users.³⁷ It is

significant to note that blacks disproportionately use Twitter. They represent 24% of Twitter users, approximately double their proportion of the U.S. population.³⁸ Approximately 17% of Twitter users are Hispanic.³⁹

Teens are also active viewers of online videos. According to Nielsen, 12 million American teens, or about two-thirds of those who use the internet, watched videos online during May 2009.⁴⁰ By the first quarter of 2010, the average teenager watched approximately 2 hours and 9 minutes of videos on the internet per month. This age group (12-17 years) made up 6% of the online video audience. In addition, children (2-11 years) watched on average 1 hour and 24 minutes during the month and made up 7% of the online video audience.⁴¹ Teens watched a large proportion of online videos that fell into Nielsen’s “Entertainment-Videos/Movies” category, and YouTube is the most significant contributor.⁴²

Marketing in social media overview

Social media was widely used as a marketing vehicle in 2010 by sugary drink and energy drink brands. These platforms are increasingly popular among children and teens and offer marketers a way to offer up highly interactive and engaging experiences to them. Although brands varied in their use of specific engagement devices in social media, all did employ them. These devices encouraged fans and followers to interact with their products through photos, videos, contests, and other enjoyable diversions.

The energy drinks, Red Bull and Monster, were frequent advertisers in social media. Across all three platforms we investigated—Facebook, Twitter, and YouTube—these brands maintained a strong presence through frequent updates of engaging content. With the exception of 5-Hour Energy, energy drink brands did not market the beverages themselves, instead relying on their rosters of athletes and extreme sports sponsorships to communicate their brands’ identities and senses of edginess and athleticism. Regular soda also was well-represented on social media. Coca-Cola had the most fans and followers on Facebook and Twitter of any brand, and ranked second to Red Bull in the number of YouTube views. Pepsi, Dr Pepper, and Sprite also aggressively used social media to communicate with consumers and acquired sizable followings in doing so. While the content and tactics used by regular soda brands varied more so than for energy drinks, all regular soda pages promoted interactive content, such as videos and contests. Gatorade was the sports drink that used social media the most, including to promote sports sponsorships, webisodes, and athlete endorsers. Conversely, sugary drink brands that targeted children were relatively absent from social media, with only Kool-Aid and Sunny D maintaining a presence on Facebook and Sunny D on Twitter.

Mobile marketing

Mobile marketing	Definitions
Mobile banner ads	Advertisements that appear at the top or bottom of third-party mobile website pages. Similar to internet banner ads, mobile banner ads are graphic display ads that click through to a website page designated by the advertiser.
Mobile banner ad index	Indicates relative share of presence of the advertisement, established by comparing the frequency with which a particular advertisement on a given mobile website appeared compared with all other advertisements on that same website. The ad index therefore acts as a benchmark: any number above 100 indicates a greater observed presence than expected, while a number below 100 indicates the converse.
Smartphone applications	Operating system-specific (e.g., iPhone, Android) applications that may be downloaded to mobile phones. They act as stand-alone programs and may perform several different functions, including games, video streaming, and internet radio.
Text message advertising	The Short Message Service (SMS) enables companies to send brief text messages (160 characters or fewer) between mobile phones and other SMS-enabled devices.

We examined placement of banner ads on third-party mobile websites by sugary drink and energy drink brands and the content of those ads. We also describe smartphone applications sponsored by these brands and examples of text message advertising.

Mobile website banner ads

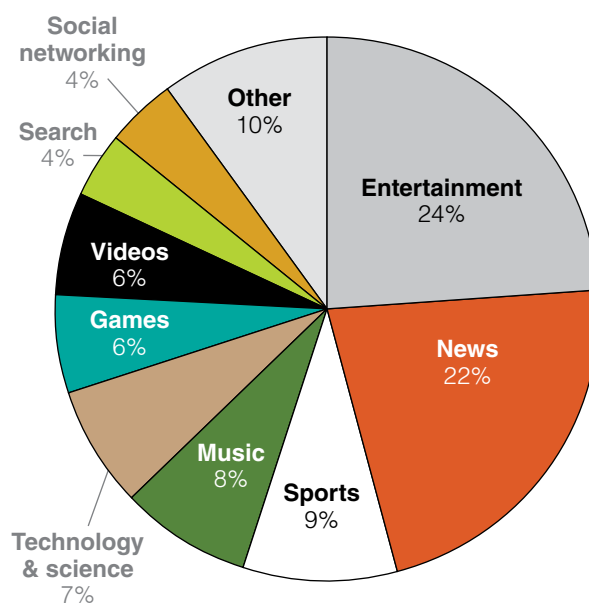
Eight of the sugary drink brands in our analysis ran banner ads on mobile websites in 2010: Amp, Red Bull, Coca-Cola Classic, Fanta, Mountain Dew, Pepsi, Sprite, and Sunkist. These eight brands placed ads on 155 of the 200 mobile websites that comScore tracks. Entertainment, news, sports, and music sites were most frequently selected for banner ad placements (see **Figure 33** and **Table 36**). Teens access relatively more social networking, music, games, videos, and technology mobile websites compared with other types of websites⁴³, and 31% of sugary drink mobile banner ads were placed on these types of sites.

Table 36. Mobile websites with the most frequent placement of banner advertisements in 2010

Mobile website	Type of mobile website	# of months with ad placements
MTV Mobile	Music	11
CBS Sports Mobile	Sports	8
CMT Mobile	Music	8
The CW Mobile	Videos	8
VH1 Mobile	Music	8
GameSpot Mobile	Games	7
411.com Mobile	Search	6
Goal.com Mobile	Sports	6
photobucket Mobile	Social networking	6
Star Mobile	Entertainment	6
TMZ Mobile	Entertainment	6
Us Mobile	Entertainment	6
WhitePages Mobile	Search	6
X17 Mobile	Entertainment	6

Source: conScore AdMetrix Mobile (January-December 2010)

Figure 33. Types of mobile websites on which banner advertisements appeared in 2010



Source: comScore AdMetrix Mobile (January-December 2010)

Fanta, Coca-Cola, and Amp placed ads on 67, 61, and 52 mobile websites, respectively. In contrast, the other sugary drink brands with mobile banner ads placed them on fewer than ten sites each (see **Table 37**). However, the brands that advertised on fewer websites (with the exception of Red Bull) gained a higher share of presence on those sites based on median ad index numbers. More than two-thirds of brands using mobile banner ads were regular sodas. comScore reported no mobile banner ads for fruit drinks, sports drinks, or flavored water.

The top monthly ad placements for each sugary drink brand, as measured by ad index, are reported in **Table 38**. Pepsi and Sunkist placed ads exclusively on sports sites. Sprite

Table 37. Mobile banner advertising placements by brands in 2010

Company	Brand	Category	# of months	# of sites	Ad index range	Ad index median
PepsiCo	Amp	Energy drink	4	52	0 - 456	7
Coca-Cola	Coca-Cola	Regular soda	7	61	0 - 388	8
Coca-Cola	Fanta	Regular soda	5	67	0 - 2510	19
PepsiCo	Mountain Dew	Regular soda	5	6	6 - 529	64
PepsiCo	Pepsi	Regular soda	2	1	50 - 97	74
Red Bull	Red Bull	Energy drink	1	2	2 - 10	6
Coca-Cola	Sprite	Regular soda	3	5	9 - 625	100
Dr Pepper Snapple Group	Sunkist	Regular soda	2	1	16 - 39	28

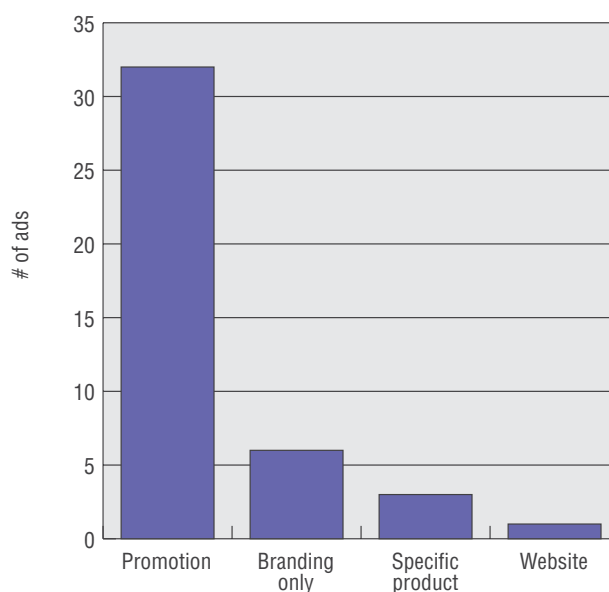
Source: comScore AdMetrix Mobile (January-December 2010)

Table 38. Top five monthly ad placements as measured by ad index for each sugary drink brand in 2010

Brand	Mobile website	Month	Ad index
Amp	VH1 Mobile	April	456
	MTV Mobile	April	72
	The Envelope Mobile	July	46
	Journal News Mobile	July	26
	CBS iMobile	July	23
Coca-Cola	Gawker Mobile	October	388
	MTV Mobile	June	259
	Kotaku Mobile	October	250
	Podcast.com Mobile	October	219
	Men's Health Mobile	October	165
Fanta	Us Mobile	June	2,510
	Star Mobile	June	2,387
	X17 Mobile	June	1,930
	Reference.com Mobile	September	1,728
	Reference.com Mobile	May	1,329
Mountain Dew	VH1 Mobile	October	529
	Spike Mobile	October	359
	Comedy Central Mobile	May	283
	VH1 Mobile	May	201
	VH1 Mobile	June	195
Pepsi	MLB.com Mobile	August	97
	MLB.com Mobile	July	50
Red Bull	Bossip Mobile	November	10
	go2 Mobile	November	2
Sprite	ABC News Mobile	April	635
	NBA Mobile	February	514
	NBA Mobile	January	448
	NASCAR Mobile	February	134
	NASCAR Mobile	January	100
Sunkist	ESPN Mobile	February	39
	ESPN Mobile	January	16

Source: comScore AdMetrix Mobile (January-December 2010)

also placed four of its top five ad placements on sports sites. Mobile music entertainment sites, popular with teens, were also often used by sugary drink advertisers. Amp, Coca-Cola, and Mountain Dew achieved some of their highest ad index numbers on the VH1 and MTV mobile sites. Mountain Dew and

Figure 34. Main point of mobile banner advertisements

Source: Mobile banner ad content analysis (January-December 2010)



Mobile banner ads that promote contests.

Coca-Cola Classic both appeared to focus their advertising on males by advertising heavily on Men's Health Mobile and Spike Mobile.

Mobile banner ad content analysis

We identified 325 individual mobile banner ads placed by sugary drink and energy drink brands in our analysis during 2010, but found only 42 unique ads for the content analysis.



Mobile banner ads that promote sports.

More than three-quarters of these ads featured a promotion as the main point (see **Figure 34**).

Sports and contests were the two most-commonly advertised types of promotions. Sports were featured in nine banner ads for Amp, Coca-Cola, Mountain Dew, Sprite, and Sunkist. Contests appeared in eight ads for Coca-Cola, Fanta, and Sunkist (the same one that also promoted sports).

In addition to entering contests, mobile banner ads encouraged viewers to take other types of actions. For example, Coca-Cola Classic invited viewers to become Twitter followers and play a game; Fanta offered downloads of wallpaper; and Mountain Dew and Pepsi encouraged viewers to vote on brand-sponsored polls.

None of the mobile banner ads appeared to target children directly. One Spanish-language banner ad for Coca-Cola Classic promoted FIFA.

Table 39. iPhone applications for sugary drinks

Brand	Application name	Application type	Price
Coca-Cola	Coca-Cola Christmas Snow Globes	Entertainment	Free
Coca-Cola	Coke Drink	Entertainment	Free
Coca-Cola	NBC Olympics Cheer presented by Coca-Cola	Sports	Free
Coca-Cola	Magic Coke Bottle	Entertainment	Free
Coca-Cola	Coca-Cola Happiness Factory – Mortar Men	Game	Free
Coca-Cola	LiveCycle	Game	Free
Coca-Cola	PUSH! + Play	Game	Free
Coca-Cola	Spin The Coke	Entertainment	Free
Coca-Cola	125 Reasons	Entertainment	Free
Coca-Cola	Cheers	Entertainment	Free
Fanta	Fanta shoplist	Lifestyle	Free
Pepsi	Pepsi Refresh Everything	Lifestyle	Free
Pepsi	Pepsi Loot	Social networking	Free
Red Bull	Red Bull Augmented Racing	Game	Free
Red Bull	RBMA Radio	Music	Free
Red Bull	Red Bull X-Fighters Lite	Game	Free
Red Bull	Red Bull X-Fighters	Game	\$1.99
Red Bull	Red Bull Soapbox Race FREE	Game	Free
Red Bull	Red Bull Soapbox Race	Game	\$0.99
Red Bull	Red Bull BPM Pro Lite	Music	Free
Red Bull	Red Bull BPM Pro Player	Music	\$9.99
Red Bull	Red Bull BPM Master Out	Music	\$9.99
Red Bull	Red Bull Air Race World Championship Lite Version	Game	Free
Red Bull	Red Bull Air Race World Championship	Game	\$2.99
Red Bull	Red Bull Racing Challenge	Game	\$1.99
Red Bull	Red Bull Racing Challenge Lite	Game	Free
Red Bull	Red Bull BC One Free	Game	Free
Red Bull	Red Bull BC One Game	Game	\$1.99
Red Bull	Red Bull Crashed Ice Invasion	Lifestyle	Free
Red Bull	Red Bull TV	Entertainment	Free
Red Bull	Red Bull Flugtag	Game	Free
Rockstar	Mayhem Festival Application	Music	Free
Sprite	ZOOZbeat Sprite	Music	Free
Sprite	Music Mixer	Music	Free

Source: iPhone application analysis (June 2011)



Actions encouraged by mobile banner ads.



Coca-Cola Spanish-language mobile banner ad.

Smartphone applications

During 2010, five regular soda and energy drink brands had 34 smartphone applications available for download by US-based iPhone users (see **Table 39**). Ten applications were offered by Coca-Cola Classic and 18 by Red Bull. Nearly one-half of these applications were mobile games.

Many teens have downloaded these iPhone applications (see **Table 40**). The data indicate the projected number of individuals with the applications installed on their iPhone or iPod Touch as of September 2010. The number does not



Coca-Cola iPhone "spin the bottle" application.

Table 40. iPhone application demographic profile

Brand	Application name	% of users 12-17 years
Red Bull	Red Bull Racing Challenge	41%
Coca-Cola	Magic Coke Bottle	39%
Red Bull	Red Bull X-Fighters Lite	38%
Coca-Cola	Spin The Coke	26%
Sprite	ZOOZbeat Sprite	25%
Red Bull	Red Bull Air Race World Championship Lite Version	25%
Red Bull	Red Bull X-Fighters	14%
Red Bull	Red Bull TV	3%

Source: comScore iTunes Application Tracking (September 2010)

include individuals who downloaded the application and later deleted it. Of the 34 applications we tracked, 8 had enough volume to be measured by comScore. Six of these applications had a user base comprised of at least 25% 12- to 17-year-olds.

These smartphone applications were creative and engaging and had a strong youth appeal. Coca-Cola's "Magic Coke Bottle" application was the company's version of the "Magic 8-ball" toy; users asked the Coke bottle a question and then shook their phones until the bottle exploded and revealed an answer. "Spin The Coke" was an application to play "spin the bottle" using a virtual Coke bottle on an iPhone. This application could be integrated with Facebook to incorporate friends' profile photos. Red Bull's game applications were also popular among teens. These applications were associated with sports that Red Bull sponsored and were fast-paced racing games.

Text message advertising

Just two of the sugary drink brands in our analysis used text messaging as an advertising medium during the period we examined. We registered our iPhone with Sprite in September 2010 and with Coca-Cola in March 2011.

Sprite's initial text message asked us to reply with a birth year to ensure that we were at least 13 years old (see **Figure 35**). After confirming this, we received three texts, the first of which welcomed us to the program and stated that we could receive up to two text messages per month. The next promoted mobile downloadable content featuring hip-hop star Drake. The next message was received six months later and alerted us to a phone call we were to receive from basketball player LeBron James.

Coca-Cola regularly sent us text messages regarding the "My Coke Rewards" program. The company's terms of service stated that we might receive up to nine messages per month, but the most we received in a month was four. These messages highlighted specials and promotions for the program (see **Figure 36**).



Red Bull iPhone applications.

Figure 35. Text messages from Sprite

From Sprite, received 9/22/10:

SpriteSparkTxt: Click 2 get ur Drake reward: <http://sprite.mobi>.....

From Sprite, received 3/2/11:

SpriteSparkTxt: LeBron is going to call & tell you about the Sprite Spark Parks & how to Spark Your Game-see rules at sprite.com Msg,Data&UsageRatesMayApply

Teens' use of mobile media

Teens are the heaviest users of mobile video, watching 7 hours and 13 minutes per month in the fourth quarter of 2010, compared with 4 hours and 20 minutes for the general population.⁴⁴ They made up 19% of the total mobile video audience.

In 2010, 75% of 12- to 17-year-olds owned cell phones, an increase from 45% in 2004.⁴⁵ Teens use mobile websites frequently: 49% of teen mobile subscribers accessed the internet on their phones in the second quarter of 2010, up from 40% in the second quarter of 2009.⁴⁶ Teens also avidly use text messages: in 2009 72% of all teens sent text messages, and 50% of those teens sent at least 1,500 texts per month.⁴⁷ Nielsen reported in 2010 that teens sent and received an average of 3,339 texts per month (4,050 for

Figure 36. Text messages from "My Coke Rewards"

From My Coke Rewards, 3/4/11:

MyCokeRewards: Want to boost ur balance? It's easy to do. Enter 3 codes in the next 10 days and u'll get 20 Bonus Points on us. Reply HELP for help.

From My Coke Rewards, 4/27/11:

MyCokeRewards: Today only, get NBA 2K11 for PlayStation® 3 for less. Score one now for only 500 Points at MyCokeRewards.com 4/27/11 only. Reply HELP for help.

From My Coke Rewards, 5/13/11:

MyCokeRewards: Celebrate all summer long with the 125 Days of Summer Prizes Instant Win Game at MyCokeRewards.com. Ends 9/3/11. NoPurNec. Reply HELP for help.

females and 2,539 for males). This outpaced the second most active group, young adults (18- to 24-year-olds), who sent and received an average of 1,630 texts per month.⁴⁸

Mobile marketing overview

Though not yet universally adopted, mobile marketing is becoming increasingly popular. As cell phones become more

sophisticated and equipped with advanced technologies, the opportunities for marketers to use them as a platform for advertising grow. Like social media, advertising through mobile media is highly interactive and, frequently, highly entertaining.

Eight brands in our analysis, all of which were regular soda or energy drinks, participated in mobile marketing. Red Bull and Coca-Cola were by far the leading advertisers in the space, offering a roster of popular iPhone applications for download

and placing banner ads on mobile websites. These iPhone applications designed by sugary drink and energy drink brands are popular with young people, with six applications (of only eight that had enough distribution to be measured by comScore) in our analysis having a user base of at least 25% 12- to 17-year olds. Furthermore, Coca-Cola used text messaging to communicate with consumers about its “My Coke Rewards” program, making the brand the leading sugary drink advertiser in the mobile space.

Summary of youth-directed advertising

Tables 41 and 42 present children's and teens' exposure to all sugary drink and energy drink advertising by company.

Table 41. Children's exposure to advertising by company and medium in 2010

Company	Advertising exposure				Total
	TV ads*	Product placements	Company websites**	Internet banner ads**	
Kraft Foods	94.0	0.2	0.2	6.8	101.3
Coca-Cola	24.6	17.1	1.6	51.0	94.3
PepsiCo	33.1	1.2	1.2	16.2	51.7
Innovation Ventures	45.5	0.1	--	--	45.6
Dr Pepper Snapple Group	32.5	0.9	0.2	5.8	39.4
Sunny Delight Beverages	24.8	--	--	0.1	25.0
Ocean Spray	8.4	--	0.1	--	8.5
Red Bull	6.1	0.3	--	0.2	6.6
Unilever	4.5	--	--	0.1	4.6
Welch Foods Inc.	1.9	--	--	--	1.9
Total	275.3	20.0	3.3	80.3	378.9

*Children 6-11 years

**Based on estimated GRP equivalents

Source: Combined GRP analysis

Across all measured media, children were exposed to an estimated 379 ads for these products in 2010 and teens were exposed to 613. Three-quarters of children's exposure and two-thirds of teens' exposure was to advertising on TV. However, banner advertising on third-party websites also comprised 21% and 12% of the ads viewed by children and teens, respectively. In addition, 16% of teens' exposure to sugary drink and energy drink advertising occurred on the radio.

Kraft Foods was the leading advertiser to children (6-11 years), contributing approximately one-quarter of total ad exposure. Coca-Cola used traditional TV advertising relatively less frequently than the other large companies; however, teens were exposed to the most ads overall for Coca-Cola sugary drinks, and the company came in second for ads viewed by children. The three large beverage companies, Coca-Cola, PepsiCo, and Dr Pepper Snapple Group, were responsible for 61% of teens' total exposure to sugary drink and energy drink advertising.

Coca-Cola, PepsiCo, and Dr Pepper Snapple Group used all forms of media to promote their sugary drinks; however, all the companies in our analysis engaged in some form of marketing to promote their sugary drink and energy drink products to young people. Ten of the fourteen companies advertised to young people on TV, eight placed ads on the radio, six used product placements on prime-time TV, four had extensive banner advertising to promote company websites and promotions, five marketed via mobile media, and all used social media.

Advertising to children

At the brand level, children viewed more ads for Coca-Cola than for any other brand; this one brand comprised 19% of all their exposure to sugary drink and energy drink advertising and 58% of exposure to product placements and banner ads (see **Table 43**). Due to their prevalence on TV commonly viewed by children, the three children's fruit drinks (Capri

Table 42. Teens' exposure to advertising by company and medium in 2010

Advertising exposure									
Company	TV ads	Product placements	Radio	Company websites*	Internet banner ads*	Total media exposure	Social media	Mobile media	Local sponsorships
Coca-Cola	49.2	22.5	19.2	6.5	45.7	143.2	X	X	X
PepsiCo	73.7	1.9	28.9	3.1	14.5	122.1	X	X	X
Dr Pepper Snapple Group	61.3	1.7	36.5	1.1	5.2	105.7	X	X	X
Innovation Ventures	104.6	0.2	0.3	0.1	--	105.2	X		
Kraft Foods	59.2	0.5	4.2	0.1	6.1	70.1	X		
Sunny Delight Beverages	22.2	0.1	0.4	--	0.1	22.8	X		
Red Bull	14.5	0.65	--	0.1	0.2	15.4	X	X	X
Unilever	7.2	--	5.4	--	0.1	12.8	X		
Ocean Spray	10.8	0.1	--	--	--	10.9	X		
Hansen Beverage Company	--	--	2.1	0.4	--	2.6	X		X
Welch Foods Inc.	2.3	--	--	--	--	2.4	X		
Rockstar	--	--	--	0.1	--	0.2	X	X	X
Arizona	--	--	--	--	--	0.1	X		
Campbell Soup Company	--	--	--	--	--	0.1	X		
Total	404.9	27.4	97.0	11.7	71.8	612.8			

*Based on estimated GRP equivalents

Source: Combined GRP, social media, and mobile media analyses

Sun, Kool-Aid, and Sunny D) also ranked in the top five for advertising viewed by children, as well as 5-hour Energy. Gatorade, Pepsi, Dr Pepper, Vitamin Water, and Sprite ranked numbers six through ten.

Advertising to teens

Among teens, 5-hour Energy topped the list of sugary drink and energy drink advertising exposure due to its dominance of TV advertising viewed by young people (see **Table 44**).

Table 43. Children's exposure to advertising by brand and medium in 2010*

Advertising exposure						
Company	Brand	Category	TV ads**	Product placements	Company websites***	Internet banner ads***
Coca-Cola	Coca-Cola and My Coke Rewards	Soda	11.8	15.1	1.6	43.4
Kraft Foods	Capri Sun	Fruit drink	52.2	--	0.1	3.9
Innovation Ventures	5-hour Energy	Energy drink	45.5	0.1	--	--
Kraft Foods	Kool-Aid	Fruit drink	41.8	0.2	0.1	2.9
Sunny Delight Beverages	Sunny D	Fruit drink	24.8	--	--	0.1
PepsiCo	Gatorade and Gatorade G2	Sports drink	13.5	0.3	0.1	2.4
PepsiCo	Pepsi	Soda	4.6	0.7	--	9.9
Dr Pepper Snapple Group	Dr Pepper	Regular soda	9.3	0.2	--	3.6
Coca-Cola	Vitamin Water	Flavored water	4.5	1.7	--	3.0
Coca-Cola	Sprite	Regular soda	6.2	0.2	--	2.3
Ocean Spray	Ocean Spray	Fruit drink	8.4	--	0.1	--
Dr Pepper Snapple Group	7 Up	Regular soda	8.2	0.1	--	--
PepsiCo	Mountain Dew and DEWMocracy	Soda	4.6	0.1	0.1	2.3
Dr Pepper Snapple Group	Sunkist	Regular soda	5.7	0.1	--	1.3
Red Bull	Red Bull	Energy drink	6.1	0.3	--	0.2
Dr Pepper Snapple Group	Canada Dry	Regular soda	6.5	--	--	--
PepsiCo	Sierra Mist	Regular soda	5.2	--	--	0.5

*Includes all brands for which children viewed 5 or more ads in 2010

**Children 6-11 years

***Based on estimated GRP equivalents

Source: Combined GRP analysis

Table 44. Teens' exposure to advertising by brand and medium in 2010*

Advertising exposure											
Company	Brand	Category	TV ads	Product placements	Radio	Company websites**	Internet banner ads**	Total media exposure	Social media ranking	Mobile media	Local sponsorships
Innovation Ventures	5-hour Energy	Energy drink	104.6	0.1	0.3	0.1	--	105.1	21		
Coca-Cola	Coca-Cola and My Coke Rewards	Soda	19.5	19.5	15.6	6.4	38.9	100.0	2	X	X
PepsiCo	Gatorade and Gatorade G2	Sports drink	31.1	0.5	7.7	0.1	2.2	41.6	6		X
Dr Pepper Snapple Group	Dr Pepper	Soda	18.8	0.4	15.3	1.0	3.2	38.7	5		X
Kraft Foods	Kool-Aid	Fruit drink	30.3	0.4	4.2	0.1	2.6	37.5	14		
Kraft Foods	Capri Sun	Fruit drink	28.9	--	--	0.1	3.5	32.5			
PepsiCo	Pepsi	Soda	11.0	1.0	3.2	0.4	8.9	24.5	4	X	
PepsiCo	Mountain Dew	Soda	12.0	0.3	8.3	0.3	2.1	23.0	7	X	X
Sunny Delight Beverages	Sunny D	Fruit drink	22.2	--	0.4	--	0.1	22.7	26		
Dr Pepper Snapple Group	7 Up	Soda	16.3	0.3	3.7	--	--	20.3	18		
Coca-Cola	Sprite	Soda	13.3	0.3	1.2	0.1	2.1	17.0	10	X	
Coca-Cola	Vitamin Water	Flavored water	11.4	2.4	--	--	2.7	16.5	9		X
Red Bull	Red Bull	Energy drink	14.5	0.6	--	0.1	0.2	15.4	1	X	X
Dr Pepper Snapple Group	Canada Dry	Regular soda	11.2	--	3.8	--	--	15.0			
Dr Pepper Snapple Group	Sunkist	Regular soda	10.7	0.1	1.1	--	1.2	13.0	24	X	
Unilever	Lipton/ Lipton Brisk	Iced tea	7.2	--	5.4	--	0.1	12.7	8		
Ocean Spray	Ocean Spray	Fruit drink	10.7	0.1	--	--	--	10.8	19		
PepsiCo	Sierra Mist	Regular soda	7.6	0.1	2.2	--	0.4	10.3	28		
PepsiCo	SoBe	Fruit drink, flavored water	4.8	--	5.3	0.2	--	10.3	11		
Dr Pepper Snapple Group	Crush	Regular soda	--	--	7.8	--	0.4	8.2			
PepsiCo	Amp	Energy drink	4.9	--	2.1	--	1.0	8.0	17	X	
Dr Pepper Snapple Group	Snapple	Iced tea, fruit drink	4.3	0.5	--	0.1	--	4.9	13		
Hansen Beverage Company	Monster	Energy drink	--	--	2.1	0.4	--	2.5	3		X
PepsiCo	Tropicana and Trop50	Fruit drink	2.4	--	--	0.4	--	2.8	20		
PepsiCo	SoBe	Fruit drink	--	--	--	--	--	--	11		
Arizona	Arizona products	Fruit drink, flavored water	--	--	--	--	--	--	12		
Rockstar	Rockstar	Energy drink	--	--	--	0.1	--	0.1	15	X	X
Coca-Cola	NOS	Energy drink	--	0.1	--	--	--	0.1	16		

*Includes all brands for which teens viewed 5 or more ads in 2010 or that ranked in the top 20 for social media presence

**Based on estimated GRP equivalents

Source: Combined GRP, social media, and mobile media analysis

However, Coca-Cola ranked second with just 5% less advertising overall. Gatorade, Dr Pepper, and Mountain Dew ranked in the top eight due to both TV and radio advertising to teens, and Pepsi ranked seventh for its TV and banner ads. The three children's fruit drinks, as well as 7 Up, also ranked in the top ten, primarily due to their volume of TV ads. Capri

Sun, Canada Dry, and Crush were the only brands on this list that did not use social media in 2010. Conversely, six brands ranked in the top 20 for their use of social media, but had little to no advertising to teens in other media, including Monster (number three in social media), Rockstar, and NOS energy drinks, as well as Tropicana, SoBe, and Arizona.

In-store marketing

In this section, we present data on beverage companies' use of marketing inside stores, including marketing messages on

product packaging and promotions at beverage retailers.

On-package marketing messages

On-package marketing messages	Definitions
Ingredient claim	Any claim regarding micronutrients (vitamins and minerals), antioxidants, and electrolytes, as well as novelty ingredients such as guarana, ginseng, and green tea extract.
Child feature	Indicates that a product is intended for children, including cartoon brand characters and references to kids, fun, and child-targeted promotions on the package.
Promotion	Reference to a specific event, program, sports team or athlete, celebrity, sweepstakes, or philanthropic organization.

We analyzed 267 different sugary drink containers and packages to assess the types and quantity of advertising messages and claims on product packaging. Items were coded for child features, ingredient and calorie claims, natural claims, promotions, and other messages presented on the packages. **Ranking Table 12** ranks all brands and companies by number of ingredient claims and child features.

Marketing-related messages

In total, 15% of sugary drink and energy drink packages included child features, such as cartoon brand characters and references to "kids" (see **Table 45**). Coca-Cola, Dr Pepper Snapple Group, Kraft Foods, and PepsiCo were the only companies to include child features on their products, ranging from 7% of Coca-Cola products to 55% of products from Kraft Foods. In addition, 28% of packages featured promotions, such as sweepstakes, giveaways, and promotional partners.

Fruit drinks were the most common category to include child features on packaging. One-quarter of the 70 fruit drink packages coded were children's products, and 100% of these contained child features. In contrast, just 6% of other fruit drinks (i.e., not children's products) contained these features. Children's products often featured cartoon drawings on the package, such as the characters on Capri Sun multipack boxes shown participating in various athletic activities, as well as references to fun, playing, and schools. Children's brands were also more likely to feature promotions than other fruit drink brands, with 37% and 31% of packages, respectively, containing any form of promotion. Promotions on children's products were primarily school-related, such as Capri Sun's support of a recycling program, "Terra Cycle,"

Table 45. Child features and promotions on product packages by category

	# of packages	Promotions (% of packages)	Child features (% of packages)
Regular soda	91	38	8
Energy drinks	26	4	0
Flavored water	43	0	37
Other fruit drinks	51	31	6
Child fruit drinks	19	37	100
Sports drinks	16	38	6
Iced tea	21	48	0
Total	267	28	15

Source: Product packaging analysis

that encouraged children to recycle their drink pouches to earn money for their schools. Snapple fruit drinks also had a promotion to build playgrounds. Country Time powdered lemonade had a cause-related message and included the logo and website for Alex's Lemonade Stand Foundation, a non-profit foundation which raises money for childhood cancer research. V8 Splash was the only fruit drink to carry a label from the American Heart Association.

Of the 91 packages of regular soda we analyzed, 8% contained child features. These features were found on just four brands: Coca-Cola Classic, Sprite, Barq's, and Mug. The "My Coke Rewards" program was cited on most packaging for Coca-Cola products, making up the majority of the 38% of regular soda packaging that featured promotions.

One-third of the 43 flavored water products in our analysis contained a child feature. They belonged primarily to SoBe



Child features and nutrition-related claims on children's fruit drinks.

Lifewater, which had a cartoon lizard brand character, and Capri Sun Roarin' Waters, a children's product. Sports drinks was the smallest category analyzed, with just 16 packages for Powerade and Gatorade. One sports drink contained child features, the children's product, Powerade Play. In addition, more than one-third of sports drink packages featured a promotion, including "My Coke Rewards" and a Concacaf Gold Cup 2011 promotion on Powerade products. Gatorade packages did not have any promotions.

Iced tea and energy drink packages did not contain child features on any products; however, 48% of iced tea packages featured promotions, the most of any drink category. Arnold Palmer varieties of iced tea from Arizona contained an obvious celebrity tie-in, often including pictures of Arnold Palmer in action with his golf gear. Lipton Pureleaf iced tea varieties contained an environmental appeal stating that they were "Rainforest Alliance Certified." Some varieties of iced tea also had a price promotion printed directly on the container, such as some 23-ounce Arizona iced teas for 99 cents. Just one energy drink package included a promotion, a sports reference and message to athletes on the side of Monster Energy+Juice.

Ingredient and other nutrition-related claims

All companies made nutrition-related claims on their products; 50% of packages featured on average 2.6 ingredient claims each, and 65% featured natural claims (see **Table 46**). Dr Pepper Snapple Group had the fewest ingredient claims, with

just 19% of packages containing messages about ingredients, and averaging 1.2 claims per package. Rockstar, Campbell Soup Company, Welch Foods Inc., and Red Bull had claims on 100% of their products, ranging from 1.0 claims per package for Red Bull to 4.4 claims per package for Rockstar. We also examined messages about calories on all packages and compared their use on light versus full-calorie drinks. Of all light drinks, 56% carried a statement about the number of calories on the product, usually in reference to a calorie reduction or low number of calories. Among full-calorie drinks, 10% presented calorie information, such as listing the number of calories per container on the front of the can or package, or a claim such as the one found on powdered Kool-Aid packages which stated "25% fewer calories than the leading beverage."

Just 3% of regular soda packages contained claims about ingredients, the lowest frequency of any drink category. Ingredient claims on regular soda described the "low sodium" content of the drink or highlighted a specialty ingredient such as the antioxidant in Cherry 7 Up Antioxidant. More than one-half of regular soda products also made claims about natural ingredients or flavors in the products, also the lowest percentage of any category with natural claims. Calorie claims were found on 14% of full-calorie regular soda packages, the second most frequent full-calorie group to make such claims. In most cases, these were in the form of a calorie disclosure icon on the front of the package, alerting the consumer to the number of calories per serving or container.

Table 46. Nutrition-related claims by category

	# of packages	Ingredient claims (% of packages)	Avg # of ingredient claims per package	Natural claims (% of packages)	Calorie claims (% of packages)	
					Light drinks	Full-calorie drinks
Regular soda	91	3%	1.7	57%	0%	14%
Energy drinks	26	88%	2.4	0%	33%	9%
Flavored water	43	93%	4.2	100%	0%	5%
Children's fruit drinks	19	79%	1.7	68%	0%	21%
Other fruit drinks	51	55%	1.5	80%	81%	7%
Sports drinks	16	81%	2.9	69%	33%	0%
Iced tea	21	53%	1.1	62%	0%	14%
Total	267	50%	2.6	65%	56%	10%

Source: Packaging analysis



Nutrition-related claims on Vitamin Water labels.

Ingredient claims were common in the energy drink category; 88% of all products contained messages about ingredients. Most often, energy drinks listed specialty ingredients, such as ginseng, guarana, and B vitamins on the front of the can, averaging 2.4 claims per can. Amp had the most, with four claims per can. Some cans did contain a warning on the back of the can about maximum consumption of the drink, such as suggesting a limit of three per day, or a statement that the drink is not recommended for children, pregnant women, and people with a sensitivity to caffeine. Energy drinks were the only category that did not make natural claims on any products. Just 9% of full-calorie energy drink mentioned the calorie content of the beverage, but one-third of light energy drinks referenced calories.

Fruit drinks often had natural claims on the packaging as well, with 79% of children's fruit drink packages and 55% of other fruit drinks containing claims regarding "natural" or "real" ingredients; the phrases "natural flavors," "naturally flavored," or "all natural" were used most often. Many fruit drinks also carried messages that the drink did not contain any artificial sweeteners, flavors, or preservatives, and "does not contain high fructose corn syrup." Although they had fewer ingredient claims, other fruit drinks were more likely than children's brands to carry "natural" or "real" statements. Welch's Essentials and V8 V-Fusion Light had the most ingredient claims per package, with an average of three statements per drink on 100% of packages. Capri Sun had the third highest number of claims with 2.8 per package. Light fruit drinks were the most common light drinks to contain a calorie claim; 81% referenced a calorie-reduction or the low-calorie content of the product.

Flavored water was the category most likely to feature ingredient claims, with an average of 4.1 claims on 93% of all products. Vitamin C was the most common ingredient claim, as most drinks contained 100% of the daily value. Vitamin Water was the top ranking brand of all product categories for number of claims, with an average of 5.0 claims on 100% of products. SoBe Lifewater had an average of 3.7 claims per package, and Propel flavored water had an average of 3.0 claims per product. Every product in the flavored water category made a claim about natural ingredients, most

often regarding flavors. In addition, 26% of flavored water packages included a claim about hydration or described the product as a "flavored water hydration beverage."

Eight of ten sports drinks featured ingredient claims, most often for electrolyte complexes meant to improve hydration after physical activity, and one-half contained vitamin and mineral claims. Powerade included its 4-electrolyte complex in the name of the full-calorie versions of the brand, Powerade ION4. Sports drinks had the third-highest frequency of natural claims, with 69% of drinks carrying such a claim, most often highlighting "naturally flavored" or "naturally and artificially flavored." One-fifth of full-calorie sports drinks also contained calorie claims.

More than one-half of iced tea packages contained ingredient claims, most often promoting antioxidants and flavonoids. Natural and real claims were also common on iced tea packages, with 62% containing at least one statement that the ingredients in the iced tea were natural or real. Lipton products were most likely to contain ingredient claims, with an average of 1.2 claims appearing on 71% of packages.

on-package marketing messages overview

Child features were found most often on fruit drink and soda packaging, although overall, just 15% of packages contained such features. Promotions were common on sugary drinks, with 28% of products featuring at least one promotion. Iced tea had the most of any drink category (48% of products); one-third or more of regular soda, sports drinks, and children's fruit drinks also had promotions. Ingredient claims appeared on the majority of packages in every drink category and were most common on flavored water, energy drinks, and fruit drinks. Most ingredient claims referred to specific vitamins, minerals, electrolytes, antioxidants, or novelty ingredients in products. Packages for products in all drink categories, except energy drinks, were likely to contain statements about natural or real ingredients. Light drinks were more likely to contain calorie claims than full-calorie drinks, most notably on light fruit drinks. In addition, 14% of full-calorie regular soda cans provided calorie information on the front of the can.

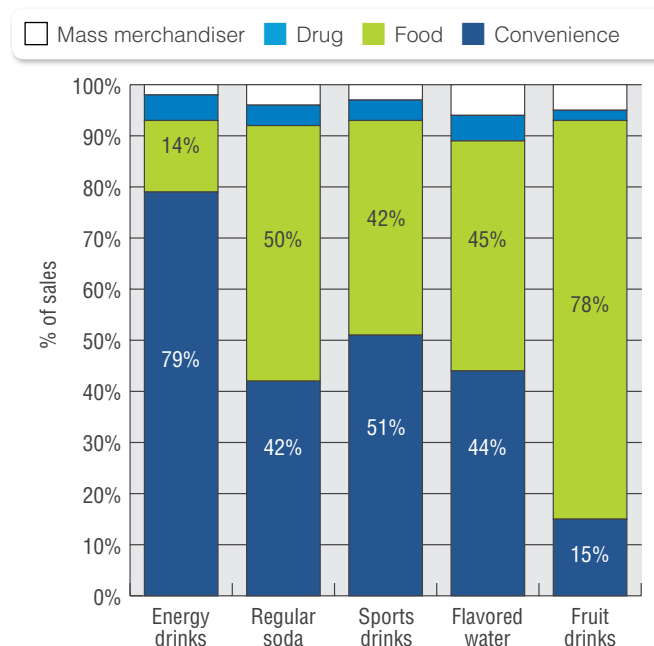
Retailer promotions

Retailer promotion	Definition
Retailer promotion	Limited-time marketing effort to increase sales of a product that occurs at a retail establishment, including features, displays, and price reductions.
Features	Print advertising, including coupon books, weekly ads, direct mail pieces, circulars, and in-store flyers.
Displays	In-store promotional item placement, including lobby displays, end caps, and free-standing displays.
Price reductions	Temporary price reductions of at least 5% lasting no longer than six consecutive weeks.
Incremental sales	Sales that exceed a product's regular sales (i.e., base sales) that can be attributed to effects of a promotion.

Food and convenience stores were the two largest retailers of sugary drink and energy drink products, with approximately 90% of total sales in each category (see **Figure 37**). Mass merchandisers and drug stores accounted for less than 8% of sales; however, these numbers do not include sales at Walmart. In most categories, sales at food and convenience stores were comparable. One-half of all sports drink sales occurred at convenience stores, and one-half of regular soda sales occurred at food stores; whereas sales of flavored water were evenly divided between convenience and food stores (44-45%). In contrast, energy drinks were primarily sold in convenience stores, which accounted for three-quarters of dollars spent on these products; conversely, three-quarters of fruit drink sales occurred at food stores.

Retailers promoted sugary drinks and energy drinks using a number of promotional techniques (see **Table 47**). Incremental sales due to promotions varied widely by category. Regular soda had the highest incremental sales of any category, due primarily to promotion of cola drinks: one-third of regular cola sales could be attributed to promotional activity. Incremental sales for fruit drinks, flavored water, and sports drinks ranged from 19 to 22% of total sales. Within the fruit drink category,

Figure 37. Types of retailers where sugary drinks were sold in 2010

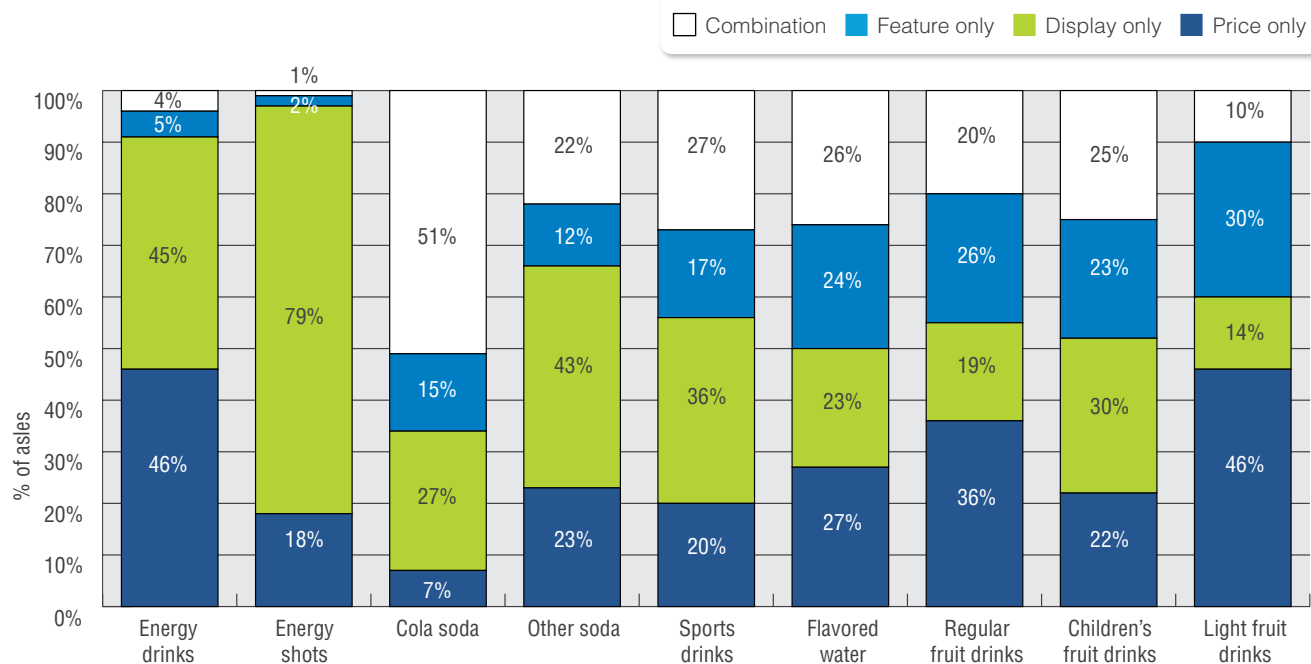


Source: SymphonyIRI InfoScan data

Table 47. Incremental sales associated with retail promotions in 2010

	Total per capita sales	Per capita sales from merchandising	% of sales from merchandising
Regular sodas	\$38.27	\$10.81	28%
Cola	\$18.28	\$6.23	34%
Citrus	\$10.65	\$2.45	23%
Other	\$9.33	\$2.13	23%
Sports drinks	\$12.16	\$2.63	22%
Regular sports drinks	\$10.77	\$2.37	22%
Light sports drinks	\$1.39	\$0.25	18%
Flavored waters	\$2.83	\$0.59	21%
Fruit drinks	\$12.61	\$2.45	19%
Regular fruit drinks	\$6.78	\$1.17	17%
Children's fruit drinks	\$4.38	\$1.02	23%
Light fruit drinks	\$1.45	\$0.26	18%
Energy drinks	\$18.86	\$1.87	10%
Energy drinks	\$16.53	\$1.56	9%
Energy shots	\$2.33	\$0.31	13%

Source: SymphonyIRI InfoScan data

Figure 38. Incremental sales in 2010 by type of promotion

Source: SymphonyIRI InfoScan data

23% of children's fruit drink sales could be attributed to retail promotions, compared with 17 to 18% of regular and light fruit drinks sales. Just 10% of energy drink sales were due to promotions in stores.

Figure 38 breaks out sales tied to retailer promotions by the type of promotion employed: price reduction only, display only, feature only, and combination (i.e., when more than one promotional technique were applied simultaneously).

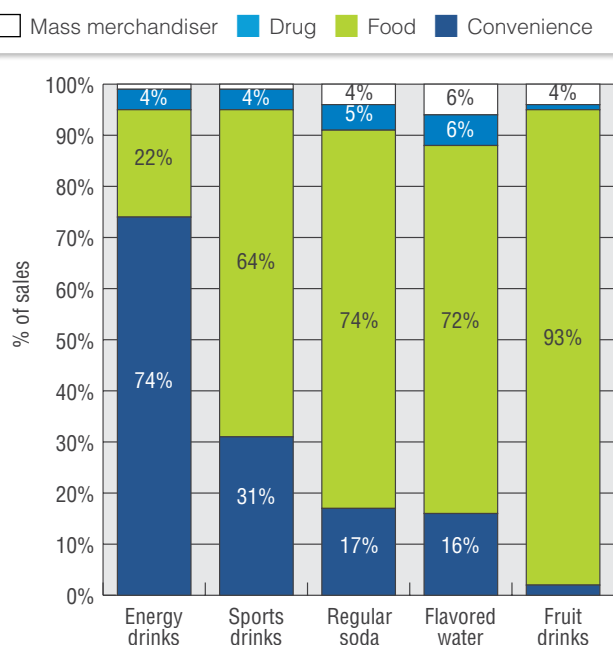
The type of retail promotions also varied widely by category. Regular colas used the most combined promotions, with more than one-half of these products' incremental sales due to more than one type of promotion, and energy drinks and shots had the fewest combined promotions. Approximately one-fifth to one-third of incremental sales were attributed to price promotions only, with a few exceptions. Almost one-half of incremental sales for light fruit drinks and energy drinks was due to this type of promotion exclusively, but just 14% of all



Promotional display for Coca-Cola products in a food store.



Free-standing display for 5-hour Energy in a convenience store.

Figure 39. Incremental sales in 2010 by type of retailer

Source: SymphonyIRI InfoScan data

regular soda incremental sales. In-store displays contributed about one-quarter to one-third of incremental sales for most categories. However, displays produced the majority of incremental sales for energy shots and 43 to 45% for energy drinks and other (i.e., not cola) regular sodas. Light fruit drinks used in-store displays least often. In most categories, features only contributed the least incremental sales, typically one-quarter or less of the total. Features were used the most by light fruit drinks (30% of incremental sales) and light sports drinks (31%).

With the exception of energy drinks, two-thirds or more of incremental sales occurred at food retailers (see **Figure 39**). In each sugary drink category, food retailers accounted for a greater percentage of incremental sales due to promotions than total sales. These results indicate that in-store promotions occurred disproportionately more often at food stores.

Retailer promotions overview

Retailer promotions were widely used to market sugary drinks and energy drinks; and these promotions accounted for 22% of all sales of the brands in our analysis. Food stores, in particular, used promotional activity to convince shoppers to purchase these products. Retailer promotions at convenience stores, particularly for energy drinks, were also common. A variety of promotional techniques were employed by brands in retail outlets; while the precise combination of techniques employed varied by category of drink, all relied on some combination of price promotions, displays, and features.

Just one fruit drink, regular soda, or energy drink contains more added sugar than most young people should consume in an entire day. Yet beverage companies continue to market these products aggressively to children and teens.

The United States Department of Agriculture (USDA) recommends that most children consume no more than 120 to 135 empty calories (i.e., calories from solid fat and added sugar) per day and adolescent boys consume no more than 265 empty calories per day.¹ The American Heart Association recommends that consumption of added sugar be limited to one-half of empty calories.² As a result, most children and adolescent girls should not consume more than 80 calories from added sugar per day, and adolescent boys should not consume more than 133 calories from added sugar per day (see **Table 48**).

However, one serving of a full-calorie regular soda, energy drink, or fruit drink contains 27 to 30 grams of added sugar and 110 calories. Even if a child forgoes a sugary cereal for breakfast, after-school cookies, and dessert in the evening, an 8-ounce serving of one of these drinks can provide 160% or more of a child's recommended added sugar allowance for the entire day (see **Figure 40**).

In addition, these sugary drinks often come in 12- to 20-ounce single-serving containers. One 20-ounce regular soda or energy drink contains 275 calories and 68 to 75 grams of added sugar, twice the amount an adolescent boy should consume in a day. Although children's drinks often come in smaller containers, two-thirds of them contain more than 15 grams of sugar, the maximum amount children should

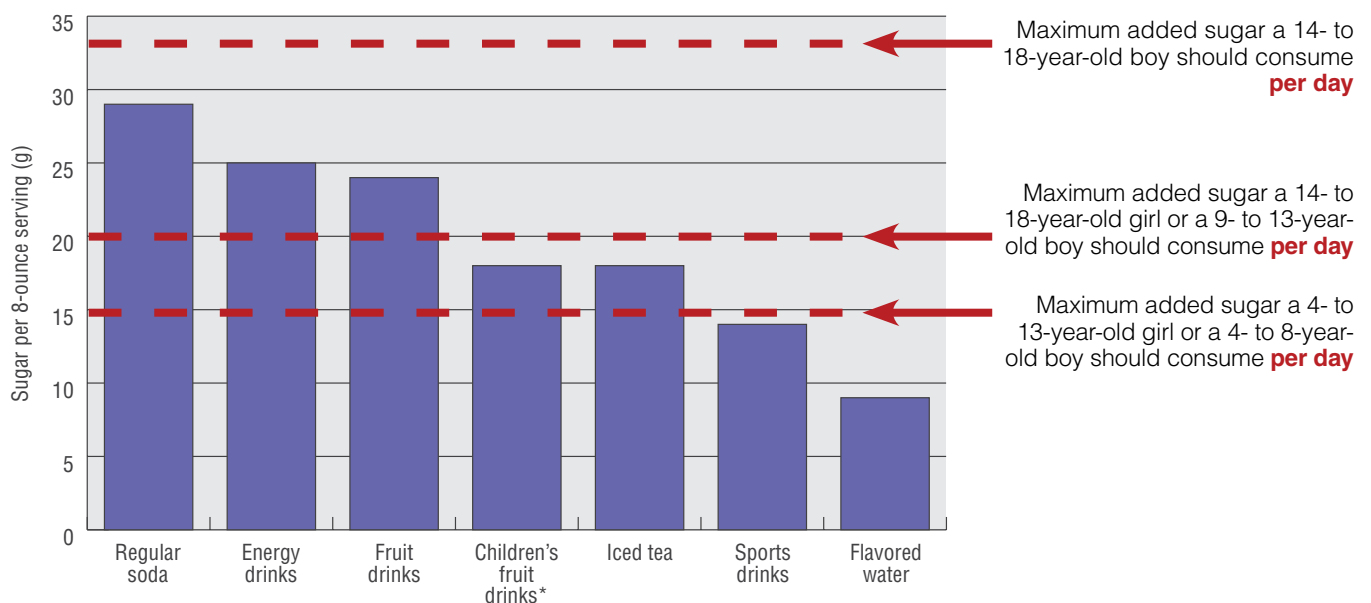
Table 48. Maximum amount of added sugar young people who are not active should consume per day

Children by sex and age	Total daily empty calorie allowance ⁴	Maximum recommended added sugar ³	
		Calories	Grams
All children: 2 – 3 years	135	68	17
All children: 4 – 8 years	120	60	15
Girls: 9 – 13 years	120	60	15
Boys: 9 – 13 years	160	80	20
Girls: 14 – 18 years	160	80	20
Boys: 14 – 18 years	265	133	33

consume in a day, and one-third contain 20 grams or more. Just one 6-ounce pouch of Capri Sun Originals or Sunrise, some of the lowest calorie children's drinks in our analysis, provides all of the daily added sugar allowance for 4- to 8-year-olds.

Flavored water, sports drinks, and iced teas are somewhat lower in sugar than other categories of sugary drinks, but these products still contain 50 to 70 calories of added sugar per serving. Even a 20-ounce bottle of Vitamin Water, one of the lowest-calorie sugary drinks in our analysis, provides 98% of the added sugar an adolescent boy should consume in an entire day. Sports drinks, such as Gatorade and Powerade, can help replenish carbohydrates after vigorous exercise; however, the American Academy of Pediatrics has concluded

Figure 40. Maximum added sugar allowance for children and teens and sugar content of sugary drinks by category



*Includes smaller, 6- to 7-ounce, single-serving products
Source: Nutritional content analysis

that “for the average child engaged in routine physical activity, the use of sports drinks... is generally unnecessary” and that frequent consumption can substantially increase the risk of children and adolescents becoming overweight or obese.⁵

The American Beverage Association states that, “the total number of calories from beverages that our member companies have brought to market decreased by 21 percent from 1998 to 2008, according to Beverage Marketing Corporation data. This is due in part to industry’s innovation in bringing more no- and low-calorie beverage options to market.”⁶ Beverage companies do offer a number of light (i.e., lower-calorie) products in every category, ranging from 5% of the iced tea products in our analysis to 50% of flavored water products. The brands in our analysis also offer diet (i.e., 0 g of added sugar) versions of products in the soda, fruit drink, sports drink, and flavored water categories. In addition, beverage companies introduced 20 new lower calorie or diet products or reformulations of existing products in 2009 and 2010, 12% of new product introductions. However, in 2010, sales of full-calorie sugary drinks continued to outnumber sales of diet and light products by a wide margin. Sales of regular soda were twice as high as diet soda sales, and sales of regular fruit drinks and sports drinks outnumbered sales of diet and light varieties by 6 to 1. Sales of sugary fruit drinks approached those of 100% juice products.

Of note, all light products in our analysis contained artificial sweeteners, as well as 25% of full-calorie and light products in the fruit drink, sports drink, iced tea, and flavored water categories. Surprisingly, 40% of all products marketed specifically for children contained artificial sweeteners, including beverage brands that companies have designated as appropriate to advertise to children through the Children’s Food and Beverage Advertising Initiative (CFBAI) (Capri Sun Roarin’ Waters, Kool-Aid Singles, and Kool-Aid Fun Fizz).⁷ This trend seems to be continuing, as four of the seven new children’s products introduced in 2009 and 2010 contained artificial sweeteners. Although artificially sweetened beverages may be helpful for adults who wish to reduce their consumption of added sugar, many parents do not believe they are appropriate for children. In our survey of parents, 63% reported that they were somewhat or very concerned about artificial sweeteners, and slightly fewer (57%) were concerned about sugar.⁸ In addition, nutritionists raise concerns that artificial sweeteners contribute to the preference and consumption of sweetened foods, and artificial sweetener intake may be linked to weight gain in young people.⁹ In fact, several sugary drinks in our analysis, including Rockstar, Venom, NOS, and Monster energy drinks, Fuze fruit drinks, and Sunny D children’s fruit drinks, contained significant amounts of sugar plus artificial sweeteners, making these products even sweeter-tasting than others with comparable levels of added sugar.

Additional nutrients in sugary drinks

In addition to concerns about sugar content, public health experts have serious reservations about the caffeine content in energy drinks that may be consumed by children and teens.

The American Academy of Pediatrics conducted an extensive review of the literature on the adverse effects of caffeine and other stimulants contained in energy drinks and concluded that energy drinks “have no place in the diet of children and adolescents.”¹⁰ Concerns about caffeine consumption among young people include risks to still-developing neurologic and cardiovascular systems, physical dependence and addiction, and toxicity. Energy drinks are widely consumed by adolescents. In one sample of adolescents, 42% had consumed energy drinks in the previous two weeks.¹¹

Approximately one-third of regular soda products also reported containing caffeine, although the caffeine content in soda tends to be much lower than that of energy drinks (a median of 36 vs. 80 mg). Some non-cola sodas, including four Sunkist and two Vault products, contained 41 to 49 milligrams of caffeine in one 8-ounce serving, more caffeine than contained in one cup of coffee. In addition, beverage companies have begun to add caffeine to sugary drink products that do not traditionally contain caffeine, such as Minute Maid Enhanced and Crystal Light Energy fruit drinks.

Many of the sugary drinks in our analysis reported containing fruit and/or vegetable juice, including 10 to 18% of regular soda, energy drink, and iced tea products; 44% of fruit drinks; and 32% of children’s products. However, juice content of these products was generally quite low. Just 23 out of 335 fruit drinks reported containing 30% or more juice, and the median juice in fruit drinks was 10% overall and 5% for children’s products. Although sugary drinks were generally low in sodium, some products contained high levels for children and teens. The median sodium in an 8-ounce serving was 110 milligrams for sports drinks and 123 milligrams for energy drinks. Although the amount of sodium in sugary drinks is typically lower than food products, most Americans, including children, already far exceed daily recommendations.¹² Just one 8-ounce serving of a sports drink or energy drink provides 5% of a child’s recommended daily allowance of sodium.¹³ In addition, one brand of children’s fruit drinks, Sunny D, contained as much as 190 milligrams of sodium per serving, more sodium than typically found in a single-serving bag of potato chips. The majority (60%) of children’s products also contained artificial colors, primarily food dyes. These dyes have come under increasing scrutiny for possible links to behavior problems in children.¹⁴

obtaining beverage nutrition and ingredient information

It was difficult, even for an experienced team of health and nutrition researchers, to ascertain the ingredients and nutritional content of many of the sugary drink products in our analysis. PepsiCo was the only company to consistently provide complete nutrition and ingredient information for all of its products online, and Ocean Spray mailed a complete list to us. Most other beverage companies provided information for some, but not all, products online. One company, Campbell Soup Company, did not provide ingredient information online or when requested through its customer helpline. In addition,

some products were not available in local stores to obtain nutrition and ingredient information from the package.

The most difficult information to obtain was caffeine content, especially for energy drinks. Reporting of caffeine is not required by the U.S. Food and Drug Administration (FDA), but most iced tea and soda brands, as well as all Red Bull, Amp, and Full Throttle energy drink products, did report caffeine content. However, we could not obtain caffeine information for approximately one-half of energy drinks. It was not reported, even on the can or bottle, for Monster, 5-hour Energy, and Arizona energy drinks.

Juice content was another ingredient that was difficult to obtain. Juice was included in ingredient lists for many fruit drinks; however, the exact percent juice content of fruit drinks is required to be placed near the nutrition facts panel, but not directly on it.¹⁵ As company websites typically provided only a graphic of the nutrition facts panel for their products, the percent juice content was often excluded in the provision of nutrition information. As a result, our numbers for the percentage of products that included juice are likely to be understated. However, we have no reason to believe that products with higher levels of juice would be less likely to report their juice content. As a result, the numbers we report for median and range of juice contained in these products are likely to reflect the accurate numbers.

Finally, for the majority of products, artificial sweeteners and colors could be ascertained only by reading ingredient lists on nutrition facts panels and knowing the chemical names for these additives. In all cases, light products included artificial sweeteners, although they rarely highlighted this information elsewhere on the package or on company websites. Many full-calorie products, as well as children's products, unexpectedly included artificial sweeteners. It is likely that only consumers who regularly read nutrition facts panels would discover this information.

Potential for Consumer Confusion

In addition to hard-to-find and missing nutrient and ingredient information, branding and product packaging also appeared to be designed to disguise the poor nutritional quality of sugary drink products. Brand name did not provide much information about the nutritional quality of individual products. The same brands often included diet, light, and full-calorie versions of their products, as well as products in more than one sugary drink category. There also was substantial overlap between fruit drink and 100% juice brands; more than 40% of fruit drink brands (e.g., Capri Sun, Minute Maid, Welch's, Ocean Spray) also offered 100% juice products, and many had similar-sounding names. For example, Coca-Cola offered Minute Maid Pomegranate Blueberry 100% juice, as well as Minute Maid Pomegranate Berry, a fruit drink with 27% juice. In addition, small amounts of juice (5-10%) were often highlighted on the front of product packaging.

The common use of nutrition-related claims on sugary drinks also could mislead consumers into believing that these products are nutritious. Previous research has demonstrated that these types of claims increase the perceived healthfulness of foods that also contain high levels of nutrients to limit (e.g., sugar) and lead parents to inaccurately infer that the products will provide health-related benefits for their children.^{16,17} The majority of sugary drinks we analyzed consisted almost entirely of added sugar and water. However, more than 50% of iced tea, fruit drink, sports drink, and flavored water products highlighted one or more positive messages about their ingredients on the front of packages (e.g., vitamins and minerals, lower sugar), and approximately two-thirds or more featured a "natural" claim. Even regular sodas highlighted their positive ingredients, with 57% featuring natural claims. Of the new products introduced in 2009 and 2010, one-quarter were reformulations that allowed brands to feature new nutrition-related claims in their marketing and product packaging. For example, 20 new products claimed they were now "natural" due to a switch to real sugar or organic ingredients, and 20 products added nutrients, such as Vitamins B, C, D, and E, antioxidants, electrolytes, and plant extracts. One positive finding of note is that 14% of regular soda packages included total calories contained in the package on the front.

It appears that many parents are confused about the nutritional quality of sugary drinks. For example, 30% of parents believed that fruit drinks are somewhat or very healthy products to serve their children, and these percentages were even higher for Capri Sun and Sunny D (36% and 43%, respectively).¹⁸ These numbers also were significantly higher than the 5% of parents who believed that regular soda is healthy. Similarly, even though the American Academy of Pediatrics recommends that most children and teens should not consume sports drinks,¹⁹ 27% of parents believed that sports drinks are healthy for their children, and 40% believed that Gatorade is healthy.²⁰ In addition, 56% of parents believed that Vitamin Water is a somewhat or very healthy product to give their children, which is not surprising given the products' names (e.g., Revive, Energy, Power, Focus, Defense) and the average of 5.0 nutrition-related claims on the bottles. Defending itself in a lawsuit filed against Coca-Cola for deceptive advertising of Vitamin Water, the company responded that "no consumer could be reasonably misled into thinking vitaminwater was a healthy beverage."²¹

Marketing sugary drinks and energy drinks to young people

Even though children and teens should rarely, if ever, consume the sugary drinks and energy drinks analyzed in this report, beverage companies continue to market them aggressively to young people in a wide variety of media. According to Coca-Cola's CEO, "We're changing fundamentally from being TV commercial producers to content developers. ... We're leading a new and unique approach ... from purely mass marketing to one-on-one marketing."²² To do so, the company marketed

its sugary drinks and energy drinks in virtually every medium where young people spend their time: TV, radio, websites, social media, and smartphones. Although Coca-Cola had the most varied youth-directed marketing, all companies engaged in some form of marketing to promote their sugary drink and energy drink products to young people. Ten of the fourteen companies advertised to children and teens on TV, eight placed ads on the radio, nine used product placements on prime-time TV, four had extensive banner advertising to promote company websites and promotions, five marketed via mobile media, and all companies used social media.

In all forms of media, the top marketers used similar marketing strategies that have strong appeal to young people. Celebrities, popular music, and other entertainment often were featured to make the brands appear cool and hip. Promotions that encouraged consumer engagement with the brand, such as Coca-Cola's "My Coke Rewards" program, Mountain Dew's "DEWmocracy" campaign to select the next Mountain Dew flavor, and PepsiCo's "Pepsi Refresh" cause-related marketing campaign, received significant media support and were prominently featured in social media. Sports sponsorships, such as Mountain Dew's "DEWtour" and Red Bull and Monster extreme sporting events, appear designed specifically to appeal to a young male audience. Sponsored events brought the marketing to local communities and were featured prominently in all media. Sixty-three percent of regular soda and energy drink ads on national TV included sponsorship of an athlete, sports league, or team, or other youth-oriented event or cause.

Coca-Cola has also discussed the company's strategy to use retailers as a marketing medium, including through in-store promotions and product packaging.²³ According to a senior marketing executive, Coca-Cola's 99-cent 16-ounce can was designed for teens: "Teens have \$158 billion of disposable income annually and they're spending a lot of that on 99-cent downloads. And for moms, there's the 90 calorie mini-can hitting markets in the first quarter."²⁴ Across all sugary drink categories, 22% of product sales could be attributed to retail promotions; one-third of regular cola sales were due to a combination of price promotions, in-store displays, and store flyers and retail print advertising.

Products featured in marketing

Nutrition and medical professionals counsel parents that children and teens should drink only plain water, white low- or non-fat milk, and a small amount of 100% juice regularly.^{25,26} However, marketing viewed by young people disproportionately promotes sugary drinks, energy drinks, and artificially-sweetened children's fruit drinks, products that young people should consume occasionally or not at all. Although the American Beverage Association highlights the new diet and low-calorie drinks on the market,²⁷ companies spent 2.4 times as much on media to promote regular soda compared with diet soda, and twice as much to promote

regular versus diet fruit drinks, flavored water, and iced tea. On TV, just 18 to 20% of all beverage ads seen by children and teens promoted 100% juice or plain water, compared with 26% of ads seen by adults. Children viewed 50% more TV ads for fruit drinks than did adults. In addition, despite watching 25% less TV than adults, teens viewed 12% more TV ads for sugary drinks and energy drinks, including 62% more ads for flavored water, 26% more sports drink ads, 18% more energy drink ads, and 8% more regular soda ads. Teens also heard 17% more radio ads for these products.

Across all media, regular soda brands made up the majority of frequent advertisers; Coca-Cola (and "My Coke Rewards"), Dr. Pepper, Pepsi, Mountain Dew (and "DEWmocracy"), 7 Up, and Sprite were consistently among the brands seen or heard most often by children and teens. Among energy drinks, 5-hour Energy was advertised most often on TV; this brand had the most ads seen by teens for any brand in our analysis, and the second-most ads seen by children. In addition, Red Bull and Monster ranked numbers one and three in social media presence. The children's fruit drinks, Capri Sun, Kool-Aid Fun Fizz, and Sunny D, also ranked among the five products marketed most often to children and the top eight for teens. Gatorade sports drink and Vitamin Water flavored water rounded out the list of brands marketed most often to young people.

Although children's and teens' exposure to TV advertising for sugary drinks had shown some improvement from 2004 to 2008,²⁸ this trend appears to have reversed. From 2008 to 2010, children viewed 8% more TV ads for sugary drinks and energy drinks, and teens viewed 18% more. In the regular soda category, children's and teens' ad exposure approximately doubled during this time period, whereas adult ad exposure increased by just 62%. Children and teens also viewed 20% more energy drink ads compared with the number of ads they viewed two years earlier. Out of the top six beverage companies, PepsiCo was the only one to reduce TV advertising for sugary drinks to both children and teens between 2008 and 2010, with a decline of more than 20%. In contrast, children's and teens' exposure to ads for Coca-Cola and Dr Pepper Snapple Group sugary drinks increased by 50 to 97%. Red Bull reduced its TV advertising; however, the brand dominated marketing in social media with the second-highest number of Facebook fans and Twitter followers, plus 158 million views of videos on its YouTube channel. These newer forms of marketing, including social and mobile media, have just recently become important components of many sugary drink and energy drink brands' marketing plans.

Targeted marketing

In addition to significant amounts of marketing designed to reach a broad audience (including children and teens), we also identified a number of marketing practices used selectively by sugary drink and energy drink brands that appeared to be designed to reach a specific target market.

We used the following three criteria to identify marketing that was targeted to children, teens, and black or Hispanic youth:²⁹

- 1) It was placed to reach one of these demographic groups disproportionately more than another (i.e., children and teens compared with adults, black youth compared with white youth).
- 2) Creative executions featured main character actors of the same age, race, and/or ethnicity as one of these groups; addressed the groups directly (e.g., messages to kids to “ask their parents” or Spanish-language advertising); or promoted products specifically for these groups (e.g., children’s drinks).
- 3) It used techniques that appealed disproportionately to one of these targeted groups (e.g., cartoon brand spokes-characters for children, social media for teens, step and jerk dance competitions for black youth).

Children. Nearly half (40-43%) of TV ads viewed by children in 2010 were from three children’s fruit drink brands: Capri Sun, Kool-Aid, and Sunny D. Preschoolers viewed 86 of these ads and older children (6-11 years) viewed 120; these brands ranked numbers one, three, and four in total volume of advertising among both age groups. Capri Sun also maintained a children’s website that featured “Disrespectoid” characters from its TV commercials. This site was the second most frequently viewed sugary drink website by children, and Capri Sun placed 52 million banner ads per month on youth websites to encourage children to visit the site. Hi-C, Hawaiian Punch, Minute Maid, Tang, Powerade, and Arizona also offered children’s drinks; however, these products were not advertised to children or parents in 2010. The only marketing directed towards children that we found for these products was on their packages.

In 2010, Kraft Foods was the only company participating in the CFBAI that included beverages in its list of products approved to market to children (i.e., Capri Sun and Kool-Aid products). Kraft Foods appeared to comply with its CFBAI pledge; we did not find child-directed advertising for any of its other sugary drink products in 2010. Of note, as of September 2011 (following the period covered in this report), Kraft Foods had removed its artificially sweetened Kool-Aid Fun Fizz, the product advertised most in 2010, from its list of products to be advertised to children.³⁰ Although not in the scope of our analysis, Kraft Foods also advertised its Capri Sun 100% juice on TV in 2010. Preschoolers saw 7 ads and older children saw 11 ads for these products in total during the year. Sunny Delight Beverages, the maker of Sunny D, did not participate in the CFBAI, but did have child-targeted TV and internet advertising.

Kraft Foods and Sunny Delight Beverages appear to have shifted the focus of their child-targeted TV ads toward somewhat older children. Preschoolers viewed fewer TV ads for these companies’ products in 2010 compared with 2008. Older children (6-11 years) also viewed 14% fewer ads for Kraft Foods products, whereas teens viewed 10% more. However, older children viewed 9% more ads for Sunny D in 2010, and the number of Sunny D ads seen by teens remained flat. As found in child-directed advertising for other

food products, including cereal³¹ and fast food,³² the primary focus of these ads was to create positive associations with the brands, using fun and cool/hip messages, and depicting the product as much more than a beverage to be consumed. These brands also advertised to parents and often portrayed the products as more nutritious than soda. In addition, Kool-Aid promoted the product as a less expensive alternative to soda, and Sunny D’s “Book Spree” promotion encouraged parents and children to purchase the product and send in the UPC codes in exchange for books for their classrooms.

Three regular soda products also stood out for advertising that appeared to be targeted to children. Children saw 4% more TV ads for Coca-Cola’s Sprite brand than adults saw. Although these ads had general audience appeal, they featured the NBA’s “Slam Dunk Contest” and hip-hop artist Drake, themes that also were likely to appeal to older children. Coca-Cola’s Fanta website also featured cartoons and animated characters. These ads did not appear on media that met the company’s criteria for child-targeted advertising; therefore, they technically complied with Coca-Cola’s pledge to not advertise its products in child-targeted media.³³ Another brand whose ads had content with specific appeal to children was Dr Pepper Snapple Group’s Sunkist soda. Children viewed just 14% fewer of these ads compared with adults, and the volume of advertising to children for this product increased six-fold from 2008 to 2010. Sunkist also used banner ads that featured cartoon characters on the beach and linked to a Facebook app that allowed viewers to “pixelyze” themselves into cartoon characters. We did not find direct evidence that Pepsi was targeting children with its advertising; however, 72% of its ads for the “Pepsi Refresh” cause-related marketing campaign featured programs to help children and portrayed children in its ads.

Teens. A report by the Federal Trade Commission (FTC) that examined marketing expenditures of beverage and food companies in 2006 identified a number of marketing techniques that beverage companies disproportionately use to target children and teens.³⁴ These techniques included radio (60% of radio spending was youth-targeted), packaging and labeling (60%), events (82%), product placements (67%), and philanthropy (i.e., cause-related marketing) (51%). Coca-Cola used these techniques by far the most; however, three additional soda brands – Dr Pepper, Pepsi, and Mountain Dew – also advertised extensively through a variety of media, including radio ads, product placements, event marketing, and cause-related marketing promotions. In addition, Red Bull and Monster energy drinks used event sponsorships extensively to promote their products. These six regular soda and energy drink brands also ranked among the top ten advertisers in social media, and four of the six advertised in mobile media. Although the FTC did not report high levels of spending in social and mobile media, these media were not widely used until quite recently and do not require large advertising budgets. However, numerous studies document teens’ disproportionate usage of these media.^{35,36}

As mentioned, compared with adults, teens viewed 12% more ads on TV for all sugary drinks and energy drinks, even though they watched fewer hours of TV. A few brands stood out with disproportionately higher numbers of teens seeing their ads. Teens viewed 30% or more ads versus adults for Gatorade, Sprite, Mountain Dew, Vitamin Water, and Sunkist; therefore, companies appeared to purchase TV media to reach this age group specifically with ads for these products. Teens also saw 18 to 22% more TV ads for 5-hour Energy and Red Bull. In addition, teens were more likely than adults to visit a number of regular soda and energy drink websites, including Monster, Rockstar, Red Bull, and NOS energy drink sites, as well as two Coca-Cola sites, two Sprite sites, three Mountain Dew sites, and Fanta's website. More than one-half of banner ads for Crush and Sunkist soda also appeared on third-party websites viewed disproportionately more often by teens.

The content of some of the ads we examined also appeared to specifically target teens, or even older children or tweens. For example, Coca-Cola banner ads promoted its "Crammer Keeper," a way to turn class notes into music; and its mobile phone apps included variations on the "Magic 8-ball" toy and the game "spin the bottle." Coca-Cola's placements on "American Idol" also were viewed by large numbers of children and teens. TV ads for Vitamin Water featured a cross-promotion with the movie "Twilight" and the rapper 50 Cent. Red Bull and Vitamin Water used animation in at least half of their ads, and one Red Bull ad featured an animated spoof on "Little Red Riding Hood." Mountain Dew, Red Bull, Rockstar, and Monster sponsored extreme sporting events and promoted them extensively in social media, and Gatorade featured famous athletes in its ads. These concepts were likely to appeal strongly to young males, in particular.

Black youth. Black children and teens viewed 80 to 90% more TV ads for sugary drinks and energy drinks compared with white children and teens. Only some of this difference could be attributed to greater TV viewing: black children watched 50% more TV than white children watched, and black teens watched 64% more than white teens. Some brands also appeared to place their advertising in media disproportionately viewed by black youth. For example, black children saw two to three times as many ads for 11 different brands in all categories, except fruit drinks and iced tea, than their white peers. In addition, black teens saw two to two-and-a-half times as many ads for Vitamin Water, Sprite, Sunny D, 5-hour Energy, and Mountain Dew, and 90% more ads for Gatorade and 7 Up. On the internet, 16 websites in our analysis were visited at least 25% more often by black youth compared with white youth. One website, SpriteStepOff.com, had nine times as many young black visitors compared with white visitors. Additional websites that were visited two to six times more often by black youth included Welch's.com, GreenLabelSound.com (Mountain Dew), and Snapple.com.

A few brands also appeared to market directly to black youth through the content of their ads. Sprite's websites and

banner ads promoted step and jerk dance competitions. A number of Sprite banner ads also promoted black athletes, musicians, and other celebrities. In addition, two-thirds of Sprite's TV ads featured black actors only, and several ads featured a rap about Sprite's promotion of the NBA "Slam Dunk Contest." Sprite banner ads featured the band N.E.R.D., and the basketball player Nate Robinson. Pepsi maintained a website, PepsiWeInspire.com, which was devoted to black mothers and featured on Pepsi's main company website. In addition, Gatorade.com featured black actors on 82% of its pages, and one-third of Gatorade's TV ads featured famous black athletes.

Hispanic youth. Most beverage companies did not market extensively on Spanish-language media. Sugary drink and energy drink brands spent \$57.7 million to advertise on Spanish-language TV in 2010, just 8% of their total TV media budgets. However, some brands did appear to focus on the Hispanic market. Coca-Cola Classic accounted for 39% of total ad exposure by Hispanic youth on Spanish-language TV. In one ad, a mother was shown rewarding her son with a Coca-Cola for studying hard. 5-hour Energy followed Coca-Cola, with \$7.3 million spent on Spanish-language TV. Coca-Cola also spent \$6 million to advertise its sports drink brand, Powerade, on Spanish-language TV. Powerade was the only brand in our analysis that spent disproportionately more on Spanish-language TV compared with English-language TV. Powerade's TV ads focused on its connection with FIFA futbol. Marketing to Hispanic youth does appear to be growing. In 2010, Hispanic children saw 49% more ads on Spanish-language TV for sugary drinks and energy drinks than they did in 2008, and teens saw 99% more ads. Hispanic preschoolers saw more sugary drink ads than older children and teens saw for Coca-Cola Classic, Kool-Aid, 7 Up, and Sunny D.

Coca-Cola Classic was also the most frequent advertiser to teens on Spanish-language radio, followed by Gatorade and Dr Pepper. Although PepsiCo did not advertise any of its products on Spanish-language TV, teens heard more ads for PepsiCo products on Spanish-language radio than for Coca-Cola or Dr Pepper Snapple Group products. These three companies comprised 98% of all teen exposure to sugary drink ads on Spanish-language radio. On the internet, Kool-Aid and Dr Pepper featured links to Spanish-language versions of their websites. Both brands also had Spanish-language banner ads. Kool-Aid's Spanish-language website appealed to families and promoted the product as more affordable and less sugary than soda.

Sugary drink marketing works

In a thorough review of the literature on food marketing to children and teens, the Institute of Medicine confirmed that "food marketing works" by increasing children's preferences, choices, and requests to parents for advertised brands.³⁷ More recent research demonstrates that food marketing does

not just affect consumption of advertised brands, but also is associated with increased consumption of the categories of products advertised most often, including sugary drinks.³⁸

Perhaps it is no coincidence, then, that the young people who are exposed to the most advertising for different sugary drink categories are often the same groups who consume those products most often. Children viewed the most ads for fruit drinks, and 65 to 68% of parents of 2- to 11-year-olds report that their children drink these products at least once per week; 23 to 25% of children drink them every day.³⁹ Teens were exposed to more ads for regular soda than either children or adults, and two-thirds of sugary drinks consumed by teens are soda and teens drink more soda than adults drink.⁴⁰ In fact, soda is the leading source of calories in teens' diets.⁴¹ Black youth viewed 80 to 90% more sugary drink ads on TV compared with white youth, and black high school students are 33% more likely than white high school students to have consumed a regular soda in the past week, 90% more likely to have consumed a sports drink, and 58% more likely to have consumed another sugary drink.⁴² Likewise, black youth viewed more than twice as many ads for energy drinks than white youth, and black high school students are 160% more likely to consume energy drinks compared with white high school students. Sports drink and energy drink brands used messages with strong appeal to young males, and high school boys are 90% more likely to consume sports drinks and 94% more likely to consume energy drinks than high school girls.⁴³

Marketing is likely to affect more than just consumption, it also may lead young people and adults to believe the messages presented in these ads. These messages imply that sugary drinks and energy drinks are fun to drink and will make you cool, athletic, and happy, and that consuming them on a regular basis is not only normal, but has no negative consequences. In addition, nutrition-related claims on products that also contain high amounts of nutrients to limit, such as sugar, can mislead parents into believing that these products are more nutritious overall and provide health-related benefits to their children.⁴⁴ It is not surprising then that 36 to 56% of parents believe that Capri Sun, Gatorade, Sunny D, and Vitamin Water are somewhat or very healthy and appropriate to give to their children,⁴⁵ even though these products contain as much as or more added sugar than most children should consume in an entire day.

Many propose that consumer education is the antidote to unwanted effects of food marketing. Forward-thinking public health departments have tried to take action. Public health campaigns, such as New York City's "Pour on the Pounds,"⁴⁶ Philadelphia's "Get Healthy Philly,"⁴⁷ and Santa Clara's "Rethink Your Drink,"⁴⁸ attempt to teach young people and their parents about the consequences of consuming sugary drinks. However, local communities cannot begin to compete with the \$948 million that beverage companies spend annually to market sugary drinks and energy drinks. In addition, the American Beverage Association is making it even more

difficult for communities to conduct these consumer education campaigns. In 2011, the Association filed a lawsuit against New York City for its campaign and has initiated requests for large numbers of documents from local governments to justify community anti-soda initiatives.⁴⁹

Companies do not claim that they do not market to this age group. In fact, Coca-Cola, the maker of three of the five sugary drink products advertised most often to teens (Coca-Cola, Sprite, and Vitamin Water) has publicly stated that it views teens as an important market segment for its products.⁵⁰ However, these companies cannot, at the same time, declare that they are trying to address the obesity epidemic among young people. Targeting teens with marketing for energy drinks is another significant concern. The American Academy of Pediatrics recommends that teens never consume these products.⁵¹ Red Bull has responded to criticism of its marketing practices by stating that it does not market to young people.⁵² However, our data indicate that young people are exposed to numerous marketing messages promoting Red Bull, Rockstar, and Monster energy drinks, with messages that are likely to appeal to them directly. Companies should not actively encourage young people to consume more of these unhealthy products that they already overconsume.

Recommendations

The young people whom sugary drink companies view as an opportunity to grow their business are also the first generation expected to live shorter lives than their parents due to obesity and related diseases.⁵³ If beverage companies want to convince the public that they can protect the health of young people through their own voluntary actions, they need to do better.

Beverage companies must change their current practices that expose children and teens to an enormous amount of marketing for harmful products. Instead of sugary fruit drinks, they can develop and market child-friendly products with less added sugar. In addition, sugar reductions should be accomplished without the addition of artificial sweeteners because they encourage children to expect highly-sweetened beverages and are a concern for parents. To ensure that consumers know what's inside the drinks they buy, companies should make nutrition and ingredient information easily accessible, including disclosing the caffeine content of products online and on packages, and indicating sugar content and inclusion of artificial sweeteners on the front of packages. Beverage companies must discontinue the potentially misleading practice of highlighting positive nutrients on the front of packages, without similarly disclosing information about nutrients to limit or the existence of other unwanted ingredients, such as sugar, artificial sweeteners, and caffeine. Companies also must remove all sugary drinks from sale in elementary, middle, and high schools. Finally, they must stop targeting teens with marketing for sugary drinks and other caffeinated

products. To do so, they need to reduce the number of marketing messages directed toward young people, as well as discontinue marketing practices that disproportionately appeal to teens, such as social media, product placements in youth-targeted media, and sponsorships of extreme sporting and other youth-oriented cultural events.

These recommendations will not be easy for the large beverage companies to embrace. They make enormous profits by marketing their products to young people who are especially susceptible to the influence of the messages presented in their ads.⁵⁴ In addition, beverage companies must compete against other companies less willing to change. For example, Pepsi fell to number three in soda sales in 2011, behind Coca-Cola and Diet Coke, and PepsiCo was criticized by investors for focusing more on its new healthier products rather than its core soda business.⁵⁵ In response, the company pledged to spend 30% more on soda marketing in 2011, focusing on cola. PepsiCo also reportedly signed a \$60 million deal for placement in the new show "X Factor" to rival Coca-Cola's deal with "American Idol."⁵⁶

Therefore, consumers have an important role to play in changing sugary drink and energy drink marketing practices. As recommended by the American Academy of Pediatrics, parents can stop serving their children sugary drinks, including fruit drinks, soda, and sports drinks. These products should never be served with meals, and purchased rarely, if ever. Instead, parents are advised to buy and serve their children water and low-fat or non-fat plain milk (for those ages 2 and older), and small portions of 100% juice. The American Academy of Pediatrics recommends no more than 4 to 6 ounces of 100% juice per day for young children (1-6 years), and 8 to 12 ounces per day for older children.⁵⁷ Parents also should read the labels of children's fruit drinks to check for sugar and artificial sweeteners, and recognize that 4 grams of sugar equals one teaspoon. Parents and other concerned consumers also can contact beverage companies and tell them they will not buy their products unless the companies stop marketing sugary drinks directly to children and teens. Companies are unlikely to change their marketing practices unless consumers show them that it is the right thing to do for their business, as well as the health of our nation's children.

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Conclusions

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Nutritional Content of Beverages

Ranking by median sugar then by median calories then by maximum sugar

Includes sugar and calorie content per serving of all sugary and diet drinks by brand, category, and subcategory

Rank	Company	Brand (Variety)	Category	Subcategory	# of products with nutrition information	Sugar		Calories		Artificial sweeteners (Yes/no)*	Artificial colors (Yes/no)*	Median caffeine (mg)**	Median juice content**
						Median (g)	Range (g)	Median (kcal)	Range (kcal)				
1	Welch Foods Inc.	Welch's Essentials	Fruit drink	Full-calorie	3	36	36	150	150	N	N	-	50%
2	Welch Foods Inc.	Welch's	Fruit drink	Full-calorie	18	34	28-37	140	120-150	N	N	-	30%
3	Dr Pepper Snapple Group	Crush	Regular soda	Full-calorie	6	33	30-34	125	110-130	N	Y	-	-
4	Dr Pepper Snapple Group	Sunkist	Regular soda	Full-calorie	10	32	29-35	120	113-133	N	Y	45	-
5	Coca-Cola	Fanta	Regular soda	Full-calorie	7	32	29-33	120	110-121	N	Y	-	-
6	Dr Pepper Snapple Group	IBC	Regular soda	Full-calorie	3	32	29-32	120	107-120	N	Y	0	-
7	Rockstar	Rockstar	Energy drink	Full-calorie	10	31	17-35	130	100-140	Y	Y	100	10%
8	Dr Pepper Snapple Group	A&W	Regular soda	Full-calorie	2	31	31	120	120	N	Y	19	-
8 (tie)	Coca-Cola	Vault	Regular soda	Full-calorie	2	31	31	120	120	N	Y	47	-
10	PepsiCo	Mug	Regular soda	Full-calorie	2	31	29-32	110	100-120	N	Y	0	-
11	PepsiCo	Mountain Dew	Regular soda	Full-calorie	7	31	31	110	110-120	N	Y	36	-
12	Coca-Cola	Barq's	Regular soda	Full-calorie	1	30	30	110	110	N	Y	15	-
13	PepsiCo	Tropicana	Fruit drink	Full-calorie	16	29	24-38	130	100-150	N	Y	-	10%
14	Dr Pepper Snapple Group	Nantucket Nectars	Fruit drink	Full-calorie	11	29	27-33	120	110-140	N	N	-	-
15	Ocean Spray/PepsiCo	Ocean Spray	Fruit drink	Full-calorie	23	29	25-32	120	110-130	N	N	-	15%
16	Coca-Cola	Full Throttle	Energy drink	Full-calorie	5	29	23-29	115	110-144	N	Y	99	-
17	Coca-Cola	Minute Maid	Fruit drink	Full-calorie	25	29	16-40	110	80-153	Y	N	-	11%
18	PepsiCo	Amp	Energy drink	Full-calorie	6	29	27-29	110	110-127	N	N	80	50%
19	Coca-Cola	Odwalla	Fruit drink	Full-calorie	6	28	25-37	120	110-170	N	N	-	18%
20	Coca-Cola	Simply	Fruit drink	Full-calorie	1	28	28	120	120	N	N	-	12%
21	Dr Pepper Snapple Group	Hawaiian Punch	Fruit drink	Full-calorie	8	28	26-29	110	110-120	Y	Y	0	5%
22	Coca-Cola	Coca-Cola Classic	Regular soda	Full-calorie	4	28	27-28	100	100	N	Y	23	-
22 (tie)	PepsiCo	Pepsi	Regular soda	Full-calorie	5	28	25-28	100	100	N	Y	25	-
24	Dr Pepper Snapple Group	Venom	Energy drink	Full-calorie	3	27	27	120	120	Y	Y	80	-
25	Coca-Cola	Simply Lemonade	Fruit drink	Full-calorie	2	27	26-28	115	110-120	N	N	-	11%
26	PepsiCo	SoBe	Fruit drink	Full-calorie	9	27	23-31	110	90-130	N	Y	16	1%
27	Dr Pepper Snapple Group	RC Cola	Regular soda	Full-calorie	1	27	27	110	110	N	Y	-	-
27 (tie)	Red Bull	Red Bull	Energy drink	Full-calorie	2	27	27	110	110	N	N	80	-
29	Arizona	Arizona	Energy drink	Full-calorie	2	27	26-28	108	110-116	N	N	-	10%
31	Dr Pepper Snapple Group	Dr Pepper	Regular soda	Full-calorie	4	27	25-28	100	100-110	N	Y	-	-
32	Dr Pepper Snapple Group	Snapple	Fruit drink	Full-calorie	15	26	20-54	110	90-210	N	Y	0	5%

continued

Nutritional Content of Beverages cont'd

Rank	Company	Brand (Variety)	Category	Subcategory	# of products with nutrition information	Sugar		Calories		Artificial sweeteners (Yes/no)*	Artificial colors (Yes/no)*	Median caffeine (mg)**	Median juice content**
						Median (g)	Range (g)	Median (kcal)	Range (kcal)				
33	Coca-Cola	NOS	Energy drink	Full-calorie	4	26	26-27	110	110	Y	Y	130	-
34	Coca-Cola	Sprite	Regular soda	Full-calorie	1	26	26	100	100	N	N	0	-
34 (tie)	PepsiCo	Sierra Mist	Regular soda	Full-calorie	2	26	25-26	100	100	N	Y	0	-
36	Dr Pepper Snapple Group	7 Up	Regular soda	Full-calorie	3	25	25-26	100	100	N	Y	-	-
37	Dr Pepper Snapple Group	Squirt	Regular soda	Full-calorie	2	25	25	100	100	N	N	0	-
38	Coca-Cola	Fuze	Fruit drink	Full-calorie	9	24	22-25	100	90-100	Y	N	-	5%
39	Dr Pepper Snapple Group	Canada Dry	Regular soda	Full-calorie	3	24	24	90	90	N	Y	-	-
39 (tie)	Kraft Foods	Tang	Fruit drink	Full-calorie	1	24	24	90	90	N	Y	-	-
40	Unilever	Lipton Brisk	Iced tea	Full-calorie	8	23	16-28	85	60-110	N	Y	5	-
41	PepsiCo	Tropicana	Regular soda	Full-calorie	3	22	19-23	80	73-87	N	Y	0	1%
42	Hansen Beverage Company	Monster	Energy drink	Full-calorie	19	21	18-28	100	70-110	Y	Y	-	50%
43	Dr Pepper Snapple Group	Snapple	Iced tea	Full-calorie	13	21	15-25	80	60-100	N	Y	-	2%
44	Coca-Cola	Gold Peak	Iced tea	Full-calorie	3	21	21	80	80	N	Y	-	-
45	Kraft Foods	Kool-Aid	Fruit drink	Full-calorie	19	19	10-25	80	60-100	N	Y	-	5%
46	Dr Pepper Snapple Group/ Kraft Foods	Country Time	Fruit drink	Full-calorie	8	19	16-24	80	60-90	N	Y	-	-
47	Sunny Delight Beverages	Sunny D	Fruit drink	Full-calorie	11	18	18-20	80	80-90	Y	Y	-	5%
48	Arizona	Arizona	Iced tea	Full-calorie	27	18	13-26	70	50-110	N	N	15	5%
49	Campbell Soup Company	V8 Splash	Fruit drink	Full-calorie	6	17	16-18	70	70-80	-	-	-	-
50	Kraft Foods	Capri Sun	Fruit drink	Full-calorie	17	16	15-16	60	60	N	N	-	7%
51	PepsiCo	Gatorade	Sports drink	Full-calorie	28	14	6-15	50	50-67	N	Y	0	-
52	Coca-Cola	Powerade	Sports drink	Full-calorie	8	14	14	50	50	N	Y	0	-
53	Unilever	Lipton	Iced tea	Full-calorie	7	13	13-23	50	50-90	Y	Y	13	-
54	Arizona	Arizona	Sports drink	Full-calorie	3	13	13	50	50	-	N	-	-
54 (tie)	Coca-Cola	Vitamin Water	Flavored water	Full-calorie	12	13	13	50	50	N	N	40(1)	0
54 (tie)	Arizona	Arizona	Iced tea	Light	4	13	13	50	50	N	N	11	-
57	Coca-Cola	Odwalla	Fruit drink	Light	1	12	12	50	50	Y	N	-	8%
57 (tie)	Coca-Cola	Sprite (Green)	Regular soda	Light	1	12	12	50	50	Y	N	0	-
59	Campbell Soup Company	V8 V-Fusion Light	Fruit drink	Light	6	11	10-14	50	50-70	-	-	-	-
60	PepsiCo	Trop50	Fruit drink	Light	6	11	10-12	50	50	Y	N	-	42%
61	Coca-Cola	Powerade	Sports drink	Light	4	10	10	40	40	Y	Y	0	-
61 (tie)	PepsiCo	SoBe	Flavored water	Light	5	10	9-10	40	40	Y	N	0	-
63	Ocean Spray	Ocean Spray	Fruit drink	Light	15	9	2-13	35	5-60	Y	N	-	-
64	Dr Pepper Snapple Group	Country Time	Fruit drink	Light	3	8	8	35	35	Y	Y	-	-
65	Kraft Foods	Kool-Aid	Fruit drink	Light	8	7	7-9	30	30-35	Y	Y	-	-
66	Kraft Foods	Capri Sun (Roarin' Waters)	Flavored water	Light	5	7	7	30	30	Y	N	-	-

continued

Nutritional Content of Beverages cont'd

Rank	Company	Brand (Variety)	Category	Subcategory	# of products with nutrition information	Sugar		Calories		Artificial sweeteners (Yes/no)*	Artificial colors (Yes/no)*	Median caffeine (mg)**	Median juice content**
						Median (g)	Range (g)	Median (kcal)	Range (kcal)				
67	Arizona	Arizona (Rescue Water)	Flavored water	Light	4	7	6-7	25	25	Y	N	14	-
68	Hansen Beverage Company	Monster	Energy drink	Light	2	6	5-6	38	25-50	Y	N	-	-
69	Red Bull	Red Bull	Energy shot	Light	1	6	6	27	27	Y	-	80	-
70	PepsiCo	Gatorade G2	Sports drink	Light	7	5	5	20	20	Y	Y	0	-
71	Dr Pepper Snapple Group	Diet Orange Crush	Light soda	Light	1	4	4	15	15	Y	Y	-	-
72	Dr Pepper Snapple Group	Venom	Energy drink	Light	1	3	3	25	25	Y	Y	80	-
73	Kraft Foods	Tang	Fruit drink	Light	12	3	3-9	15	15-40	Y	Y	-	-
74	Kraft Foods	Crystal Light	Fruit drink	Light	6	3	3-4	15	5-15	Y	Y	-	-
75	Arizona	Arizona	Energy drink	Light	2	3	3	13	10-15	Y	N	-	-
76	Arizona	Arizona	Energy shot	Light	3	3	3	10	10	Y	N	-	-
77	Coca-Cola	Minute Maid	Fruit drink	Light	8	2	1-10	15	7-50	Y	Y	-	5%
78	Dr Pepper Snapple Group	Snapple	Fruit drink	Light	2	2	1-2	13	10-15	Y	N	-	5%
79	Welch Foods Inc.	Welch's	Fruit drink	Light	4	2	2-11	10	10-45	Y	-	-	-
80	Dr Pepper Snapple Group	Hawaiian Punch	Fruit drink	Light	1	2	2	10	10	Y	Y	0	5%
80 (tie)	PepsiCo	Propel Zero	Flavored water	Light	8	2	2	10	10	Y	N	0	-
80 (tie)	Dr Pepper Snapple Group	Snapple	Iced tea	Light	1	2	2	10	10	Y	N	-	2%
80 (tie)	PepsiCo	Tropicana	Fruit drink	Light	3	2	2	10	10	Y	N	0	4%
80 (tie)	Campbell Soup Company	V8 Splash	Fruit drink	Light	2	2	2	10	10	-	-	-	-
85	Rockstar	Rockstar	Energy drink	Light	3	1	1-7	10	10-50	Y	Y	120	-
86	Coca-Cola	Fuze	Fruit drink	Light	6	1	1-2	10	5-10	Y	N	-	-
87	Dr Pepper Snapple Group	7 Up (Plus)	Regular soda	Light	3	1	1	10	10	Y	N	-	-
87 (tie)	Coca-Cola	NOS	Energy drink	Light	1	1	1	10	10	Y	Y	130	-

Diet Drinks

	Red Bull	Red Bull	Energy drink	Diet	1	0	0	10	10	Y	N	80	-
	Rockstar	Rockstar	Energy shot	Diet	2	0	0	10	10	-	-	200	-
	PepsiCo	Amp	Energy drink	Diet	2	0	0	8	5-10	Y	N	80	-
	Rockstar	Rockstar	Energy drink	Diet	3	0	0	7	0-10	Y	Y	120	-
	Kraft Foods	Kool-Aid Fun Fizz	Fruit drink	Diet	3	0	0	5	5	Y	Y	-	-
	Kraft Foods	Kool-Aid	Fruit drink	Diet	3	0	0	5	5	Y	Y	-	-
	Innovation Ventures	5-hour Energy	Energy shot	Diet	7	0	0	4	4	Y	-	-	-
	Red Bull	Red Bull	Energy shot	Diet	1	0	0	2	2	Y	N	80	-
	Hansen Beverage Company	Monster	Energy drink	Diet	2	0	0	0	0-10	Y	N	-	-

*Sugar and calories reported for an 8-ounce serving, except for products which typically come a different serving size (e.g. 6-oz fruit drink pouch). Exceptions are detailed in Appendix A

**Indicates that the ingredient is present for at least one or more products in the brand, category, and subcategory

***Caffeine and percent juice content values represent the median of the drinks for which the amounts were reported, not necessarily for the brand as a whole

Bold indicates kids' brands

Source: Nutrition Analysis (March 2011)

Advertising Spending

Ranking by total advertising spending in 2010*

Includes total spending in all measured media for sugary drinks and energy drinks in 2010**

Most

Least

Rank	Company	Brand	Category	Total ad spending			Ad spending by medium (2010)				Spanish-language TV
				2008 (\$000)	2010 (\$000)	% change	TV	Magazine	Radio	Outdoor	
1	Coca-Cola	Coca-Cola Classic	Regular soda	131,529	183,029	39%	107,478	2,030	11,929	23,151	22,664
2	Innovation Ventures	5-hour Energy	Energy drink	51,545	107,010	108%	105,268	836	906	0	7,327
3	PepsiCo	Gatorade	Sports drink	106,250	92,617	-13%	61,558	18,809	2,921	45	440
4	Dr Pepper Snapple Group	Dr Pepper	Regular soda	43,409	58,987	36%	49,361	1,943	4,755	2,868	752
5	PepsiCo	Pepsi	Regular soda	64,440	54,158	-16%	41,258	2,302	2,224	2,013	0
6	Dr Pepper Snapple Group	7 Up	Regular soda	24,612	39,901	62%	26,165	0	2,551	2,551	6,691
7	Ocean Spray	Ocean Spray	Fruit drink	30,293	32,651	8%	28,652	3,496	9	0	0
8	Coca-Cola	Vitamin Water	Flavored water	53,812	31,477	-42%	27,090	1,096	210	732	0
9	Red Bull	Red Bull	Energy drink	41,719	25,974	-38%	20,034	0	5	4,055	3,063
10	PepsiCo	Gatorade G2	Sports drink	46,614	24,298	-48%	15,863	7,735	29	0	0
11	Sunny Delight Beverages	Sunny D	Fruit drink	23,983	22,906	-4%	17,498	5,273	29	0	3,929
12	PepsiCo	Sierra Mist	Regular soda	17,785	22,370	26%	16,865	3,589	1,318	343	0
13	PepsiCo	Mountain Dew	Regular soda	21,132	19,696	-7%	16,295	0	1,216	7	0
14	Coca-Cola	Sprite	Regular soda	22,852	19,612	-14%	12,983	0	1,233	662	0
15	Coca-Cola	Minute Maid	Fruit drink	9,296	18,467	99%	18,467	0	0	0	0
16	Unilever	Lipton	Iced tea	13,690	16,668	22%	15,897	0	0	9	0
17	Coca-Cola	Powerade	Sports drink	7,921	14,956	89%	12,673	1,776	140	25	6,030
18	PepsiCo	Amp	Energy drink	18,882	13,608	-28%	12,517	0	696	14	0
19	Kraft Foods	Kool-Aid	Fruit drink	11,564	12,883	11%	12,630	0	15	0	2,327
20	Kraft Foods	Kool-Aid Fun Fizz	Fruit drink	0	11,388	-	4,927	5,242	0	0	569
21	Dr Pepper Snapple Group	Canada Dry	Regular soda	1,542	11,341	636%	10,442	0	310	589	0
22	PepsiCo	Trop50	Fruit drink	0	11,176	-	10,077	723	0	0	0
23	Kraft Foods	Capri Sun	Fruit drink	16,179	10,107	-38%	9,635	0	6	0	0
24	Dr Pepper Snapple Group	Sunkist	Regular soda	1,825	7,432	307%	7,289	0	0	0	0
25	PepsiCo	SoBe	Flavored water	26,715	7,358	-72%	2,558	1,270	12	0	0
26	Coca-Cola	Fanta	Regular soda	14	6,334	-	4,788	0	0	0	3,571
27	Welch Foods Inc.	Welch's Essentials	Fruit drink	0	5,185	-	5,083	0	0	0	0
28	Dr Pepper Snapple Group	Snapple	Iced tea	4,778	4,393	-8%	4,203	122	0	0	0
29	Coca-Cola	Simply Lemonade	Fruit drink	2,036	2,715	33%	2,186	528	0	0	0
30	Coca-Cola	Fuze	Fruit drink	11,797	2,380	-80%	0	2,247	10	52	0
31	Coca-Cola	NOS	Energy drink	79	1,828	2217%	1,532	219	0	77	0
32	Coca-Cola	Gold Peak	Iced tea	4,146	1,160	-72%	0	287	722	99	0

Advertising Spending cont'd

COMPANY RANKINGS

Rank	Company	Total ad spending			Ad spending by medium (2010)				
		2008 (\$000)	2010 (\$000)	% change	TV	Magazine	Radio	Outdoor	Spanish- language TV
1	Coca-Cola	269,075	291,830	8%	187,548	11,097	14,965	30,304	32,266
2	PepsiCo	340,886	249,555	-27%	176,996	34,428	9,977	3,310	440
3	Dr Pepper Snapple Group	97,106	129,658	34%	97,995	2,351	12,351	7,492	7,443
4	Innovation Ventures	51,545	107,010	108%	105,268	836	906	0	7,327
5	Kraft Foods	33,526	34,379	3%	27,254	5,242	21	0	2,896
6	Ocean Spray	30,293	32,651	8%	28,652	3,496	9	0	0
7	Red Bull	41,719	25,974	-38%	20,034	0	5	4,055	3,063
8	Sunny Delight Beverages	23,983	22,906	-4%	17,498	5,273	29	0	3,929
9	Unilever	13,699	17,289	26%	15,897	0	548	14	0
10	Welch Foods Inc.	1,680	5,451	224%	5,082	0	0	0	0
11	Campbell Soup Company	132	299	127%	0	0	0	0	0
12	Rockstar	381	326	-15%	325	0	0	0	0
13	Hansen Beverage Company	132	116	-12%	5	0	15	38	0
14	Arizona	27	0	-100%	0	0	0	0	0

*Includes spending in 18 different media including TV, magazines, radio, newspapers, free standing insert coupons, internet and outdoor advertising

** Includes all brands with \$1 million or more in advertising spending in 2010

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TV Advertising Exposure by Children

Ranking by ads viewed for children (6-11 years)

Includes average number of ads viewed by children in 2010 on national (network, cable and syndicated) and spot TV and % change from 2008

Rank	Company	Brand	Category	Advertising exposure		Targeted ratio		% change in exposure: 2008-2010	
				Preschoolers 2-5 years	Children 6-11 years	Preschoolers to adults	Children to adults	Preschoolers 2-5 years	Children 6-11 years
1	Kraft Foods	Capri Sun	Fruit drink	40.3	52.2	2.82	3.65	-25%	-19%
2	Innovation Ventures	5-hour Energy	Energy drink	37.7	45.5	0.43	0.51	136%	89%
3	Kraft Foods	Kool-Aid	Fruit drink	30.2	41.8	1.41	1.96	35%	49%
4	Sunny Delight Beverages	Sunny D	Fruit drink	15.8	24.8	0.86	1.35	-11%	9%
5	PepsiCo	Gatorade	Sports drink	9.0	12.1	0.44	0.59	17%	20%
6	Coca-Cola	Coca-Cola Classic	Regular soda	9.0	11.8	0.51	0.67	114%	118%
7	Dr Pepper Snapple Group	Dr Pepper	Regular soda	7.7	9.3	0.38	0.45	67%	32%
8	Ocean Spray	Ocean Spray	Fruit drink	7.3	8.4	0.33	0.38	-12%	2%
9	Dr Pepper Snapple Group	7 Up	Regular soda	6.6	8.2	0.41	0.50	48%	64%
10	Dr Pepper Snapple Group	Canada Dry	Regular soda	5.0	6.5	0.34	0.44	-	-
11	Coca-Cola	Sprite	Regular soda	4.3	6.2	0.73	1.04	263%	352%
12	Red Bull	Red Bull	Energy drink	5.0	6.1	0.42	0.51	-22%	-31%
13	Dr Pepper Snapple Group	Sunkist	Regular soda	3.9	5.7	0.58	0.86	697%	571%
14	PepsiCo	Sierra Mist	Regular soda	3.9	5.2	0.37	0.50	90%	90%
15	PepsiCo	Mountain Dew	Regular soda	3.9	4.6	0.43	0.50	71%	32%
15 (tie)	PepsiCo	Pepsi	Regular soda	3.7	4.6	0.32	0.39	-20%	-19%
17	Coca-Cola	Vitamin Water	Flavored water	4.0	4.5	0.56	0.64	-5%	-15%
17 (tie)	Unilever	Lipton	Iced tea	3.4	4.5	0.33	0.44	20%	70%
19	Dr Pepper Snapple Group	Snapple	Iced tea	2.4	2.9	0.30	0.37	111%	101%
20	PepsiCo	Amp	Energy drink	1.7	1.9	0.36	0.41	-17%	-28%
20 (tie)	Welch Foods Inc.	Welch's Essentials	Fruit drink	1.6	1.9	0.50	0.56	-	-
22	PepsiCo	Trop50	Fruit drink	1.6	1.8	0.35	0.39	-	-
23	Coca-Cola	Minute Maid	Fruit drink	1.2	1.5	0.36	0.46	247%	266%
24	PepsiCo	SoBe	Flavored water	1.0	1.4	0.37	0.51	-72%	-69%
24 (tie)	PepsiCo	Gatorade G2	Sports drink	1.1	1.4	0.35	0.43	-86%	-86%
26	Coca-Cola	Powerade	Sports drink	0.6	0.6	0.29	0.29	-	-

Most

Least

TV Advertising Exposure by Children conf'd

COMPANY RANKINGS

Most
↓
Least

Rank	Company	Advertising exposure		Targeted ratio		% change in exposure: 2008-2010	
		Preschoolers 2-5 years	Children 6-11 years	Preschoolers to adults	Children to adults	Preschoolers 2-5 years	Children 6-11 years
1	Kraft Foods	70.5	94.0	1.98	2.64	-22%	-14%
2	Innovation Ventures	37.7	45.5	0.43	0.51	136%	89%
3	PepsiCo	26.0	33.1	0.39	0.49	-21%	-22%
4	Dr Pepper Snapple Group	25.6	32.5	0.39	0.49	98%	93%
5	Coca-Cola	19.5	25.3	0.52	0.68	93%	97%
6	Sunny Delight Beverages	15.8	24.8	0.86	1.35	-11%	9%
7	Ocean Spray	7.3	8.4	0.33	0.38	-12%	2%
8	Red Bull	5.0	6.1	0.42	0.51	-22%	-31%
9	Unilever	3.4	4.5	0.33	0.44	20%	70%
10	Welch Foods Inc.	1.6	1.9	0.50	0.56	-	-

"-" indicates no ad exposure in 2008

Bold targeted ratios indicate higher than expected exposure for this group

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TV Advertising Exposure by Teens

Ranking by ads viewed for teens (12-17 years)

Includes average number of ads viewed by all teens in 2010 on national (network, cable and syndicated) and spot TV and % change from 2008

Most

Rank	Company	Brand	Category	Advertising exposure: Teens 12-17 years	Targeted ratio: Teens to adults	% change in exposure: 2008-2010
1	Innovation Ventures	5-hour Energy	Energy drink	104.6	1.18	74%
2	Kraft Foods	Kool-Aid	Fruit drink	30.3	1.42	89%
3	Kraft Foods	Capri Sun	Fruit drink	28.9	2.02	-5%
4	PepsiCo	Gatorade	Sports drink	27.8	1.36	20%
5	Sunny Delight Beverages	Sunny D	Fruit drink	22.2	1.21	1%
6	Coca-Cola	Coca-Cola Classic	Regular soda	19.5	1.12	193%
7	Dr Pepper Snapple Group	Dr Pepper	Regular soda	18.8	0.92	9%
8	Dr Pepper Snapple Group	7 Up	Regular soda	16.3	1.00	58%
9	Red Bull	Red Bull	Energy drink	14.5	1.22	-35%
10	Coca-Cola	Sprite	Regular soda	13.3	2.24	476%
11	PepsiCo	Mountain Dew	Regular soda	12.0	1.31	75%
12	Coca-Cola	Vitamin Water	Flavored water	11.4	1.60	-9%
13	Dr Pepper Snapple Group	Canada Dry	Regular soda	11.2	0.77	-
14	PepsiCo	Pepsi	Regular soda	11.0	0.94	5%
15	Ocean Spray	Ocean Spray	Fruit drink	10.7	0.49	-2%
16	Dr Pepper Snapple Group	Sunkist	Regular soda	10.7	1.61	207%
17	PepsiCo	Sierra Mist	Regular soda	7.6	0.72	37%
18	Unilever	Lipton	Iced tea	7.2	0.70	38%
19	PepsiCo	Amp	Energy drink	4.9	1.04	-28%
20	PepsiCo	SoBe	Flavored water	4.8	1.67	-67%
21	Dr Pepper Snapple Group	Snapple	Iced tea	4.3	0.55	31%
22	PepsiCo	Gatorade G2	Sports drink	3.3	1.05	-84%
23	PepsiCo	Trop50	Fruit drink	2.4	0.50	-
24	Welch Foods Inc.	Welch's Essentials	Fruit drink	2.3	0.69	-
25	Coca-Cola	Minute Maid	Fruit drink	2.0	0.61	-
26	Coca-Cola	Fanta	Regular soda	1.5	3.54	-
27	Coca-Cola	Powerade	Sports drink	1.0	0.53	-
28	Coca-Cola	Simply Lemonade	Fruit drink	0.5	0.45	-

Least

TV Advertising Exposure by Teens cont'd

COMPANY RANKINGS

Most
↓
Least

Rank	Company	Advertising exposure: Teens 12-17 years	Targeted ratio: Teens to adults	% change in exposure: 2008-2010
1	Innovation Ventures	104.6	1.18	74%
2	PepsiCo	73.7	1.10	-22%
3	Dr Pepper Snapple Group	61.3	0.93	55%
4	Kraft Foods	59.2	1.66	10%
5	Coca-Cola	49.2	1.32	120%
6	Sunny Delight Beverages	22.2	1.21	1%
7	Red Bull	14.5	1.22	-35%
8	Ocean Spray	10.7	0.49	-2%
9	Unilever	7.2	0.70	38%
10	Welch Foods Inc.	2.3	0.69	-

"-" indicates no ad exposure in 2008

Bold targeted ratios indicate higher than expected exposure for this group

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Product Placements on TV

Ranking by total screen time for brand appearances*

Includes number of brand appearances on prime-time TV in 2010 and number of appearances viewed

Rank	Company	Brand	Category	Total # telecasts	Total # appearances	Avg duration per appearance (sec)	Avg # appearances per telecast	Brand appearances exposure		
								Children 2-11 years	Teens 12-17 years	Adults 18-49 years
1	Coca-Cola	Coca-Cola Classic	Regular soda	429	730	14.4	1.7	15.05	19.51	30.36
2	PepsiCo	Pepsi	Regular soda	242	282	5.8	1.2	0.68	1.04	1.80
3	Dr Pepper Snapple Group	Snapple	Fruit drink	47	81	7.9	1.7	0.38	0.52	1.19
4	Red Bull	Red Bull	Energy drink	110	147	4.2	1.3	0.28	0.55	1.11
5	PepsiCo	Gatorade	Sports drink	90	97	5.2	1.1	0.33	0.48	1.13
6	Dr Pepper Snapple Group	7 Up	Regular soda	55	73	6.6	1.3	0.14	0.28	0.47
7	Kraft Foods	Kool-Aid	Fruit drink	90	117	3.1	1.3	0.19	0.39	0.62
8	Coca-Cola	Vitamin Water	Flavored water	24	47	7.2	2.0	1.70	2.40	3.30
9	Dr Pepper Snapple Group	Dr Pepper	Regular soda	54	67	4.5	1.2	0.24	0.44	0.75
10	Dr Pepper Snapple Group	Sunkist	Regular soda	19	31	9.2	1.6	0.05	0.12	0.17
11	PepsiCo	Mountain Dew	Regular soda	52	55	5.1	1.1	0.13	0.25	0.39
12	Coca-Cola	Sprite	Regular soda	43	48	4.4	1.1	0.17	0.28	0.57
13	Coca-Cola	NOS	Energy drink	6	22	6.8	3.7	0.02	0.06	0.08
14	Dr Pepper Snapple Group	A&W	Regular soda	12	18	6.7	1.5	0.02	0.05	0.06
15	Kraft Foods	Tang	Fruit drink	25	32	3.3	1.3	0.03	0.05	0.13
16	Dr Pepper Snapple Group	RC Cola	Regular soda	13	17	5.0	1.3	0.02	0.06	0.09
17	PepsiCo	Sierra Mist	Regular soda	8	10	8.0	1.3	0.04	0.07	0.14
18	Coca-Cola	Fanta	Regular soda	11	11	5.5	1.0	0.04	0.09	0.19
19	Coca-Cola	Fuze	Fruit drink	7	7	8.0	1.0	0.01	0.03	0.07
20	Dr Pepper Snapple Group	Canada Dry	Regular soda	5	8	6.4	1.6	0.01	0.02	0.05
21	PepsiCo	SoBe	Fruit drink	6	6	8.0	1.0	0.01	0.02	0.02
21 (tie)	Dr Pepper Snapple Group	Crush	Regular soda	4	4	12.0	1.0	0.01	0.02	0.04
23	Coca-Cola	Minute Maid	Fruit drink	6	7	5.1	1.2	0.02	0.03	0.05
24	PepsiCo	Mug	Regular soda	4	7	3.9	1.8	0.01	0.02	0.03
25	Hansen Beverage Company	Monster	Energy drink	13	13	1.8	1.0	0.03	0.04	0.08
26	Coca-Cola	Powerade	Sports drink	5	5	3.6	1.0	0.03	0.05	0.08
27	Coca-Cola	Hi-C	Fruit drink	9	9	1.7	1.0	0.05	0.05	0.07
28	Innovation Ventures	5-hour Energy	Energy drink	14	14	1.0	1.0	0.11	0.15	0.17
29	Dr Pepper Snapple Group	Hawaiian Punch	Fruit drink	13	13	1.0	1.0	0.05	0.18	0.47
30	Coca-Cola	Barq's	Regular soda	5	5	1.0	1.0	0.01	0.02	0.04
30 (tie)	Kraft Foods	Capri Sun	Fruit drink	2	2	2.5	1.0	0.00	0.01	0.02

continued

Product Placements on TV cont'd

Least

Rank	Company	Brand	Category	Total # telecasts	Total # appearances	Avg duration per appearance (sec)	Avg # appearances per telecast	Brand appearances exposure		
								Children 2-11 years	Teens 12-17 years	Adults 18-49 years
32	Ocean Spray	Ocean Spray	Fruit drink	4	4	1.0	1.0	0.00	0.06	0.06
33	Sunny Delight Beverages	Sunny D	Fruit drink	3	3	1.0	1.0	0.04	0.05	0.09
33 (tie)	PepsiCo	Amp	Energy drink	1	2	1.5	2.0	0.03	0.03	0.04
35	PepsiCo	Tropicana	Fruit drink	2	2	1.0	1.0	0.02	0.04	0.03
36	PepsiCo	Gatorade G2	Sports drink	1	1	1.0	1.0	0.00	0.01	0.01

COMPANY RANKINGS

Most
Least

Rank	Company	Total # telecasts	Total # appearances	Avg duration per appearance (sec)	Avg # appearances per telecast	Brand appearances exposure		
						Children 2-11 years	Teens 12-17 years	Adults 18-49 years
1	Coca-Cola	545	891	12.8	1.6	17.10	22.52	34.79
2	PepsiCo	406	462	5.6	1.1	1.25	1.94	3.59
3	Dr Pepper Snapple Group	222	312	6.5	1.4	0.93	1.69	3.29
4	Red Bull	110	147	4.2	1.3	0.28	0.55	1.11
5	Kraft Foods	117	151	3.1	1.3	0.22	0.45	0.77
6	Hansen Beverage Company	13	13	1.8	1.0	0.03	0.04	0.08
7	Innovation Ventures	14	14	1.0	1.0	0.11	0.15	0.17
8	Ocean Spray	4	4	1.0	1.0	0.00	0.06	0.06
9	Sunny Delight Beverages	3	3	1.0	1.0	0.04	0.05	0.09

*Total screen time calculated by multiplying total number of appearances and average duration per appearance
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Radio Advertising Exposure

Ranking by advertisements heard by teens (12-17 years)

Includes GRPs for radio ads among teens (12-17 years), young adults (18-24 years), and adults (25-49 years) in 2010

Rank	Company	Brand	Category	Number of markets*	Advertising exposure			Targeted ratio: Teens to adults
					Teens 12-17 years	Young adults 18-24 years	Adults 25-49 years	
1	Coca-Cola	Coca-Cola Classic	Regular soda	37	15.6	19.7	15.1	1.04
2	Dr Pepper Snapple Group	Dr Pepper	Regular soda	29	15.3	18.4	12.3	1.25
3	PepsiCo	Mountain Dew	Regular soda	37	8.3	7.6	3.6	2.29
4	Dr Pepper Snapple Group	Crush	Regular soda	8	7.8	8.5	5.1	1.53
5	PepsiCo	Gatorade	Sports drink	25	6.4	8.2	5.9	1.09
6	Unilever	Lipton Brisk	Iced tea	7	5.4	6.6	2.7	1.99
7	PepsiCo	SoBe	Flavored water	32	5.3	6.4	4.2	1.27
8	Kraft Foods	Kool-Aid	Fruit drink	1	4.2	5.9	3.2	1.30
9	Dr Pepper Snapple Group	Canada Dry	Regular soda	3	3.8	5.3	4.5	0.84
10	Dr Pepper Snapple Group	7 Up	Regular soda	24	3.7	6.3	6.4	0.58
11	PepsiCo	Pepsi	Regular soda	33	3.2	3.5	3.0	1.09
12	Dr Pepper Snapple Group	Venom	Energy drink	5	2.4	2.6	1.4	1.72
12 (tie)	Dr Pepper Snapple Group	Nantucket Nectars	Fruit drink	3	2.4	2.9	2.0	1.19
12 (tie)	Coca-Cola	Powerade	Sports drink	2	2.4	2.8	2.3	1.01
15	PepsiCo	Sierra Mist	Regular soda	6	2.2	2.7	2.6	0.85
16	PepsiCo	Amp	Energy drink	33	2.1	2.5	1.3	1.59
16 (tie)	Hansen Beverage Company	Monster	Energy drink	1	2.1	2.0	0.8	2.65
18	PepsiCo	Gatorade G2	Sports drink	2	1.3	1.2	0.6	2.33
19	Coca-Cola	Sprite	Regular soda	3	1.2	1.4	0.7	1.64
20	Dr Pepper Snapple Group	Sunkist	Regular soda	1	1.1	1.7	1.6	0.67
21	Sunny Delight Beverages	Sunny D	Fruit drink	2	0.4	1.7	2.0	0.19
22	Innovation Ventures	5-hour Energy	Energy drink	10	0.3	0.4	1.2	0.23

Most

Least

Radio Advertising Exposure Cont'd

COMPANY RANKINGS

Rank	Company	Number of markets*	Advertising exposure			Targeted ratio: Teens to adults
			Teens 12-17 years	Young adults 18-24 years	Adults 25-49 years	
1	Dr Pepper Snapple Group	29	37.8	48.4	36.0	1.05
2	PepsiCo	37	28.9	32.0	21.2	1.37
3	Coca-Cola	37	26.7	33.6	24.8	1.08
4	Unilever	7	5.4	6.6	2.7	1.99
5	Kraft Foods	1	4.2	5.9	3.2	1.30
6	Hansen Beverage Company	1	2.1	2.0	0.8	2.65
7	Sunny Delight Beverages	2	0.4	1.7	2.0	0.19
8	Innovation Ventures	10	0.3	0.4	1.2	0.23

* Markets with a minimum of 100 GRPs for at least one age group (maximum 39 markets)

Bold targeted ratios indicate higher than expected exposure for this group

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TV Advertising Exposure by Black Youth

Ranking by ads viewed for black children (2-11 years)

Includes average number of ads viewed by black children and teens in 2010 on national (network, cable and syndicated) TV and % change from 2008

Rank	Company	Brand	Category	Advertising exposure: Black youth		Targeted ratio: Black to white youth		% change in black exposure: 2008-2010	
				Children 2-11 years	Teens 12-17 years	Children 2-11 years	Teens 12-17 years	Children 2-11 years	Teens 12-17 years
1	Innovation Ventures	5-hour Energy	Energy drink	97.0	200.7	2.70	2.14	127%	121%
2	Kraft Foods	Capri Sun	Fruit drink	54.9	44.0	1.24	1.78	-21%	6%
3	Kraft Foods	Kool-Aid	Fruit drink	44.2	46.1	1.31	1.77	30%	71%
4	Sunny Delight Beverages	Sunny D	Fruit drink	31.5	42.0	1.74	2.38	-2%	0%
5	PepsiCo	Gatorade	Sports drink	20.1	46.8	2.32	1.91	49%	46%
6	Coca-Cola	Coca-Cola Classic	Regular soda	15.1	30.5	1.46	1.77	249%	434%
7	Dr Pepper Snapple Group	7 Up	Regular soda	13.9	25.6	2.31	1.89	160%	171%
8	Dr Pepper Snapple Group	Dr Pepper	Regular soda	13.1	26.3	1.85	1.64	34%	11%
9	Ocean Spray	Ocean Spray	Fruit drink	12.9	17.4	1.68	1.76	0%	16%
10	Coca-Cola	Sprite	Regular soda	11.1	25.7	2.77	2.55	335%	429%
11	Red Bull	Red Bull	Energy drink	11.0	22.5	2.52	1.83	-27%	-30%
12	Dr Pepper Snapple Group	Canada Dry	Regular soda	9.4	14.7	1.74	1.40	-	-
13	Coca-Cola	Vitamin Water	Flavored water	9.2	22.8	2.68	2.58	27%	41%
14	Dr Pepper Snapple Group	Sunkist	Regular soda	9.1	16.9	2.10	1.78	536%	251%
15	PepsiCo	Mountain Dew	Regular soda	8.5	20.1	2.86	2.11	47%	60%
16	Unilever	Lipton	Iced tea	6.9	10.7	1.85	1.65	81%	73%
17	PepsiCo	Sierra Mist	Regular soda	6.6	8.9	1.50	1.18	-1%	-45%
18	PepsiCo	Pepsi	Regular soda	5.7	13.9	1.74	1.53	-2%	14%
19	Dr Pepper Snapple Group	Snapple	Iced tea	3.5	5.0	1.40	1.22	104%	55%
20	PepsiCo	SoBe	Flavored water	2.7	7.3	2.74	1.86	-71%	-70%
20 (tie)	Welch Foods Inc.	Welch's Essentials	Fruit drink	2.7	3.3	1.59	1.44	-	-
22	PepsiCo	Trop50	Fruit drink	2.6	3.3	1.62	1.39	-	-
23	PepsiCo	Amp	Energy drink	2.1	5.3	1.37	1.21	-39%	-38%
23 (tie)	PepsiCo	Gatorade G2	Sports drink	2.1	5.0	2.06	1.78	-86%	-85%
25	Coca-Cola	Minute Maid	Fruit drink	1.1	1.4	0.64	0.56	168%	191%
26	Coca-Cola	Powerade	Sports drink	0.8	1.5	1.44	1.44	-	-
27	Coca-Cola	Simply Lemonade	Fruit drink	0.5	0.7	1.44	1.28	-	-
27 (tie)	Coca-Cola	Fanta	Regular soda	0.5	1.6	2.44	1.46	-	-

Most

Least

TV Advertising Exposure by Black Youth cont'd

COMPANY RANKINGS

Most
↓
Least

Rank	Company	Advertising exposure: Black youth		Targeted ratio: Black to white youth		% change in black exposure: 2008-2010	
		Children 2-11 years	Teens 12-17 years	Children 2-11 years	Teens 12-17 years	Children 2-11 years	Teens 12-17 years
1	Kraft Foods	99.1	90.1	1.27	1.78	-18%	14%
2	Innovation Ventures	97.0	200.7	2.70	2.14	127%	121%
3	PepsiCo	50.3	110.7	2.06	1.73	-19%	-23%
4	Dr Pepper Snapple Group	49.0	88.5	1.93	1.65	135%	93%
5	Coca-Cola	38.4	84.2	1.85	2.04	162%	207%
6	Sunny Delight Beverages	31.5	42.0	1.74	2.38	-2%	0%
7	Ocean Spray	12.9	17.4	1.68	1.76	0%	16%
8	Red Bull	11.0	22.5	2.52	1.83	-27%	-30%
9	Unilever	6.9	10.7	1.85	1.65	81%	73%
10	Welch Foods Inc.	2.7	3.3	1.59	1.44	-	-

"-" indicates no ad exposure in 2008

Bold targeted ratios indicate higher than expected exposure for blacks compared to whites of the same age

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Spanish-Language TV and Radio Advertising Exposure

Ranking by combined ad exposure on Spanish-language TV and radio for teens (12-17 years)*

Includes average number of ads viewed by Hispanic youth in 2010 on national Spanish-language TV (network, cable and syndicated) and exposure on Spanish-language radio by all persons

Rank	Company	Brand	Category	Spanish-language TV						Spanish-language radio			
				Advertising exposure: Hispanic youth			Targeted ratios: Hispanic to all**			Advertising exposure (GRPs): All persons			
				Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years	Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years	# of markets***	Teens 12-17 years	Young adults 18-24 years	Adults 25-49 years
1	Coca-Cola	Coca-Cola Classic	Regular soda	16.1	10.9	11.2	1.79	0.91	0.56	15	407	1,003	1,058
2	Innovation Ventures	5-hour energy	Energy drink	7.0	6.1	12.1	0.18	0.13	0.11	-	-	-	-
3	Kraft Foods	Kool-Aid	Fruit drink	7.9	5.0	6.0	0.26	0.12	0.29	-	-	-	-
4	Dr Pepper Snapple Group	7 Up	Regular soda	7.1	4.5	4.4	1.01	0.56	0.27	9	118	374	419
5	Sunny Delight Beverages	Sunny D	Fruit drink	5.7	3.5	3.9	0.35	0.14	0.18	2	29	116	132
6	Red Bull	Red Bull	Energy drink	3.1	2.5	3.0	0.61	0.41	0.20	-	-	-	-
7	Coca-Cola	Powerade	Sports drink	1.5	1.4	2.0	1.54	1.37	1.96	4	12	29	58
8	PepsiCo	Gatorade	Sports drink	-	-	-	-	-	-	7	168	332	329
9	Dr Pepper Snapple Group	Dr Pepper	Regular soda	-	-	-	-	-	-	8	163	353	339
10	PepsiCo	SoBe	Flavored water	-	-	-	-	-	-	3	150	145	46
11	PepsiCo	Amp	Energy drink	-	-	-	-	-	-	2	148	141	40
12	Coca-Cola	Fanta	Regular soda	0.8	0.7	1.0	-	-	-	-	-	-	-
13	PepsiCo	Mountain Dew	Regular soda	-	-	-	-	-	-	1	89	72	15
14	PepsiCo	Pepsi	Regular soda	-	-	-	-	-	-	2	36	43	30
15	Dr Pepper Snapple Group	Venom	Energy drink	-	-	-	-	-	-	1	30	66	88
16	Dr Pepper Snapple Group	Nantucket Nectars	Fruit drink	-	-	-	-	-	-	1	24	37	34
17	Dr Pepper Snapple Group	Canada Dry	Regular soda	-	-	-	-	-	-	1	24	42	40
18	PepsiCo	Sierra Mist	Regular soda	-	-	-	-	-	-	3	19	28	25
19	Ocean Spray	Ocean Spray	Fruit drink	-	-	-	-	-	-	1	5	23	32

Most

Least

Spanish-Language TV and Radio Advertising Exposure conf'd

COMPANY RANKINGS

Most
↓
Least

Rank	Company	Spanish-language TV						Spanish-language radio			
		Advertising exposure: Hispanic youth			Targeted ratios: Hispanic to all**			Advertising exposure (GRPs): All persons			
		Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years	Preschoolers 2-5 years	Children 6-11 years	Teens 12-17 years	# of markets***	Teens 12-17 years	Young adults 18-24 years	Adults 25-49 years
1	Coca-Cola	19	13	14	1.00	0.50	0.29	15	442	1,084	1,176
2	Innovation Ventures	7	6	12	0.18	0.13	0.11	-	-	-	-
3	Dr Pepper Snapple Group	7	4	4	1.01	0.56	0.27	9	412	1,055	1,115
4	PepsiCo	-	-	-	-	-	-	7	608	761	484
5	Kraft Foods	8	5	6	0.26	0.12	0.29	-	-	-	-
6	Sunny Delight Beverages	6	3	4	0.35	0.14	0.18	2	29	116	132
7	Red Bull	3	2	3	0.61	0.41	0.20	-	-	-	-
8	Ocean Spray	-	-	-	-	-	-	1	5	23	32

*Combined ad exposure calculated as the sum of ads viewed on Spanish-language TV by teens and Spanish-language radio GRPs 12-17 years divided by 100

**Spanish-language TV (Hispanic) to all other TV (all persons)

***Markets with a minimum of 20 GRPs for at least one demographic group (maximum 15 markets)

Bold targeted ratios indicate higher than expected exposure for Hispanics compared to all persons of the same age

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Beverage Website Exposure

Ranking by average total visits per month by 2- to 17-year olds

Includes average unique visitors, visits, time spent, and pages per month

Most

Rank	Company	Brand	Category	Website	Average unique visitors per month (000)		Avg visits per month	Avg time spent (min)	Avg pages per month
					Children 2-11 years	Teens 12-17 years			
1	Coca-Cola	Coca-Cola products	Company	MyCokeRewards.com	42.0	128.9	1.7	5.4	16.2
2	Kraft Foods	Capri Sun	Fruit drink	KraftBrands.com/CapriSun	35.1	34.5	1.1	1.1	2.1
3	PepsiCo	Pepsi products	Company	RefreshEverything.com	12.6	44.9	1.8	3.5	8.6
4	Dr Pepper Snapple Group	Dr Pepper products	Soda	DrPepper.com	4.8	38.2	1.2	4.5	6.3
5	Coca-Cola	Coca-Cola products	Soda	Coca-Cola.com	3.8	32.6	1.2	1.3	2.9
6	PepsiCo	SoBe	Flavored water	SoBe.com	22.3	22.3	1.2	1.7	2.0
7	Coca-Cola	Coca-Cola products	Company	MyCoke.com	6.2	28.4	1.2	1.5	4.7
8	PepsiCo	Gatorade	Sports drink	Gatorade.com	9.7	20.0	1.2	1.6	2.2
9	PepsiCo	Mountain Dew	Regular soda	DEWmocracy.com	16.8	19.6	1.4	2.2	2.3
10	Hansen Beverage Company	Monster	Energy drink	MonsterEnergy.com	1.1	23.3	1.2	3.5	9.1
11	PepsiCo	Tropicana products	Brand	Tropicana.com	13.1	13.2	1.3	5.7	13.8
12	PepsiCo	Pepsi products	Soda	Pepsi.com	2.3	15.4	4.5	2.2	6.3
13	Kraft Foods	Kool-Aid	Fruit drink	KraftBrands.com/KoolAid	7.5	9.5	1.8	0.1	0.1
14	Coca-Cola	Coca-Cola products	Company	TheCoca-ColaCompany.com	4.7	11.3	1.2	2.0	4.4
15	Innovation Ventures	5-hour Energy	Energy drink	5HourEnergy.com	3.1	13.2	1.1	1.4	1.4
16	Red Bull	Red Bull	Energy drink	Redbull.com	1.4	11.8	1.3	1.0	4.1
17	PepsiCo	Mountain Dew products	Soda	MountainDew.com	2.2	10.7	1.1	1.6	2.8
18	Coca-Cola	Fanta	Regular soda	Fanta.com	1.1	11.1	1.1	2.6	5.2
19	Coca-Cola	Sprite	Regular soda	Sprite.com	2.8	9.3	1.1	0.9	1.4
20	PepsiCo	Mountain Dew	Regular soda	GreenLabelArt.com	0.2	11.7	1.1	4.0	19.9
21	PepsiCo	Pepsi products	Company	PepsiCo.com	1.5	10.7	1.2	2.4	5.5
22	Ocean Spray	Ocean Spray	Fruit drink	OceanSpray.com	30.4	3.4	1.3	2.4	6.1
23	PepsiCo	Pepsi products	Company	CrashTheSuperbowl.com	1.7	8.0	1.1	1.7	1.3
24	Coca-Cola	Coca-Cola products	Company	Coca-ColaScholars.org	0.5	8.1	1.2	5.3	6.1
25	Coca-Cola	Coca-Cola products	Company	LivePositively.com	0.4	6.9	1.3	1.3	1.7
26	Dr Pepper Snapple Group	Snapple products	Brand	Snapple.com	5.6	4.4	1.3	2.7	6.4
27	Rockstar	Rockstar	Energy drink	Rockstar69.com	1.1	5.1	1.4	3.2	29.1
28	PepsiCo	Mountain Dew	Regular soda	GreenLabelSound.com	-	4.1	1.5	1.6	3.9
29	Sunny Delight Beverages	Sunny D	Fruit drink	SunnyD.com	1.6	3.0	1.2	1.8	4.3
30	Coca-Cola	Coca-Cola products	Company	WorldOfCoca-Cola.com	0.2	3.7	1.2	3.2	10.3
31	PepsiCo	Amp	Energy drink	AmpEnergy.com	-	3.4	2.2	2.2	13.6
32	Welch Foods Inc.	Welch's products	Brand	Welchs.com	0.4	3.1	1.2	1.4	2.4

continued

Beverage Website Exposure conf'd

Rank	Company	Brand	Category	Website	Average unique visitors per month			Avg time spent (min)	Avg pages per month
					Children 2-11 years (000)	Teens 12-17 years (000)	Avg visits per month		
33	Coca-Cola	Sprite	Regular soda	SpriteStepOff.com	-	3.2	1.4	4.2	6.6
34	Campbell Soup Company	V8 products	Brand	V8Juice.com	3.0	2.0	1.1	1.7	3.7
35	Coca-Cola	Coca-Cola products	Company	Coca-ColaStore.com	-	2.7	1.2	3.0	7.0
36	Dr Pepper Snapple Group	Dr Pepper Snapple Group products	Company	DrPepperSnappleGroup.com	0.4	2.4	1.3	1.4	3.8
37	Coca-Cola	Coca-Cola products	Company	CokeUSA.com	-	2.4	1.5	1.2	4.6
38	Dr Pepper Snapple Group	7 Up products	Soda	7Up.com	2.0	1.6	1.1	1.7	4.0
39	Coca-Cola	NOS	Energy drink	DrinkNOS.com	-	1.7	1.1	0.8	2.8
40	Arizona	Arizona products	Brand	DrinkArizona.com	0.2	1.3	1.2	4.4	12.3
41	Dr Pepper Snapple Group	Crush	Regular soda	CrushSoda.com	-	0.6	1.3	1.9	3.3
42	Coca-Cola	Odwalla	Fruit drink	Odwalla.com	-	0.2	1.2	2.8	9.0
43	PepsiCo	Sierra Mist	Regular soda	SierraMist.com	-	0.0	1.4	0.6	1.6

Source: comScore Media Metrix Key Measures Report (January-December 2010)

Banner Advertising Exposure

Ranking by total average ads viewed on youth websites per month

Includes average unique viewers and ads viewed per month as well as ads viewed on youth websites

Rank	Company	Category	Product(s) advertised	Contains child-targeted content (Yes/no)	Ads viewed on youth websites	Average unique viewers per month (000)	Average number of ads viewed per month	Total average ads viewed on youth websites per month (000)
1	Coca-Cola	Company	My Coke Rewards	N	19%	38,043	5.3	479,426
2	Coca-Cola	Company	Coca-Cola other sugary drinks	N	25%	-	-	280,426
3	PepsiCo	Regular soda	Pepsi	N	14%	-	-	219,546
4	Coca-Cola	Regular soda	Coca-Cola Classic	Y	15%	19,846	4.1	112,929
5	PepsiCo	Regular soda	Mountain Dew	N	27%	-	-	89,286
6	Dr Pepper Snapple Group	Regular soda	Dr Pepper	N	12%	-	-	75,232
7	Coca-Cola	Flavored water	Vitamin Water	N	12%	13,344	4.4	65,755
8	Kraft Foods	Fruit drink	Kool-Aid	Y	14%	10,262	2.9	54,622
9	Kraft Foods	Fruit drink	Capri Sun	Y	55%	3,799	2.7	52,504
10	PepsiCo	Sports drink	Gatorade	N	5%	12,965	5.5	48,996
11	Coca-Cola	Regular soda	Sprite	N	12%	8,974	3.9	47,201
12	Coca-Cola	Regular soda	Fanta	N	16%	4,438	3.8	31,011
13	PepsiCo	Energy drink	Amp	N	10%	5,233	3.7	18,371
14	PepsiCo	Regular soda	DEWmocracy	N	6%	7,409	8.8	17,795
15	Coca-Cola	Company	Live Positively Coca-Cola	N	13%	2,909	3.8	15,848
16	Dr Pepper Snapple Group	Regular soda	Sunkist	N	58%	1,169	2.7	10,926
17	Coca-Cola	Sports drink	Powerade	N	4%	4,563	5.3	8,010
18	PepsiCo	Regular soda	Sierra Mist	N	4%	4,531	8.0	4,928
19	Dr Pepper Snapple Group	Regular soda	Crush	N	87%	962	3.1	4,683
20	Dr Pepper Snapple Group	Energy drink	Venom	N	17%	678	3.3	3,623
21	Red Bull	Energy drink	Red Bull	N	1%	6,267	4.1	3,116
22	Unilever	Iced tea	Lipton Brisk	N	2%	1,403	4.6	764
23	Sunny Delight Beverages	Fruit drink	Sunny D	Y	5%	954	5.0	482
24	Ocean Spray	Fruit drink	Ocean Spray	N	1%	1,044	3.7	379
25	Coca-Cola	Energy drink	Full Throttle	N	1%	277	4.8	70
26	Dr Pepper Snapple Group	Regular soda	A&W	N	8%	269	2.9	59
27	Coca-Cola	Company	Coca-Cola Live Music Fest	N	2%	120	2.6	19
28	Coca-Cola	Fruit drink	Fuze	N	0%	100	3.4	-
28 (tie)	Coca-Cola	Fruit drink	Odwalla	N	0%	603	3.6	-
28 (tie)	Dr Pepper Snapple Group	Regular soda	7 Up	N	0%	512	3.4	-
28 (tie)	Dr Pepper Snapple Group	Regular soda	Canada Dry	N	0%	84	2.1	-
28 (tie)	Dr Pepper Snapple Group	Brand	Snapple	N	0%	-	-	-
28 (tie)	Unilever	Iced tea	Lipton	N	0%	234	4.2	-
28 (tie)	Hansen Beverage Company	Energy drink	Monster	N	0%	110	3.3	-

Most

Least

Banner Advertising Exposure conf'd

COMPANY RANKINGS

Most



Least

Rank	Company	Product(s) advertised	Contains child-targeted content (Yes/no)	Ads viewed on youth websites	Average unique viewers per month (000)	Average number of ads viewed per month	Total average ads viewed on youth websites per month (000)
1	Coca-Cola	Coca-Cola Classic, My Coke Rewards, Coca-Cola Mini, Coca-Cola Music Festival, Live Positively, Vitamin Water, Sprite, Fanta, Powerade, Full Throttle, Fuze, Odwalla	Y	17.3%	11,739	4.4	1,040,651
2	PepsiCo	Pepsi, Mountain Dew, DEWmocracy, Gatorade, Sierra Mist, Amp	N	11.8%	8,247	5.9	398,922
3	Kraft Foods	Kool-Aid, Capri Sun	Y	21.5%	7,540	2.8	107,126
4	Dr Pepper Snapple Group	Dr Pepper, Sunkist, Crush, Venom, 7 Up, Canada Dry, A&W, Snapple	N	11.0%	694	3.1	94,524
5	Red Bull	Red Bull energy drinks, Red Bull energy shots	N	1.2%	6,267	4.1	3,116
6	Unilever	Lipton Brisk, Lipton Iced Tea	N	1.7%	965	4.4	764
7	Sunny Delight Beverages	Sunny D	Y	4.8%	954	5.0	482
8	Ocean Spray	Ocean Spray fruit drinks	N	0.8%	1,044	3.7	379
9	Hansen Beverage Company	Monster	N	0.0%	110	3.3	-

Source: comScore Media Metrix Key Measures Report (January-December 2010)

Social Media Exposure

Ranking by sum of YouTube upload views, Facebook fans, and Twitter followers
Includes views, fans and followers of social media pages as of June 15, 2011

Most

Rank	Company	Brand	Category	# of YouTube upload views	# of Facebook fans	# of Twitter followers	Sponsorships*
1	Red Bull	Red Bull	Energy drink	158,344,020	20,462,113	223,494	X
2	Coca-Cola	Coca-Cola	Regular soda	22,857,279	30,747,955	300,026	X
3	Hansen Beverage Company	Monster	Energy drink	10,776,909	11,238,533	75,485	X
4	PepsiCo	Pepsi	Regular soda	13,751,000	4,449,173	89,371	X
5	Dr Pepper Snapple Group	Dr Pepper	Regular soda	2,007,348	9,680,095	43,810	
6	PepsiCo	Gatorade	Sports drink	4,850,912	3,704,295	29,616	X
7	PepsiCo	Mountain Dew	Regular soda	1,328,233	5,517,588	39,917	X
8	Unilever	Lipton Brisk	Iced tea	5,947,444	849,800	26,625	
9	Coca-Cola	Vitamin Water	Flavored water	3,955,748	2,539,549	13,884	
10	Coca-Cola	Sprite	Regular soda	-	3,740,522	15,397	X
11	PepsiCo	Sobe	Flavored water	2,854,694	175,054	5,435	
12	Arizona	Arizona	Fruit drink	971	2,195,044	31,892	
13	Dr Pepper Snapple Group	Snapple	Iced tea	783,109	450,900	17,779	
14	Kraft Foods	Kool-Aid	Fruit drink	-	1,084,308	-	
15	Rockstar	Rockstar	Energy drink	-	924,697	17,865	X
16	Coca-Cola	NOS	Energy drink	699,152	57,864	-	
17	PepsiCo	Amp	Energy drink	330,676	209,144	7,859	
18	Dr Pepper Snapple Group	7 Up	Regular soda	23,716	461,637	-	
19	Ocean Spray	Ocean Spray	Fruit drink	-	340,222	1,979	
20	PepsiCo	Tropicana	Fruit drink	127,701	137,914	6,593	
21	Innovation Ventures	5-hour Energy	Energy drink	199,337	32,273	1,546	
22	Coca-Cola	Powerade	Sports drink	97,602	110,331	10,029	X
23	Coca-Cola	Minute Maid	Fruit drink	-	188,936	-	
24	Dr Pepper Snapple Group	Sunkist	Regular soda	60,618	116,241	-	
25	Welch Foods Inc.	Welch's	Fruit drink	-	119,332	1,523	
26	Sunny Delight Beverages	Sunny D	Fruit drink	-	96,297	1,895	
27	Coca-Cola	Simply Lemonade	Fruit drink	11,847	59,639	-	
28	PepsiCo	Sierra Mist	Regular soda	15,537	43,812	882	
29	Coca-Cola	Fuze	Fruit drink	-	40,137	151	
30	Dr Pepper Snapple Group	Venom	Energy drink	-	29,342	-	
31	Coca-Cola	Vault	Regular soda	-	28,478	-	
32	Campbell Soup Company	V8	Fruit drink	-	14,310	-	
33	Dr Pepper Snapple Group	Nantucket Nectars	Fruit drink	-	7,342	-	
34	Arizona	Arizona	Flavored water	-	980	-	

Least

Social Media Exposure conf'd

COMPANY RANKINGS

Most



Least

Rank	Company	# of YouTube upload views	# of Facebook fans	# of Twitter followers	Sponsorships*
1	Red Bull	158,344,020	20,462,113	223,494	
2	Coca-Cola	27,621,628	37,513,411	339,487	
3	PepsiCo	23,258,753	14,236,980	179,673	
4	Hansen Beverage Company	10,776,909	11,238,533	75,485	
5	Dr Pepper Snapple Group	2,874,791	10,745,557	61,589	
6	Unilever	5,947,444	849,800	26,625	
7	Arizona	971	2,196,024	31,892	
8	Kraft Foods	-	1,084,308	-	
9	Rockstar	-	924,697	17,865	
10	Ocean Spray	-	340,222	1,979	
11	Innovation Ventures	199,337	32,273	1,546	
12	Welch Foods Inc.	-	119,332	1,523	
13	Sunny Delight Beverages	-	96,297	1,895	
14	Campbell Soup Company	-	14,310	-	

*Brands that use social media to support sponsorships

Source: Social media marketing analysis (June 15, 2011)

On-Package Ingredient Claims and Child Features

Ranking by number of ingredient claims per package*

Includes packaging for all brands found in the supermarket in February 2011 and June 2011.

Most

Rank	Company	Brand	Category	Ingredient claims*		Child features**	
				% of packages with claims	Avg # per package***	% of packages with features	Avg # per package***
1	Coca-Cola	Vitamin Water	Flavored water	100%	5.0	-	-
2	Coca-Cola	Powerade	Sports drink	100%	4.7	17%	2.0
3	PepsiCo	Amp	Energy drink	100%	4.0	-	-
4	PepsiCo	SoBe	Flavored water	100%	3.7	100%	1.0
4 (tie)	Rockstar	Rockstar	Energy drink	100%	3.7	-	-
6	Coca-Cola	NOS	Energy drink	100%	3.0	-	-
6 (tie)	Welch Foods Inc.	Welch's Essentials	Fruit drink	100%	3.0	-	-
6 (tie)	PepsiCo	Propel Zero	Flavored water	100%	3.0	-	-
6 (tie)	Campbell Soup Company	V8 V-Fusion Light	Fruit drink	100%	3.0	-	-
10	Hansen Beverage Company	Monster	Energy drink	80%	2.9	-	-
11	Kraft Foods	Capri Sun	Fruit drink	100%	2.8	100%	1.0
12	PepsiCo	Propel	Flavored water	100%	2.7	-	-
13	Kraft Foods	Kool-Aid	Fruit drink	67%	2.5	100%	1.3
14 (tie)	Coca-Cola	Fuze	Fruit drink	67%	2.0	-	-
14 (tie)	Kraft Foods	Tang	Fruit drink	100%	2.0	-	-
14 (tie)	Campbell Soup Company	V8 Splash	Fruit drink	100%	2.0	-	-
14 (tie)	Dr Pepper Snapple Group	7 Up	Regular soda	17%	2.0	-	-
14 (tie)	Dr Pepper Snapple Group	Canada Dry	Regular soda	17%	2.0	-	-
19	PepsiCo	Ocean Spray	Fruit drink	50%	1.5	-	-
20	PepsiCo	Gatorade	Sports drink	78%	1.4	-	-
21	Unilever	Lipton	Iced tea	71%	1.2	-	-
21 (tie)	PepsiCo	Tropicana	Fruit drink	75%	1.2	13%	1.0

continued

On-Package Ingredient Claims and Child Features cont'd

Most
↓
Least

Rank	Company	Brand	Category	Ingredient claims*		Child features**	
				% of packages with claims	Avg # per package***	% of packages with features	Avg # per package***
23	Coca-Cola	Coca-Cola	Regular soda	10%	1.0	10%	1.0
23 (tie)	Kraft Foods	Country Time	Fruit drink	60%	1.0	40%	1.0
23 (tie)	Dr Pepper Snapple Group	Hawaiian Punch	Fruit drink	100%	1.0	100%	1.0
23 (tie)	Coca-Cola	Hi-C	Fruit drink	100%	1.0	100%	1.0
23 (tie)	Kraft Foods	Kool-Aid Fun Fizz	Fruit drink	100%	1.0	100%	1.0
23 (tie)	Arizona	Arizona	Iced tea	47%	1.0	-	-
23 (tie)	Red Bull	Red Bull	Energy drink	100%	1.0	-	-
23 (tie)	Dr Pepper Snapple Group	Snapple	Iced tea	33%	1.0	-	-
23 (tie)	Sunny Delight Beverages	Sunny D	Fruit drink	25%	1.0	-	-
23 (tie)	PepsiCo	Trop50	Fruit drink	100%	1.0	-	-
23 (tie)	Dr Pepper Snapple Group	Venom	Energy drink	50%	1.0	-	-
34	PepsiCo	Mug	Regular soda	-	-	100%	1.5
34 (tie)	Coca-Cola	Barq's	Regular soda	-	-	25%	1.0
34 (tie)	Coca-Cola	Sprite	Regular soda	-	-	25%	1.0

COMPANY RANKINGS

Most
↓
Least

Rank	Company	Brand	Category	Ingredient claims*		Child features**	
				% of packages with claims	Avg # per package***	% of packages with features	Avg # per package***
1	Coca-Cola			52%	4.4	7%	1.2
2	Rockstar			100%	3.7	-	-
3	Hansen Beverage Company			80%	2.9	-	-
4	PepsiCo			51%	2.5	25%	1.1
4 (tie)	Campbell Soup Company			100%	2.5	-	-
6	Welch Foods Inc.			100%	2.0	-	-
7	Kraft Foods			81%	1.9	55%	1.1
8	Ocean Spray			50%	1.5	-	-
9	Dr Pepper Snapple Group			19%	1.2	10%	1.0
9 (tie)	Unilever			71%	1.2	-	-
11	Arizona			47%	1.0	-	-
11 (tie)	Sunny Delight Beverages			25%	1.0	-	-
11 (tie)	Red Bull			100%	1.0	-	-

*Ingredient claims include all micronutrients, antioxidants, electrolytes, as well as novelty ingredients such as guarana, ginseng, and green tea extract

**Child features include cartoon brand characters and any reference to kids, fun, or child-targeted promotions on the package

***Average claims per package of those packages containing the specified attribute

Source: In-store marketing product claims and packaging analysis (February 2011 & June 2011)

Table A1. Nutrition and ingredient information: Energy drinks

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Shot	Subcategory	Child product	Child brand	% Juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Energy drinks	Innovation Ventures	5-hour Energy	Berry	2	4	0	18	0	0	0	Yes	Diet	No	No	-	Yes	-	Yes	-
Energy drinks	Innovation Ventures	5-hour Energy	Decaf	2	4	0	18	0	0	0	Yes	Diet	No	No	-	Yes	6	Yes	-
Energy drinks	Innovation Ventures	5-hour Energy	Extra Strength	2	4	0	18	0	0	0	Yes	Diet	No	No	-	Yes	-	Yes	-
Energy drinks	Innovation Ventures	5-hour Energy	Grape	2	4	0	18	0	0	0	Yes	Diet	No	No	-	Yes	-	Yes	-
Energy drinks	Innovation Ventures	5-hour Energy	Lemon Lime	2	4	0	18	0	0	0	Yes	Diet	No	No	-	Yes	-	Yes	-
Energy drinks	Innovation Ventures	5-hour Energy	Orange	2	4	0	18	0	0	0	Yes	Diet	No	No	-	Yes	-	Yes	-
Energy drinks	Innovation Ventures	5-hour Energy	Pomegranate	2	4	0	18	0	0	0	Yes	Diet	No	No	-	Yes	-	Yes	-
Energy drinks	PepsiCo	Amp	AMP Energy	8	110	0	65	29	0	0	No	Full-calorie	No	No	-	Yes	71	No	No
Energy drinks	PepsiCo	Amp	AMP Energy Elevate	8	110	0	70	29	0	0	No	Full-calorie	No	No	-	Yes	80	No	No
Energy drinks	PepsiCo	Amp	Amp Energy Juice- Orange	8	127	0	30	27	0	0	No	Full-calorie	No	No	100	Yes	81	No	No
Energy drinks	PepsiCo	Amp	AMP Energy Lightning	8	110	0	70	29	0	0	No	Full-calorie	No	No	-	Yes	80	No	No
Energy drinks	PepsiCo	Amp	AMP Energy Overdrive	8	110	0	70	29	0	0	No	Full-calorie	No	No	-	Yes	80	No	No
Energy drinks	PepsiCo	Amp	AMP Energy Sugarfree	8	5	0	75	0	0	0	No	Diet	No	No	-	Yes	80	Yes	No
Energy drinks	PepsiCo	Amp	AMP Energy Sugarfree Lightning	8	10	0	75	0	0	0	No	Diet	No	No	-	Yes	80	Yes	No
Energy drinks	PepsiCo	Amp	AMP Energy Traction	8	110	0	70	29	0	0	No	Full-calorie	No	No	-	Yes	80	No	No
Energy drinks	Arizona	Arizona	AZ Energy- Low Carb	8	10	0	10	3	0	0	No	Light	No	No	3	Yes	-	Yes	No
Energy drinks	Arizona	Arizona	AZ Energy- Regular	8	100	0	10	26	0	0	No	Full-calorie	No	No	10	Yes	-	No	No
Energy drinks	Arizona	Arizona	Caution Energy- Extreme Performance	8	116	0	7	28	0	0	No	Full-calorie	No	No	10	Yes	-	No	No
Energy drinks	Arizona	Arizona	Caution Energy- Low Carb Performance	8	15	0	7	3	0	0	No	Light	No	No	3	Yes	-	Yes	No
Energy drinks	Arizona	Arizona	Fast Shots- A.M. Awake	2	10	0	3	3	0	0	Yes	Light	No	No	-	Yes	-	Yes	No
Energy drinks	Arizona	Arizona	Fast Shots- P.M. Relax	2	10	0	3	3	0	0	Yes	Light	No	No	-	-	-	Yes	No
Energy drinks	Arizona	Arizona	Fast Shots- RX Energy	2	10	0	3	3	0	0	Yes	Light	No	No	-	Yes	-	Yes	No
Energy drinks	Coca-Cola	Full Throttle	Blue Agave	8	115	0	80	29	0	0	No	Full-calorie	No	No	-	Yes	99	No	Yes
Energy drinks	Coca-Cola	Full Throttle	Citrus	8	110	0	80	29	0	0	No	Full-calorie	No	No	-	Yes	99	No	Yes
Energy drinks	Coca-Cola	Full Throttle	Coffee Caramel	8	133	4	203	23	1	2	No	Full-calorie	No	No	-	Yes	99	No	Yes
Energy drinks	Coca-Cola	Full Throttle	Coffee Mocha	8	144	4	208	26	1	2	No	Full-calorie	No	No	-	Yes	99	No	Yes
Energy drinks	Coca-Cola	Full Throttle	Red Berry	8	115	0	80	29	0	0	No	Full-calorie	No	No	-	Yes	99	No	Yes
Energy drinks	Hansen Beverage Company	Monster	Java Monster- Irish Blend	8	100	2	260	14	0	5	No	Full-calorie	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Java Monster- Kona Blend	8	100	2	240	16	0	5	No	Full-calorie	No	No	-	Yes	-	Yes	Yes
Energy drinks	Hansen Beverage Company	Monster	Java Monster- Loka Moca	8	100	2	340	16	0	5	No	Full-calorie	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Java Monster- Mean Bean	8	100	2	340	16	0	5	No	Full-calorie	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Java Monster- Toffee	8	100	2	340	16	0	5	No	Full-calorie	No	No	-	Yes	-	Yes	Yes
Energy drinks	Hansen Beverage Company	Monster	Java Monster- Vanilla Light	8	50	2	320	5	0	3	No	Light	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy	8	100	0	180	27	0	0	No	Full-calorie	No	No	-	Yes	-	No	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy + Juice- Khaos	8	70	0	15	17	0	0	No	Full-calorie	No	No	50	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy + Juice: M-80	8	90	0	15	23	0	0	No	Full-calorie	No	No	80	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy- Absolutely Zero	8	0	0	180	0	0	0	No	Diet	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy- Assault	8	100	0	180	25	0	0	No	Full-calorie	No	No	-	Yes	-	No	Yes

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Shot	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Energy drinks	Hansen Beverage Company	Monster	Monster Energy- Dub Edition	8	110	0	150	28	0	0	No	Full-calorie	No	No	-	Yes	-	Yes	Yes
Energy drinks	Hansen Beverage Company	Monster	Monster Energy- Import	8	90	0	200	21	0	0	No	Full-calorie	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy- Import Light	8	25	0	190	6	0	0	No	Light	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy- Lo-Carb	8	10	0	180	0	0	0	No	Diet	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy- M3	8	80	0	192	21	0	0	No	Full-calorie	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Monster Energy + Juice- MIXXD	8	110	0	10	27	0	0	No	Full-calorie	No	No	30	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Nitrous- Anti-Gravity	8	107	0	200	25	0	0	No	Full-calorie	No	No	-	Yes	-	Yes	Yes
Energy drinks	Hansen Beverage Company	Monster	Nitrous- Black Ice	8	0	0	193	0	0	0	No	Diet	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Nitrous- Killer B	8	100	0	191	25	0	0	No	Full-calorie	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	Nitrous- Super Dry	8	107	0	200	25	0	0	No	Full-calorie	No	No	-	Yes	-	Yes	Yes
Energy drinks	Hansen Beverage Company	Monster	X-presso- Hammer	8	108	2	333	14	0	5	No	Full-calorie	No	No	-	Yes	-	Yes	No
Energy drinks	Hansen Beverage Company	Monster	X-presso- Midnite	8	83	2	189	15	0	2	No	Full-calorie	No	No	-	Yes	-	Yes	Yes
Energy drinks	Coca-Cola	NOS	Fruit Punch	8	110	0	115	26	0	0	No	Full-calorie	No	No	-	-	-	Yes	Yes
Energy drinks	Coca-Cola	NOS	Grape	8	110	0	130	26	0	0	No	Full-calorie	No	No	-	Yes	130	Yes	Yes
Energy drinks	Coca-Cola	NOS	Loaded Cherry	8	110	0	130	27	0	1	No	Full-calorie	No	No	-	Yes	130	Yes	Yes
Energy drinks	Coca-Cola	NOS	Original NOS	8	110	0	130	26	0	0	No	Full-calorie	No	No	-	Yes	130	Yes	Yes
Energy drinks	Coca-Cola	NOS	Sugar Free	8	10	0	130	1	0	0	No	Light	No	No	-	Yes	130	Yes	Yes
Energy drinks	Red Bull	Red Bull	Red Bull	8	110	0	100	27	0	0	No	Full-calorie	No	No	-	Yes	80	No	No
Energy drinks	Red Bull	Red Bull	Red Bull Energy Shot	2	27	0	0	6	0	0	Yes	Light	No	No	-	Yes	80	Yes	-
Energy drinks	Red Bull	Red Bull	Red Bull Energy Shot SugarFree	2	2	0	0	0	0	0	Yes	Diet	No	No	-	Yes	80	-	-
Energy drinks	Red Bull	Red Bull	Red Bull SugarFree	8	10	0	100	0	0	0	No	Diet	No	No	-	Yes	80	Yes	No
Energy drinks	Rockstar	Rockstar	Energy Shot- Tropical Punch	3	10	0	35	0	0	0	Yes	Diet	No	No	0	Yes	200	No	No
Energy drinks	Rockstar	Rockstar	Energy Shot- Wild Berry	3	10	0	35	0	0	0	Yes	Diet	No	No	0	Yes	200	No	No
Energy drinks	Rockstar	Rockstar	Rockstar 2X	8	10	0	10	1	0	0	No	Light	No	No	0	Yes	167	Yes	No
Energy drinks	Rockstar	Rockstar	Rockstar Energy Cola	8	130	0	5	33	0	0	No	Full-calorie	No	No	0	Yes	80	No	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Juiced- Guava	8	140	0	5	35	0	0	No	Full-calorie	No	No	10	Yes	80	-	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Juiced- Mango	8	140	0	10	35	0	0	No	Full-calorie	No	No	10	Yes	80	-	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Juiced- Pomegranate	8	140	0	5	35	0	0	No	Full-calorie	No	No	10	Yes	80	-	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Latte Roasted	8	110	3	160	17	0	4	No	Full-calorie	No	No	0	Yes	120	Yes	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Light Vanilla Roasted	8	50	2	140	7	0	3	No	Light	No	No	0	Yes	120	Yes	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Mocha Roasted	8	100	1	130	17	0	3	No	Full-calorie	No	No	0	Yes	120	Yes	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Original	8	140	0	40	31	0	0	No	Full-calorie	No	No	0	Yes	80	-	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Pink	8	7	0	40	0	0	0	No	Diet	No	No	0	Yes	120	Yes	No
Energy drinks	Rockstar	Rockstar	Rockstar Punched	8	130	0	55	31	0	0	No	Full-calorie	No	No	0	Yes	120	Yes	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Punched Citrus	8	130	0	40	31	0	0	No	Full-calorie	No	No	0	Yes	120	No	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Recovery	8	10	0	40	1	0	0	No	Light	No	No	0	Yes	80	Yes	No
Energy drinks	Rockstar	Rockstar	Rockstar Roasted Espresso	8	80	1	190	16	0	2	No	Full-calorie	No	No	0	Yes	120	No	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Sugar free	8	0	0	125	0	0	0	No	Diet	No	No	0	Yes	80	-	Yes
Energy drinks	Rockstar	Rockstar	Rockstar Zero Carb	8	10	0	110	0	0	0	No	Diet	No	No	0	Yes	120	Yes	Yes

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Shot	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Energy drinks	Dr Pepper Snapple Group	Venom	Black Mamba Original Energy	8	120	0	160	27	0	0	No	Full-calorie	No	No	-	Yes	80	Yes	Yes
Energy drinks	Dr Pepper Snapple Group	Venom	Death Addler Fruit Punch	8	120	0	150	27	0	0	No	Full-calorie	No	No	-	Yes	80	Yes	Yes
Energy drinks	Dr Pepper Snapple Group	Venom	Killer Taipan Mango	8	120	0	160	27	0	0	No	Full-calorie	No	No	-	Yes	80	Yes	Yes
Energy drinks	Dr Pepper Snapple Group	Venom	Mojave Rattler Low Carb	8	25	0	160	3	0	0	No	Light	No	No	-	Yes	80	Yes	Yes

Table A2. Nutrition and ingredient information: Flavored water

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Flavored water	Arizona	Arizona	Rescue Water- Detox	8	25	0	0	7	0	0	Light	No	No	-	-	-	Yes	No
Flavored water	Arizona	Arizona	Rescue Water- Energy	8	25	0	0	7	0	0	Light	No	No	-	Yes	14	Yes	No
Flavored water	Arizona	Arizona	Rescue Water- Immunity	8	25	0	0	6	0	0	Light	No	No	-	-	-	Yes	No
Flavored water	Arizona	Arizona	Rescue Water- Relax	8	25	0	0	6	0	0	Light	No	No	-	-	-	Yes	No
Flavored water	Kraft Foods	Capri Sun	Roarin' Waters- Berry	6	30	0	15	7	0	0	Light	Yes	Yes	-	-	-	Yes	No
Flavored water	Kraft Foods	Capri Sun	Roarin' Waters- Grape	6	30	0	15	7	0	0	Light	Yes	Yes	-	-	-	Yes	No
Flavored water	Kraft Foods	Capri Sun	Roarin' Waters- Strawberry Kiwi	6	30	0	15	7	0	0	Light	Yes	Yes	-	-	-	Yes	No
Flavored water	Kraft Foods	Capri Sun	Roarin' Waters- Tropical Fruit	6	30	0	15	7	0	0	Light	Yes	Yes	-	-	-	Yes	No
Flavored water	Kraft Foods	Capri Sun	Roarin' Waters- Wild Cherry	6	30	0	15	7	0	0	Light	Yes	Yes	-	-	-	Yes	No
Flavored water	PepsiCo	Propel Zero	Berry	8	10	0	30	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	Propel Zero	Cherry Lime with calcium	8	10	0	25	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	Propel Zero	Citrus Punch with calcium	8	10	0	25	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	Propel Zero	Grape	8	10	0	30	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	Propel Zero	Kiwi-Strawberry	8	10	0	30	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	Propel Zero	Lemon	8	10	0	30	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	Propel Zero	Lemonade with calcium	8	10	0	25	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	Propel Zero	Raspberry Lemonade	8	10	0	30	2	0	0	Light	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	SoBe	Lifewater- Agave Lemonade (antioxidants)	8	40	0	20	10	0	0	Full-calorie	No	No	-	No	0	No	No
Flavored water	PepsiCo	SoBe	Lifewater- Blackberry Grape (antioxidants)	8	40	0	20	9	0	0	Full-calorie	No	No	-	No	0	Yes	No
Flavored water	PepsiCo	SoBe	Lifewater- Orange Tangerine (antioxidants)	8	40	0	20	10	0	0	Full-calorie	No	No	-	No	0	No	No
Flavored water	PepsiCo	SoBe	Lifewater- Pomegranate Cherry (antioxidants)	8	40	0	25	10	0	0	Full-calorie	No	No	-	No	0	No	No
Flavored water	PepsiCo	SoBe	Lifewater- Strawberry Kiwi (antioxidants)	8	40	0	20	10	0	0	Full-calorie	No	No	-	No	0	No	No
Flavored water	Coca-Cola	Vitamin Water	connect (black cherry-lime)	8	50	0	0	13	0	0	Full-calorie	No	No	0	Yes	40	No	No
Flavored water	Coca-Cola	Vitamin Water	defense (raspberry-apple)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	dwnld (berry-cherry)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	energy (tropical citrus)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	essential (orange-orange)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	focus (kiwi-strawberry)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	multi-v (lemonade)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	power-c (dragonfruit)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	revive (fruit punch)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	spark (grape-blueberry)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	stur-D (blue agave-passion fruit-citrus)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No
Flavored water	Coca-Cola	Vitamin Water	xxx (acai-blueberry-pomegranate)	8	50	0	0	13	0	0	Full-calorie	No	No	0	-	-	No	No

Table A3. Nutrition and ingredient information: Fruit drinks

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	Arizona	Arizona	Fruit Punch	8	100	0	25	25	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Arizona	Arizona	Grapeade	8	100	0	10	26	0	0	Full-calorie	No	No	10	-	-	No	No
Fruit drinks	Arizona	Arizona	Kiwi Strawberry	8	120	0	10	28	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Arizona	Arizona	Lemonade	8	110	0	10	26	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Arizona	Arizona	Mucho Mango	8	120	0	10	25	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Arizona	Arizona	Orangeade	8	120	0	20	26	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Arizona	Arizona	Watermelon	8	100	0	10	24	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Coastal Cooler	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Fruit Punch	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Grape	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Lemonade	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Mountain Cooler	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Orange	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Pacific Cooler	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Red Berry	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Splash Cooler	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Strawberry	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Strawberry Kiwi	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Surf Cooler	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Tropical Punch	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Original- Wild Cherry	6	60	0	15	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Sunrise- Berry Tangerine Morning	6	60	0	15	15	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Sunrise- Orange Wake Up	6	60	0	15	15	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Kraft Foods	Capri Sun	Sunrise- Tropical Morning	6	60	0	15	15	0	0	Full-calorie	Yes	Yes	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Country Time	Lemonade	8	90	0	70	24	0	0	Full-calorie	No	No	-	No	0	No	Yes
Fruit drinks	Kraft Foods	Country Time	Lemonade	8	60	0	25	16	0	0	Full-calorie	No	No	-	-	-	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Country Time	Lemonade Lite	8	35	0	10	8	0	0	Light	No	No	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Country Time	Lemonade Lite	8	35	0	10	8	0	0	Light	No	No	-	-	-	Yes	Yes
Fruit drinks	Dr Pepper Snapple Group	Country Time	Pink Lemonade	8	60	0	25	16	0	0	Full-calorie	No	No	-	No	0	No	Yes
Fruit drinks	Kraft Foods	Country Time	Pink Lemonade	8	60	0	25	16	0	0	Full-calorie	No	No	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Country Time	Pink Lemonade Lite	8	35	0	10	8	0	0	Light	No	No	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Country Time	Raspberry Lemonade	8	80	0	0	19	0	0	Full-calorie	No	No	-	-	-	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Country Time	Raspberry Lemonade	8	80	0	0	20	0	0	Full-calorie	No	No	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Country Time	Strawberry Lemonade	8	80	0	0	20	0	0	Full-calorie	No	No	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Country Time	Strawberry Lemonade	8	80	0	0	20	0	0	Full-calorie	No	No	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Crystal Light	Enhanced- Antioxidant- Cherry Pomegranate	8	5	0	10	3	0	0	Light	No	No	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Crystal Light	Pure- Grape	8	15	0	35	3	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Kraft Foods	Crystal Light	Pure- Lemonade	8	15	0	10	3	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Kraft Foods	Crystal Light	Pure- Mixed Berry	8	15	0	10	3	0	0	Light	No	No	-	-	-	Yes	No

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	Kraft Foods	Crystal Light	Pure- Strawberry Kiwi	8	15	0	35	3	0	0	Light	No	No	-	-	-	-	No
Fruit drinks	Kraft Foods	Crystal Light	Pure- Tropical Blend	8	15	0	15	4	0	0	Light	No	No	-	-	-	-	No
Fruit drinks	Coca-Cola	Fuze	Refresh- Banana Colada	8	90	0	15	23	0	0	Full-calorie	No	No	5	-	-	-	No
Fruit drinks	Coca-Cola	Fuze	Refresh- Peach Mango	8	90	0	15	22	0	0	Full-calorie	No	No	5	-	-	-	No
Fruit drinks	Coca-Cola	Fuze	Refresh- Strawberry Guava	8	90	0	15	22	0	0	Full-calorie	No	No	5	-	-	-	No
Fruit drinks	Coca-Cola	Fuze	Refresh- Strawberry Banana	8	100	0	15	24	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Slenderize- Blueberry Raspberry	8	10	0	5	1	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Slenderize- Cranberry Raspberry	8	5	0	5	1	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Slenderize- Dragonfruit Lime	8	10	0	5	1	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Slenderize- Empower Goji Berry	8	10	0	5	1	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Slenderize- Pomegrate Acai Berry	8	10	0	5	2	0	0	Light	No	No	5	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Slenderize- Strawberry Melon	8	10	0	5	1	0	0	Light	No	No	5	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Slenderize- Tropical Punch	8	5	0	5	1	0	0	Light	No	No	1	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Vitalize- Blackberry Grape	8	100	0	10	25	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Vitalize- Fruit Punch	8	100	0	10	25	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Coca-Cola	Fuze	Vitalize- Orange Mango	8	100	0	10	25	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Bodacious Berry	8	110	0	115	28	0	0	Full-calorie	Yes	Yes	5	No	0	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Fruit Juicy Red	8	120	0	120	29	0	0	Full-calorie	Yes	Yes	5	No	0	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Green Berry Rush	8	120	0	120	26	0	0	Full-calorie	Yes	Yes	5	No	0	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Island Citrus Guava	8	100	0	135	26	0	0	Full-calorie	Yes	Yes	5	No	0	Yes	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Light	8	10	0	120	2	0	0	Light	Yes	Yes	5	No	0	-	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Mango Passionfruit Squeeze	8	100	0	135	26	0	0	Full-calorie	Yes	Yes	5	No	0	Yes	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Mazin Melon Mix	8	110	0	115	28	0	0	Full-calorie	Yes	Yes	5	No	0	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Tropical Vibe	8	110	0	115	28	0	0	Full-calorie	Yes	Yes	5	No	0	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch	Wild Purple Smash	8	120	0	120	29	0	0	Full-calorie	Yes	Yes	5	No	0	No	Yes
Fruit drinks	Coca-Cola	Hi-C	Flashin' Fruit Punch	7	90	0	15	25	0	0	Full-calorie	Yes	Yes	10	-	-	-	No
Fruit drinks	Coca-Cola	Hi-C	Orange Lavaburst	7	90	0	15	25	0	0	Full-calorie	Yes	Yes	10	-	-	-	No
Fruit drinks	Coca-Cola	Hi-C	Poppin' Lemonade	7	100	0	15	26	0	0	Full-calorie	Yes	Yes	10	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Bursts- Berry Blue	7	100	0	30	24	0	0	Full-calorie	Yes	Yes	-	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Bursts- Cherry	7	100	0	40	23	0	0	Full-calorie	Yes	Yes	-	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Bursts- Grape	7	100	0	35	24	0	0	Full-calorie	Yes	Yes	-	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Bursts- Lime	7	35	0	25	9	0	0	Light	Yes	Yes	-	-	-	-	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Bursts- Tropical Punch	7	100	0	35	24	0	0	Full-calorie	Yes	Yes	-	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Cherry- sugar sweetened	8	60	0	0	16	0	0	Full-calorie	Yes	Yes	-	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Cherry- sugarfree	8	5	0	5	0	0	0	Diet	Yes	Yes	-	-	-	-	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Grape- sugar sweetened	8	60	0	0	16	0	0	Full-calorie	Yes	Yes	-	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Grape- sugarfree	8	5	0	10	0	0	0	Diet	Yes	Yes	-	-	-	-	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Invisible Chargin' Cherry- sugar sweetened	8	60	0	0	16	0	0	Full-calorie	Yes	Yes	-	-	-	-	No
Fruit drinks	Kraft Foods	Kool-Aid	Invisible Grape Illusion- sugar sweetened	8	60	0	0	16	0	0	Full-calorie	Yes	Yes	-	-	-	-	No

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Blue Raspberry	7	80	0	15	19	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Cherry	7	80	0	15	20	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Cherry 10	7	10	0	25	2	0	0	Light	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Grape	7	80	0	20	20	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Green Apple	7	90	0	25	25	0	0	Full-calorie	Yes	Yes	-	-	-	-	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Kiwi-Strawberry	7	70	0	15	19	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Kiwi-Strawberry 10	7	10	0	25	2	0	0	Light	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Orange	7	90	0	15	24	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Tropical Punch	7	90	0	15	24	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Jammers- Tropical Punch 10	7	10	0	25	2	0	0	Light	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Lemonade- sugar sweetened	8	70	0	0	17	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	On the Go- Cherry	8	5	0	5	0	0	0	Diet	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	On the Go- Tropical Punch	8	5	0	20	0	0	0	Diet	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Orange- sugar sweetened	8	60	0	5	10	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Singles- Cherry	8	30	0	0	7	0	0	Light	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Singles- Grape	8	30	0	0	7	0	0	Light	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Singles- Orange	8	30	0	0	7	0	0	Light	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Singles- Tropical Punch	8	30	0	0	7	0	0	Light	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Strawberry- sugar sweetened	8	60	0	0	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Tropical Punch- sugar sweetened	8	60	0	0	16	0	0	Full-calorie	Yes	Yes	-	-	-	No	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Tropical Punch- sugarfree	8	5	0	20	0	0	0	Diet	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid	Twists- Blastin' Berry Cherry- sugarfree	8	5	0	0	0	0	0	Diet	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid Fun Fizz	Giggin' Grape	8	5	0	60	0	0	0	Diet	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid Fun Fizz	Laughin' Lemonade	8	5	0	70	0	0	0	Diet	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Kool-Aid Fun Fizz	Partyin' Punch	8	5	0	60	0	0	0	Diet	Yes	Yes	-	-	-	Yes	Yes
Fruit drinks	Coca-Cola	Minute Maid	Berry Punch	8	110	0	15	30	0	0	Full-calorie	No	No	5	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Cherry Limeade	8	120	0	15	33	0	0	Full-calorie	No	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Citrus Punch	8	120	0	15	31	0	0	Full-calorie	No	No	5	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Coolers- Berry Punch	7	100	0	15	25	0	0	Full-calorie	Yes	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Coolers- Clear Cherry	7	100	0	15	27	0	0	Full-calorie	Yes	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Coolers- Fruit Punch	7	100	0	15	25	0	0	Full-calorie	Yes	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Coolers- Orange Strawberry	7	100	0	15	24	0	0	Full-calorie	Yes	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Coolers- Pink Lemonade	7	90	0	15	24	0	0	Full-calorie	Yes	No	11	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Coolers- Tropical Punch	7	100	0	15	24	0	0	Full-calorie	Yes	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Cranberry Apple Cocktail	8	153	0	17	40	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Cranberry Apple Raspberry	8	120	0	20	30	0	0	Full-calorie	No	No	25	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Cranberry Grape	8	150	0	20	38	0	0	Full-calorie	No	No	35	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Enhanced Juice Drinks- Mango Tropical	8	80	0	40	16	3	0	Full-calorie	No	No	27	Yes	-	Yes	No
Fruit drinks	Coca-Cola	Minute Maid	Enhanced Juice Drinks- Pomegranate Lemonade	8	110	0	20	30	0	0	Full-calorie	No	No	12	-	-	No	No

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	Coca-Cola	Minute Maid	Enhanced Juice Drinks- Pomegrate Berry	8	80	0	40	16	3	0	Full-calorie	No	No	27	Yes	-	Yes	No
Fruit drinks	Coca-Cola	Minute Maid	Enhanced Juice Drinks- Strawberry Kiwi	8	80	0	40	16	3	0	Full-calorie	No	No	27	Yes	-	Yes	No
Fruit drinks	Coca-Cola	Minute Maid	Fruit Punch	8	110	0	15	29	0	0	Full-calorie	No	No	5	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Fruit Punch Just 10	7	10	0	15	2	0	0	Light	No	No	5	-	-	-	-
Fruit drinks	Coca-Cola	Minute Maid	Grape Punch	8	120	0	15	31	0	0	Full-calorie	No	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Lemonade	8	110	0	15	28	0	0	Full-calorie	No	No	12	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Lemonade drink box	7	90	0	15	24	0	0	Full-calorie	Yes	No	11	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Light Cherry Limeade	8	7	0	33	1	0	0	Light	No	No	3	-	-	Yes	Yes
Fruit drinks	Coca-Cola	Minute Maid	Light Lemonade	8	15	0	15	2	0	0	Light	No	No	5	-	-	Yes	Yes
Fruit drinks	Coca-Cola	Minute Maid	Light Limade	8	15	0	15	3	0	0	Light	No	No	5	-	-	Yes	No
Fruit drinks	Coca-Cola	Minute Maid	Light Orange Juice Beverage	8	50	0	15	10	0	0	Light	No	No	42	-	-	Yes	No
Fruit drinks	Coca-Cola	Minute Maid	Light Orange Tangerine	8	15	0	15	2	0	0	Light	No	No	10	-	-	Yes	No
Fruit drinks	Coca-Cola	Minute Maid	Light Orangeade	8	7	0	80	1	0	0	Light	No	No	3	-	-	Yes	Yes
Fruit drinks	Coca-Cola	Minute Maid	Light Raspberry Passion	8	15	0	20	2	0	0	Light	No	No	10	-	-	Yes	Yes
Fruit drinks	Coca-Cola	Minute Maid	Limeade	8	120	0	15	31	0	0	Full-calorie	No	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Orangeade	8	110	0	15	30	0	0	Full-calorie	No	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Pink Lemonade	8	110	0	15	28	0	0	Full-calorie	No	No	13	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Raspberry Lemonade	8	120	0	15	30	0	0	Full-calorie	No	No	13	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Ruby Red Grapefruit	8	130	0	20	32	0	0	Full-calorie	No	No	30	-	-	No	No
Fruit drinks	Coca-Cola	Minute Maid	Tropical Punch	8	110	0	15	29	0	0	Full-calorie	No	No	7	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Big Cranberry	8	130	0	25	32	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Carrot Orange Mango	8	120	0	30	28	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Grapeade	8	140	0	25	33	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Guava	8	130	0	25	32	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Kiwi Berry	8	120	0	25	28	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Orange Mango	8	120	0	25	30	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Pineapple Orange Guava	8	120	0	25	29	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Pomegranate Pear	8	110	0	25	28	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Red Plum	8	120	0	25	30	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Juice Cocktails- Watermelon Strawberry	8	110	0	25	27	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Nantucket Nectars	Squeezed- Lemonade	8	110	0	20	28	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	PepsiCo	Ocean Spray	Blueberry Juice Cocktail	8	110	0	35	28	0	0	Full-calorie	No	No	15	No	0	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Blueberry Juice Cocktail	8	110	0	35	28	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Blueberry Pomegranate Juice Drink	8	120	0	35	30	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Apple Cranberry Apple	8	130	0	80	32	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Cherry Cherry Cranberry	8	120	0	35	30	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Energy Cranberry Energy	8	35	0	50	9	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Energy Cranberry Pomegranate Energy	8	35	0	50	9	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Energy Cranberry Raspberry Energy	8	35	0	50	9	0	0	Light	No	No	-	-	-	Yes	No

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	PepsiCo	Ocean Spray	Cran-Grape Drink	8	120	0	80	31	0	0	Full-calorie	No	No	15	No	0	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Grape Grape Cranberry	8	120	0	80	31	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Pomegranate Cranberry Pomegranate	8	120	0	35	30	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	PepsiCo	Ocean Spray	Cran-Pomegranate Juice Drink	8	120	0	35	30	0	0	Full-calorie	No	No	15	No	0	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Raspberry Cranberry Raspberry	8	110	0	70	28	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Strawberry Cranberry Strawberry	8	110	0	80	27	0	0	Full-calorie	No	No	15	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cran-Tangerine Cranberry Tangerine	8	120	0	35	30	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cranberry Juice Cocktail	8	120	0	35	30	0	0	Full-calorie	No	No	27	-	-	No	No
Fruit drinks	PepsiCo	Ocean Spray	Cranberry Juice Cocktail	8	120	0	35	30	0	0	Full-calorie	No	No	27	No	0	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Cranberry Juice Cocktail with Calcium	8	130	0	35	31	0	0	Full-calorie	No	No	27	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Diet Blueberry	8	5	0	50	2	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Diet Blueberry Pomegranate	8	5	0	50	2	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Diet Cranberry Grape Juice Drink	8	5	0	50	2	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Diet Cranberry Juice Drink	8	5	0	50	2	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Diet Cranberry Pomegranate Juice Drink	8	5	0	50	2	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Light Cran-Grape Grape Cranberry	8	40	0	75	10	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Light Cran-Pomegranate Cranberry Pomegranate	8	50	0	35	13	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Light Cran-Raspberry Cranberry Raspberry	8	40	0	70	10	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Light Cranberry Juice Cocktail	8	40	0	75	10	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Light Fruit & Veggie Cranberry Strawberry Banana	8	60	0	35	11	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Light Fruit & Veggie Tropical Citrus	8	50	0	35	11	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Light Ruby Red Grapefruit	8	40	0	65	10	0	0	Light	No	No	-	-	-	Yes	No
Fruit drinks	Ocean Spray	Ocean Spray	Ruby Pomegranate Grapefruit Pomegranate Juice Cocktail	8	120	0	35	29	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Ruby Red Grapefruit Juice Cocktail	8	110	0	65	28	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	PepsiCo	Ocean Spray	Ruby Red Grapefruit Juice Drink	8	110	0	65	28	0	0	Full-calorie	No	No	30	No	0	No	No
Fruit drinks	Ocean Spray	Ocean Spray	Ruby Tangerine Grapefruit	8	110	0	65	28	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	PepsiCo	Ocean Spray	Strawberry Kiwi Juice Drink	8	120	0	40	25	0	0	Full-calorie	No	No	25	No	0	No	No
Fruit drinks	Ocean Spray	Ocean Spray	White Cranberry & Peach Juice Drink	8	110	0	50	27	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	White Cranberry & Strawberry Juice Drink	8	110	0	50	27	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Ocean Spray	Ocean Spray	White Cranberry Juice Drink	8	110	0	50	27	0	0	Full-calorie	No	No	-	-	-	No	No
Fruit drinks	Coca-Cola	Odwalla	Light Lemonade	8	50	0	15	12	0	0	Light	No	No	8	-	-	Yes	No
Fruit drinks	Coca-Cola	Odwalla	Pomegranate Limeade	8	120	0	10	27	0	0	Full-calorie	No	No	20	-	-	No	No
Fruit drinks	Coca-Cola	Odwalla	Pure Squeezed Lemonade	8	120	0	10	28	0	0	Full-calorie	No	No	16	-	-	No	No
Fruit drinks	Coca-Cola	Odwalla	Serious Energy- Tropical Energy	8	160	0	20	30	0	1	Full-calorie	No	No	9	-	-	No	No
Fruit drinks	Coca-Cola	Odwalla	Serious Focus- Apple Raspberry	8	170	0	15	37	0	0	Full-calorie	No	No	56	-	-	No	No
Fruit drinks	Coca-Cola	Odwalla	Strawberry Lemonade	8	110	0	10	25	0	0	Full-calorie	No	No	40	-	-	No	No
Fruit drinks	Coca-Cola	Odwalla	Summertime Lime	8	120	0	10	27	0	0	Full-calorie	No	No	10	-	-	No	No
Fruit drinks	Coca-Cola	Simply	Simply Limeade	8	120	0	15	28	0	0	Full-calorie	No	No	12	-	-	No	No
Fruit drinks	Coca-Cola	Simply Lemonade	Simply Lemonade	8	120	0	15	28	0	0	Full-calorie	No	No	11	-	-	No	No

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	Coca-Cola	Simply Lemonade	Simply Lemonade with Raspberry	8	110	0	15	26	0	0	Full-calorie	No	No	11	-	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Cranberry Raspberry	8	100	0	5	26	0	0	Full-calorie	No	No	5	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Diet Cranberry Raspberry	8	10	0	5	2	0	0	Light	No	No	5	No	0	Yes	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Fruit Punch	8	110	0	5	27	0	0	Full-calorie	No	No	10	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Grape Berry	8	210	0	120	54	0	0	Full-calorie	No	No	-	Yes	-	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Snapple	Grapeade	8	100	0	5	26	0	0	Full-calorie	No	No	10	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Kiwi Strawberry	8	110	0	10	26	0	0	Full-calorie	No	No	5	Yes	-	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Lemonade	8	90	0	45	23	0	0	Full-calorie	No	No	<1	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Mango Madness	8	100	0	10	25	0	0	Full-calorie	No	No	5	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Mango Punch	8	190	0	120	48	0	0	Full-calorie	No	No	-	Yes	-	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Snapple	Noni Berry	8	15	0	5	1	0	0	Light	No	No	5	Yes	-	Yes	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Orangeade	8	100	0	5	26	0	0	Full-calorie	No	No	10	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Peach Mangosteen	8	90	0	15	20	0	0	Full-calorie	No	No	-	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Pink Lemonade	8	100	0	45	25	0	0	Full-calorie	No	No	2	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Raspberry Peach	8	110	0	5	25	0	0	Full-calorie	No	No	10	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Snapple Apple	8	110	0	5	27	0	0	Full-calorie	No	No	10	No	0	No	No
Fruit drinks	Dr Pepper Snapple Group	Snapple	Very Cherry	8	210	0	120	54	0	0	Full-calorie	No	No	-	Yes	-	No	Yes
Fruit drinks	Dr Pepper Snapple Group	Snapple	Watermelon Punch	8	190	0	120	48	0	0	Full-calorie	No	No	-	Yes	-	No	Yes
Fruit drinks	PepsiCo	SoBe	Elixirs- Black & Blue Berry Brew	8	120	0	30	30	0	0	Full-calorie	No	No	1	Yes	2	No	Yes
Fruit drinks	PepsiCo	SoBe	Elixirs- Citrus Energy	8	110	0	15	27	0	0	Full-calorie	No	No	-	Yes	32	No	Yes
Fruit drinks	PepsiCo	SoBe	Elixirs- Cranberry Grapefruit	8	100	0	20	26	0	0	Full-calorie	No	No	-	No	0	No	No
Fruit drinks	PepsiCo	SoBe	Elixirs- Mango Melon	8	120	0	15	29	0	0	Full-calorie	No	No	-	No	0	No	No
Fruit drinks	PepsiCo	SoBe	Elixirs- Orange Carrot	8	90	0	10	23	0	0	Full-calorie	No	No	9	No	0	No	Yes
Fruit drinks	PepsiCo	SoBe	Elixirs- Orange Cream Tsunami	8	100	0	25	24	0	0	Full-calorie	No	No	-	Yes	2	No	No
Fruit drinks	PepsiCo	SoBe	Elixirs- Pina Colada Liz Blizz	8	130	0	50	31	0	0	Full-calorie	No	No	-	No	0	No	No
Fruit drinks	PepsiCo	SoBe	Elixirs- Power Fruit Punch	8	100	0	25	27	0	0	Full-calorie	No	No	1	Yes	31	No	Yes
Fruit drinks	PepsiCo	SoBe	Elixirs- Strawberry Daiquiri Lizard Lava	8	120	0	30	30	0	0	Full-calorie	No	No	-	No	0	No	No
Fruit drinks	Sunny Delight Beverages	Sunny D	Blends- Fruit Punch	8	80	0	160	19	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	Blends- Orange Carrot	8	80	0	170	18	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	Blends- Orange Cherry	8	80	0	170	18	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	Blends- Orange Mango	8	80	0	190	18	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	Blends- Orange Peach	8	80	0	170	18	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	Blends- Orange Pineapple	8	80	0	170	18	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	Blends- Orange Strawberry	8	80	0	170	18	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	Enhanced with Calcium	8	90	0	90	20	0	0	Full-calorie	Yes	Yes	5	-	-	No	No
Fruit drinks	Sunny Delight Beverages	Sunny D	OriginalDs- Mango	8	90	0	170	20	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	OriginalDs- Smooth	8	90	0	135	20	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Sunny Delight Beverages	Sunny D	OriginalDs- Tangy Original	8	90	0	170	20	0	0	Full-calorie	Yes	Yes	5	-	-	Yes	Yes
Fruit drinks	Kraft Foods	Tang	Jamaica Hibiscus	8	15	0	5	3	0	0	Light	No	No	-	-	-	Yes	Yes

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	Kraft Foods	Tang	Orange	8	40	0	0	9	0	0	Light	No	No	-	-	-	-	Yes
Fruit drinks	Kraft Foods	Tang	Orange with Fruit Pulp	8	15	0	20	3	0	0	Light	No	No	-	-	-	-	Yes
Fruit drinks	Kraft Foods	Tang	Strawberry with Fruit Pulp	8	15	0	25	3	0	0	Light	No	No	-	-	-	-	Yes
Fruit drinks	Kraft Foods	Tang	Watermelon Wallop	7	90	0	30	24	0	0	Full-calorie	Yes	No	-	-	-	-	No
Fruit drinks	PepsiCo	Trop50	Farmstand Apple	8	50	0	15	12	0	0	Light	No	No	43	-	-	-	Yes
Fruit drinks	PepsiCo	Trop50	No Pulp	8	50	0	10	10	0	0	Light	No	No	42	-	-	-	Yes
Fruit drinks	PepsiCo	Trop50	No Pulp with calcium and vitamin D	8	50	0	10	10	0	0	Light	No	No	42	-	-	-	Yes
Fruit drinks	PepsiCo	Trop50	Pineapple Mango	8	50	0	10	11	0	0	Light	No	No	42	-	-	-	Yes
Fruit drinks	PepsiCo	Trop50	Pomegranate Blueberry	8	50	0	10	11	0	0	Light	No	No	42	-	-	-	Yes
Fruit drinks	PepsiCo	Trop50	Some Pulp	8	50	0	10	10	0	0	Light	No	No	42	-	-	-	Yes
Fruit drinks	PepsiCo	Tropicana	Berry Punch	8	120	0	10	29	0	0	Full-calorie	No	No	5	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Cranberry Cocktail	8	140	0	25	32	0	0	Full-calorie	No	No	27	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Fruit Punch	8	120	0	10	30	0	0	Full-calorie	No	No	5	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Grape	8	150	0	25	38	0	0	Full-calorie	No	No	30	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Grape Punch	8	120	0	25	29	0	0	Full-calorie	No	No	10	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Light Berry Punch	8	10	0	25	2	0	0	Light	No	No	4	-	-	-	Yes
Fruit drinks	PepsiCo	Tropicana	Light Fruit Punch	8	10	0	25	2	0	0	Light	No	No	4	-	-	-	Yes
Fruit drinks	PepsiCo	Tropicana	Light Lemonade	8	10	0	25	2	0	0	Light	No	No	8	-	-	-	Yes
Fruit drinks	PepsiCo	Tropicana	Orangeade	8	130	0	0	30	0	0	Full-calorie	No	No	10	No	0	0	No
Fruit drinks	PepsiCo	Tropicana	Peach Orchard Punch	8	130	0	10	31	0	0	Full-calorie	No	No	5	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Pineapple Orange	8	130	0	25	32	0	0	Full-calorie	No	No	30	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Pink Lemonade	8	100	0	65	27	0	0	Full-calorie	No	No	1	No	0	0	Yes
Fruit drinks	PepsiCo	Tropicana	Ruby Red Grapefruit	8	130	0	15	29	0	1	Full-calorie	No	No	30	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Tropical Punch	8	130	0	10	29	0	0	Full-calorie	No	No	5	-	-	-	No
Fruit drinks	PepsiCo	Tropicana	Twisters- Blue Raspberry Rush	8	110	0	25	27	0	0	Full-calorie	No	No	10	No	0	0	Yes
Fruit drinks	PepsiCo	Tropicana	Twisters- Cherry Berry Blast	8	110	0	25	25	0	0	Full-calorie	No	No	10	No	0	0	Yes
Fruit drinks	PepsiCo	Tropicana	Twisters- Orange Strawberry Banana Burst	8	130	0	25	26	0	0	Full-calorie	No	No	10	No	0	0	Yes
Fruit drinks	PepsiCo	Tropicana	Twisters- Strawberry Kiwi Cyclone	8	120	0	25	30	0	0	Full-calorie	No	No	10	No	0	0	Yes
Fruit drinks	PepsiCo	Tropicana	Twisters- Tropical Fruit Fury	8	140	0	25	24	0	0	Full-calorie	No	No	10	No	0	0	Yes
Fruit drinks	Campbell Soup Company	V8 Splash	Berry Blend	8	70	0	50	18	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 Splash	Cherry Pomegranate	8	70	0	50	16	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 Splash	Diet Berry Blend	8	10	0	30	2	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 Splash	Diet Tropical Blend	8	10	0	30	2	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 Splash	Fruit Medley	8	70	0	50	18	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 Splash	Mango Peach	8	80	0	40	18	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 Splash	Strawberry Kiwi	8	70	0	50	16	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 Splash	Tropical Blend	8	70	0	50	16	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 V-Fusion Light	Cranberry Blackberry Light	8	50	0	70	11	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 V-Fusion Light	Light Acai Mixed Berry	8	50	0	70	11	0	0	Light	No	No	-	-	-	-	-

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Fruit drinks	Campbell Soup Company	V8 V-Fusion Light	Light Concord Grape Raspberry	8	70	0	50	14	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 V-Fusion Light	Light Peach Mango	8	50	0	40	10	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 V-Fusion Light	Light Pomegranate Blueberry	8	50	0	90	10	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Campbell Soup Company	V8 V-Fusion Light	Light Strawberry Banana	8	50	0	40	12	0	0	Light	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Apple Cranberry	8	144	0	20	35	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Berry Pineapple Passion Fruit	8	140	0	5	33	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Cherry Burst	8	130	0	5	31	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Concord Grape	8	140	0	20	33	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Cranberry Juice	8	140	0	5	34	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Diet Berry Pomegranate	8	10	0	20	2	0	0	Light	No	No	-	-	-	Yes	-
Fruit drinks	Welch Foods Inc.	Welch's	Diet Black Cherry	8	10	0	20	2	0	0	Light	No	No	-	-	-	Yes	-
Fruit drinks	Welch Foods Inc.	Welch's	Diet Peach Twist	8	10	0	20	2	0	0	Light	No	No	-	-	-	Yes	-
Fruit drinks	Welch Foods Inc.	Welch's	Fruit Punch	8	130	0	20	30	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Guava Pineapple	8	140	0	5	35	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Light Concord Grape	8	45	0	75	11	0	0	Light	No	No	-	-	-	Yes	-
Fruit drinks	Welch Foods Inc.	Welch's	Mandarin Mango	8	140	0	5	34	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Mango Passion Fruit	8	130	0	45	30	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Mango Twist	8	150	0	5	37	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Mountain Berry	8	140	0	5	33	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Orange Pineapple Apple	8	140	0	20	34	0	0	Full-calorie	No	No	30	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Passion Fruit	8	150	0	5	37	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Peach Medley	8	140	0	5	34	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Strawberry Breeze	8	130	0	5	32	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Strawberry Kiwi	8	120	0	25	28	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	Tropical Cherry	8	140	0	5	35	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's	White Grape Peach	8	150	0	5	35	0	0	Full-calorie	No	No	-	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's Essentials	Concord Grape	8	150	0	20	36	0	0	Full-calorie	No	No	50	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's Essentials	Concord Grape-Cranberry	8	150	0	20	36	0	0	Full-calorie	No	No	50	-	-	-	-
Fruit drinks	Welch Foods Inc.	Welch's Essentials	White Grape Peach Mango	8	150	0	20	36	0	0	Full-calorie	No	No	50	-	-	-	-

Table A4. Nutrition and ingredient information: Iced tea

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Iced tea	Arizona	Arizona	Arizona KIDZ Arnold Palmer Iced Tea Lemonade	10	70	0	10	19	0	0	Full-calorie	Yes	No	-	No	0	No	No
Iced tea	Arizona	Arizona	Arizona KIDZ Lemon	10	90	0	10	23	0	0	Full-calorie	Yes	No	-	No	0	No	No
Iced tea	Arizona	Arizona	Arnold Palmer Half and Half Sweet Tea Pink Lemonade	8	90	0	10	24	0	0	Full-calorie	No	No	5	Yes	15	No	No
Iced tea	Arizona	Arizona	Arnold Palmer Lite	8	50	0	25	13	0	0	Light	No	No	-	Yes	15	-	No
Iced tea	Arizona	Arizona	Arnold Palmer Lite Green Tea Lemonade	8	50	0	25	13	0	0	Light	No	No	-	Yes	8	-	No
Iced tea	Arizona	Arizona	Arnold Palmer Peach Half and Half Sweet Tea Lemonade	8	50	0	10	14	0	0	Full-calorie	No	No	5	Yes	15	No	No
Iced tea	Arizona	Arizona	Asia Plum Green Tea	8	70	0	20	17	0	0	Full-calorie	No	No	-	Yes	8	No	No
Iced tea	Arizona	Arizona	Black and White Tea	8	50	0	10	14	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Arizona	Arizona	Black Tea with Ginseng	8	60	0	20	14	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Arizona	Arizona	Blueberry White Tea	8	70	0	10	18	0	0	Full-calorie	No	No	5	Yes	15	No	No
Iced tea	Arizona	Arizona	Cranberry Tea	8	80	0	10	21	0	0	Full-calorie	No	No	5	Yes	15	No	No
Iced tea	Arizona	Arizona	Extra Sweet Green Tea	8	90	0	0	23	0	0	Full-calorie	No	No	-	Yes	8	No	No
Iced tea	Arizona	Arizona	Georgia Peach Green Tea	8	70	0	10	17	0	0	Full-calorie	No	No	5	Yes	8	No	No
Iced tea	Arizona	Arizona	Green Tea with Ginseng and Honey	8	70	0	20	17	0	0	Full-calorie	No	No	-	Yes	8	No	No
Iced tea	Arizona	Arizona	Lemon Tea	8	90	0	20	24	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Arizona	Arizona	Lemon-Limeade Half and Half	8	50	0	10	13	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Arizona	Arizona	Mandarin Orange Green Tea	8	70	0	20	18	0	0	Full-calorie	No	No	-	Yes	8	No	No
Iced tea	Arizona	Arizona	Mango Half and Half	8	50	0	10	13	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Arizona	Arizona	Organic Green Tea	8	50	0	10	13	0	0	Full-calorie	No	No	-	Yes	18	No	No
Iced tea	Arizona	Arizona	Organic Pomegranate Green Tea	8	50	0	10	13	0	0	Full-calorie	No	No	1	Yes	18	No	No
Iced tea	Arizona	Arizona	Organic Yumberry Green Tea	8	50	0	10	13	0	0	Full-calorie	No	No	1	Yes	18	No	No
Iced tea	Arizona	Arizona	Peach Tea	8	70	0	10	17	0	0	Full-calorie	No	No	5	Yes	15	No	No
Iced tea	Arizona	Arizona	Pomegranate Green Tea	8	70	0	10	18	0	0	Full-calorie	No	No	-	Yes	8	No	No
Iced tea	Arizona	Arizona	Raspberry Tea	8	90	0	25	22	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Arizona	Arizona	Red Apple Green Tea	8	70	0	20	18	0	0	Full-calorie	No	No	-	Yes	8	No	No
Iced tea	Arizona	Arizona	RX Energy Herbal Tea	8	110	0	10	26	0	0	Full-calorie	No	No	10	Yes	30	No	No
Iced tea	Arizona	Arizona	RX Stress Herbal Tea	8	70	0	20	18	0	0	Full-calorie	No	No	-	No	0	No	No
Iced tea	Arizona	Arizona	Sweet Tea	8	90	0	20	23	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Arizona	Arizona	Tropical Half and Half	8	50	0	5	13	0	0	Full-calorie	No	No	-	Yes	15	No	No
Iced tea	Coca-Cola	Gold Peak	Lemon Iced Tea	8	80	0	25	21	0	0	Full-calorie	No	No	-	-	-	No	Yes
Iced tea	Coca-Cola	Gold Peak	Sweetened Green Iced Tea	8	80	0	25	21	0	0	Full-calorie	No	No	-	-	-	No	Yes
Iced tea	Coca-Cola	Gold Peak	Sweetened Iced Tea	8	80	0	25	21	0	0	Full-calorie	No	No	-	-	-	No	Yes
Iced tea	Unilever	Lipton	Green Tea with Citrus	8	70	0	20	18	0	0	Full-calorie	No	No	-	Yes	11	Yes	No
Iced tea	Unilever	Lipton	Green Tea with Passionfruit Mango	8	50	0	20	13	0	0	Full-calorie	No	No	-	Yes	11	Yes	No
Iced tea	Unilever	Lipton	Half and Half Tea Lemonade	8	50	0	80	13	0	0	Full-calorie	No	No	-	Yes	13	Yes	No
Iced tea	Unilever	Lipton	Iced Tea with Lemon	8	50	0	50	13	0	0	Full-calorie	No	No	-	Yes	14	Yes	No
Iced tea	Unilever	Lipton	Iced Tea with Pomegranate Blueberry	8	50	0	50	13	0	0	Full-calorie	No	No	-	Yes	14	Yes	No
Iced tea	Unilever	Lipton	Sweet Iced Tea	8	90	0	60	23	0	0	Full-calorie	No	No	-	Yes	19	No	Yes

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Iced tea	Unilever	Lipton	White Tea with Raspberry	8	50	0	80	13	0	0	Full-calorie	No	No	-	Yes	13	Yes	No
Iced tea	Unilever	Lipton Brisk	Fruit Punch	8	110	0	55	28	0	0	Full-calorie	No	No	-	No	0	No	Yes
Iced tea	Unilever	Lipton Brisk	Lemon	8	80	0	65	22	0	0	Full-calorie	No	No	-	Yes	5	No	Yes
Iced tea	Unilever	Lipton Brisk	Lemonade	8	100	0	65	27	0	0	Full-calorie	No	No	-	No	0	No	Yes
Iced tea	Unilever	Lipton Brisk	Peach	8	80	0	75	22	0	0	Full-calorie	No	No	-	Yes	4	No	Yes
Iced tea	Unilever	Lipton Brisk	Raspberry	8	90	0	50	23	0	0	Full-calorie	No	No	-	Yes	5	No	Yes
Iced tea	Unilever	Lipton Brisk	Strawberry Melon	8	80	0	75	22	0	0	Full-calorie	No	No	-	No	0	No	Yes
Iced tea	Unilever	Lipton Brisk	Sweet Tea	8	90	0	65	25	0	0	Full-calorie	No	No	-	Yes	5	No	Yes
Iced tea	Unilever	Lipton Brisk	Tea Lemonade	8	60	0	70	16	0	0	Full-calorie	No	No	-	Yes	4	No	Yes
Iced tea	Dr Pepper Snapple Group	Snapple	Diet Lemonade Iced Tea	8	10	0	5	2	0	0	Light	No	No	2	Yes	-	Yes	No
Iced tea	Dr Pepper Snapple Group	Snapple	Green Tea	8	60	0	5	15	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Lemon Iced Tea	8	80	0	60	23	0	0	Full-calorie	No	No	0	Yes	-	No	Yes
Iced tea	Dr Pepper Snapple Group	Snapple	Lemon Tea	8	80	0	5	21	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Lemonade Iced Tea	8	100	0	5	25	0	0	Full-calorie	No	No	2	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Nectarine White Tea	8	60	0	5	15	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Payaya Mango Tea	8	75	0	5	18	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Peach Green Tea	8	80	0	60	21	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Peach Tea	8	90	0	5	23	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Pomegranate Raspberry Red Tea	8	80	0	60	21	0	0	Full-calorie	No	No	0	No	0	No	Yes
Iced tea	Dr Pepper Snapple Group	Snapple	Raspberry Tea	8	80	0	5	21	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Refreshing Green Tea	8	70	0	60	17	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Southern Sweet Tea	8	90	0	60	23	0	0	Full-calorie	No	No	0	Yes	-	No	No
Iced tea	Dr Pepper Snapple Group	Snapple	Sweet Tea	8	95	0	5	23	0	0	Full-calorie	No	No	0	Yes	-	No	No

Table A5. Nutrition and ingredient information: Regular soda

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Regular soda	Dr Pepper Snapple Group	7 Up	7 Up	8	100	0	30	26	0	0	Full-calorie	No	No	-	-	-	No	No
Regular soda	Dr Pepper Snapple Group	7 Up	7 Up Plus- Cherry	8	10	0	20	1	0	0	Light	No	No	5	-	-	Yes	No
Regular soda	Dr Pepper Snapple Group	7 Up	7 Up Plus- Island Fruit	8	10	0	20	1	0	0	Light	No	No	5	-	-	Yes	No
Regular soda	Dr Pepper Snapple Group	7 Up	7 Up Plus- Mixed Berry	8	10	0	20	1	0	0	Light	No	No	5	-	-	Yes	No
Regular soda	Dr Pepper Snapple Group	7 Up	Cherry 7 Up Antioxidant	8	100	0	25	25	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	7 Up	Pomegranate 7 Up Antioxidant	8	100	0	30	25	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	A&W	Cream Soda	8	120	0	30	31	0	0	Full-calorie	No	No	-	Yes	19	No	Yes
Regular soda	Dr Pepper Snapple Group	A&W	Root Beer	8	120	0	30	31	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Barq's	Root Beer	8	110	0	50	30	0	0	Full-calorie	No	No	-	Yes	15	No	Yes
Regular soda	Dr Pepper Snapple Group	Canada Dry	Cranberry Ginger Ale	8	90	0	35	24	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Canada Dry	Ginger Ale	8	90	0	35	24	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Canada Dry	Green Tea Ginger Ale	8	90	0	45	24	0	0	Full-calorie	No	No	-	-	-	No	No
Regular soda	Coca-Cola	Coca-Cola	Caffeine-Free Coca-Cola	8	100	0	35	27	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Coca-Cola	Cherry Coke	8	100	0	25	28	0	0	Full-calorie	No	No	-	Yes	23	No	Yes
Regular soda	Coca-Cola	Coca-Cola	Coca-Cola Classic	8	100	0	30	27	0	0	Full-calorie	No	No	-	Yes	23	No	Yes
Regular soda	Coca-Cola	Coca-Cola	Coca-Cola Vanilla	8	100	0	25	28	0	0	Full-calorie	No	No	-	Yes	23	No	Yes
Regular soda	Dr Pepper Snapple Group	Crush	Cherry	8	110	0	50	30	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Crush	Diet Orange	8	15	0	50	4	0	0	Light	No	No	-	-	-	Yes	Yes
Regular soda	Dr Pepper Snapple Group	Crush	Grape	8	130	0	45	34	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Crush	Orange	8	130	0	50	34	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Crush	Peach	8	120	0	40	32	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Crush	Pineapple	8	130	0	45	34	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Crush	Strawberry	8	120	0	45	30	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Dr Pepper	Caffeine-Free Dr Pepper	8	100	0	35	27	0	0	Full-calorie	No	No	-	No	0	No	Yes
Regular soda	Dr Pepper Snapple Group	Dr Pepper	Cherry Vanilla Dr Pepper	8	100	0	40	25	0	0	Full-calorie	No	No	-	Yes	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Dr Pepper	Dr Pepper	8	100	0	35	27	0	0	Full-calorie	No	No	-	Yes	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Dr Pepper	Dr Pepper Cherry	8	110	0	40	28	0	0	Full-calorie	No	No	-	Yes	-	No	Yes
Regular soda	Coca-Cola	Fanta	Apple	8	121	0	39	33	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Fanta	Grape	8	120	0	25	33	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Fanta	Grapefruit	8	113	0	30	30	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Fanta	Peach	8	110	0	30	29	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Fanta	Pineapple	8	120	0	33	32	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Fanta	Regular Orange	8	110	0	35	30	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Coca-Cola	Fanta	Strawberry	8	120	0	30	33	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	IBC	Black Cherry	8	120	0	37	32	0	0	Full-calorie	No	No	0	No	0	No	Yes
Regular soda	Dr Pepper Snapple Group	IBC	Cream Soda	8	120	0	50	32	0	0	Full-calorie	No	No	0	No	0	No	No
Regular soda	Dr Pepper Snapple Group	IBC	Root Beer	8	107	0	37	29	0	0	Full-calorie	No	No	0	No	0	No	Yes
Regular soda	PepsiCo	Mountain Dew	Caffeine-Free Mountain Dew	8	110	0	40	31	0	0	Full-calorie	No	No	-	No	0	No	Yes

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Regular soda	PepsiCo	Mountain Dew	Mountain Dew Code Red	8	110	0	70	31	0	0	Full-calorie	No	No	-	Yes	36	No	Yes
Regular soda	PepsiCo	Mountain Dew	Mountain Dew Live Wire	8	120	0	40	31	0	0	Full-calorie	No	No	-	Yes	36	No	Yes
Regular soda	PepsiCo	Mountain Dew	Mountain Dew Throwback	8	110	0	40	31	0	0	Full-calorie	No	No	-	Yes	36	No	Yes
Regular soda	PepsiCo	Mountain Dew	Mountain Dew Voltage	8	110	0	40	31	0	0	Full-calorie	No	No	-	Yes	37	No	Yes
Regular soda	PepsiCo	Mountain Dew	Mountain Dew	8	110	0	40	31	0	0	Full-calorie	No	No	-	Yes	36	No	Yes
Regular soda	PepsiCo	Mountain Dew	Mountain Dew White Out	8	110	0	40	31	0	0	Full-calorie	No	No	-	Yes	36	No	No
Regular soda	PepsiCo	Mug	Cream Soda	8	120	0	40	32	0	0	Full-calorie	No	No	-	No	0	No	Yes
Regular soda	PepsiCo	Mug	Root Beer	8	100	0	40	29	0	0	Full-calorie	No	No	-	No	0	No	Yes
Regular soda	PepsiCo	Pepsi	Caffeine Free Pepsi	8	100	0	20	28	0	0	Full-calorie	No	No	-	No	0	No	Yes
Regular soda	PepsiCo	Pepsi	Pepsi	8	100	0	20	28	0	0	Full-calorie	No	No	-	Yes	25	No	Yes
Regular soda	PepsiCo	Pepsi	Pepsi Natural	8	100	0	25	25	0	0	Full-calorie	No	No	-	Yes	25	No	Yes
Regular soda	PepsiCo	Pepsi	Pepsi Throwback	8	100	0	25	27	0	0	Full-calorie	No	No	-	Yes	25	No	Yes
Regular soda	PepsiCo	Pepsi	Pepsi Wild Cherry	8	100	0	20	28	0	0	Full-calorie	No	No	-	Yes	25	No	Yes
Regular soda	Dr Pepper Snapple Group	RC Cola	RC Cola	8	110	0	30	27	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	PepsiCo	Sierra Mist	Sierra Mist Cranberry Splash	8	100	0	25	26	0	0	Full-calorie	No	No	-	No	0	No	Yes
Regular soda	PepsiCo	Sierra Mist	Sierra Mist Natural	8	100	0	20	25	0	0	Full-calorie	No	No	-	No	0	No	No
Regular soda	Coca-Cola	Sprite	Sprite	8	100	0	45	26	0	0	Full-calorie	No	No	-	-	-	No	No
Regular soda	Coca-Cola	Sprite	Sprite Green	9	50	0	110	12	0	0	Light	No	No	5	-	-	Yes	No
Regular soda	Dr Pepper Snapple Group	Squirt	Squirt	8	100	0	35	25	0	0	Full-calorie	No	No	0	-	0	No	No
Regular soda	Dr Pepper Snapple Group	Sunkist	Cherry Limeade	8	113	0	43	29	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Citrus Fusion	8	120	0	47	31	0	0	Full-calorie	No	No	-	Yes	49	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Fruit Punch	8	120	0	43	32	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Grape	8	133	0	43	34	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Orange	8	127	0	47	35	0	0	Full-calorie	No	No	-	Yes	41	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Peach	8	113	0	43	31	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Pineapple	8	127	0	43	33	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Solar Fusion	8	120	0	47	31	0	0	Full-calorie	No	No	-	Yes	49	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Sparkling Lemonade	8	113	0	43	29	0	0	Full-calorie	No	No	-	Yes	41	No	Yes
Regular soda	Dr Pepper Snapple Group	Sunkist	Strawberry	8	127	0	43	33	0	0	Full-calorie	No	No	-	-	-	No	Yes
Regular soda	PepsiCo	Tropicana	Grape	8	80	0	27	22	0	0	Full-calorie	No	No	1	No	0	-	Yes
Regular soda	PepsiCo	Tropicana	Orange	8	87	0	17	23	0	0	Full-calorie	No	No	1	No	0	No	Yes
Regular soda	PepsiCo	Tropicana	Strawberry	8	73	0	23	19	0	0	Full-calorie	No	No	1	No	0	No	Yes
Regular soda	Coca-Cola	Vault	Vault	8	120	0	30	31	0	0	Full-calorie	No	No	-	Yes	47	No	Yes
Regular soda	Coca-Cola	Vault	Vault Red Blitz	8	120	0	30	31	0	0	Full-calorie	No	No	-	Yes	46	No	Yes

Table A6. Nutrition and ingredient information: Sports drinks

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Sports drinks	Arizona	Arizona	Arizona Sports- Fruit Punch	8	50	0	110	13	0	0	Full-calorie	No	No	-	-	-	-	No
Sports drinks	Arizona	Arizona	Arizona Sports- Lemon Lime	8	50	0	110	13	0	0	Full-calorie	No	No	-	-	-	-	No
Sports drinks	Arizona	Arizona	Arizona Sports- Orange	8	50	0	110	13	0	0	Full-calorie	No	No	-	-	-	-	No
Sports drinks	PepsiCo	Gatorade	G Series 01 Prime- Berry	8	67	0	73	15	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 01 Prime- Fruit Punch	8	67	0	73	15	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 01 Prime- Orange	8	67	0	73	15	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- Fruit Punch	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- Fruit Punch powder	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G Natural- Orange Citrus	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	No
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Berry	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Citrus Cooler	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Cool Blue	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Fruit Punch	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Fruit Punch + Berry	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Glacier Freeze	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Grape	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Lemon-Lime	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Lemonade	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Lime	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Melon	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Orange	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Orange-Strawberry	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Riptide Rush	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Strawberry	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Strawberry-Kiwi	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- G-Original- Tropical-Mango	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- Grape powder	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- Lemon-Lime powder	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	-
Sports drinks	PepsiCo	Gatorade	G Series 02 Perform- Orange powder	8	50	0	110	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	PepsiCo	Gatorade	G Series 03 Recover- Mixed Berry	8	60	0	120	6	0	8	Full-calorie	No	No	-	No	0	Yes	Yes
Sports drinks	PepsiCo	Gatorade G2	Blueberry Pomegranate	8	20	0	110	5	0	0	Light	No	No	-	No	0	Yes	Yes
Sports drinks	PepsiCo	Gatorade G2	Fruit Punch	8	20	0	110	5	0	0	Light	No	No	-	No	0	Yes	Yes
Sports drinks	PepsiCo	Gatorade G2	G2 Natural- Berry	8	20	0	100	5	0	0	Light	No	No	-	No	0	Yes	No
Sports drinks	PepsiCo	Gatorade G2	Glacier Freeze	8	20	0	110	5	0	0	Light	No	No	-	No	0	Yes	Yes
Sports drinks	PepsiCo	Gatorade G2	Grape	8	20	0	110	5	0	0	Light	No	No	-	No	0	Yes	Yes
Sports drinks	PepsiCo	Gatorade G2	Lemon-Lime	8	20	0	110	5	0	0	Light	No	No	-	No	0	Yes	Yes
Sports drinks	PepsiCo	Gatorade G2	Orange	8	20	0	110	5	0	0	Light	No	No	-	No	0	Yes	Yes
Sports drinks	PepsiCo	Gatorade G2	Tropical Bend	8	20	0	110	5	0	0	Light	No	No	-	-	-	-	Yes

Category	Company	Brand	Variety	Serving size (oz)	Calories (kcal)	Fat (g)	Sodium (mg)	Sugar (g)	Fiber (g)	Protein (g)	Subcategory	Child product	Child brand	% juice	Caffeine present	Caffeine (mg)	Artificial Sweeteners	Artificial Colors
Sports drinks	Coca-Cola	Powerade	Powerade ION4- Fruit Punch	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	Coca-Cola	Powerade	Powerade ION4- Grape	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	Coca-Cola	Powerade	Powerade ION4- Lemon Lime	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	Coca-Cola	Powerade	Powerade ION4- Mountain Berry Blast	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	Coca-Cola	Powerade	Powerade ION4- Orange	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	Coca-Cola	Powerade	Powerade ION4- Sour Melon	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	Coca-Cola	Powerade	Powerade ION4- Strawberry Lemonade	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	Yes
Sports drinks	Coca-Cola	Powerade	Powerade ION4- White Cherry	8	50	0	100	14	0	0	Full-calorie	No	No	-	No	0	No	No
Sports drinks	Coca-Cola	Powerade	Powerade Play- Fruit Punch	8	40	0	100	10	0	0	Light	Yes	No	-	No	0	Yes	Yes
Sports drinks	Coca-Cola	Powerade	Powerade Play- Grape	8	40	0	100	10	0	0	Light	Yes	No	-	-	-	Yes	Yes
Sports drinks	Coca-Cola	Powerade	Powerade Play- Mixed Berry	8	40	0	100	10	0	0	Light	Yes	No	-	No	0	Yes	Yes
Sports drinks	Coca-Cola	Powerade	Powerade Play- Orange	8	40	0	100	10	0	0	Light	Yes	No	-	No	0	Yes	Yes

Table B1. Products Introduced in 2009-2010

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Energy drinks	Arizona	AriZona - A.M. Wake Fast Shot - Citrus; P.M. Relax Fast Shot - Peach; RX Energy Fast Shot - Green Tea	The Arizona Beverage Co. offers new AriZona Fast Shots in single-serve bottles. The line includes RX Energy Shot in a Green Tea variety, A.M. Wake Fast Shot in Citrus and P.M. Relax Fast Shot in Peach varieties. "They are all natural, 10-calories, and are low in sugar. No need to worry about jitters or crash. In addition, the AM and PM FastShots are formulated by celebrity nutritionist Oz Garcia Ph.D. to work synergistically with you and your body's needs." The sample RX Energy Shot is jitter free with no crash, is said to last for hours and is loaded with anti-oxidants. It is sold in a 2 fl. oz. plastic bottle.	New Product	New Product	Neutral
		Full Throttle - Energy Drink - Acai; Black; Red	According to limited information, Full Throttle Energy Drinks from Coca-Cola Co. are said to have a new cleaner look and fewer odd "energy" ingredients. The Original formula now has "an extra boost of caffeine" and is named Full Throttle Black. Other varieties are Full Throttle Acai, formerly known as Blue Demon; and Full Throttle Red, formerly known as Fury. Sold in the USA, literature states, "Gone are guarana and taurine, but in its place is an extra shot of caffeine, taking it up to about 100mg per serving."	Added		
	Coca-Cola	Full Throttle Quick - Concentrated Liquid Energy Supplement - Blue	Full Throttle Quick Shot is available in the USA in new Citrus and Blue Agave flavors. Produced by The Coca-Cola Co., the Concentrated Liquid Energy Supplements are sold in single-serve, 2 fl. oz. (50ml) bottles. They are said to contain 125mg of caffeine, and a B vitamins, taurine, ginseng and guarana blend.	Value, extra caffeine	Reformulation	Negative
	Coca-Cola	Nos - Energy Drink - Loaded Cherry	We have learned that a new Nos Loaded Cherry Energy Drink is expected to be introduced to USA markets early in 2010 by Coca-Cola Co. According to literature, it "contains 100mg of L-theanine, which is clinically proven to enhance mental focus when combined with caffeine at this level." The Energy Drink is expected to be "packaged in a stand out 13.5 oz. PET bottle with an iconic signature valve top."	New Flavor	New Flavor	Neutral
	Coca-Cola	Venom - Energy Drink - Death Addler (Fruit Punch); Killer Taipan (Mango)	Death Addler (Fruit Punch) and Killer Taipan (Mango) versions of Venom Energy Drink are now available in the USA from Plano, TX-based Dr Pepper Snapple Group. Like the two original flavors, these new varieties are also presented in 16.9 fl. oz. resealable aluminum bottles.	New Flavor	New Flavor	Neutral
Energy drinks	Dr Pepper Snapple Group	Venom - Energy Supplement - Cold Blast (Arctic Punch)	Venom Bite Cold Blast (Arctic Punch) Energy Supplement is new in the USA from Dr Pepper/Seven Up, Inc. It is sold in a shrink-wrapped 3 fl. oz. (90ml) resealable bottle.	New Product	New Product	Neutral
		Hammer - Monster Drink - X-Presso	"Made in Holland," the new Hammer X-Presso Monster Beverage is distributed in the USA in a single-serve 6.75 fl. oz. can with a "nitrous oxide-dispensing" injector by The Hansen Beverage Co. The dispensing unit is claimed to give the drink a foamy head. Company literature reads, "X-Presso Monster has a rich creamy texture, imported espresso flavor, and a Monster buzz that just won't quit."	Extra caffeine	Reformulation	Neutral
	Hansen	Monster - Energy Drink - Heavy Metal	The new Monster Heavy Metal Energy Drink is available in the USA and is said to be green in color, to have plenty of carbonation and to feature a not very sweet flavor with a little bitter finish. The beverage is sold in a 32 fl. oz. (4 serving) can by Hansen Beverage Co.	New Flavor	New Flavor	Neutral
	Hansen	Monster Energy - Absolutely Zero	Monster Energy Ltd., offers new Absolutely Zero in 16 fl. oz. Absolutely Zero is "a zero calorie zero sugar" drink with a "re-tooled energy blend and new sweetener system."	Fewer/No Calories, Less/No sugar	Reformulation	Hype
	Hansen	Monster Energy - Drink - Vanilla Light	The Monster Energy Drink line features new flavors and a name change. Formerly known as Lo-Ball Java, this beverage is now called Vanilla Light.	New name	Other Marketing	Neutral
Energy drinks	Hansen	Monster Energy - Import Light	Monster Energy Ltd., offers new Import Light in 18.6 fl. oz. cans. It "has 25 calories per serving."	Fewer/No Calories	Reformulation	Hype

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Energy drinks	Hansen	Monster Energy - Monster Import Energy Drink	New Monster Energy Monster Import is offered in the USA in a new 550ml resealable can by Monster Energy Ltd. The Energy Drink is presented in an aluminum can with a flat opening mechanism made of plastic. The can may be opened by simply turning the mechanism and sealed again by turning it back. The benefits are said to include a superior shelf life, to be tamper-resistant, to allow the beverage to chill quickly and to provide a drip-tight seal.	New Design/can type	New packaging	Neutral
Energy drinks	Hansen	Monster Energy Dub Edition - Energy Drink - Grape Flavor	The new Monster Energy Dub Edition Grape Flavor Energy Drink is available in the USA in a 32 fl. oz. can from Monster Energy Ltd. The can design is said to include both brand logos, a tire rim logo design and a resealable oil can-style cap. The Energy Drink contains l-carnitine, taurine, ginseng, and B vitamins. The beverage is targeted toward African American and Latino males between the ages of 18 to 34.	New Flavor	New Flavor	Neutral
Energy drinks	Hansen	Monster Hitman - Energy Shooter - Lobo; Sniper	Monster Hitman Energy Shooter, a "dietary supplement," is available in the USA from Monster Beverage Co. The varieties - Sniper and Lobo - are each sold singly in a 3 fl. oz. (89ml) plastic bottle, as well as in 4-packs. The retails are \$2.50 and \$8.98, respectively.	New Flavor	New Flavor	Neutral
Energy drinks	Hansen	Nitrous Monster - Energy Drink - Anti-Gravity; Killer-B; Super Dry	The new line of Nitrous Monster Energy Drink in a 12 fl. oz. sleek cap can is claimed to be the first and only energy drink to feature nitrous oxide gas technology, while the beverage is said to have a rich creamy texture and a smooth drinkable flavor. It is available in the USA in Killer-B, said to contain honey, B vitamins, bee pollen and royal jelly; Super Dry with a light dry texture and Anti-Gravity formulas from Monster Energy Ltd.	Added "Nutritional" Value	Reformulation	Neutral
Energy drinks	Innovation Ventures	5-Hour - Energy Shot - Grape; Pomegranate	The 5-Hour Energy Shot is distributed in the USA in a new Grape flavor by Living Essentials LLC. It is sold in a shrink wrapped 2 fl. oz. (59ml) plastic bottle. Label copy reads, "Hours of energy now - No crash later - Sugar Free - Only 4 calories - Feel it in minutes - Lasts for hours - Dietary supplement." Promotional literature states, "5-Hour Energy is a 2-ounce energy shot that provides hours of energy with no crash or jitters through a blend of B-vitamins and amino acids. Containing caffeine comparable to a cup of the leading premium coffee, there's zero sugar, zero net carbs, zero herbal stimulants and only four calories in each 2 oz. shot." The single-serve shot is also expected to be available soon in a new Pomegranate flavor. The suggested retail price is \$2.99 per bottle.	New Flavor	New Flavor	Neutral
Energy drinks	Innovation Ventures	5-Hour Energy - Decaf Energy Shot - Citrus	The 5-Hour Energy Decaf Energy Shot in a Citrus flavor is available in the USA in a single-serve 2 fl. oz. bottle, a 6 pack and a 12 pack from Living Essentials, LLC. This energy drink is said to have 6mg of caffeine (about as much as a half cup of decaffeinated coffee). The suggested retail prices are \$14.99 for the 6 pack and \$25.99 for the 12 pack.	Caffeine Reduction/ Free	Reformulation	Positive
Energy drinks	Innovation Ventures	5-Hour Energy - Extra Strength Liquid Energy Shot Dietary Supplement - Berry	A 5-Hour Energy Extra Strength Liquid Energy Shot Dietary Supplement in the Berry variety is now available to consumers in the USA in three size options and available to the Canadian market in two size options. This energy supplement is claimed to provide "hours of energy now" with "No crash later." Package text claims the product to contain no herbal stimulants and no sugar and to have only 4 calories per serving. This product is available to the USA market in two-count, six-count, and 12-count options priced at 5.79 USD, 14.99 USD, and 27.79 USD respectively. On the Canadian market, it is offered in a six-count option priced at 15.79 CAD and a 12-count option priced at 29.28 CAD. Living Essentials, LLC is the distributor of this product.	New Design/can type	New packaging	Neutral
Energy drinks	PepsiCo	Amp - Energy Shot - Jakfruit Citrus	Amp Energy Shot - Jakfruit Citrus is a new variety of Amp Energy Shot. Presented in a 2 fl. oz. (59ml) plastic bottle, it's labeled as a "vitamin supplement" that provides "fast, powerful energy, when you need it." It's available in the USA from PepsiCo, Inc.	New Flavor	New Flavor	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Energy drinks	PepsiCo	Amp Energy - Energy Juice - Mixed Berry; Orange	Promoted as an alternative to morning coffee, Pepsi-Cola North America Beverages has added Energy Juice to the Amp Energy brand offering in the USA. Presented in resealable single serving 12 fl. oz. bottles, the new "no sugar added" caffeinated beverage is described on labels as a "naturally and artificially flavored 100% juice blend from concentrate with other ingredients." Available in Orange and Mixed Berry flavors, the drinks contain taurine, ginseng, guarana and B and C vitamins.	New Product	New Product	Neutral
Energy drinks	PepsiCo	AMP Energy - Energy Supplement - Lightning; with Black Tea; with Green Tea	New flavors of AMP Energy Dietary Supplement have been introduced in the USA by Pepsi-Cola North America. Presented in 16 fl. oz. (473ml) ring pull-tab cans, they include Lightning, with Black Tea and with Green Tea. The Lightning variety is flagged, "Shock of lemonade flavor" and contains caffeine, taurine, ginseng and L-carnitine.	New Flavor	New Flavor	Neutral
Energy drinks	PepsiCo	Amp Energy - Limited Edition Dale Earnhardt Jr. Collector Series Energy Drink - Tradin' Paint	Available in the USA from PepsiCo, Inc., the new Amp Energy Limited Edition Dale Earnhardt Jr. Collector Series Energy Drink is offered in a Tradin' Paint version. The single-serve, 16 fl. oz. can is said to feature the paint scheme of Hendrick Motorsports's No. 88 Amp Energy/National Guard Chevrolet, along with the marks, dings and paint streaks that occur on the car during a race. The label reads, "3 wide - Orange - Lime - Berry - Energy supplement."	Association with Event/ Sponsorship	Other Marketing	Neutral
Energy drinks	PepsiCo	Amp Energy - Sugar Free Lightning Low Calorie Energy Supplement - Shock of Lemonade Flavor	Fewer/No Calories, Less/No sugar	Reformulation	Hype	
Energy drinks	PepsiCo	Amp Tradin' Paint - Energy Drink	Amp Tradin' Paint is a new limited-edition Energy Drink available in the USA in 16 fl. oz. cans from Mountain Dew distributor PepsiCo, Inc. It is said to have a "3 wide" flavor, combining orange, lime, and berry. The color and graphic scheme of the label is in reference to Dale Earnhardt Jr.'s No. 88 NASCAR Chevrolet racer.	Association with Event/ Sponsorship	Other Marketing	Neutral
Energy drinks	Red Bull	Red Bull - Energy Shot Dietary Supplement - Regular; Sugar-Free	New in the USA, Red Bull Energy Shot Dietary Supplement comes in a 2 fl. oz. shot that "features a full-container sized shrink-wrap label with the iconic Red Bull red, silver and blue colors." Available from Red Bull in Regular and Sugar-Free versions, "the container is a straight cylinder with a slight indentation between cap and body." Label copy reads, "Taurine - Revitalizes body and mind - Sustained energy for hours."	New Product	New Product	Neutral
Energy drinks	Red Bull	Red Bull - Liquid Dietary Supplement Shot - Regular; Sugarfree	The Red Bull Sugar Free and Regular Shot formulas are sold in the USA in a new 2-count, rack display box by Red Bull N.A., Inc. The Liquid Dietary Supplement, single-serve 2 fl. oz. (59ml) bottles of Sugar Free Shots are flagged, "Sustained energy for hours - With taurine. Vitalizes body and mind." The retail price is \$5.49 each.	New Design/can type	New packaging	Neutral
Energy drinks	Red Bull	Red Bull - Special Edition Red Bull Racing Energy Drink - Brian Vickers; Special Edition Red Bull Racing Sugarfree Energy Drink - Scott Speed	The new Red Bull Special Edition Red Bull Racing Energy Drink can will feature Brian Vickers, while the Special Edition Red Bull Racing Sugarfree Energy Drink can will include Scott Speed on the label. The 19.2 fl. oz. special edition cans are sold in the USA by Red Bull in celebration of a successful 2009 campaign for the Nascar Sprint Cup Series. The suggested retail price is \$4.49 per can.	Association with Event/ Sponsorship	Other Marketing	Neutral
Energy drinks	Rockstar	Rockstar - Energy Cola - Double Size Double Strength	New Rockstar Double Size Double Strength Energy Cola is sold in the USA in a 16 fl. oz. (473ml) black can by Rockstar, Inc. Package text for the "energy supplement" beverage reads, "Caffeine - Guarana - Ginseng - B-Vitamins - Taurine." This Energy Cola is said to be lightly carbonated and scientifically formulated to provide an incredible energy boost for those who lead active and exhausting lifestyles.	Extra caffeine	Reformulation	Negative
Energy drinks	Rockstar	Rockstar - Roasted Coffee & Energy Beverage - Espresso	The new Rockstar Roasted Espresso Coffee & Energy Beverage is available in the USA in an 8 fl. oz. (237ml) can from Rockstar, Inc. The beverage "is an amazing mix of the finest espresso coffee, fresh milk and cream packed with the potent blend of guarana, ginkgo, ginseng and milk thistle." It is also sold in a 20 pack priced at \$49.95.	New Flavor	New Flavor	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Energy drinks	Rockstar	Rockstar Recovery - Energy + Hydration Drink - Lemonade	The new Rockstar Recovery Energy + Hydration Drink in a Lemonade flavor is available in the USA in a 16 fl. oz. can from Rockstar, Inc. Company literature reads, "Only 10 calories per serving - Plus electrolytes plus high caffeine - (It is designed for those who need a strong energy boost when it counts - plus maximum recovery and hydration. B-vitamins, caffeine, electrolytes, and Rockstar's potent herbal blend are formulated to deliver that extra kick. Fully refreshing lemonade flavor made with real lemon juice. Recovery is smooth, powerful and easy to drink."	Added "Nutritional" Value	Reformulation	Hype
Flavored water	Arizona	AriZona - Organic Tea Water Made with Deer Park Natural Spring Water	The new line of AriZona Organic Tea Water Made with Deer Park Natural Spring Water is expected to be offered in the USA in resealable, 20 fl. oz. PET bottles with an oxygen barrier by Arizona Beverage Co. The barrier is claimed to protect the natural antioxidants and flavor of the tea from light and oxygen deterioration. Produced with Nestle Waters North America Deer Park(r) brand Natural Spring Water, the line is said to be available in the mid-Atlantic. The suggested retail price is \$1.49.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Flavored water	Arizona	Arizona Twinlab - Rescue Water Advanced Vitamin Formula - Detox Orange Citrus; Energy Lemon Lime; Immunity Pomegranate and Punch; Relax Berry Blend	The new line of Arizona Twinlab Rescue Water Advanced Vitamin Formula beverages, for "balanced fluid replacement," is produced by Twinlab Laboratories, for distribution by The Arizona Beverage Co. Sold in resealable, 20 fl. oz. PET bottles are Energy in Lemon Lime, Immunity in Pomegranate and Punch, Relax in Berry Blend, and Detox in Orange Citrus flavored formulas. Referred to as functional beverages, Rescue Water is claimed to help increase the rate of fluid replacement, help balance nutrient absorption, and to have only 25 calories per 8 fl. oz. serving. Each formula is said to contain no preservatives, artificial colors or flavors and to be sweetened with the natural sweetener, reb-A. The suggested retail price is \$1.39 to \$1.89 per bottle.	New Product	New Product	Hype
Flavored water	Coca-Cola	Glaceau - Vitaminwater - Black-Cherry Lime	Glaceau Black-Cherry Lime Vitaminwater is expected to be introduced to USA market early in 2010. Created through a Facebook promotion, the "chosen flavor" from Glaceau will "contain a multi-vitamin blend including vitamin A and Zinc, as well as caffeine." According to literature, "Facebook users now have a chance to design the label for the new bottle and draft the clever copy describing the flavor and function."	Extra caffeine	Reformulation	Negative
Flavored water	Coca-Cola	Glaceau Vitamin Water Zero - Enhanced Water Beverage - Essential; Go-Go; Mega-C; Multi-V; Recoup; Revitalize; XXX	The new Glaceau Vitamin Water Zero Enhanced Water Beverage is expected to be offered in the USA in a 20 fl. oz. bottle by Active Lifestyle Beverages, a unit of The Coca-Cola Co. Said to be naturally sweetened with Truvia, each flavor is claimed to have zero calories per serving, to contain vitamins and nutrients like B vitamins, vitamin C and electrolytes such as calcium, magnesium and potassium. The line will include varieties of XXX (acai-blueberry-pomegranate), Multi-V (lemonade), Essential (orange-orange), Mega-C (grape raspberry), Go-Go (mixed berry), Recoup (peach-mandarin), and Revitalize (green tea).	Fewer/ No Calories, Less/No sugar, Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Flavored water	Coca-Cola	Glaceau VitaminWater - Nutrient Enhanced Water and Juice Beverage - Stur-D	Touted as a breakthrough for the enhanced water beverage category is the latest addition to the line of Nutrient Enhanced Water and Juice Beverage products on the market in the USA under the Glaceau VitaminWater brand name. This new Stur-D variety is said to be the very first enhanced water and juice beverage to include vitamin D and calcium, which help support strong bones, and vitamin C. It is further said to be the first nationally-available enhanced water and juice beverage with a blue color that's derived solely from fruit. It is indicated in package text that the drink features a blue agave, passionfruit, and citrus flavor blend, contains five percent juice, and is an excellent source of B vitamins. Coca-Cola Co. presents the drink to the market in plastic bottles that retail for 1.49 USD.	Added "Nutritional" Value, Added "Natural" Value (real sugar, organic)	Reformulation	Hype

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Flavored water	Coca-Cola	Glaceau VitaminWater - Nutrient Enhanced Water Beverage - Sync Berry-Cherry	Glaceau, a division of the Coca-Cola Co., has added a new flavor to the Glaceau VitaminWater line of Nutrient Enhanced Water Beverages in the USA called Sync. It is described on labels as a Berry-Cherry "download of vitamins and antioxidants... with berry and fruit polyphenols" that is sold in 20 fl. oz. (591 ml) resealable plastic bottles featuring a free Myspace music download under every cap.	New Flavor	New Flavor	Neutral
Flavored water	Coca-Cola	Glaceau VitaminWater 10 - Nutrient Enhanced Water Beverage - Energy Tropical Citrus; Essential Orange-Orange; Multi-V Lemonade; XXX Acai-Blueberry-Pomegranate	Glaceau VitaminWater 10 Nutrient Enhanced Water Beverage, a "low calorie" version of "Glaceau Vitamin Water," is available in the USA in Energy Tropical Citrus (b-guarana), Essential Orange-Orange (c-calcium), Multi-V Lemonade (a-zinc) and XXX Acai-Blueberry-Pomegranate (triple antioxidants) flavors. Made for Glaceau, they are each sold singly in 20 fl. oz. (591ml) plastic bottles, as well as in 4-packs of 16 fl. oz. plastic bottles. Said to be packed with vitamins and nutrients, they have "only 10 calories per serving."	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Flavored water	Coca-Cola	Glaceau VitaminWater 10 - Nutrient Enhanced Water Beverage - Go-Go (Mixed Berry); Mega-C (Grape Raspberry); Recoup (Peach-Mixed Berry); Revitalize (Green Tea)	Glaceau has added "4 new flavors" to the Glaceau VitaminWater 10 Nutrient Enhanced Water Beverage line. Touted as "tastier than ever," the 10 calorie per serving beverages are sold in the USA and come in 20 fl. oz. (591ml) resealable clear plastic bottles. The Mega-C (Grape Raspberry) variety with C + zinc is "naturally sweetened" and is said to help keep your immune system running strong. Other new varieties are Recoup (Peach-Mandarin), Go-Go (Mixed Berry) and Revitalize (Green Tea).	New Flavor	New Flavor	Neutral
Flavored water	Coca-Cola	Glaceau VitaminWater Zero - Water (lemonade), Mega-C (grape raspberry), XXX (acai blueberry pomegranate), Go-Go (mixed berry), Recoup (peach mandarin) and Revitalize (green tea) varieties. The Rise version, in a 20 fl. oz. plastic bottle, has "all of the vitamin C of orange juice, is naturally sweetened, and has zero calories." This variety, as well as the others, also come in a 4-pack of 16 fl. oz. plastic bottles.	Glaceau VitaminWater Zero Water Beverage, available in the USA from Glaceau, comes in Rise (orange), Squeezed (lemonade), Mega-C (grape raspberry), XXX (acai blueberry pomegranate), Go-Go (mixed berry), Recoup (peach mandarin) and Revitalize (green tea) varieties. The Rise version, in a 20 fl. oz. plastic bottle, has "all of the vitamin C of orange juice, is naturally sweetened, and has zero calories." This variety, as well as the others, also come in a 4-pack of 16 fl. oz. plastic bottles.	New Flavor	New Flavor	Neutral
Flavored water	PepsiCo	Propel - Vitamin Enhanced Water Beverage - Blueberry Pomegranate	PepsiCo, Inc. offers the Propel Vitamin Enhanced Water Beverage in a new Blueberry Pomegranate flavor in the USA. It is sold in a resealable, 16.9 fl. oz. plastic bottle and in a handled 6 pack containing 16.9 fl. oz. bottles. Literature for the beverage reads, "With other natural flavors. Antioxidants (antioxidant vitamins C & E). Only 10 calories per 8 fl. oz. serving. Low calorie. Low sodium, 140mg or less per 240ml (8 fl. oz.)."	New Flavor	New Flavor	Neutral
Flavored water	PepsiCo	Propel - Vitamin Enhanced Water Beverage Mix with Calcium - Cherry Lime; Citrus-Punch; Lemonade	New Propel Vitamin Enhanced Water Beverage Mix with Calcium is available in the USA in Lemonade, Citrus-Punch, and Cherry Lime flavors from PepsiCo, Inc. All three flavors are sold in 10-count boxes containing single-serve sticks. The label is flagged, "Good source of calcium and antioxidants." The formula is said to contain B-vitamins, as well as the calcium and antioxidants. The suggested retail price is \$3.99 per box.	Added "Nutritional" Value	Reformulation	Hype
Flavored water	PepsiCo	Propel Body - Nutrient Enhanced Water Beverage - Peach Mango	Propel Mind Nutrient Enhanced Water Beverage, a "sub line" of the Propel brand, is available in the USA from PepsiCo, Inc. The Peach Mango variety comes in a 16.9 fl. oz. plastic bottle that's sold in a 6-pack (101.4 fl. oz.) that is flagged, "33 percent less plastic." It's said to contain 10 percent of daily value of fiber, to be low in calories and fat.	New Flavor	New Flavor	Neutral
Flavored water	PepsiCo	Propel Mind - Nutrient Enhanced Water Beverage - Black Cherry	Propel Mind Nutrient Enhanced Water Beverage, a "sub line" of the Propel brand, is available in the USA from PepsiCo, Inc. The Black Cherry variety comes in a 6-pack (101.4 fl. oz.) containing 16.9 fl. oz. plastic bottles. It's tagged, "33 percent less plastic." Said to contain antioxidant vitamin E plus choline, an essential nutrient in the brain, it "low calorie (and) low sodium."	New Flavor	New Flavor	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Flavored water	PepsiCo	SoBe Lifewater - Vitamin Enhanced Water Beverage - Cherimoya Punch; Strawberry Dragonfruit	South Beach Beverage Co. has recently extended its SoBe Lifewater line of Vitamin Enhanced Water Beverages in the USA to include new varieties. The "0 calorie" flavored water is claimed in company literature to contain vitamins C, E, B6 and B12 "along with ginseng root extract." The stevia-sweetened beverage range now includes Strawberry Dragonfruit and Cherimoya Punch varieties that are each claimed in package text to be low in sodium. They are presented in resealable plastic bottles in 8 fluid ounce and 20 fluid ounce formats. The 20 ounce size retails for \$1.59 USD. PepsiCo, Inc. is the distributor.	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Flavored water	PepsiCo	SoBe Lifewater ZERO calories - Vitamin Enhanced Water Beverage - Acai Fruit Punch; Mango Melon	Acai Fruit Punch and Mango Melon are new varieties of SoBe Lifewater Vitamin Enhanced Water Beverage. SoBe Lifewater with PureVia is a "unique 0-calorie, naturally sweetened enhanced water beverage that gives you a high level of vitamins and antioxidants and is infused with natural herbal ingredients." Each "Life Water" variety is sold in 8 fl. oz. and 20 fl. oz. plastic bottles. The line is available in the USA from PepsiCo, Inc.	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Flavored water	Sunny Delight	Fruit2O Essentials - Fortified Flavored Water - Blueberry Pomegranate; Cherry Acai; Citrus; Cranberry Raspberry; Peach Mango; Strawberry Kiwi	Fruit2O Essentials Fortified Flavored Water is new in the USA from Sunny Delight Beverages Co. Available in Cranberry Raspberry, Strawberry Kiwi, Peach Mango, Citrus, Blueberry Pomegranate and Cherry Acai flavors, "each bottle provides vitamins and minerals in amounts found in two servings of fruit, and even one gram of fiber, in crystal clear water." Said to have been developed for women, it "has no sugars or carbohydrates and zero calories. The single 18 oz. bottles have a suggested retail price of \$1.29 to \$1.49. They will also be sold in 15- and 20-packs for a recommended retail price of \$9.99 to \$12.99.	Added "Nutritional" Value	Reformulation	Hype
Fruit drinks	Arizona	Arizona - Ready-To-Drink Beverage Ferolito, Vultaggio & Sons has introduced Arizona Ready-To-Drink Beverage in the USA. Offered in Watermelon - Fruit Punch; Watermelon Juice		New Flavor	New Flavor	Neutral
Fruit drinks	Arizona	AriZona Stix - Sugar Free Single Serve Drink Mix - Lemonade	Ferolito, Vultaggio & Sons has recently launched a new Sugar Free Single Serve Drink Mix Lemonade in the USA under the AriZona Stix banner. According to package text, the "0 calorie" mix sticks are free from artificial colors, flavors and preservatives and provide lemonade enjoyment "anytime, anywhere!" Ten sticks of mix are presented in a cardboard box for the retail price of \$3.49 USD.	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Fruit drinks	Campbell	V8 V-Fusion - Vegetable & Fruit + Tea Beverage - Mango Green Tea; Pomegranate Green Tea; Raspberry Green Tea	The new V8 V-Fusion Vegetable & Fruit + Tea Beverage is sold in the USA in a resealable, 46 fl. oz. plastic bottle with a shrink-wrap label by The Campbell Soup Co. The beverage is offered in Pomegranate Green Tea, Raspberry Green Tea, and Mango Green Tea blends. Label copy for the Pomegranate Green Tea flavor reads, "1 combined serving of vegetables & fruit - A pomegranate flavored beverage blend of 8 vegetable and fruit juices from concentrate with other natural flavors and green tea extract - 50 percent juice - Each 8 fl. oz. glass contains: A combined serving of fruit and vegetables - Green tea - 50 calories - No artificial color, flavors or preservatives - Antioxidant vitamins A - C & E plus." The retail price is \$2.99 USD per bottle.	New Flavor	New Flavor	Neutral
Fruit drinks	Campbell	V8 V-Fusion Light - Vegetable & Fruit Juice Blend - Acai Mixed Berry	The Campbell Soup Co. has recently extended its V8 V-Fusion Light range of Vegetable & Fruit Juice Blends in the USA to include a new Acai Mixed Berry variant. Presented in a 46 fluid ounce resealable plastic bottle, the juice drink is claimed to contain 50 percent less calories and sugar than the regular V-Fusion format. The "100% juice" is claimed to provide one of the recommended daily servings of fruit and vegetables per 8 ounce glass. The beverage is said to be an acai and mixed berry flavored beverage blend of 8 vegetable and fruit juices from concentrate with other natural flavors that has the antioxidant vitamins A, C and E. The product retails for 3.59 USD.	New Flavor	New Flavor	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Fruit drinks	Campbell	V8 V-Lite - Light Textured Vegetable Juice Blend	New V8 V-Lite Light Textured Vegetable Juice Blend, with "60 percent vegetable juice," is available in the USA in a 64 fl. oz. (1.89 liter) plastic bottle with a twist-off cap from The Campbell Soup Co. With one full serving of vegetables per 8 oz. glass, this beverage is said to have only 35 calories and 380mg of sodium (for a heart healthy level). The texture is claimed to be light and smooth with a crisp taste. The suggested retail price is \$2.99.	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Fruit drinks	Coca-Cola	Fuze Healthy Infusions - Defense Naturally Flavored Beverage - Citrus Prickly Pear; Raspberry Camu Camu	Fuze Healthy Infusions Defense Naturally Flavored Beverage is available in a Raspberry Camu Camu flavor "formulated with vitamins C & E, zinc electrolytes + beta glucan." Said to contain 5 percent juice, it is presented in an 18.5 fl. oz. (547ml) shrink-wrapped plastic bottle priced at \$1.25. The kosher beverage is sold in the USA by Fuze Beverage LLC and also comes in a Citrus Prickly Pear flavor.	New Flavor	New Flavor	Neutral
Fruit drinks	Coca-Cola	Fuze Healthy Infusions Agave Goji Berry White Tea	Fuze Healthy Infusions Agave Goji Berry White Tea is "a light, refreshing white tea perfectly blended to balance the mild, tangy taste of goji berries with the delicate sweetness of agave." According to literature, it "is fortified with essential vitamins and natural polyphenol antioxidants to help protect the body against free-radical damage."	New Flavor	New Flavor	Neutral
Fruit drinks	Coca-Cola	Minute Maid Enhanced Juice - Lemonade; Pomegranate Blueberry; Pomegranate Lemonade; Strawberry Kiwi	Minute Maid Enhanced Juice will soon be offered in the USA in a single-serve, resealable, 12 fl. oz. plastic bottle with a shrink wrap label by Coca-Cola North America. The beverage line is expected to include Pomegranate Lemonade, Pomegranate Blueberry, and Strawberry Kiwi blends. The label for the Pomegranate Lemonade drink reads, "Excellent source of antioxidants - Vitamin C and E." The Pomegranate Blueberry Juice is said to be high in Omega-3/DHA, while the Strawberry Kiwi flavor combines yerba mate extract and real fruit juice for a natural energy boost.	Added "Nutritional" Value, extra caffeine	Reformulation	Negative
Fruit drinks	Coca-Cola	Minute Maid - Enhanced Juice Drink - Strawberry Kiwi	Strawberry Kiwi is a new Enhanced Juice Drink, part of the Minute Maid line of enhanced beverages. Available in the USA from the Coca-Cola Company, this refrigerated beverage is presented in a 59 fl. oz. PET plastic bottle with an "easy pour" side grip. Touted as "natural energy with Yerba Mate extract," it also contains "real fruit juice to provide consumers with a delicious natural energy boost."	New Design/can type	New packaging	Neutral
Fruit drinks	Coca-Cola	Minute Maid Natural Energy - Enhanced Juice Drink - Mango Tropical; Pomegranate Berry; Strawberry Kiwi	New Enhanced Juice Drinks from the Coca-Cola Co. are now on the market in the USA under the Minute Maid Natural Energy banner. Available varieties include Strawberry Kiwi, Pomegranate Berry and Mango Tropical. They are presented in resealable plastic 12 ounce bottles and resealable glass 59 ounce bottles.	New Flavor	New Flavor	Neutral
Fruit drinks	Coca-Cola	Odwalla - 50 Calories All Natural Juice Drink with Vitamin C & E - Mojito Mambo; Pomegranate Strawberry	Odwalla, Inc. offers new Odwalla 50 Calories All Natural Juice Drink with Vitamin C & E in the USA and Canada in a resealable, single-serve, 15.2 fl. oz. (450ml) plastic bottle. The beverage is available in Pomegranate Strawberry and Mojito Mambo flavors. Company literature reads, "It's a vibrantly nutritious mix that's 50 calories per serving. Each 8 fl. oz. serving contains 50 percent DV of vitamins C & E, which are important antioxidants that your body needs to neutralize free radicals. To sweeten the deal, we've added to the mix an all-natural sweetener - plant derived and calorie-free. Half the calories and sugar or regular juice drinks." These drinks, as with all Odwalla beverages, contains "no artificial flavors, colors, sweeteners or preservatives." The suggested retail price is \$3.29 USD each.	Fewer/ No Calories, Less/No sugar, Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Fruit drinks	Coca-Cola	Odwalla - Drink - Haiti Hope Mango Lime-Aid	The Odwalla line of Drinks, available in the USA from Odwalla, Inc., features a new Haiti Hope Mango Lime-Aid version. Presented in a 15.2 fl. oz. (450ml) plastic bottle, it has a suggested retail price between \$3.69 and \$3.99. According to packaging and company literature, "100 percent of the profits of every bottle sold will go directly to Haiti Hope Project administered by TechnoServe." Said to be a "refreshing taste of mango and limeade," this variety is a "25 percent juice/puree blend."	Association with Event/ Sponsorship	Other Marketing	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Fruit drinks	Coca-Cola	Odwalla - Light 50 Calories Beverage - Lemonade; Limeade	The new Odwalla Light 50 Calories Beverage is offered in the USA in Lemonade and Limeade flavors. They are sold in resealable, single serve 15.2 fl. oz. (450ml) plastic bottles and in 1/2 gallon sizes by Odwalla, Inc. The grab-n-go, refrigerated beverage is said to be contain pure squeezed juice, to be sweetened with Truvia a natural non-caloric sweetener, to contain 100 percent of the recommended daily value of vitamins C and E per bottle and to have no artificial flavors, colors or preservatives.	New Flavor	New Flavor	Neutral
Fruit drinks	Dr Pepper Snapple Group	Diet Snapple - Fruit Drink Mix Canister - Fruit Punch; Kiwi Strawberry; Lemon Tea; Peach Tea; Pink Lemonade; Raspberry Tea; Singles to Go! Drink Mix Packets - Cran Raspberry Energy with B Vitamins & Caffeine; Original Green Tea Iced Tea Antioxidants with Vitamin C and EGCG	Diet Snapple Singles to Go! Drink Mix Packets in 8-count boxes are available in the USA in new Cran Raspberry Energy with B Vitamins & Caffeine and Original Green Tea Iced Tea Antioxidants with Vitamin C and EGCG varieties from The Jel Sert Co. Each box contains single serve stick packets of beverage mix "made with natural flavor and colors." The beverages are said to have only 5 calories per serving. Diet Snapple Fruit Drink Mix in 6 quarts and 10 quarts Canisters is offered in Pink Lemonade, Kiwi Strawberry, Fruit Punch, Raspberry Tea, Lemon Tea, and Peach Tea flavors. "Each fruit drink has real fruit solids and all of our teas are made with real black and green tea leaves."	New Design/can type	New packaging	Neutral
Fruit drinks	Dr Pepper Snapple Group	Hawaiian Punch - Singles to Go! Sugar Free Drink Mix Sticks - Berry Limeade Blast; Green Berry Rush; Orange Ocean; Sugar Free Drink Mix Canister - Berry Blue Typhoon; Fruit Juicy Red; Lemonberry Squeeze; Orange Ocean; Wild Purple Smash	Distributed in the USA, "under the authority of Mott's LLP," by The Jel Sert Co., Hawaiian Punch Singles to Go! Sugar Free Drink Mix Sticks are offered in new Orange Ocean, Green Berry Rush, and Berry Limeade Blast flavors. The beverage mix is sold in an 8 packet (stick), 0.94 oz. (26g) box that is flagged, "Natural and artificially flavored low calorie drink mix - Only 5 calories; leading soft drink mixes - 70 calories." Each packet can be mixed with a 16.9 fl. oz. bottle of water, or a 20 fl. oz. size for a milder flavor. Hawaiian Punch Sugar Free Drink Mix Canisters are available in resealable 4 quarts and 12 quarts sizes in Fruit Juicy Red, Lemonberry Squeeze, Wild Purple Smash, Orange Ocean, and Berry Blue Typhoon flavors.	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Fruit drinks	Dr Pepper Snapple Group	Snapple - Canned Juice Drink - Grape Berry Punch; Mango Punch; Very Cherry Punch; Watermelon Punch	Offered by Snapple Beverage Corp., the Snapple Canned Juice Drink has been introduced to consumers in the USA in Very Cherry Punch; Grape Berry Punch; Mango Punch; and Watermelon Punch. The fruit beverages are now offered in a 16fl oz aluminum can with a suggested retail price of .79 USD. Label copy states the cherry punch is "Made from the Best Stuff on Earth."	New Design/can type	New packaging	Neutral
Fruit drinks	Kraft	Capri Sun Sunrise - Flavored Juice Drink Blend - Berry Tangerine Morning; Orange Wake Up; Tropical Morning	A Flavored Juice Drink Blend called Sunrise has been introduced under the Capri Sun brand name and is available in the USA. Targeted toward kids, it comes in a box containing 10 single serving foil pouches with a straw. The varieties are Tropical Morning, Orange Wake Up and Berry Tangerine Morning. Literature states, "Sunrise is the new citrusy way to kickstart the kids' day. 100 percent daily vitamin C - Good source of calcium - No artificial anything."	Added "Nutritional" Value	Reformulation	Neutral
Fruit drinks	Kraft	Country Time - Flavor Drink Mix - Lemonade; Pink Lemonade	Country Time Flavor Drink Mix "with other natural flavor" is distributed in the USA in a resealable, 5 lb. 2.5 oz. (2.33kg) canister by Kraft Foods, Inc. The beverage mix is offered in Pink Lemonade and Lemonade flavors. Package text for the Pink Lemonade reads, "Less sugar than soda - 40 percent less than leading regular sodas! - A good source of vitamin C - Makes 136 servings - 34 quarts - Measuring scoop inside! - Contains no caffeine - Gluten free." The retail price is \$7.86 per container.	New Design/can type	New packaging	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Fruit drinks	Kraft	Crystal Light - Antioxidant Green Tea Mix - Raspberry	Produced in Mexico, Crystal Light Antioxidant Green Tea Mix, in a Raspberry flavor, is offered in the USA in a new resealable, 5 tub, 1.87 oz. (53g) canister by Kraft Foods, Inc. Package text reads, "Artificial flavor - Sensible solution - Good source of antioxidant Vitamin A, C, E - 55mg natural green tea antioxidants - Sugar free - Vitamin enhanced tea mix - Makes 10 quarts - 90 percent fewer calories than leading soft drinks - Each tub is packed to make 2 qts. - This product 5 calories - 99 percent caffeine free, 10mg caffeine per serving." The retail price is \$3.98.	New Design/can type	New packaging	Neutral
		Crystal Light - Drink Mix - Iced Tea; Natural Lemonade	We have learned that Crystal Light Drink Mix will soon be introduced in new resealable canisters containing "easy-to-open packets." One flavor, Natural Lemonade, is presented in a 6-count, 3.2 oz. (90g) size flagged, "Makes 12 quarts." Literature states, "Now the Crystal Light you make in a pitcher is an even better way to help the environment. New easy-to-open packets replace our old tubs." The new canister is said to use 10 percent less packaging than before, is easier to store and features a clear window on the front that allows you to see how much Crystal Light you have left. Sold in the USA by Kraft Foods, Inc., the drink mix will also be offered in an 8 quart canister containing new one-quart size packets. An Iced Tea flavor is also available.	New Design/can type	New packaging	Neutral
		Crystal Light - Drink Mix - Natural Pink Lemonade	Crystal Light Drink Mix has been introduced in a new Natural Pink Lemonade flavor. "Made in Mexico," the powdered mix is available in the USA. The "gluten free" product comes in a 0.125 oz. tub and is presented in a 2.9 oz. box that "makes 12 quarts." Literature states, "Sugar free; Only 5 calories per serving. Low sodium."	New Flavor	New Flavor	Neutral
Fruit drinks	Kraft	Crystal Light - Green Tea Mix - Natural Peach Mango	Crystal Light Drink Mix is now offered in a new Green Tea Natural Peach Mango flavor in the USA by Kraft Foods, Inc. Promotional text reads, "New just-picked Green Tea Peach Mango - Tropical. Fruity. Exotic. And made with real green tea. New Crystal Light Green Tea Peach Mango is a whole new attitude."	New Flavor	New Flavor	Neutral
		Crystal Light - On the Go Hunger Satisfaction Drink Mix - Natural Strawberry Banana	Crystal Light On the Go Hunger Satisfaction Drink Mix is offered in the USA in a Natural Strawberry Banana flavor by Kraft Foods, Inc. Seven individual packets (0.36 oz. - 10.2g each) are sold in a kosher dairy stamped, 2.52 oz. (71.4g) box. Package text reads, "30 calories per serving - 80 percent fewer calories than leading beverages - With other natural flavor - 5g fiber & 3g protein to help satisfy hunger - Sugar free - No caffeine - Low sodium - Gluten free." The retail price is \$2.50.	Added "Nutritional" Value	Reformulation	Hype
Fruit drinks	Kraft	Crystal Light - Pure Fitness Drink Mix - Grape; Lemon Lime; Strawberry Kiwi	Crystal Light Pure Fitness is "a low-calorie fitness Drink Mix that contains a combination of cane sugar and Truvia, Cargill's branded stevia-based natural sweetener." It is said to contain no artificial flavors or preservatives with just 15 calories per 8 fl. oz. serving. The mix comes in a 16 oz. packet and is sold in a 7-count box for a suggested retail price of \$3.29. Said to be aimed at women, it is available in the USA by Kraft Foods, Inc. in Lemon Lime, Strawberry Kiwi and Grape flavors. According to literature, "Each of the new Crystal Light Pure Fitness flavors contains electrolytes sodium and potassium to aid hydration during light physical activity. With only 3g of sugar and 3g of carbohydrates per serving," it is caffeine-free, gluten-free (and) allergen-free."	Added "Nutritional" Value, Added "Natural" Value (real sugar, organic)	Reformulation	Hype
		Crystal Light - Skin Essentials Nourishing Drink Mix - Pomegranate Lemonade; White Peach Tea	New Crystal Light Skin Essentials Nourishing Drink Mix is offered in the USA in a kosher stamped, 7-count, 0.63 oz. (18.5g) box containing individual 0.09 oz. (2.65g) packets by Kraft Foods, Inc. The beverage mix is sold in Pomegranate Lemonade and White Peach Tea varieties. Package text for the Pomegranate Lemonade version states, "Natural flavors with other natural flavors - Antioxidant vitamins & plant extracts to help nourish your skin - 90 Added percent fewer calories than leading beverages - Sensible solutions - 10 percent DV vitamins A, C and E - 5 calories per serving - Low sodium - No caffeine - Gluten free." The retail price is \$2.50 per box.	Added "Nutritional" Value	Reformulation	Hype

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Fruit drinks	Kraft	Crystal Light - Sunrise Drink Mix - Classic Orange; Ruby Red Grapefruit	Crystal Light Sunrise Drink Mix in Ruby Red Grapefruit and Classic Orange flavors are sold in new resealable, kosher stamped, 5-count, 3.4 oz. (96.3g), oval shaped, plastic canisters containing packets that make 2 quarts each. The powdered drink mix, from Kraft Foods Global, Inc., features "5 calories per serving (and) artificial flavor." Package text further reads, "100 percent Daily Value vitamin C and a good source of calcium - No caffeine - Low sodium - Gluten free." The retail price is \$4.49 each.	New Design/can type	New packaging	Neutral
		Crystal Light Energy - Drink Mix - Peach Mango; Wild Strawberry	Crystal Light Energy Drink Mix contains "Caffeine and energy releasing B vitamins to help you feel energized." Distributed in the USA by Kraft Foods Global, Inc., it comes in "natural flavor with other natural flavor" Peach Mango and Wild Strawberry varieties. The "Low sodium - Gluten free" mix comes in a 2.5g packet that is sold in a 5-count, 0.35 oz. shrink-wrapped cardboard envelope priced at \$1.97. Package copy features the kosher seal and reads, "90 percent fewer calories than leading beverages - 120mg of caffeine per serving and is a good source of B vitamins which help release energy from the food that you eat - This product is 10 calories, leading beverages 150 calories."		Reformulation	Negative
Fruit drinks	Kraft	Kool-Aid - Fun Fizz Drops - Gigglin' Grape; Laughin' Lemonade; Partyin' Punch	We have learned that Kool-Aid Fun Fizz Drops are expected to be launched in the USA by Kraft Foods, Inc. Literature states, "Bubbling with flavor, these fun-filled drink drops transform any 8-oz. glass of water into a colorful tasty drink with only five calories." The drops fit into the opening of a standard water bottle; one drop for an 8 oz. water bottle or two drops for a 16 oz. water bottle, and then dissolve into different flavors. The resulting beverage is non-carbonated and sugar-free. Debut flavors are Partyin' Punch, Gigglin' Grape and Laughin' Lemonade. Suggested retail price for a bag of eight drops is \$1.99.	New Product	New Product	Hype
Fruit drinks	Kraft	Kool-Aid Pop 'N Drop - Drink Tablets with Vitamin C & E - Fruit Fusion; Iced tea Twist	New to USA markets, Kool-Aid Pop 'N Drop Drink Tablets with Vitamin C & E have been introduced by Kraft Foods, Inc. Literature states, "Pop it outta the pack! - Drop it in some water! - Down it wherever you chill! Duh!" The Tablets come in Fruit Fusion and Iced Tea Twist flavors and are sold in a 6-count, 0.45 oz. (13g) box.	New Product	New Product	Neutral
Fruit drinks	Ocean Spray	Ocean Spray - Diet Juice - Blueberry; Blueberry Pomegranate; Cranberry Grape	Manufactured and distributed in the USA by Ocean Spray Cranberries, Inc., new Ocean Spray Diet Juice is sweetened with Splenda Brand sweetener. This beverage, "made with real fruit juice" is offered in Blueberry Pomegranate, Blueberry, and Cranberry Grape flavors and contains "5 calories per serving." They are sold in resealable, 64 fl. oz. (1.89 liter) plastic bottles priced at \$2.89 each.	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Fruit drinks	Ocean Spray	Ocean Spray - Juice Cocktail - Blueberry	Ocean Spray Juice Cocktail is offered in the USA and Canada in a new Blueberry flavor by Ocean Spray Cranberries, Inc. The resealable, 64 fl. oz. bottle is flagged, "No high fructose corn syrup, artificial colors or flavors." Company literature reads, "It's naturally sweetened - Plus, every glass has a daily dose of vitamin C, so it tastes good and it's good for you too!" It is said to be made with real blueberries.	New Flavor	New Flavor	Neutral
Fruit drinks	Ocean Spray	Ocean Spray - Juice Drink - Blueberry Pomegranate	Ocean Spray Juice Drink is offered in the USA in a new Blueberry Pomegranate flavor by Ocean Spray Cranberries, Inc. The resealable, 64 fl. oz. bottle is flagged, "No high fructose corn syrup, artificial colors or flavors." Company literature reads, "It's naturally sweetened - Plus, every glass has a daily dose of vitamin C, so it tastes good and it's good for you too!"	New Flavor	New Flavor	Neutral
Fruit drinks	Ocean Spray	Ocean Spray - On the Go Sugar Free Drink Mix Packets - Blueberry Lemonade; Blueberry Pomegranate	Ocean Spray On the Go Sugar Free Drink Mix Packets are distributed in the USA in new Blueberry Pomegranate and Blueberry Lemonade flavors by Ocean Spray Cranberries, Inc. The Sugar Free Blueberry Pomegranate Drink Mix is sold in a kosher stamped, 10-count, 1.1 oz. (30g) box containing individual packets. Package text reads, "5 calories per serving - Natural & artificial flavors - Just add to water! - Contains no fruit juice - Just 5 calories and 100 percent RDA of the antioxidant vitamin C in a convenient on-the-go packet! Enjoy it wherever and whenever you like." Mixing directions are given on the side of the box. The retail price is \$2.69 USD per box.	New Design/can type	New packaging	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Fruit drinks	Ocean Spray	Ocean Spray - Sugar Free Drink Mix Sticks - Cran-Grape; Cran-Lemonade; Cran-Pomegranate; Cranberry; White Cran-Peach; Sugar Free Drink Mixes - Ruby Red Grapefruit	Ocean Spray Cranberries, Inc. has introduced Ocean Spray Sugar Free Drink Mix Sticks in the USA. "Deliciously convenient and deliciously low in calories, it gives plain old water a boost of authentic, real fruit flavor, with just 5 little calories and 100 percent vitamin C." Offered in Cran-Pomegranate, Cran-Grape, White Cran-Peach, Cran-Lemonade, Cranberry and Ruby Red Grapefruit varieties, the drink mixes are presented in a 1.1 oz. box that contains "10 single-serve sticks" and carry a retail price of \$3.29 USD.	New Flavor	New Flavor	Neutral
		SoBe Lean - Tea - Honey Green	SoBe Lean Honey Green Tea "with love and antioxidants" is presented in a 20 fl. oz. resealable plastic bottle priced at \$1.00. Label copy reads, "All natural + 0 calories - Lean and mean - Very low sodium." It is distributed in the USA by South Beach Beverage Co.	New Flavor	New Flavor	Neutral
Fruit drinks	PepsiCo	Tropicana Trop 50 - Orange Juice Beverage - Pulp Free; Pulp Free Calcium & Vitamin D; Some Pulp	New Tropicana Trop 50 Orange Juice Beverage is available in the USA in Pulp Free, Some Pulp, and Pulp Free Calcium & Vitamin D varieties from Tropicana Products, Inc. The Pulp Free and Some Pulp varieties are sold in resealable, 59 fl. oz. cartons, while the Pulp Free Calcium & Vitamin D formula is offered in a kosher stamped, single-serve, 12 fl. oz. (355ml), plastic bottle with a shrink-wrap label and a resealable, 59 fl. oz. carton. Literature for Trop 50 reads, "Orange juice goodness with 50 percent less calories and sugar - We squeezed in the goodness of natural, oranges without all the calories and sugar. Enhanced with vitamins including 100 percent daily vitamin C. And, no artificial sweeteners. More of what you want, less of what you don't." The retail price for the 12 fl. oz. bottle is \$1.00. The suggested retail price is \$3.59 per 59 fl. oz. carton.	Fewer/ No Calories, Less/No sugar, Added "Natural" Value (real sugar, organic)	Reformulation	Hype
		Tropicana Trop50 - 50% Less Sugar & Calories Juice Beverage From Concentrate - Pineapple Mango; Pomegranate Blueberry	Tropicana Trop50 50% Less Sugar & Calories Juice Beverage From Concentrate is available in the USA in new Pineapple Mango and Pomegranate Blueberry flavors. Both beverages are sold in a kosher stamped, resealable, 59 fl. oz. (1.75 liter) carton with "juicy rewards" by Tropicana Manufacturing Company, Inc. Package text states, "Made with real fruit juices - 50 percent less sugar & calories than 100 percent juice blends - 100 percent vitamin C - This carton worth up to \$30 savings - No artificial sweeteners - 42 percent juice - Pasteurized - This carton is worth 6 points - Collect points online for healthy savings on healthy fun." The retail price is \$3.29 per carton.	New Flavor	New Flavor	Neutral
Fruit drinks	PepsiCo	Tropicana Trop50 - Juice Beverage From Concentrate - Farmstand Apple	Tropicana Trop50 Juice Beverage From Concentrate is now available in the USA in a new Farmstand Apple variety. The beverage is sold in a resealable 59 fl. oz. (1.75 liter) plastic bottle by Florida-based Tropicana Manufacturing Company, Inc. Package text states "50% less sugar & calories than apple juice - 100% vitamin C - No artificial sweeteners - 43% juice." The retail price is \$2.99 per bottle.	New Flavor	New Flavor	Neutral
		Tropicana Trop50 - Juice Beverage from Concentrate - Orange No Pulp; Orange Some Pulp; Orange with Calcium; Pineapple Mango; Pomegranate Blueberry	Tropicana Trop50 Juice Beverage from Concentrate is now sold in the USA in a resealable 59 fl. oz. (1.75 liter) plastic bottle by Florida-based Tropicana Manufacturing Company, Inc. The Pomegranate Blueberry variety states on the label "50% less sugar & calories than than pomegranate blueberry juices - 100% vitamin C - No artificial sweeteners - 45% juice." Other variants in the line include Pineapple Mango, Orange No Pulp, Orange Some Pulp and Orange with Calcium. The retail price per bottle is \$2.99 USD.	New Flavor	New Flavor	Neutral
Fruit drinks	PepsiCo	Tropicana Trop50 - Orange Juice Beverage with Vitamins - Some Pulp	Tropicana Trop50 Orange Juice Beverage with Vitamins is sold in a 59 oz. resealable carton with a suggested retail price of \$3.59. The "42 percent juice, pasteurized" Some Pulp variety is said to contain 50 percent less sugar and calories than Tropicana Pure Premium. Literature states, "Made with real, fresh oranges and no artificial sweeteners, each 8 oz. glass has 100 percent of your day's vitamin C and is a good source of potassium." It is sweetened with PureVia brand, "the highest quality, all-natural pure extract of the stevia plant that enhances the sweetness and flavor of orange juice, naturally." It is sold in the USA by Tropicana Products, Inc.	New Flavor	New Flavor	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Fruit drinks	PepsiCo	Tropicana Trop50' - Orange Juice Beverage with Vitamins - Pulp Free	Tropicana Trop50' Orange Juice Beverage with Vitamins is new in the USA from Tropicana Products, Inc. The Pulp Free drink has "no artificial sweeteners" and is sold in a resealable 59 oz. cardboard carton flagged, "50 percent less sugar and calories than Tropicana Pure Premium - 100 percent vitamin C - Squeezed from fresh oranges." It is promoted in FSIs that read, "Peel away the compromise, taste the goodness of orange juice with 50 percent less sugar and calories."	New Flavor	New Flavor	Neutral
	Welch Foods	Welch's - Light Juice 50 Calories - Mixed Berry; Purple Grape; Strawberry Mango; Light Juice Cocktail - Berry	Welch's Light Juice beverage with only 50 Calories per serving is offered in the USA in Strawberry Mango, Purple Grape, and Mixed Berry varieties. They are sold in resealable, 52 fl. oz. plastic bottles. Literature for this beverage reads, "2/3 fewer calories than Welch's 100 percent Grape Juice - 100 percent vitamin C - Sweetened with Splenda(r) - Made from Welch's own Concord grapes (grape flavor only)." Welch's Light Juice Cocktail, in a 64 fl. oz. plastic bottle, is available in a new Light Berry flavor containing "40 percent juice." This beverage is said to have only 70 calories per serving, to provide 10 percent Daily Value of calcium, and to be sweetened with Splenda(r).	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
	Welch Foods	Welch's Sugar Free Powdered Drink Mix - Dark Berry; Grape	Welch's Sugar Free Powdered Drink Mix has been introduced in the USA in a new Dark Berry "raspberry, blueberry, cranberry, grape" flavor from Welch's. It is presented in an individual plastic tub that is sold in a 6-count, 2.54 oz. (72g) resealable canister. Priced at \$3.47, package copy reads, "Antioxidant rich with vitamins C & E - 5 calories per serving." A Grape flavor is also available in this packaging.	New Design/can type	New packaging	Neutral
Fruit drinks	Welch Foods	Welch's Aqua Juice - All Natural Fruit Juice & Water	Welch's Aqua Juice, an All Natural Fruit Juice & Water "with added vitamin C," is new in the USA from Welch Foods, Inc. Touted as a "great-tasting naturally lighter juice beverage for kids," it comes in Apple, Fruit Punch and Strawberry Kiwi flavors, each sold in 52 fl. oz. plastic bottles. Literature states, "An 8 oz. glass of Welch's AquaJuice(tm) contains: less sugar than leading kids' fruit drinks - No high fructose corn syrup - No added sugar - No artificial sweeteners - 80 calories - One full serving of fruit (1/2 cup) - Excellent source of vitamin C."	New Product	New Product	Positive
	Welch Foods	Welch's Essentials - Juice Cocktail Blend - Concord Grape; Concord Blend - Concord Grape; Concord Grape Cranberry; White Grape Peach Mango	The "new" Welch's Essentials Juice Cocktail Blend is available in the USA in Concord Grape, Concord Grape Cranberry, and White Grape Peach Mango flavors from Welch Foods, Inc. Tagged, "Family farmer owned - No high fructose corn syrup," the beverages are sold in 64 fl. oz. (1.89 liter) plastic bottles. Label copy states, "With calcium + vitamin C & D - 3x the fruit juice of the leading juice cocktail blend - Flavored 2 juice cocktail blend from concentrate - Contains 50 percent juice - Pasteurized." The retail price is \$2.97 USD per bottle.	Added "Nutritional" Value	Reformulation	Hype
	Welch Foods	Welch's Living Lightly - Diet Flavored 5 Juice Low Calorie Beverage From Concentrate - Berry Pomegranate; Black Cherry; Peach Twist	"New!" Welch's Living Lightly Diet Flavored 5 Juice Low Calorie Beverage From Concentrate is sold in the USA in a shrink wrapped, 4-count, 56 fl. oz. (1.7 liter) package containing single-serve 14 fl. oz. (414ml) plastic bottles by Welch Foods, Inc. With only "10 calories per serving," the beverage is available in Berry Pomegranate, Black Cherry and Peach Twist flavors. The label for the Berry Pomegranate drink reads, "Living lightly(tm) - Sweetened with Splenda brand - Contains 5 percent juice - No artificial flavors or colors added - Pasteurized - Refrigerate after opening." The retail price is \$3.77 per 4 pack.	Fewer/ No Calories, Less/No sugar	Reformulation	Hype
Fruit drinks	Welch Foods	Welch's To Go! - Sugar Free Powdered Drink Mix - Black Cherry Concord Grape; Dark Berry; Grape Superfruit	Welch's To Go! Sugar Free Powdered Drink Mix comes in a Superfruit variety with the flavor of Concord Grape, Pomegranate and Acai. It is presented in a 0.11 oz. (3g) packet that is sold in a 10-count box priced at \$2.47. Package reads "Antioxidant rich with vitamins C & E - 5 calories per serving." Welch's also offers the drink mix packets in Dark Berry (raspberry, blueberry, cranberry, grape), Black Cherry Concord Grape and Grape flavors.	New Design/can type	New packaging	Neutral
	Arizona	AriZona - Organic Green Tea - Ginseng & Honey; Pomegranate; Yumberry	New Organic Green Teas from the Arizona Beverage Co. have been released in the USA under the AriZona brand name. The tea range consists of Pomegranate, Yumberry and Ginseng & Honey varieties that are claimed to be free from artificial colors, flavors and preservatives. They are presented in resealable bottles of 16 fluid ounce and 20 fluid ounce sizes. The larger format retails for \$1.99 USD.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Iced Tea	Arizona	AriZona - Organic Tea Water Made with Ozarka Natural Spring Water	AriZona Organic Tea Water Made with Ozarka Natural Spring Water is expected to be offered in the USA in resealable, 20 fl. oz. PET bottles with an oxygen barrier by Arizona Beverage Co. The barrier is claimed to protect the natural antioxidants and flavor of the tea from light and oxygen deterioration. Produced with Nestle Waters North America Ozarka(r) brand Natural Spring Water, the line is said to be available in the central south region. The suggested retail price is \$1.49.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Iced Tea	Arizona	AriZona - Organic Tea Water Made With Poland Spring Natural Spring Water - Organic Tea Water Made With Poland Spring Natural Spring Water - Green Tea; Mandarin Orange Green Tea; Pomegranate Green Tea; Yumberry	AriZona Organic Tea Water Made With Poland Spring Natural Spring Water is offered in resealable, 20 fl. oz. PET bottles with an oxygen barrier by Arizona Beverage Co. The barrier is claimed to protect the natural antioxidants and flavor of the tea from light and oxygen deterioration. Produced with Nestle Waters North America Poland Spring Natural Spring Water, the line includes Yumberry, Mandarin Orange Green Tea, Green Tea and Pomegranate Green Tea flavors. They are said to be organic tea infused waters that are low in calories and made with a combination of organic green tea, organic cane juice and fruit extracts. Suggested retail price is \$1.49 per bottle.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Iced Tea	Arizona	AriZona - Organic Tea Water Made with Zephyrhills Natural Spring Water	AriZona Organic Tea Water Made with Zephyrhills Natural Spring Water is expected to be offered in the USA in resealable, 20 fl. oz. PET bottles with an oxygen barrier by Arizona Beverage Co. The barrier is claimed to protect the natural antioxidants and flavor of the tea from light and oxygen deterioration. Produced with Nestle Waters North America Zephyrhills (r) brand Natural Spring Water, the line is said to be available in the south. The suggested retail price is \$1.49.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Iced Tea	Arizona	Arizona - Ready-To-Drink Beverage - Green Tea; Half & Half Lemonade Iced Tea; Lemon Tea; Sweet Tea	Ferolitto, Vultaggio & Sons has introduced Arizona Ready-To-Drink Beverage in the USA. Offered in Green Tea, Sweet Tea, Lemon Tea and Half & Half Lemonade Iced Tea varieties, the beverage is presented in a 20 oz. "tallboy PET bottle."	New Flavor	New Flavor	Neutral
Iced Tea	Arizona	AriZona Kidz - Lemon Flavored Iced Tea - Baseball; Basketball; Soccer Ball	New AriZona Kidz Lemon Flavored Iced Tea is available in the USA from Arizona Beverage Co. The single-serve 10 fl. oz. PET bottles are offered in Soccer Ball, Basketball, and Baseball shapes, with a percentage of the net sales donated to support "Operation Smile." Each bottle shape is claimed to protect the natural antioxidants and flavor of the tea and is sold in a 6 pack. AriZona Iced Tea is said to have no preservatives, artificial colors or artificial flavors, to use pure cane sugar as a sweetener, to contain 100 percent of the suggested daily intake of vitamin C and only 60 calories per serving. The suggested retail price is \$2.99 per 6 pack.	New Flavor	New Flavor	Neutral
Iced Tea	Arizona	AriZona Kidz Arnold Palmer - Half & Half Iced Tea Lemonade	The AriZona Kidz Arnold Palmer ready-to-drink iced tea has recently been made available to consumers in the USA. The Half & Half Iced Tea Lemonade from the Arizona Beverage Co. is claimed to be all-natural and is free from artificial colors, flavors and preservatives, according to trade literature. The tea is presented in a 10 fluid ounce plastic golf ball-shaped bottle. Company literature indicates that the decaffeinated tea contains a very low level of sodium. Package text states, "AriZona donates proceeds from the sale of this package to the Arnold Palmer Hospital for Children in Orlando, FL."	New Product	New Product	Negative
Iced Tea	Dr Pepper Snapple Group	Diet Snapple The Celebrity Apprentice - Naturally Flavored Diet Tropical Tea - Trop A Rocka Bret's Blend Tea	Diet Snapple Celebrity Apprentice Naturally Flavored Tropical Tea is new in the USA from Snapple Beverage Corp. It comes in a Bret's Blend Trop-A-Rocka variety crafted by Bret Michaels that is "made from green & black tea leaves." The low calorie, kosher pareve ready-to-drink tea comes in a 16 fl. oz. glass bottle and is sold in a 6-count, 96 fl. oz. (473ml) cardboard carrier priced at \$6.49. The package features the American Diabetes Association seal and is flagged, "Made from the best stuff on earth."	Association with Event/ Sponsorship	Other Marketing	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Iced Tea	Dr Pepper Snapple Group	Snapple - All Natural Ready to Drink Tea - Acai Mixed Berry Red Tea; Apple Plum White Tea; Asian Pear Green Tea; Diet Green Tea; Diet Lemon Tea; Diet Lime Green Tea; Diet Mango Green Tea; Diet Peach Green Tea; Diet Peach Tea; Nectarine White Tea; Peach Green Tea; Mango Green Tea; Peach Pomegranate Red Tea; Peach Tea; Pomegranate Raspberry Red Tea; Apple Plum White Tea; Diet Lemon Tea, Diet Peach Tea, Diet Peach Tea. Presented in single serving 16 fl.oz. glass bottles, the teas are available in the USA from Snapple Beverage Corp., an affiliate of Cadbury Schweppes.	We have learned that Snapple regular Teas have a new formula that uses sugar as the sweetener rather than high fructose corn syrup. The new formula is said to heighten the flavor derived from the tea leaves and "gives a calorie reduction in some cases of up to 20 percent." Varieties offered in the new formulation are Green Tea, Diet Green Tea, Mango Green Tea, Asian Pear Green Tea, Diet Lime Green Tea, Diet Peach Green Tea, Diet Mango Green Tea, Peach Green Tea, Acai Mixed Berry Red Tea, Peach Pomegranate Red Tea, Pomegranate Raspberry Red Tea, Apple Plum White Tea, Nectarine White Tea, Raspberry White Tea, Diet Lemon Tea, Diet Peach Tea and Diet Peach Tea. Presented in single serving 16 fl.oz. glass bottles, the teas are available in the USA from Snapple Beverage Corp., an affiliate of Cadbury Schweppes.	Fewer/ No Calories, Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Iced Tea	Dr Pepper Snapple Group	Snapple - All Natural Ready to Drink Tea - Lemon	According to sources, the Snapple "premium teas" line, available in the USA from Snapple Beverage Corp., is being reformulated and repackaged. The new formula is said to increase the flavor derived from the tea leaves, uses sugar as the sweetener, and has fewer calories. One of the All Natural Ready to Drink Teas is Lemon, which comes in single serving 16 fl. oz. glass bottles, and in 6-packs and 12-packs. Label copy reads, "Made with green & black tea leaves - Made from the best stuff on earth(r)." Reformulation	Fewer/ No Calories, Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Iced Tea	Unilever	Lipton Brisk - Iced Tea - Lemon; Peach; Raspberry; Strawberry Melon; Sweet Tea; with Lemonade Flavor	Lipton Brisk Iced Tea is available in the USA in a new 24 fl. oz. can and 1 liter plastic bottle featuring "mind blowing artists" graphics for each flavor. The Lipton Tea Co. offers Brisk Iced Tea with Lemonade Flavor with graphics from Soda (Canada), Sweet Tea in Tristan Eaton (New York) graphics, Raspberry with McFaul Studio (England) graphics, Peach with iLoveDust (England) graphics, Lemon with graphics from Matt Moore (Maine), and Strawberry Melon in Colletivo (Brazil) graphics. The suggested retail price is 99 cents USD per can.	Larger size	New packaging	Negative
Regular soda	Coca-Cola	Barq's - Soft Drink - Root Beer	Limited information indicates that Barq's Root Beer has been introduced in the USA in a new single serve 7.5 oz. (222ml) "mini can." Available from Coca-Cola North America, the new size is said to be a great option for smaller thirst occasions, and for calorie-conscious consumers. The cans of Soft Drink are sold in an 8-pack carrier.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola	Coca Cola - 90 Calorie Soft Drink	New Coca Cola 90 Calorie Soft Drink is expected to be offered in the USA in a smaller slim can. The Coca-Cola Co. is said to be offering consumers another health-conscious option.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola	Coca-Cola - 100 Calories per Can Soft Drink - Coca-Cola Classic; Coca-Cola Zero; Diet Coke; Sprite	Coca-Cola 100 Calories per Can Soft Drinks are sold in the USA in a new 8-count sleeve (64 fl. oz. - 1.89 liter total) containing single-serve 8 fl. oz. (237ml) cans by The Coca-Cola Co. The line includes Coca-Cola Classic, Diet Coke, Coca-Cola Zero, and Sprite. The retail price is \$3.99 per 8 pack.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola	Coca-Cola - Limited Edition Soft Drink - American Idol 9th Season	Coca-Cola is available in a Limited Edition American Idol 9th Season variety. The original formula Soft Drink is presented in a 13.5 fl. oz. (399ml) shrink-wrapped round bottle. Flagged, "Very low sodium," the beverage can be purchased in the USA from the Coca-Cola Co. for a retail price of \$1.00.	Association with Event/ Sponsorship	Other Marketing	Neutral
Regular soda	Coca-Cola	Coca-Cola - Soft Drink - Carbonated	We have learned that Coca-Cola Co. plans to introduce Coca-Cola Carbonated Soft Drinks in the USA in several new package sizes. Reportedly, they will include a 2-liter bottle that "uses the iconic" Coca-Cola Contour shape, a 50-Ounce Twin-Pack, a 16-Ounce Bottle priced at 99 cents and an 8.5 ounce Aluminum Bottle.	New Design/can type	New packaging	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Regular soda	Coca-Cola	Coca-Cola - Soft Drink - Cherry	From limited information, we have learned that Cherry Coca-Cola has been introduced in the USA in a new single serve 7.5 oz. (222ml) "mini can." Available from Coca-Cola North America, the new size is said to be a great option for smaller thirst occasions, and for calorie-conscious consumers. The cans are sold in an 8-pack carrier.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola	Coca-Cola - Soft Drink - Classic	We have learned that Coca-Cola North America has introduced Coca-Cola Classic Soft Drink in a new 90 calorie, single serve 7.5 oz. (221ml) "mini can." Available in the USA in an 8-count carrier, the can features an image of the Coca-Cola contour-shaped bottle in white on a red background. The new size is said to be a great option for smaller thirst occasions, and for calorie-conscious consumers.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola	Coca-Cola - Soft Drink - Zero	Coca-Cola Zero Soft Drink can be purchased in the USA in a new single serve 7.5 oz. (222ml) "mini can." Available in the USA from Coca-Cola North America, the cans are sold in 8 pack carriers. The new size is said to be a great option for smaller thirst occasions, and for calorie-conscious consumers.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola	Fanta - 100% Natural Flavor Soft Drink - Apple; Grapefruit; Orange; Zero Orange	We have learned that four flavors of 100% Natural Flavor Soft Drink will be introduced to the Fanta line by Coca-Cola North America. The varieties will include Orange, Zero Orange, Apple and Grapefruit. They will be sold in the USA in 12oz. and 20oz. ring-pull tab metal cans, 2L bottles, and in multi packs.	New Flavor	New Flavor	Neutral
Regular soda	Coca-Cola	Fanta - Orange Soda - Naturally Flavored	According to limited information, Fanta Orange Naturally Flavored Soda has been introduced in the USA in a new single serve 7.5 oz. (222ml) "mini can." The new size is said to be a great option for smaller thirst occasions, and for calorie-conscious consumers. Said to contain 100 calories each, the cans are sold in an 8-pack and are available from Coca-Cola North America.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola	Fanta - Soda - Orange	Fanta Orange Soda in 8 fl. oz. (237ml) ring pull-tab metal cans can be purchased in an 8-count, 64 fl. oz. (1.89 liter) cardboard box priced at \$3.49. Sold in the USA by Coca-Cola Co., package copy reads, "100 percent natural flavors - Caffeine free - Very low sodium."	New Design/can type	New packaging	Neutral
Regular soda	Coca-Cola	Sprite - Lemon-Lime Soda - No Caffeine	Sprite No Caffeine Lemon-Lime Soda has been introduced in a new 90 calorie, single serve 7.5 oz. (222ml) "mini can." Available in the USA, Coca-Cola North America sells the cans in 8 pack carriers. Flagged, "Natural flavors," the new size is said to be a great option for smaller thirst occasions, and for calorie-conscious consumers.	Smaller size	New packaging	Positive
Regular soda	Coca-Cola		Coca-Cola 100 Calories per Can Soft Drinks are sold in the USA in a new 8-count sleeve (64 fl. oz. - 1.89 liter total) containing single-serve 8 fl. oz. (237ml) cans by The Coca-Cola Co. The line includes Coca-Cola Classic, Diet Coke, Coca-Cola Zero, and Sprite. The retail price is \$3.99 per 8 pack.	Smaller size	New packaging	Positive
Regular soda	Dr Pepper Snapple Group	7-Up - Cherry Antioxidant Soft Drink - Diet; Regular	"New" 7-Up Cherry Antioxidant Soft Drink is available in the USA in Regular and Diet formats, canned by Adirondack Beverages under the authority of Dr Pepper/Seven Up, Inc. They are sold in single-serve, 8 fl. oz. (240ml) squat cans, 2 liter bottles and 12 packs. Package text reads, "100 percent natural flavors - Naturally flavored cherry soda with other natural flavors - Contains no juice - Caffeine free - Low sodium - Contains antioxidant vitamin E." The retail prices are 25 cents for the 8 fl. oz. cans and 79 cents for the 2 liter sizes.	Added "Nutritional" Value	Reformulation	Hype
Regular soda	Dr Pepper Snapple Group	7UP - Limited Edition Soft Drink 100% Natural Flavors - Diet Pomegranate with Antioxidant Vitamin E; Pomegranate with Antioxidant Vitamin E	The 7UP Limited Edition Pomegranate with Antioxidant Vitamin E and Diet Pomegranate with Antioxidant Vitamin E Soft Drinks are available in the USA for the holiday season from Cadbury Schweppes. Made with 100% Natural Flavors, both soft drink formats are sold in 2 liter plastic bottles and 12 packs containing single serve 8 fl. oz. cans. 7UP products are said to be naturally flavored and caffeine free.	New Flavor	New Flavor	Neutral
Regular soda	Dr Pepper Snapple Group	Canada Dry - Ginger Ale - Diet; Regular	We have learned that Canada Dry Ginger Ale is available in 8 fl. oz. (237ml) ring pull-tab metal cans that are sold in an 8-count, 64 fl. oz. (1.89 liter) cardboard box. In the USA, Cadbury Schweppes offers the 8 oz. cans of the soft drink in Regular and Diet versions.	Smaller size	New packaging	Positive

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Regular soda	Dr Pepper Snapple Group	Crush - Soda Soft Drink - Lime	New "caffeine free" Crush Lime Soda is available in the USA in a 20 fl. oz. (591ml) plastic bottle with a twist-off cap from Dr Pepper/Seven Up, Inc. it is tagged, "Naturally flavored - Contains no juice." The retail price is 1.48 USD.	New Flavor	New Flavor	Neutral
Regular soda	Dr Pepper Snapple Group	Dr Pepper - Soft Drink - 2010 Game Day Bottle	Dr Pepper Soft Drink comes in a 16.9 fl. oz. resealable plastic 2010 Game Day Bottle. The football-shaped bottle is available in the USA from Dr Pepper/Seven Up, Inc. for a retail price of \$1.00.	Association with Event/ Sponsorship	Other Marketing	Neutral
Regular soda	Dr Pepper Snapple Group	Dr Pepper - Soft Drink - Cherry; Cherry Vanilla; Diet Cherry; Diet Cherry Vanilla	Dr Pepper Soft Drink has been introduced in the USA in new Cherry Vanilla, Diet Cherry Vanilla, Cherry, and Diet Cherry flavors. Dr Pepper/Seven Up, Inc. offers these flavors in 8 fl. oz. (240ml), 16.9 fl. oz. and 20 fl. oz. plastic bottles and in 12 fl. oz. cans.	New Flavor	New Flavor	Neutral
Regular soda	Dr Pepper Snapple Group	Dr Pepper - Soft Drink - Cherry; Diet Cherry	New Dr Pepper Cherry and Diet Cherry Soft Drink will soon be available in the USA in a smoother, kiss of cherry flavor. Both varieties will be sold in single-serve cans by Dr Pepper/Seven Up, Inc.	New Flavor	New Flavor	Neutral
Regular soda	Dr Pepper Snapple Group	Dr Pepper - Soft Drink Made with Real Sugar - 125th Anniversary	Plano, TX-based Dr Pepper/Seven Up, Inc. has introduced Dr Pepper Soft Drink Made with Real Sugar to promote its 125th Anniversary. It will be offered in 12 oz. cans and 20 oz. bottles with limited edition 125th Anniversary designs. The six different can designs featuring old logos in the company's deep red, and colorful designs include "I'm a Pepper, Drink a bite to eat at 10:2 and 4 o'clock," and Women on a swing. Twelve-pack cases are available that "highlight key moments from the brand's history."	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Regular soda	Dr Pepper Snapple Group	Dr Pepper - Soft Srink - Made with Real Sugar	Dr Pepper Snapple Group Inc. has rolled out Dr Pepper Made With Real Sugar Soft Drink for the consumer market in the USA. Dr Pepper is releasing the new formulation in honor of its 125th anniversary, the latest in a series of moves by soda-makers to temporarily swap out high fructose corn syrup with cane sugar. Cans and bottles will feature old logos in the company's deep red, and colorful designs with lions and bright swirls of color harking back to the 1960s.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Regular soda	Dr Pepper Snapple Group	Dr Pepper - Soft Drink - 2009 Official Game Day Bottle	The Dr. Pepper Soft Drink is sold in the USA in a new 2009 Official Game Day Bottle by Dr Pepper/Seven Up, Inc. The beverage is featured in a 16.9 fl. oz. (500ml), football shaped, plastic bottle with a twist-off cap and a shrink wrap label depicting football and yardage field markings for graphics. The label is flagged, "Touchdown!" The retail price is \$1.13.	Association with Event/ Sponsorship	Other Marketing	Neutral
Regular soda	Dr Pepper Snapple Group	Halloween promotion	New Happy Halloween Soft Drinks are offered in the USA in single-serve 8 fl. oz. (240ml) cans with color changing ghosts. The line includes A&W Root Beer, Sunkist Orange Soda, and 7-Up varieties in plastic carrier 6 packs from Dr Pepper/Seven Up, Inc. Package text for the A&W Root Beer reads, "Chill to thrill! Ghosts change color! Made with aged vanilla - Caffeine free - Low sodium." The retail price is \$2.25 per 6 pack.	Association with Event/ Sponsorship	Other Marketing	Negative
Regular soda	Dr Pepper Snapple Group	Happy Halloween - Soft Drink - 7-Up; A&W Root Beer; Sunkist Orange Soda	New Happy Halloween Soft Drinks are offered in the USA in single-serve 8 fl. oz. (240ml) cans with color changing ghosts. The line includes A&W Root Beer, Sunkist Orange Soda, and 7-Up varieties in plastic carrier 6 packs from Dr Pepper/Seven Up, Inc. Package text for the A&W Root Beer reads, "Chill to thrill! Ghosts change color! Made with aged vanilla - Caffeine free - Low sodium." The retail price is \$2.25 per 6 pack.	Association with Event/ Sponsorship	Other Marketing	Negative
Regular soda	Dr Pepper Snapple Group	Sunkist Solar Fusion - Soda - Tropical Mandarin	A new Tropical Mandarin flavored Soda from the Dr. Pepper Snapple Group that is claimed to contain added caffeine and B vitamins is now on the market in the USA. The Sunkist Solar Fusion soft drink is presented in a resealable 20 ounce plastic bottle that sells for \$1.29 USD. According to trade literature, the soda is additionally available in the following formats: a 2 liter plastic bottle that sells for \$1.89 USD; Six and Twelve-count 12 fluid ounce aluminum cans that sell for \$2.99 USD and \$5.29 USD, respectively.	Added "Nutritional" Value, extra caffeine	Reformulation	Negative

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Regular soda	Dr Pepper Snapple Group		New Happy Halloween Soft Drinks are offered in the USA in single-serve 8 fl. oz. (240ml) cans with color changing ghosts. The line includes A&W Root Beer, Sunkist Orange Soda, and 7-Up varieties in plastic carrier 6 packs from Dr Pepper/Seven Up, Inc. Package text for the A&W Root Beer reads, "Chill to thrill! Ghosts change color! Made with aged vanilla - Caffeine free - Low sodium." The retail price is \$2.25 per 6 pack.	Association with Event/ Sponsorship	Other Marketing	Negative
Regular soda	PepsiCo	Diet Pepsi - Caffeine Free Soft Drink - 1.5 Liter; 8 Pack Fridge Mate	We have learned that in the USA, PepsiCo, Inc. is test marketing its 12 fl. oz. (355ml) cans of Soft Drinks in new 8-Pack Fridge Mates. The test is said to include Caffeine Free Diet Pepsi in a 96 fl. oz. (2.84 liter) pack. Package copy reads, "Fits in your fridge." Reportedly, a 1.5 Liter bottle for its most popular soft drink lines will also be introduced.	New Design/can type	New packaging	Neutral
Regular soda	PepsiCo	Mountain Dew - Diet Soft Drink - UltraViolet	Promoted as the first time an exclusively diet flavored line extension has been offered in the brand's history, Pepsi-Cola North American Beverages (PCNAB) has just launched Diet Mountain Dew UltraViolet (a.k.a. Ultra Violet) for a limited time in the USA. Described on labels as a "zero calorie dew," the new limited edition carbonated Soft Drink is said to combine the light citrus flavor of Diet Mountain Dew with a refreshing juicy rush of mixed berries without the calories." It anticipated to be available for a 12-week period starting this month.	New Flavor	New Flavor	Neutral
Regular soda	PepsiCo	Mountain Dew - Limited Time Only Throwback Soda	The Mountain Dew Limited Time Only Throwback Soda is sold in the USA in a 2 liter plastic bottle and a 12 pack containing single serve 12 fl. oz. bottles by PepsiCo, Inc. Package text reads, "Ya-hooo! - Made with real sugar - Low sodium." The suggested retail prices are \$1.79 and \$4.99, respectively.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Regular soda	PepsiCo	Mountain Dew - Soda - Distortion Lime Blasted Dew; Typhoon Punch of Tropical Dew; White Out Smooth Citrus Dew	New Mountain Dew Soda flavors will be offered in three experimental new flavors for a limited time, with the winning flavor becoming a permanent part of the Mountain Dew line-up by PepsiCo, Inc. The flavors include Distortion Lime Blasted Dew in a resealable bottle, Typhoon Punch of Tropical Dew in a single-serve can, and White Out Smooth Citrus Dew in a resealable bottle.	New Flavor	New Flavor	Neutral
Regular soda	PepsiCo	Mountain Dew - Soda - Throwback	New Mountain Dew Throwback Soda will be offered in the USA for a limited time only by Pepsi-Cola. It will be available in a resealable, single-serve, 20 fl.oz. (591ml) plastic bottle priced at \$.99 that is said to feature graphics with a retro-look. It is "made with real sugar (real cane sugar)."	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Regular soda	PepsiCo	Mtn Dew Game Fuel - Limited Edition World of WarCraft Alliance Blue Mountain Dew - Dew with Wild Fruit; Limited Edition World of WarCraft Horde Red Mountain Dew - Dew with Citrus Cherry	New Mtn Dew Limited Edition World of WarCraft Horde Red Mountain Dew is offered in the USA featuring iconic characters from the online role-playing game World of Warcraft, by PepsiCo, Inc. Sold in 8 fl. oz. (240ml) cans and in 20 fl. oz. resealable bottles are, Horde Red Mountain Dew in a Dew with Citrus Cherry flavor and Alliance Blue Mountain Dew in a Dew with Wild Fruit flavor.	Association with Event/ Sponsorship	Other Marketing	Neutral
Regular soda	PepsiCo	Pepsi - Soda - Throwback	New Pepsi Throwback Soda will be offered in the USA for a limited time only by Pepsi-Cola. It will be available in a resealable, single-serve, 20 fl. oz. (591ml) plastic bottle, priced at \$.99 that is said to feature graphics with a retro-look. It is "made with real sugar (real cane sugar)."	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Regular soda	PepsiCo	Pepsi - Soft Drink - All 4 One; Everybody, Joy; Together	Pepsi Soft Drink can be purchased in the USA in 16 fl. oz. (473ml) aluminum bottles priced at \$1.50. The recyclable bottle has a pry off cap and is offered in 4 graphic versions; Together, Everybody, All 4 One and Joy. Flagged, "very low sodium" the carbonated beverage is manufactured by Purchase, NY-based Pepsi-Cola.	New Design/can type	New packaging	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Regular soda	PepsiCo	Pepsi Natural - All Natural Cola	New Pepsi Natural will soon be offered in the USA in an All Natural Cola version by Pepsi-Cola. The single-serve 12 fl. oz. (355ml) glass bottle is tagged, "Made with sparkling water, sugar & kola nut extract." It is also said to contain a natural caramel. This beverage will be sold in the single-serve glass bottle and in a 4 pack.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Regular soda	PepsiCo	Sierra Mist - Diet Caffeine Free Lemon-Lime Soda - Ruby Splash; Regular Caffeine Free Lemon-Lime Soda - Ruby Splash	New Sierra Mist Ruby Splash is offered in the USA in Regular and Diet Caffeine Free Lemon-Lime Soda versions by Pepsi-Cola. Company literature reads, "The refreshing lemon-lime soda you know with and uplifting splash of ruby grapefruit flavor. It's liquid sunshine." Both versions are sold in single-serve 8 fl. oz. (240ml) and 12 fl. oz. cans, a 20 fl. oz. plastic bottle with a twist-off cap, a 2 liter bottle and a 12 pack containing 12 fl. oz. cans.	New Flavor	New Flavor	Neutral
Regular soda	PepsiCo	Sierra Mist Natural - Lemon-Lime Soda	The newly reformulated Sierra Mist Natural Lemon-Lime Soda "with other natural flavors" is now "made with real sugar," instead of high fructose corn syrup. "Caffeine free" Sierra Mist(r) Natural is sold in the USA in a resealable 20 fl. oz. (591ml) plastic bottle, a 2 liter bottle and a 12 pack of single-serve cans by PepsiCo, Inc. Label copy reads, "No artificial ingredients - Contains no juice - Very low sodium." This beverage is also said to have no preservatives. The retail prices are 99 cents, \$1.25, and \$4.00 USD, respectively, per sizes.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Sports drink	Coca-Cola	Powerade - Sports Drink - Sour Melon Flavor	The newly reformulated Powerade Sports Drink is expected to be available in the USA in a Sour Melon flavor. Produced by The Coca-Cola Co., the new formulation is claimed to contain the latest in hydration science that will enhance the brand's ION4 advanced electrolyte system.	Added "Nutritional" Value	Reformulation	Neutral
Sports drink	Coca-Cola	Powerade ION4 - Sports Drink with Vitamins - Fruit Punch; Grape; Lemon Lime; Mountain Berry Blast; Orange; Sour Melon; Strawberry Lemonade; White Cherry	Coca-Cola Co. has recently launched new sizes of its Powerade ION4 Sports Drink with Vitamins in the USA. According to company literature, the sports drinks help replenish four electrolytes lost in sweat. They are also said to be formulated with a 6 percent carbohydrate solution "to help provide energy to working muscles and vitamins B3, B6 and B12 to help support energy metabolism." The 32 ounce plastic bottle is available in Strawberry Lemonade, White Cherry, Mountain Berry Blast, Sour Melon, Grape, Orange and Lemon Lime varieties. The 20 ounce version is offered in Lemon Lime, Orange, Grape, Fruit Punch, Mountain Berry Blast and Strawberry Lemonade varieties. The 24-count 20 ounce bottles are offered in Strawberry Lemonade, Mountain Berry Blast, Fruit Punch, Grape, Orange and Lemon Lime variants. The 8-count 20 ounce bottles are available in Lemon Lime, Orange, Grape, Fruit Punch, Mountain Berry Blast and Strawberry Lemonade varieties. The Powder format, which is presented in a resealable plastic canister, is offered in Mountain Berry Blast and Fruit Punch varieties.	Larger size	New packaging	Negative
Sports drink	Coca-Cola	Powerade Play - Vitamin Enhanced sports drink; Fruit Punch; Grape; Mixed Berry; Orange	Powerade Play Vitamin Enhanced Sports Drink is sold in the USA in a shrink wrapped, 6 pack containing single-serve, 12 fl. oz. bottles and featuring an caricature of Venus Williams by The Coca-Cola Co. Package text for the Orange flavored beverage reads, "Less sugar - More vitamins - Contains 25 percent less sugar than the leading sports drink, 100 percent more of the DV of vitamin C and 20 percent more of the DV of vitamins B3, B5, B6, B12 and zinc. Ion4(tm) advanced electrolyte system - Other natural flavors." The retail price is \$3.99. Powerade Play is also offered in Grape, Fruit Punch, and Mixed Berry flavors.	New Flavor	New Flavor	Neutral
Sports drink	Coca-Cola	Powerade Play - Vitamin Enhanced Sports Drink - Fruit Punch; Grape; Mixed Berry; Orange	Powerade Play Vitamin Enhanced Sports Drink, in Fruit Punch, Mixed Berry, Grape and Orange flavors, is distributed in the USA by Coca-Cola Co. Said to be formulated to provide hydration and nutrients for young athletes, each "all natural flavor" offers "all of the benefits of the ION4(r) electrolyte system, plus 20 percent of the daily value of zinc, 100 percent of the daily value of vitamin C and 20 percent of the daily value of vitamins B3, B5, B6 and B12," and contains "25 percent less sugar than leading sports drinks." They are each sold in a 12-pack of 12 fl. oz. plastic bottles.	New Product	New Product	Negative

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Sports drink	Coca-Cola	Powerade X ION4 - Advanced Electrolyte System Sports Drink - Fruit Punch	We have learned that Coca-Cola Co. has reformulated the Powerade Sports Drink line. Named Powerade X ION4, the Advanced Electrolyte System now includes the electrolytes sodium, potassium, calcium and magnesium that are lost during exercise. Sold in the USA in a 32 fl. oz. resealable plastic bottle, it comes in "8 thirst-quenching flavors" including Fruit Punch.	"Nutritional" Value	Reformulation	Neutral
Sports drink	Coca-Cola	Powerade Zero - Zero Calorie Sport Drink with ION4 - Arctic Cherry Shatter; Fruit Punch; Grape; Lemon-Lime; Mountain Berry Mist; Orange; Sour Melon; Strawberry Mountain Berry Mist; Strawberry Lemonade	Coca-Cola Co. has introduced Powerade Zero Calorie Sport Drink with ION4 Advanced Electrolyte System to USA markets. According to literature, "The unique formulation contains sodium, potassium, calcium and magnesium, plus B vitamins - and no calories." Presented in resealable 12 fl. oz. plastic bottles, flavors are Lemon-Lime, Orange, Mountain Berry Mist, Strawberry Lemonade, Grape, Sour Melon, Fruit Punch and Arctic Cherry Shatter.	Fewer/ No Calories	Reformulation	Hype
Sports drink	PepsiCo	Gatorade - Thirst Quencher - Championship Blue; Championship Gold; Championship Red	The Gatorade Co., "a division of PepsiCo," has introduced Gatorade Thirst Quencher in a "limited edition Jordan series (to) commemorate Michael Jordan's induction to the Naismith Memorial Basketball Hall of Fame this fall." Three new flavors are available that come in 32 oz. (946ml) resealable plastic bottles with two label versions each. Identified as "a blueberry cherry blend," labels for the Championship Blue flavor "celebrate Jordan's early rise to stardom. Based on Jordan's favorite Gatorade flavor, the citrus orange blend of Championship Gold turns the spotlight on Jordan's enduring business acumen." The Championship Red berry blend flavor comes in "two labels (that) honor Jordan's enduring legacy."	Association with Event/ Sponsorship	Other Marketing	Neutral
Sports drink	PepsiCo	Gatorade A.M. Shine On - Thirst Quencher - Orange-Strawberry; Tropical-Mango	Gatorade Company, a division of PepsiCo, has renamed and repackaged its Gatorade Thirst Quencher line of sports drinks in the USA. Gatorade A.M., now called Shine On, comes in Orange-Strawberry and Tropical-Mango varieties, each sold in 32 fl. oz. plastic bottles. They are also sold in 20 fl. oz. plastic bottles, as well as in 8-packs of 20 fl. oz. bottles and in 6-packs of 12 fl. oz. bottles. The Shine On name is printed down the front of the label as "SH (iconic lightning/energy bolt) INE ON." Literature states, "Get the most out of your morning with Shine On. Our scientifically baked formula, coupled with a boost of vitamin C, is the ideal way to help ensure you're properly hydrated before you hit your work out hard."	New name	Other Marketing	Neutral
Sports drink	PepsiCo	Gatorade Fierce Bring It - Thirst Quencher - Grape; Melon; Strawberry	Gatorade Company, a division of PepsiCo, has renamed and repackaged its Gatorade Thirst Quencher line of sports drinks in the USA. Gatorade Fierce, now called Bring It, comes in Grape, Melon and Strawberry varieties, each sold in 32 fl. oz. plastic bottles. They also come in 20 fl. oz. plastic bottles, as well as in 8-packs of 20 fl. oz. bottles and 6-packs of 12 fl. oz. bottles. The Bring It name is printed down the front of the label as "BR (iconic lightning/energy bolt) ING IT." This "performance drink that helps your body metabolize energy" is said to be formulated with vitamins B3, B5 and B6. It "helps optimize hydration and performance while providing nutrients necessary for active lifestyles."	New name	Other Marketing	Neutral
Sports drink	PepsiCo	Gatorade G - Thirst Quencher - Blueberry-Pomegranate; Fruit Punch; Grape; Lemon-Lime; Orange; Strawberry-Kiwi	Gatorade Company, a division of PepsiCo, has renamed and repackaged its Gatorade line of sports drinks in the USA. The original Gatorade line, now called Gatorade G Thirst Quencher, comes in a 32 fl. oz. plastic bottle labeled with a "large letter G next to the brand's iconic (lightning/energy) bolt." The varieties - Lemon-Lime, Blueberry-Pomegranate, Fruit Punch, Grape, Orange and Strawberry-Kiwi - are also sold in 20 fl. oz. plastic bottles, as well as in 8-packs of 20 fl. oz. bottles and in 6-packs of 12 fl. oz. plastic bottles. Gatorade G Thirst Quencher is a "unique blend of fluid, electrolytes and carbohydrates."	New name	Other Marketing	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Sports drink	PepsiCo	Gatorade G Natural - Low Calorie Thirst Quencher - Berry; Thirst Quencher - Orange Citrus	Gatorade G Natural Thirst Quencher is said to be designed to deliver a blend of carbohydrates and key electrolytes when your body needs them most. It comes in an Orange Citrus flavor and "helps to restore fluid balances, fight re-sealable plastic bottle, a Berry flavored Low Calorie variety is also available. It is said to contain only 20 calories per 8 oz. serving. The beverages are new in the USA, from Gatorade Co., an affiliate of PepsiCo.	Added "Natural" Value (real sugar, organic)	Reformulation	Hype
Sports drink	PepsiCo	Gatorade G Series - Perform 02 Thirst Quencher Low Calorie Powder - Fruit Punch; Grape; Perform 02 Thirst Quencher Powder - Fruit Punch; Grape; Lemon-Lime; Orange	Gatorade G Series Perform 02 Thirst Quencher is said to deliver a unique formula of sodium, potassium and essential carbohydrates to your muscles and mind during the heat of battle. The Powder variety is presented in a resealable canister and comes in Lemon-Lime, Fruit Punch, Orange and Grape flavors. Literature states, "Gatorade Powder is now part of G series as 02 Perform, designed to maintain your body fluid and energy level during competition and exercise." Perform 02 Thirst Quencher Low Calorie Powder is presented in a 0.4 oz. (12.1g) "on-the-go package" that you just add to water. It comes in Fruit Punch and Grape flavors and "has all the electrolytes of Original Gatorade, but with only 20 calories/energy per serving." The beverage mixes are available the USA by Gatorade Co., an affiliate of PepsiCo.	New Design/can type	New packaging	Neutral
Sports drink	PepsiCo	Gatorade G Series - Prime 01 Pre-Game Fuel - Berry	Coming soon to USA markets, Prime 01 Pre-Game Fuel is included in Gatorades' new G Series line. Reportedly, Prime 01 is meant to be consumed just before exercise and includes carbohydrates, sodium and potassium. Sold in 4-ounce pouches, it is said to be filled with B-vitamins and electrolytes, and offered in Berry and two other flavors.	New Product	New Product	Neutral
Sports drink	PepsiCo	Gatorade G Series - Recover 03 Post-Game Protein Drink - Lemon-Lime Orange; Mixed Berry; Strawberry-Kiwi	A new Gatorade G Series has been introduced to USA consumers. One of the products, Recover 03, is touted as "the world's first rehydrating protein drink." It is said to be meant for use after exercise and to contain 16 grams of whey protein. The beverage is offered in three flavors including Strawberry-Kiwi, Mixed Berry and Lemon-Lime Orange and is sold in a 16.9 oz. bottle. Literature states, "Drink it coming right out of the chute or field to start rebuilding your fatigued muscles."	New Product	New Product	Neutral
Sports drink	PepsiCo	Gatorade G2 - Low Calorie Thirst Quencher - Blueberry-Pomegranate; Fruit Punch; Grape; Lemon-Lime; Orange; Strawberry-Kiwi	Gatorade Company, a division of PepsiCo, has renamed and repackaged its Gatorade line of sports drinks in the USA. G2 Low Calorie Thirst Quencher, featuring new packaging graphics, comes in a 32 fl. oz. plastic bottle labeled with a "large letter G next to the brand's iconic (lightning/energy) bolt." The varieties - Blueberry-Pomegranate, Fruit Punch, Grape, Lemon-Lime, Orange and Strawberry-Kiwi - are also sold in 20 fl. oz. plastic bottles, as well as in 8-packs of 20 fl. oz. bottles and in 6-packs of 12 fl. oz. bottles. Literature states, "G2 has the same amount of electrolytes as our original Gatorade formula, but with only 25 calories per serving. And with added B, C, and E vitamins, it's a great low calorie sports drink for helping nourish every athlete, every day."	Fewer/ No Calories	Reformulation	Hype
Sports drink	PepsiCo	Gatorade Rain No Excuses - Thirst Quencher - Berry; Cherry; Lime; Strawberry-Kiwi; Tangerine	Gatorade Company, a division of PepsiCo, has renamed and repackaged its Gatorade Thirst Quencher line of sports drinks in the USA. Gatorade Rain, now called No Excuses, comes in Berry, Cherry, Lime, Strawberry-Kiwi and Tangerine varieties, each sold in 32 fl. oz. plastic bottles. They are also sold in 20 fl. oz. plastic bottles, as well as in 8-packs of 20 fl. oz. bottles and in 6-packs of 12 fl. oz. bottles. The No Excuses name is printed down the front of the label as "NO (iconic lightning/energy bolt) EXC USES." Literature states, "No Excuses combines our scientifically backed formula with a light, refreshing taste that finishes clean. It's the best choice when you want to hit it hard, but don't want your flavor to."	New name	Other Marketing	Neutral
Sports drink	PepsiCo	Gatorade Thirst Quencher - Powder Pack - Fruit Punch; Lemon-Lime; Orange	The Gatorade Co. has introduced Gatorade Thirst Quencher in new "single-serve Powder Packs that, when mixed with a 16.9 oz. bottle of water, provide the same benefits as their ready-to-drink counterpart." The 1.0 oz. (30g) packets are sold in an 8-count, 8.4 oz. box and come in Lemon-Lime, Fruit Punch and Orange flavors."	New Design/can type	New packaging	Neutral

Category	Company	Brand & Product Name	Description	Novel Aspect of Product	Categorization	Type of Change
Sports drink	PepsiCo	Gatorade Tiger Focus - Thirst Quencher - Cool Fusion; Quiet Storm; Red Devil; True Force	Gatorade Company, a division of PepsiCo, has renamed and repackaged its Gatorade Thirst Quencher line of sports drinks in the USA. Gatorade Tiger, now called Focus, has been reformulated to include "theanine which, combined with carbohydrate and advanced hydration, helps promote mental focus." The varieties - Red Devil, Cool Fusion, Quiet Storm and True Force - are each sold in 32 fl. oz. and 16.9 fl. oz. plastic bottles, as well as in 8-packs of 16.9 fl. oz. bottles. The Focus name is printed down the front of the label as "FO (iconic lightning/energy bolt) CUS." Literature states, "Gatorade Tiger is designed with athletes in mind, helping them to be as mentally tough as they are physically. With added vitamin E, 25 percent more electrolytes, and low calories, this formula helps focus your mind and your body by providing hydration, energy, and theanine* - L-theanine, Suntheanine(r). Tiger Woods - Officially licensed product."	Added "Nutritional" Value	Reformulation	Hype
Sports drink	PepsiCo	Gatorade X-Factor Be Tough - Thirst Quencher - Fruit Punch+Berry; Lemon-Lime+Strawberry	Gatorade Company, a division of PepsiCo, has renamed and repackaged its Gatorade Thirst Quencher line of sports drinks in the USA. Gatorade X-Factor, now called Be Tough, comes in Fruit Punch+Berry, Lemon-Lime+Strawberry and Orange+Tropical Fruit varieties, each sold in 32 fl. oz. plastic bottles. They are also sold in 20 fl. oz. plastic bottles, as well as in 8-packs of 20 fl. oz. bottles and in 6-packs of 12 fl. oz. bottles. The Be Tough name is printed down the front of the label as "BE (iconic lightning/energy bolt) TOU GH." This "formula helps optimize hydration and performance while antioxidant vitamin E helps to protect your body." This "performance drink that helps your body metabolize energy" is said to be formulated with vitamins B3, B5 and B6. It "helps optimize hydration and performance while providing nutrients necessary for active lifestyles."	Added "Nutritional" Value	Reformulation	Hype

Source: Product Launch Analytics, Datamonitor

Table C1. Advertising spending by category and company: 2008-2010

		Total ad spending (\$000)			TV spending (\$000, 2010)				Other media (\$000, 2010)					FSI Coupon
		2008	2009	2010	National	Spot	Spanish-language	Total	Magazines	Internet	Radio	Outdoor	Newspaper	
Regular soda														
Coca-Cola	Coca-Cola Classic, Sprite, Fanta, Mello Yello, Vault, Other brands (Lift, Fresca Regular)													
	Dr Pepper, 7-Up, Canada Dry Ginger Ale, Sunkist, RC Cola, Sun-Drop, A&W, Squirt, Crush													
	PepsiCo	58,552	70,839	103,862	81,802	3,573	7,443	92,817	1,795	99	6,788	2,225	120	19
	Hansen Beverage Company	92,158	109,697	90,322	58,236	15,692	0	73,927	5,826	6,089	3,450	1,030	0	0
	Other companies	35	37	0	0	0	0	0	0	0	0	0	0	0
		6,333	1,439	6,188	3,633	1,980	0	5,613	4	13	275	64	145	74
		290,344	294,319	351,424	240,903	22,248	33,680	296,831	9,484	7,808	21,388	9,550	6,267	93
Soda brand														
Coca-Cola	Coca-Cola, Sprite, Cascal, Mello Yello, Vault, Fanta, Other Coca-Cola brands (IC, Frisco)													
	7 Up, Dr Pepper, Canada Dry, Crush, Squirt, Sunkist, Vernors, Dr Pepper Snapple Group brands, Schweppes, Penafiel													
	PepsiCo	13,298	13,730	15,061	477	13	0	490	148	8,639	1,520	4,151	0	113
Hansen Beverage Company	Pepsi-Cola, Mountain Dew, Sierra Mist, Manzanita Sol, Kas Mas													
	Hansen	11,870	8,617	5,901	0	490	0	490	64	1,290	1,308	1,334	1,415	0
	All brands	0	0	55	0	0	0	0	0	0	0	0	0	55
Other companies	1,204	509	679	0	2	0	2	100	11	58	502	6	0	0
	52,038	50,034	80,436	1,201	557	0	1,758	706	47,058	5,539	23,773	1,434	168	
Diet soda														
Coca-Cola	Coca-Cola Zero, Diet Coke, Diet Sprite, Diet Fresca													
	Dr Pepper Snapple Group	77,873	78,280	81,996	71,775	1,011	4,609	77,395	1,218	1,279	490	1,613	1	0
PepsiCo	Diet Dr Pepper, Canada Dry Diet Ginger Ale, Diet 7 Up													
	Hansen	21,271	25,791	32,082	25,275	196	0	25,471	0	4,303	658	1,650	0	0
	Other companies	67,964	31,857	65,226	45,168	16,423	0	61,590	2,208	765	387	126	151	0
Hansen	Pepsi Max, Diet Pepsi, Diet Mountain Dew, Diet Sierra Mist, Tava Diet													
	Hansen	0	9	0	0	0	0	0	0	0	0	0	0	0
	All brands	83	43	5	0	0	0	0	0	0	0	0	0	5
Other companies	167,191	135,979	179,309	142,218	17,629	4,609	164,457	3,425	6,347	1,535	3,389	151	5	5
Energy drinks														
Innovation Ventures	5-hour Energy													
	Red Bull	51,545	70,655	107,010	95,961	1,980	7,327	105,268	836	0	906	0	0	0
	PepsiCo	41,719	46,462	25,974	16,900	71	3,063	20,034	0	1,880	5	4,055	0	0
	Coca-Cola	19,099	10,455	13,608	10,651	1,865	0	12,517	0	382	696	14	0	0
		971	911	2,195	1,773	0	0	1,773	219	88	0	114	0	0

	Total ad spending (\$'000)				TV spending (\$'000, 2010)				Other media (\$'000, 2010)					FSI Coupon
	2008	2009	2010		National	Spot	Spanish-language	Total	Magazines	Internet	Radio	Outdoor	Newspaper	
Rockstar	381	104	326		323	2	0	325	0	0	0	0	0	0
Dr Pepper Snapple Group	15	257	135		0	0	0	0	0	1	134	0	0	0
Hansen Beverage Company	44	42	56		0	0	0	0	0	3	15	38	0	0
Arizona	7	0	0		0	0	0	0	0	0	0	0	0	0
NVE Pharmaceuticals	3,729	2,446	0		0	0	0	0	0	0	0	0	0	0
Stacker2 6-hour Power	2,852	5,589	15,190		4,558	299	0	4,857	2,019	4,295	768	173	3,028	50
Other companies	120,361	136,922	164,495		130,167	4,217	10,391	144,775	3,074	6,650	2,524	4,394	3,028	50
Fruit drinks														
Campbell Soup Company	132	4,060	423		0	0	0	0	0	0	0	0	0	423
V8 Splash, V8 V-Fusion Light														
Minute Maid, Simply Lemonade, Fuze, Odwalla, Simply Orange, Other brands (Del Valle, Frutsi)	26,114	13,108	24,934		20,636	22	0	20,657	3,899	39	16	52	237	34
Coca-Cola														
Nantucket Nectars, Country Time	3,496	142	172		0	0	0	0	0	0	0	172	0	0
Lemonade, Motts Plus Light														
Kool-Aid drink mix, Kool-Aid Fun Fizz, Kool-Aid drink mix unsweetened, Capri Sun, Tang, Crystal Light	30,691	40,424	34,379		23,893	465	2,896	27,254	5,242	474	21	0	989	400
Ocean Spray	30,293	21,017	32,651		24,609	4,043	0	28,652	3,496	46	9	0	0	129
PepsiCo	98	12,962	12,093		10,018	59	0	10,077	723	0	0	0	16	451
Sunny Delight Beverages	23,983	15,263	22,906		13,089	480	3,929	17,498	5,273	0	29	0	0	106
Unilever	0	0	5		0	0	0	0	0	0	0	5	0	0
Lipton Brisk														
Welch's Inc.	1,680	279	5,451		5,082	1	0	5,083	0	0	0	0	0	368
Welch's Essential, Welch's Hansen	24	37	5		0	5	0	5	0	0	0	0	0	0
Hansen Beverage Company	5,886	7,304	7,137		203	1,086	375	1,663	2,903	242	1,950	99	0	258
Other companies	122,397	114,596	140,155		97,529	6,160	7,199	110,888	21,535	800	2,025	328	1,241	2,169
Sports drinks														
Coca-Cola	7,921	4,199	14,956		6,623	19	6,030	12,673	1,776	284	140	25	9	49
Powerade														
Gatorade, Gatorade G2, Torq	152,864	111,723	116,916		72,704	4,277	440	77,421	26,545	9,610	2,950	45	107	239
PepsiCo	850	199	1,365		15	277	0	292	408	4	354	287	5	15
Other companies	161,635	116,121	133,238		79,342	4,573	6,470	90,385	28,729	9,899	3,444	357	121	304
Flavored water														
PepsiCo	64,131	21,088	7,412		2,562	3	0	2,565	1,270	3,564	13	0	0	0
Propel, SoBe Lifewater														
Kraft Foods	2,836	1,060	0		0	0	0	0	0	0	0	0	0	0
Capri Sun Roarin Waters														
Coca-Cola	54,092	54,621	31,477		26,913	177	0	27,090	1,096	2,107	210	732	62	181
Ciel, Dasani, Energy Brands, Glaceau														
Dr Pepper Snapple Group	10,853	0	0		0	0	0	0	0	0	0	0	0	0
Snapple														
Other companies	99	129	181		0	9	0	9	62	0	100	0	0	10
All brands	132,010	76,898	39,071		29,475	189	0	29,664	2,428	5,671	323	732	62	191
Iced tea														
Coca-Cola	4,392	3,206	1,149		0	4	0	4	514	57	221	353	0	0
Honest Tea, Nestea														

	Total ad spending (\$'000)			TV spending (\$'000, 2010)				Other media (\$'000, 2010)				
	2008	2009	2010	National	Spot	Spanish-language	Total	Magazines	Internet	Radio	Outdoor	Newspaper
Dr Pepper Snapple Group												
Unilever	8,924	23,083	5,553	4,198	5	0	4,203	409	6	722	99	47
Arizona	13,690	11,490	17,280	15,627	270	0	15,897	0	65	548	9	669
Hansen	20	0	0	0	0	0	0	0	0	0	0	0
All brands	12	0	0	0	0	0	0	0	0	0	0	0
Other companies	8,515	12,207	10,737	321	3,595	0	3,916	6,434	0	5	50	7
	35,553	49,985	34,719	20,146	3,875	0	24,021	7,357	128	1,496	511	722
												484
Other diet												
Coca-Cola	5,848	6,665	17,732	6,000	18	0	6,017	11,264	401	0	39	10
PepsiCo	378	0	129	0	0	0	0	0	129	0	0	0
Sunny Delight Beverages	113	5,641	1,921	0	1,835	0	1,835	0	3	0	0	0
Other companies	500	318	3,353	0	0	0	0	2,989	1	152	36	1
Unilever	0	0	835	0	0	0	0	835	0	0	0	0
Dr Pepper Snapple Group	56	0	12,931	12,896	35	0	12,931	0	0	0	0	0
Kraft Foods	38,094	39,218	40,372	9,900	1,583	2,902	14,386	24,686	939	2	0	126
Hansen	0	9	0	0	0	0	0	0	0	0	0	0
	44,989	51,852	77,272	28,796	3,471	2,902	35,169	39,774	1,473	154	75	137
												490
100% juice												
Campbell Soup Co.	31,266	26,564	40,211	29,495	580	0	30,075	9,024	203	0	0	640
												270
Simply Orange, Minute Maid, Simply Apple												
Coca-Cola	32,417	26,646	16,431	14,011	169	0	14,179	2,151	3	0	95	0
Dr Pepper Snapple Group	5,850	7,633	19,292	17,304	18	0	17,321	1,847	1	0	0	0
Kraft Foods	2	1	9,955	6,307	43	0	6,350	3,605	0	0	0	0
Ocean Spray	7,499	2,135	10,766	8,546	2,125	0	10,671	0	0	0	0	0
												95
Tropicana, Naked, Tropicana, Dole, Be-												
PepsiCo	28,783	11,532	20,899	11,964	637	0	12,601	6,908	995	81	0	0
Sunny Delight Beverages	218	0	0	0	0	0	0	0	0	0	0	0
Welch's Foods	14,695	23,105	21,398	16,323	111	0	16,434	3,985	531	3	0	3
Other companies	67,228	63,239	48,568	36,770	2,286	856	39,912	7,181	94	371	252	67
	187,957	160,855	187,520	140,719	5,968	856	147,544	34,702	1,826	455	347	710
												1,936
Plain water												
Coca-Cola	11,516	13,518	11,313	0	1	0	1	9,663	548	1	1,073	27
Dr Pepper Snapple Group	0	0	5	0	0	0	0	0	0	5	0	0
PepsiCo	8,008	23	2	0	0	0	1	0	0	1	0	0
Other companies	34,714	37,542	47,121	7,482	11,448	5,520	24,451	11,401	2,280	6,724	421	1,204
	54,237	51,082	58,441	7,482	11,450	5,520	24,452	21,064	2,828	6,730	1,494	1,232
												640
Company												
Coca-Cola	12,522	13,606	6,871	101	0	0	101	1,087	16	821	4,845	0
PepsiCo	464	5,645	633	0	0	0	0	0	0	3	607	23

	Total ad spending (\$000)			TV spending (\$000, 2010)				Other media (\$000, 2010)					
	2008	2009	2010	National	Spot	Spanish-language	Total	Magazines	Internet	Radio	Outdoor	Newspaper	FBI Coupon
Unilever	9	0	0	0	0	0	0	0	0	0	0	0	0
	12,996	19,250	7,503	101	0	0	101	1,087	16	823	5,452	23	0
Brand													
Coca-Cola	4,131	1,382	456	0	0	0	0	251	2	29	175	0	0
Dr Pepper Snapple Group	1,968	4,204	4,874	483	1	0	484	0	357	3,187	845	0	0
PepsiCo	0	421	2,669	0	0	0	0	0	257	1,557	280	575	0
Hansen	17	0	0	0	0	0	0	0	0	0	0	0	0
Other companies	4,050	3,524	3,792	0	151	0	151	44	1,272	529	1,467	53	274
	10,166	9,531	11,791	483	152	0	635	295	1,888	5,302	2,767	629	274

Source: © Nielsen, 2008-2010

Table C2. GRPs by category, company, and age group: 2008-2010

Company	Brands	GRPs: 2008					GRPs: 2009					GRPs: 2010				
		2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years
Regular soda																
Coca-Cola	Coca-Cola Classic, Sprite, Fanta, Vault	563	709	941	1,242	1,899	691	977	1,859	1,713	1,610	1,337	1,811	3,381	2,745	2,367
Dr Pepper Snapple Group	7 Up, A&W, Canada Dry, Dr Pepper, Sun-Drop, Sunkist	955	1,288	3,097	3,134	2,717	1,826	2,296	5,022	5,670	5,299	2,322	2,964	5,697	6,146	5,796
	PepsiCo	857	1,139	2,192	2,175	2,251	976	1,180	2,627	2,618	2,551	1,149	1,430	3,046	3,186	3,110
	Other companies	40	21	21	44	50	2	2	3	4	9	21	18	26	32	54
	All brand	2,415	3,157	6,251	6,594	6,917	3,495	4,455	9,511	10,004	9,469	4,828	6,222	12,151	12,109	11,328
Soda brand																
Coca-Cola	Coca-Cola, Sprite	1	0	1	1	1	60	66	157	213	215	19	30	70	44	34
Dr Pepper Snapple Group	7 Up, Dr Pepper, Schweppes, Sunkist	1	0	3	4	3	2	2	8	12	9	23	33	51	61	52
PepsiCo	Pepsi-Cola	40	47	88	96	115	42	69	126	104	116	4	5	7	9	21
Other companies	All brand	0	0	0	0	1	0	0	1	1	1	0	0	0	0	0
		42	48	92	101	120	105	137	291	329	341	46	68	128	114	107
Diet soda																
Coca-Cola	Coca-Cola Zero, Diet Coca-Cola	408	568	1,017	1,096	1,236	394	463	658	885	1,248	503	556	823	1,089	1,626
Dr Pepper Snapple Group	Diet Dr Pepper	261	390	989	1,014	711	543	796	1,583	1,655	1,442	699	859	1,632	1,899	1,758
PepsiCo	Diet Mountain Dew, Pepsi Max, Diet Pepsi, Diet Sierra Mist	806	1,066	2,029	2,165	2,280	232	267	465	575	811	879	1,073	2,158	2,301	2,543
		1,475	2,023	4,035	4,275	4,227	1,169	1,527	2,705	3,115	3,501	2,081	2,488	4,613	5,289	5,927
Energy drinks																
Innovation Ventures	5-hour Energy	1,600	2,410	6,025	6,130	4,478	2,047	2,697	6,350	6,393	4,649	3,769	4,550	10,461	11,498	8,842
RED BULL	Red Bull	649	892	2,245	2,549	1,882	819	1,058	2,664	2,892	2,258	503	612	1,451	1,620	1,189
NVE Pharmaceuticals	Stacker2 6-hour Power	499	827	1,329	1,291	901	287	391	864	803	520	0	0	0	0	0
PepsiCo	Amp, No Fear	210	276	690	736	589	214	268	791	767	586	168	193	486	527	466
Rockstar	Rockstar	3	3	4	8	13	1	1	0	1	1	7	5	6	5	11
Coca-Cola	Full Throttle, NOS	0	0	0	0	0	2	2	2	5	8	13	13	18	23	52
Other companies	All brands	0	0	1	1	1	62	78	121	173	220	125	139	211	273	416
		2,961	4,409	10,294	10,716	7,863	3,433	4,494	10,792	11,033	8,242	4,585	5,512	12,632	13,947	10,976
Fruit drinks																
Campbell Soup Company	V8 V-Fusion Light	0	0	0	0	0	92	98	138	168	274	0	0	0	0	0
Coca-Cola	Minute Maid, Simply Lemonade, Other brands (Del Valle and Frutis)	54	65	79	92	162	480	560	945	1,198	1,456	167	208	274	278	482
Kraft Foods	Capri Sun, Kool-Aid Funn Fizz, Kool-Aid Singles, Kool-Aid drink mix	7,633	9,224	4,657	2,402	2,385	5,424	7,212	4,505	3,002	3,371	7,053	9,404	5,919	3,583	3,568
Dr Pepper Snapple Group	Country Time Lemonade	0	0	0	0	0	101	132	191	218	302	0	0	0	0	0
Ocean Spray	Ocean Spray	837	821	1,099	1,256	2,136	583	669	882	1,046	1,753	749	853	1,086	1,279	2,229
PepsiCo	SoBe, Trop50	0	0	0	0	0	73	75	105	156	322	195	230	378	412	540

Company	Brands	GRPs: 2008					GRPs: 2009					GRPs: 2010				
		2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years
Sunny Delight Beverages	Sunny D	1,770	2,267	2,194	1,833	2,071	1,190	1,762	2,066	1,509	1,499	1,576	2,479	2,220	1,502	1,837
Welch Foods Inc.	Welch's Essentials	0	0	0	0	0	0	0	0	0	0	164	185	228	276	329
Other companies	All brands	2	2	3	3	4	0	1	0	0	1	2	2	3	3	7
		10,297	12,378	8,031	5,586	6,757	7,945	10,511	8,834	7,297	8,978	9,905	13,363	10,108	7,333	8,992
Sports drinks																
Coca-Cola	Powerade	1	1	1	1	1	4	3	7	9	9	57	56	103	172	194
PepsiCo	Gatorade, Gatorade G2	1,549	2,001	4,446	5,334	4,882	771	1,005	2,202	2,543	2,500	1,019	1,367	3,142	3,143	2,386
Other companies	All brands	0	0	0	0	0	0	0	1	1	1	0	0	1	1	2
		1,549	2,002	4,447	5,335	4,883	775	1,008	2,211	2,553	2,509	1,076	1,424	3,245	3,315	2,582
Flavored water																
Coca-Cola	Ciel, Vitamin Water	417	534	1,243	1,354	1,215	311	371	867	1,178	1,114	406	466	1,153	1,125	714
Dr Pepper Snapple Group	Snapple	225	255	519	690	730	0	0	0	0	0	0	0	0	0	0
Kraft Foods	Capri Sun Roarin Waters	1,459	1,735	729	299	238	877	965	407	162	135	0	0	0	0	0
PepsiCo	Propel, Sobe Lifewater	637	801	1,998	2,341	2,006	1,005	1,211	2,026	2,042	1,524	73	99	337	348	217
Other companies	All brands	5	3	4	6	6	2	2	1	2	1	0	0	0	0	0
		2,743	3,327	4,494	4,690	4,194	2,194	2,550	3,301	3,383	2,773	479	565	1,491	1,473	932
Iced tea																
Coca-Cola	Nestea	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
Dr Pepper Snapple Group	Snapple	113	144	331	329	324	499	506	982	1,431	1,774	209	255	384	443	729
Unilever	Lipton	287	264	523	598	705	0	0	0	0	0	344	449	719	713	1,029
Other companies	All brands	36	41	60	75	165	109	170	218	195	393	101	108	156	185	370
		436	449	914	1,002	1,195	607	676	1,200	1,626	2,167	654	812	1,260	1,340	2,129
Other diet																
Coca-Cola	Vitamin Water Zero, Powerade Zero	0	0	0	0	0	8	10	12	10	20	70	82	111	120	203
Sunny Delight Beverages	Fruit20	1	0	1	4	5	229	333	418	336	478	16	16	25	33	76
Unilever	Lipton Sparkling	0	0	0	0	0	163	218	392	414	575	0	0	0	0	0
Dr Pepper Snapple Group	Diet Snapple	0	0	0	0	0	0	0	0	0	0	287	298	497	696	1,064
Kraft Foods	Crystal Light	633	689	1,029	1,258	1,744	575	636	984	1,188	1,690	390	461	696	859	1,159
		634	689	1,030	1,262	1,749	975	1,198	1,806	1,949	2,764	763	858	1,330	1,708	2,502
100% juice																
Campbell Soup Company	V8 V-Fusion	943	1,146	1,618	1,790	2,670	768	884	1,215	1,518	2,280	1,332	1,506	2,144	2,811	4,040
Coca-Cola	Simply Orange, Simply Apple, Minute Maid	366	437	560	690	1,150	354	416	495	564	1,102	193	213	264	340	670
Dr Pepper Snapple Group	Motts, Motts Medleys	0	0	0	0	0	136	174	257	333	428	572	745	1,106	1,167	1,527
Sunny Delight Beverages	Sunny D	2	2	3	4	9	0	0	0	0	0	0	0	0	0	0
Kraft Foods	Capri Sun, Knudsen	0	0	0	0	0	0	0	0	0	1	689	1,128	1,278	917	1,115
PepsiCo	Naked, Tropicana	643	726	1,280	1,776	2,183	41	40	57	84	184	209	246	339	401	650
Ocean Spray	Ocean Spray	37	36	51	61	163	44	46	59	81	147	215	249	325	382	698

Company	Brands	GRPs: 2008					GRPs: 2009					GRPs: 2010				
		2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years	2-5 years	6-11 years	12-17 years	18-24 years	25-49 years
Welch Foods Inc.	Welch's, Welch's Healthy Start	312	297	331	402	633	420	457	575	807	1,145	641	882	1,145	1,166	1,409
Other companies	All brands	<u>2,842</u>	<u>1,818</u>	<u>2,312</u>	<u>2,828</u>	<u>4,479</u>	<u>1,991</u>	<u>1,904</u>	<u>2,631</u>	<u>3,280</u>	<u>5,455</u>	<u>1,956</u>	<u>2,254</u>	<u>2,923</u>	<u>3,492</u>	<u>5,141</u>
		5,145	4,463	6,155	7,550	11,287	3,753	3,921	5,289	6,667	10,742	5,807	7,222	9,525	10,676	15,250
Plain Water																
Coca-Cola	Dasani	0	0	0	0	0	7	6	11	14	25	0	0	0	0	0
PepsiCo	Aquafina, E-PURA	126	145	283	333	393	1	1	0	1	1	0	0	0	0	0
Other companies	All brands	<u>58</u>	<u>63</u>	<u>98</u>	<u>111</u>	<u>250</u>	<u>374</u>	<u>428</u>	<u>598</u>	<u>708</u>	<u>992</u>	<u>411</u>	<u>467</u>	<u>649</u>	<u>741</u>	<u>1,122</u>
		184	209	381	443	643	382	435	609	723	1,019	411	467	649	741	1,122
Brand																
Coca-Cola	Minute Maid drinks	0	0	0	0	0	1	1	1	3	3	0	0	0	0	0
Dr Pepper Snapple Group	Snapple Diet drinks, Snapple drinks, Motts drinks	0	0	0	0	0	1	0	1	2	2	35	42	64	82	80
Other companies	All brands	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>8</u>	<u>5</u>	<u>3</u>	<u>9</u>	<u>9</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>
		0	0	0	0	0	9	6	6	14	14	37	43	65	85	83

Table C3. GRPs for black and white youth by category, company, and age group: 2008-2010

Brand	Category	2-11 years				12-17 years			
		2008		2009		2008		2009	
		Black	White	Black	White	Black	White	Black	White
Regular Soda									
Coca-Cola	Coca-Cola, Fanta, Sprite, Vault	698	614	1,602	752	2,675	1,458	877	3,345
Dr Pepper Snapple Group	7 Up, A&W, Canada Dry, Dr Pepper, Sunkist	1,655	1,025	3,350	1,686	4,557	2,290	2,855	6,529
PepsiCo	Mountain Dew, Pepsi, Sierra	<u>1,815</u>	<u>495</u>	<u>2,533</u>	<u>594</u>	<u>2,070</u>	<u>1,061</u>	<u>1,097</u>	<u>5,934</u>
		4,168	2,134	7,485	3,032	9,302	4,810	8,970	15,808
								7,629	18,433
									10,423
Diet Soda									
Coca-Cola	Coca-Cola Zero, Diet Coke	613	491	466	494	536	578	994	727
Dr Pepper Snapple Group	Diet Dr Pepper	547	305	1,145	604	1,300	676	910	2,177
PepsiCo	Diet Mountain Dew, Diet Pepsi, Pepsi Max	<u>1,686</u>	<u>597</u>	<u>209</u>	<u>157</u>	<u>1,476</u>	<u>784</u>	<u>1,253</u>	<u>379</u>
		2,845	1,393	1,820	1,256	3,311	2,038	6,183	3,283
								3,157	2,436
									6,088
									4,124
Energy drinks									
Coca-Cola	Full Throttle, NOS	0	0	2	2	9	17	0	3
Innovation Ventures	5-hour Energy	4,266	1,706	5,417	1,641	9,695	3,596	5,618	11,719
NVE Pharmaceuticals	Stacker2 6-hour Power	1,369	580	706	269	0	0	2,238	1,147
PepsiCo	Amp, No Fear	361	227	381	222	214	156	870	625
Red Bull	Red Bull	1,504	626	1,932	694	1,097	436	3,203	1,933
Rockstar	Rockstar	2	3	0	1	3	7	5	4
Other companies	All brands	<u>0</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>0</u>	<u>0</u>
		7,501	3,141	8,439	2,832	11,021	4,216	15,376	9,327
								8,804	22,866
									11,105
Fruit drinks									
Campbell Soup Company	V8 V-Fusion Light	0	0	146	76	0	0	0	193
Coca-Cola	Minute Maid, Simply Lemonade	42	67	818	509	166	215	48	86
								1,216	969
									206
Kraft Foods	Capri Sun, Country Time Lemonade, Kool-Aid drink mix, Kool-Aid Fun Fizz, Kool-Aid Singles	10,313	8,155	7,947	6,196	9,914	7,827	6,852	4,144
Ocean Spray	Ocean Spray	1,288	805	1,031	629	1,288	765	1,502	1,113
PepsiCo	Trop50	0	0	94	76	260	160	0	120
Sunny Delight Beverages	Sunny D	3,229	1,827	2,370	1,317	3,152	1,817	4,210	1,767
Welch Foods Inc	Welch's Essentials	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>270</u>	<u>170</u>	<u>0</u>	<u>0</u>
		14,873	10,854	12,405	8,802	15,050	10,954	12,612	7,110
								13,379	7,897
									15,823
									8,605
Sport drinks									
Coca-Cola	Powerade	0	0	12	2	79	55	0	26
PepsiCo	Gatorade, Gatorade G2	2,793	1,485	1,515	769	2,216	968	6,487	3,747
Other companies	All brands	<u>3</u>	<u>2</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>6</u>	<u>5</u>
		2,795	1,487	1,527	771	2,296	1,023	6,493	3,752
								3,424	1,974
									5,320
									2,827

Brand	Category	2-11 years						12-17 years					
		2008		2009		2010		2008		2009		2010	
		Black	White	Black	White	Black	White	Black	White	Black	White	Black	White
Flavored water													
Coca-Cola	Vitamin Water	724	442	571	312	922	344	1,624	1,156	1,227	840	2,282	885
Dr Pepper Snapple Group	Snapple	262	240	0	0	0	0	470	535	0	0	0	0
Kraft Foods	Capri Sun	1,805	1,565	956	867	0	0	1,052	656	568	345	0	0
PepsiCo	Propel, SoBe	1,259	555	1,985	936	272	99	2,934	1,627	3,335	1,747	737	397
		4,050	2,802	3,512	2,115	1,194	443	6,079	3,974	5,129	2,932	3,019	1,282
Iced tea													
Dr Pepper Snapple Group	Snapple	171	121	730	463	348	248	325	332	997	987	504	414
Unilever	Lipton	379	259	343	177	686	371	618	518	620	339	1,072	651
Other companies	All brands	0	1	102	60	52	38	1	1	144	88	66	62
		550	381	1,175	700	1,087	658	944	851	1,761	1,414	1,642	1,126
Other diet													
Sunny Delight Beverages	Fruit20	0	0	464	275	0	0	0	0	699	410	0	0
Kraft Foods	Crystal Light	1,030	592	963	553	721	371	1,403	950	1,409	907	1,082	622
Dr Pepper Snapple Group	Diet Snapple	0	0	0	0	420	290	0	0	0	0	631	496
Coca-Cola	Powerade Zero	0	0	5	12	49	90	0	0	9	14	75	125
		1,030	592	1,432	840	1,191	750	1,403	950	2,117	1,331	1,789	1,243
100%juice													
Campbell Soup Company	V8 V-Fusion	1,548	946	1,380	752	2,462	1,355	2,003	1,499	1,808	1,116	3,539	1,982
Coca-Cola	Minute Maid Juice, Simply Orange	456	414	412	438	272	212	518	593	488	546	316	285
Kraft Foods	Capri Sun	0	0	0	0	1,436	781	0	0	0	0	2,044	1,096
Dr Pepper Snapple Group	Motts	0	0	232	149	1,022	596	0	0	336	255	1,661	974
Ocean Spray	Ocean Spray	0	0	66	38	355	221	0	0	83	46	495	297
PepsiCo	Tropicana	824	648	57	41	346	224	1,369	1,227	75	60	481	340
Sunny Delight Beverages	Sunny D	0	0	0	0	0	0	0	0	0	0	0	0
Welch Foods Inc	Welch's, Welch's Essentials	280	322	525	476	1,080	759	314	329	597	616	1,568	1,137
Other companies	All brands	2,837	2,050	3,038	1,772	3,386	1,920	2,931	2,129	3,986	2,394	4,554	2,635
		5,945	4,380	5,709	3,666	10,358	6,069	7,134	5,777	7,372	5,033	14,660	8,746
Plain water													
Coca-Cola	Dasani	0	0	17	4	0	0	0	0	22	7	0	0
PepsiCo	Aquafina, E-Pura	123	133	0	0	0	0	223	270	0	0	0	0
All brands	All brands	2	2	606	341	640	317	4	2	826	493	897	461
		125	135	623	345	640	317	227	272	849	500	898	461

Brand	Category	18-24 years						25-49 years					
		2008		2009		2010		2008		2009		2010	
		Black	White	Black	White	Black	White	Black	White	Black	White	Black	White
Regular Soda													
Coca-Cola	Coca-Cola, Fanta, Sprite, Vault	1,666	1,151	3,148	1,679	4,868	2,500	2,291	1,773	2,960	1,609	3,761	2,272
Dr Pepper Snapple Group	7 Up, A&W, Canada Dry, Dr Pepper, Sunkist	3,749	3,119	7,455	5,146	8,452	5,761	3,345	2,678	7,159	4,781	7,938	5,571
PepsiCo	Mountain Dew, Pepsi, Sierra	3,781	1,174	5,014	1,760	4,411	2,845	3,155	1,250	4,249	1,566	3,904	2,684
		9,195	5,444	15,618	8,585	17,731	11,107	8,791	5,702	14,368	7,956	15,602	10,527
Diet Soda													
Coca-Cola	Coca-Cola Zero, Diet Coke	1,105	1,140	977	977	1,160	1,164	1,343	1,284	1,419	1,351	1,705	1,735
Dr Pepper Snapple Group	Diet Dr Pepper	1,390	1,009	2,079	1,493	2,328	1,785	1,013	698	1,909	1,291	2,234	1,664
PepsiCo	Diet Mountain Dew, Diet Pepsi, Pepsi Max	3,684	1,462	470	410	3,139	2,008	3,226	1,580	547	529	2,958	2,142
		6,179	3,611	3,526	2,880	6,627	4,957	5,583	3,562	3,874	3,171	6,897	5,541
Energy drinks													
Coca-Cola	Full Throttle, NOS	0	0	7	6	13	29	0	0	8	10	22	66
Innovation Ventures	5-hour Energy	9,145	5,914	10,269	5,574	20,114	11,404	7,472	4,346	7,880	3,822	16,449	8,788
NVE Pharmaceuticals	Stacker2 6-hour Power	1,604	1,288	864	794	0	0	1,319	899	719	509	0	0
PepsiCo	Amp, No Fear	838	709	1,022	748	537	475	577	597	665	603	388	414
Red Bull	Red Bull	3,371	2,361	3,999	2,538	2,128	1,518	2,813	1,738	3,564	1,965	1,822	1,084
Rockstar	Rockstar	9	8	0	1	2	6	14	13	2	1	6	12
Other companies	All brands	2	1	1	4	10	9	0	1	3	8	11	20
		14,969	10,281	16,162	9,665	22,805	13,440	12,195	7,595	12,842	6,917	18,698	10,384
Fruit drinks													
Campbell Soup Company	V8 V-Fusion Light	0	0	252	151	0	0	0	0	412	245	0	0
Coca-Cola	Minute Maid, Simply Lemonade	74	97	1,567	1,267	228	321	120	176	1,988	1,560	416	540
Kraft Foods	Capri Sun, Country Time Lemonade, Kool-Aid drink mix, Kool-Aid Fun Fizz, Kool-Aid Singles	4,684	2,038	5,314	2,922	6,128	3,345	4,321	2,110	5,702	3,453	5,577	3,417
Ocean Spray	Ocean Spray	1,805	1,267	1,470	1,040	1,927	1,227	3,107	2,125	2,500	1,751	3,121	2,109
PepsiCo	Trop50	0	0	189	157	466	312	0	0	396	309	674	492
Sunny Delight Beverages	Sunny D	3,879	1,532	2,890	1,307	3,160	1,280	4,172	1,837	3,065	1,308	3,576	1,626
Welch Foods Inc	Welch's Essentials	0	0	0	0	396	277	0	0	0	0	492	331
		10,441	4,934	11,681	6,844	12,306	6,762	11,719	6,248	14,082	8,627	13,856	8,515
Sport drinks													
Coca-Cola	Powerade	0	0	27	6	262	177	0	0	24	6	313	187
PepsiCo	Gatorade, Gatorade G2	7,448	4,830	3,788	2,374	5,211	2,878	6,846	4,421	3,911	2,317	4,354	2,135
Other companies	All brands	5	6	0	0	0	0	5	5	0	0	0	0
		7,453	4,836	3,815	2,380	5,473	3,055	6,851	4,427	3,935	2,323	4,667	2,322

Brand	Category	18-24 years						25-49 years					
		2008		2009		2010		2008		2009		2010	
		Black	White	Black	White	Black	White	Black	White	Black	White	Black	White
Flavored water													
Coca-Cola	Vitamin Water	1,773	1,324	1,641	1,163	1,980	1,002	1,625	1,198	1,723	1,063	1,348	638
Dr Pepper Snapple Group	Snapple	618	764	0	0	0	0	753	768	0	0	0	0
Kraft Foods	Capri Sun	545	243	344	124	0	0	388	206	220	116	0	0
PepsiCo	Propel, SoBe	3,287	2,088	3,260	1,886	678	424	2,760	1,772	2,795	1,370	567	259
		6,222	4,419	5,245	3,173	2,658	1,425	5,525	3,944	4,738	2,549	1,915	897
Iced tea													
Dr Pepper Snapple Group	Snapple	358	343	1,416	1,483	662	506	382	339	1,972	1,790	1,009	780
Unilever	Lipton	746	610	649	402	1,028	673	918	721	835	583	1,446	1,024
Other companies	All brands	1	1	91	49	73	61	2	2	61	38	74	61
		1,105	954	2,157	1,934	1,763	1,240	1,302	1,061	2,867	2,410	2,529	1,866
Other diet													
Sunny Delight Beverages	Fruit20	0	0	635	308	0	0	0	0	862	469	0	0
Kraft Foods	Crystal Light	1,755	1,194	1,753	1,151	1,248	824	2,522	1,667	2,517	1,657	1,674	1,101
Dr Pepper Snapple Group	Diet Snapple	0	0	0	0	835	724	0	0	0	0	1,254	1,100
Coca-Cola	Powerade Zero	0	0	12	12	86	136	0	0	17	24	145	228
		1,755	1,194	2,399	1,470	2,169	1,684	2,522	1,667	3,396	2,150	3,073	2,429
100% juice													
Campbell Soup Company	V8 V-Fusion	2,516	1,718	2,272	1,437	4,297	2,749	3,867	2,586	3,542	2,208	6,373	4,074
Coca-Cola	Minute Maid Juice, Simply Orange	753	712	648	604	434	344	1,341	1,200	1,308	1,177	842	703
Kraft Foods	Capri Sun	0	0	0	0	1,622	854	0	0	0	0	1,710	1,088
Dr Pepper Snapple Group	Motts	0	0	410	321	1,642	1,103	0	0	624	410	2,145	1,484
Ocean Spray	Ocean Spray	0	0	107	63	569	349	0	0	170	109	963	665
PepsiCo	Tropicana	2,063	1,743	112	91	608	409	2,545	2,132	260	189	904	681
Sunny Delight Beverages	Sunny D	1	0	0	0	0	0	1	0	0	0	0	0
Welch Foods Inc	Welch's, Welch's Essentials	385	400	807	878	1,500	1,241	592	615	1,278	1,225	1,800	1,493
Other companies	All brands	3,919	2,630	4,918	3,043	5,285	3,344	6,310	4,199	8,207	5,069	7,698	4,900
		9,636	7,203	9,274	6,439	15,956	10,393	14,655	10,732	15,389	10,387	22,436	15,088
Plain water													
Coca-Cola	Dasani	0	0	22	11	0	0	0	0	54	17	0	0
PepsiCo	Aquafina, E-Pura	323	345	0	0	0	0	351	402	0	0	1	0
All brands	All brands	6	3	1,014	586	919	533	10	7	1,351	795	1,340	759
		329	348	1,036	597	920	533	361	409	1,406	812	1,341	759

Source: © Nielsen, 2008-2010

Table C4. GRPs for Spanish-language TV by category, company, and age group: 2008-2010

Brand	Category	2-5 years			6-11 years			12-17 years			18-24 years			25-49 years		
		2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010	2008	2009	2010
Regular soda																
Coca-Cola	Coca-Cola Classic, Fanta	1,639	1,476	1,700	1,084	1,128	1,172	1,171	1,010	1,239	1,748	1,651	1,858	2,527	2,451	2,617
Dr Pepper Snapple Group	7 Up, Dr Pepper	0	0	744	0	0	477	0	0	472	0	0	699	0	0	1,026
		1,639	1,476	2,444	1,084	1,128	1,650	1,171	1,010	1,711	1,748	1,651	2,558	2,527	2,451	3,643
Diet soda																
Coca-Cola	Coke Zero	0	0	107	0	0	94	0	0	126	0	0	163	0	0	233
Energy drinks																
Innovation Ventures	5-hour Energy	2	523	699	8	436	611	19	459	1,206	8	657	1,141	4	913	1,334
Red Bull	Red Bull	1,012	1,123	306	696	928	245	580	907	299	878	1,347	420	1,192	1,791	569
		1,014	1,646	1,005	704	1,364	856	599	1,366	1,505	886	2,003	1,561	1,196	2,704	1,903
Fruit drinks																
Kraft Foods	Kool-Aid drink mix, Kool-Aid Fun Fizz	0	823	792	0	600	502	0	604	599	0	940	800	0	1,396	1,275
Sunny Delight Beverages	Sunny D	1,093	545	566	573	394	350	459	349	390	747	562	607	1,145	882	976
		1,093	1,368	1,357	573	994	852	459	953	990	747	1,502	1,407	1,145	2,278	2,251
Sports drinks																
PepsiCo	Gatorade	0	0	24	0	0	18	0	0	21	0	0	40	0	0	46
Coca-Cola	Powerade	0	0	161	0	0	142	0	0	204	0	0	254	0	0	356
		0	0	185	0	0	160	0	0	224	0	0	295	0	0	402
Fruit drink - diet																
Kraft Foods	Crystal Light	3	0	206	3	0	165	9	0	191	6	0	216	4	0	310
Plain water																
Other companies	All brands	503	628	752	313	398	413	316	382	413	457	658	667	578	941	997
100% juice																
Other companies	All brands	0	5	64	0	4	38	0	3	42	0	9	62	0	19	183
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Table D1. Content analysis of child- and parent-targeted TV advertisements

Ad content	Child-targeted				Parent-targeted			
	Capri Sun	Kool-Aid Fun Fizz	Sunny D		Capri Sun	Kool-Aid Fun Fizz	Kool-Aid	Sunny D
Sponsorships and viewer participation								
Any sponsorships	0%	0%	0%		0%	0%	0%	50%
Event sponsorships	0%	0%	0%		0%	0%	0%	25%
Athletic sponsorships	0%	0%	0%		0%	0%	0%	0%
Cause-related marketing	0%	0%	0%		0%	0%	0%	25%
Viewer participation	25%	0%	0%		0%	0%	0%	50%
Selling points								
New/improved	0%	100%	0%		0%	0%	0%	25%
Nutrition/nutrient claims	0%	0%	0%		100%	0%	0%	50%
Physical/mental benefits	0%	0%	0%		0%	0%	0%	0%
Natural	0%	0%	0%		0%	0%	0%	0%
Unique/one of a kind	0%	0%	0%		0%	0%	100%	25%
Hydration	0%	0%	0%		0%	100%	0%	0%
Taste	0%	0%	100%		0%	0%	0%	50%
Calorie claims	0%	0%	0%		0%	0%	0%	0%
Product associations								
Sex	0%	0%	0%		0%	0%	0%	0%
Physical activity	0%	0%	100%		0%	100%	0%	0%
Fun	100%	100%	100%		0%	100%	67%	75%
Cool/hip	0%	0%	100%		0%	0%	0%	75%
Humor	100%	25%	50%		0%	100%	100%	0%
Inspirational message	0%	0%	0%		0%	0%	0%	25%
Sugary drink as prop	100%	100%	100%		0%	0%	100%	0%
Animation	100%	75%	0%		100%	0%	0%	0%
Product associations								
Male	50%	75%	100%		0%	0%	33%	0%
Female	25%	0%	0%		100%	0%	33%	100%
Both genders	25%	25%	0%		0%	100%	0%	0%
White	50%	50%	0%		100%	0%	67%	50%
Black	25%	0%	0%		0%	0%	33%	25%
Hispanic	0%	0%	50%		0%	0%	0%	0%
Asian	0%	0%	50%		0%	0%	0%	0%
Mixed	25%	50%	0%		0%	100%	0%	25%
Featured third parties/brand spokescharacters								
Any Celebrity	0%	0%	0%		0%	0%	0%	75%
Famous actor	0%	0%	0%		0%	0%	0%	0%
Famous athlete	0%	0%	0%		0%	0%	0%	0%
Famous musician	0%	0%	0%		0%	0%	0%	75%
Brand spokescharacter	0%	100%	0%		0%	0%	100%	0%
Movie/tv/video game	0%	0%	0%		0%	100%	0%	0%
Licensed character	0%	0%	0%		0%	0%	0%	0%

Ad content	Child-targeted			Parent-targeted			Sunny D	Kool-Aid Fun Fizz	Capri Sun	Kool-Aid Fun Fizz	Kool-Aid	Sunny D
	Capri Sun	Kool-Aid Fun Fizz	Sunny D	Capri Sun	Kool-Aid Fun Fizz	Kool-Aid						
Sugary drink portrayals												
Sugary drink is primary focus	25%	25%	0%	100%	100%	67%	0%	100%	100%	100%	67%	50%
Sugary drink consumed	100%	25%	0%	100%	100%	0%	0%	100%	100%	100%	0%	50%
Before/during/after physical activity	0%	0%	0%	0%	0%	0%	0%	0%	100%	100%	0%	25%
Total ads	4	4	2	1	1	3						4

Source: TV Content analysis

Table D2. Content analysis of general audience TV advertisements

	Total # ads	Any sponsorships	Event sponsorships	Athletic sponsorships	Cause-related marketing	Child/Teen oriented cause-related marketing	Viewer participation
Regular soda	104	64%	20%	31%	35%	24%	40%
Pepsi	43	100%	2%	30%	77%	54%	74%
Coca-Cola Classic	30	50%	40%	37%	10%	7%	14%
Dr Pepper	8	25%	25%	25%	0%	0%	13%
Mountain Dew	7	29%	29%	29%	0%	0%	29%
Sprite	6	67%	67%	67%	0%	0%	0%
Sierra Mist	3	0%	0%	0%	0%	0%	0%
7 Up	2	0%	0%	0%	0%	0%	0%
Canada Dry	2	0%	0%	0%	0%	0%	0%
Sunkist	2	0%	0%	0%	0%	0%	0%
Fanta	1	0%	0%	0%	0%	0%	100%
Energy drinks	40	60%	45%	60%	0%	0%	15%
Monster	13	100%	100%	100%	0%	0%	39%
5-hour Energy	10	0%	0%	0%	0%	0%	0%
Red Bull	6	50%	50%	50%	0%	0%	0%
Amp	4	100%	50%	100%	0%	0%	25%
Rockstar	4	25%	0%	25%	0%	0%	0%
Full Throttle	2	100%	0%	100%	0%	0%	0%
NOS	1	100%	0%	100%	0%	0%	0%
Fruit drinks	14	14%	14%	0%	0%	0%	0%
Ocean Spray	7	0%	0%	0%	0%	0%	0%
Sunny D	2	100%	100%	0%	0%	0%	0%
Minute Maid	2	0%	0%	0%	0%	0%	0%
Simply Lemonade	1	0%	0%	0%	0%	0%	0%
Trop50	1	0%	0%	0%	0%	0%	0%
Welch's Essentials	1	0%	0%	0%	0%	0%	0%
Sports drinks	10	0%	0%	0%	0%	0%	0%
Gatorade	8	0%	0%	0%	0%	0%	0%
Gatorade G2	1	0%	0%	0%	0%	0%	0%
Powerade	1	0%	0%	0%	0%	0%	0%
Flavored water	9	11%	11%	0%	0%	0%	11%
Vitamin Water	7	14%	14%	0%	0%	0%	14%
SoBe	2	0%	0%	0%	0%	0%	0%
Iced tea	5	0%	0%	0%	0%	0%	0%
Lipton	3	0%	0%	0%	0%	0%	0%
Snapple	2	0%	0%	0%	0%	0%	0%
Total ads	182						

Source: TV Content analysis

Selling points (General audience TV ads)

	Total # ads	New/improved	Nutrition/nutrient claims	Physical/mental benefits	Natural	Unique/one of a kind	Hydration	Taste	Calorie claims
Regular soda	104	6%	1%	3%	7%	5%	1%	14%	0%
Pepsi	43	0%	0%	0%	2%	0%	0%	0%	0%
Coca-Cola	30	7%	0%	0%	0%	7%	3%	3%	0%
Dr Pepper	8	0%	0%	13%	0%	25%	0%	63%	0%
Mountain Dew	7	0%	0%	0%	14%	14%	0%	0%	0%
Sprite	6	0%	0%	0%	0%	0%	0%	0%	0%
Sierra Mist	3	100%	0%	0%	100%	0%	0%	67%	0%
7 Up	2	0%	0%	50%	0%	0%	0%	100%	0%
Canada Dry	2	0%	0%	0%	100%	0%	0%	100%	0%
Sunkist	2	50%	50%	50%	0%	0%	0%	100%	0%
Fanta	1	0%	0%	0%	0%	0%	0%	0%	0%
Energy drinks	40	8%	13%	23%	3%	23%	0%	0%	15%
Monster	13	0%	0%	0%	0%	0%	0%	0%	0%
5-hour Energy	10	0%	50%	60%	10%	80%	0%	0%	60%
Red Bull	6	50%	0%	17%	0%	17%	0%	0%	0%
Amp	4	0%	0%	0%	0%	0%	0%	0%	0%
Rockstar	4	0%	0%	0%	0%	0%	0%	0%	0%
Full Throttle	2	0%	0%	50%	0%	0%	0%	0%	0%
NOS	1	0%	0%	100%	0%	0%	0%	0%	0%
Fruit drinks	14	14%	50%	14%	29%	14%	4%	57%	29%
Ocean Spray	7	0%	86%	14%	14%	14%	0%	86%	43%
Sunny D	2	0%	0%	0%	0%	0%	0%	0%	0%
Minute Maid	2	0%	0%	50%	100%	0%	0%	0%	0%
Simply Lemonade	1	0%	0%	0%	100%	0%	0%	100%	0%
Trop50	1	100%	100%	0%	0%	0%	0%	100%	100%
Welch's Essentials	1	100%	0%	0%	0%	100%	0%	0%	0%
Sports drinks	10	20%	40%	20%	0%	10%	40%	0%	10%
Gatorade	8	13%	38%	25%	0%	13%	38%	0%	0%
Gatorade G2	1	0%	0%	0%	0%	0%	0%	0%	100%
Powerade	1	100%	100%	0%	0%	0%	100%	0%	0%
Flavored water	9	0%	67%	22%	11%	11%	11%	11%	11%
Vitamin Water	7	0%	71%	29%	0%	0%	14%	0%	0%
SoBe	2	0%	50%	0%	50%	50%	0%	50%	50%
Iced tea	5	40%	40%	20%	40%	40%	0%	40%	0%
Lipton	3	0%	0%	33%	0%	0%	0%	0%	0%
Snapple	2	100%	100%	0%	100%	100%	0%	100%	0%
Total ads	182								

Source: TV Content analysis

Product associations (General audience TV ads)

	Total # ads	Sex	Physical activity	Fun	Cool/hip	Humor	Inspirational message	Sugary drink as prop	Animation
Regular soda	104	4%	37%	55%	65%	30%	61%	7%	9%
Pepsi	43	5%	33%	63%	72%	19%	93%	5%	0%
Coca-Cola	30	3%	40%	47%	50%	30%	67%	7%	17%
Dr Pepper	8	0%	38%	38%	88%	88%	0%	0%	11%
Mountain Dew	7	0%	57%	86%	71%	14%	0%	14%	57%
Sprite	6	0%	50%	33%	83%	17%	0%	17%	0%
Sierra Mist	3	0%	0%	0%	33%	67%	0%	0%	0%
7 Up	2	0%	0%	50%	100%	100%	0%	0%	0%
Canada Dry	2	0%	0%	50%	0%	50%	0%	50%	0%
Sunkist	2	50%	100%	100%	50%	0%	0%	0%	0%
Fanta	1	100%	0%	100%	100%	0%	0%	0%	0%
Energy drinks	40	30%	75%	49%	69%	15%	0%	3%	10%
Monster	13	69%	100%	92%	100%	0%	0%	0%	0%
5-hour Energy	10	0%	30%	0%	10%	20%	0%	0%	10%
Red Bull	6	17%	50%	50%	67%	50%	0%	0%	50%
Amp	4	0%	100%	75%	100%	25%	0%	0%	0%
Rockstar	4	50%	100%	25%	75%	0%	0%	0%	0%
Full Throttle	2	0%	100%	0%	100%	0%	0%	0%	0%
NOS	1	0%	100%	100%	100%	0%	0%	100%	0%
Fruit drinks	14	14%	0%	29%	29%	71%	7%	0%	0%
Ocean Spray	7	0%	0%	0%	0%	71%	0%	0%	0%
Sunny D	2	0%	0%	100%	100%	100%	0%	0%	0%
Minute Maid	2	50%	0%	100%	0%	100%	0%	0%	0%
Simply Lemonade	1	0%	0%	0%	0%	0%	100%	0%	0%
Trop 50	1	100%	0%	0%	100%	100%	0%	0%	0%
Welch's Essentials	1	0%	0%	0%	100%	0%	0%	0%	0%
Sports drinks	10	0%	100%	50%	100%	10%	30%	0%	0%
Gatorade	8	0%	100%	38%	100%	13%	38%	0%	0%
Gatorade G2	1	0%	100%	100%	100%	0%	0%	0%	0%
Powerade	1	0%	100%	100%	100%	0%	0%	0%	0%
Flavored water	9	22%	22%	44%	89%	67%	0%	33%	44%
Vitamin Water	7	14%	29%	43%	100%	71%	0%	43%	57%
SoBe	2	50%	0%	50%	50%	50%	0%	0%	0%
Iced tea	5	0%	0%	0%	20%	100%	60%	0%	80%
Lipton	3	0%	0%	0%	0%	100%	100%	0%	100%
Snapple	2	0%	0%	0%	50%	100%	0%	0%	50%
Total ads	182								

Source: TV Content analysis

Target audience (General audience TV ads)

	Total # ads	Male	Female	Both	White	Black	Hispanic	Asian	Mixed
Regular soda	104	40%	8%	47%	41%	11%	1%	1%	39%
Pepsi	43	23%	7%	67%	35%	7%	2%	0%	56%
Coca-Cola	30	37%	7%	43%	40%	10%	0%	0%	30%
Dr Pepper	8	100%	0%	0%	75%	13%	0%	0%	13%
Mountain Dew	7	57%	0%	43%	57%	0%	0%	0%	43%
Sprite	6	100%	0%	0%	17%	67%	0%	17%	0%
Sierra Mist	3	33%	33%	33%	0%	0%	0%	0%	33%
7 Up	2	100%	0%	0%	100%	0%	0%	0%	0%
Canada Dry	2	0%	50%	50%	100%	0%	0%	0%	0%
Sunkist	2	0%	0%	100%	50%	0%	0%	0%	50%
Fanta	1	0%	100%	0%	0%	0%	0%	0%	100%
Energy drinks	40	69%	8%	23%	77%	0%	0%	0%	21%
Monster	13	75%	0%	25%	67%	0%	0%	0%	33%
5-hour Energy	10	50%	20%	30%	70%	0%	0%	0%	20%
Red Bull	6	50%	17%	33%	83%	0%	0%	0%	17%
Amp	4	100%	0%	0%	75%	0%	0%	0%	25%
Rockstar	4	75%	0%	25%	100%	0%	0%	0%	0%
Full Throttle	2	100%	0%	0%	100%	0%	0%	0%	0%
NOS	1	100%	0%	0%	100%	0%	0%	0%	0%
Fruit drinks	14	43%	29%	29%	86%	0%	0%	0%	14%
Ocean Spray	7	71%	29%	0%	100%	0%	0%	0%	0%
Sunny D	2	0%	0%	100%	100%	0%	0%	0%	0%
Minute Maid	2	0%	50%	50%	50%	0%	0%	0%	50%
Simply Lemonade	1	100%	0%	0%	0%	0%	0%	0%	100%
Trop 50	1	0%	100%	0%	100%	0%	0%	0%	0%
Welch's Essentials	1	0%	0%	100%	100%	0%	0%	0%	0%
Sports drinks	10	80%	10%	10%	0%	30%	0%	0%	70%
Gatorade	8	88%	13%	11%	0%	38%	0%	0%	63%
Gatorade G2	1	0%	0%	100%	0%	0%	0%	0%	100%
Powerade	1	100%	0%	0%	0%	0%	0%	0%	100%
Flavored water	9	44%	33%	22%	44%	11%	0%	0%	44%
Vitamin Water	7	57%	43%	0%	57%	14%	0%	0%	29%
SoBe	2	0%	0%	100%	0%	0%	0%	0%	100%
Iced tea	5	20%	60%	20%	40%	20%	0%	0%	20%
Lipton	3	0%	100%	0%	67%	0%	0%	0%	0%
Snapple	2	50%	0%	50%	0%	50%	0%	0%	50%
Total ads	182								

Source: TV Content analysis

Featured third parties and brand spokescharacters (General audience TV ads)

	Total # ads	Any Celebrity	Famous actor	Famous athlete	Famous musician	Brand spokescharacter	Movie/tv/video game	Licensed character
Regular soda	104	46%	24%	17%	8%	3%	5%	4%
Pepsi	43	70%	47%	21%	7%	0%	2%	0%
Coca-Cola	30	27%	0%	20%	7%	7%	3%	3%
Dr Pepper	8	75%	38%	25%	13%	0%	13%	13%
Mountain Dew	7	14%	0%	14%	14%	0%	29%	29%
Sprite	6	17%	0%	0%	17%	0%	0%	0%
Sierra Mist	3	0%	0%	0%	0%	0%	0%	0%
7 Up	2	100%	100%	0%	0%	0%	0%	0%
Canada Dry	2	0%	0%	0%	0%	0%	0%	0%
Sunkist	2	0%	0%	0%	0%	0%	0%	0%
Fanta	1	0%	0%	0%	0%	100%	0%	0%
Energy drinks	40	55%	0%	55%	0%	0%	0%	0%
Monster	13	92%	0%	92%	0%	0%	0%	0%
5-hour Energy	10	10%	0%	10%	0%	0%	0%	0%
Red Bull	6	17%	0%	17%	0%	0%	0%	0%
Amp	4	100%	0%	100%	0%	0%	0%	0%
Rockstar	4	75%	0%	75%	0%	0%	0%	0%
Full Throttle	2	0%	0%	0%	0%	0%	0%	0%
NOS	1	100%	0%	100%	0%	0%	0%	0%
Fruit drinks	14	29%	14%	0%	14%	0%	0%	0%
Ocean Spray	7	0%	0%	0%	0%	0%	0%	0%
Sunny D	2	100%	0%	0%	100%	0%	0%	0%
Minute Maid	2	0%	0%	0%	0%	0%	0%	0%
Simply Lemonade	1	0%	0%	0%	0%	0%	0%	0%
Trop 50	1	100%	100%	0%	0%	0%	0%	0%
Welch's Essentials	1	100%	100%	0%	0%	0%	0%	0%
Sports drinks	10	80%	0%	80%	0%	0%	0%	0%
Gatorade	8	75%	0%	75%	0%	0%	0%	0%
Gatorade G2	1	100%	0%	100%	0%	0%	0%	0%
Powerade	1	100%	0%	100%	0%	0%	0%	0%
Flavored water	9	44%	11%	33%	11%	0%	22%	11%
Vitamin Water	7	57%	14%	43%	14%	0%	29%	14%
SoBe	2	0%	0%	0%	0%	0%	0%	0%
Iced tea	5	20%	20%	0%	0%	0%	0%	0%
Lipton	3	0%	0%	0%	0%	0%	0%	0%
Snapple	2	50%	50%	0%	0%	0%	0%	0%
Total ads	182							

Source: TV Content analysis

Sugary drink portrayals (General audience TV ads)

	Total # ads	Sugary drink is primary focus	Sugary drink consumed	Before/during/after physical activity
Regular soda	104	9%	38%	1%
Pepsi	43	0%	9%	0%
Coca-Cola	30	13%	43%	0%
Dr Pepper	8	13%	88%	0%
Mountain Dew	7	0%	14%	0%
Sprite	6	0%	100%	0%
Sierra Mist	3	33%	33%	0%
7 Up	2	0%	100%	0%
Canada Dry	2	100%	100%	0%
Sunkist	2	50%	100%	50%
Fanta	1	0%	100%	0%
Energy drinks	40	20%	33%	10%
Monster	13	0%	0%	0%
5-hour Energy	10	80%	50%	10%
Red Bull	6	0%	17%	0%
Amp	4	0%	25%	25%
Rockstar	4	0%	75%	25%
Full Throttle	2	0%	100%	0%
NOS	1	0%	100%	100%
Fruit drinks	14	57%	36%	0%
Ocean Spray	7	86%	14%	0%
Sunny D	2	0%	0%	0%
Minute Maid	2	0%	100%	0%
Simply Lemonade	1	100%	0%	0%
Trop 50	1	0%	100%	0%
Welch's Essentials	1	100%	100%	0%
Sports drinks	10	20%	90%	100%
Gatorade	8	25%	88%	100%
Gatorade G2	1	0%	100%	100%
Powerade	1	0%	100%	100%
Flavored water	9	33%	89%	0%
Vitamin Water	7	29%	86%	0%
SoBe	2	50%	100%	0%
Iced tea	5	60%	80%	0%
Lipton	3	100%	100%	0%
Snapple	2	0%	50%	0%
Total ads	182			

Source: TV Content analysis

Table D3. Content analysis of local English-language and Spanish-language sponsorship and advertisements

Brand	Total # ads	Athletic events	Cause-related marketing	Musical concerts	Other events
Regular soda	108	19%	60%	6%	15%
Pepsi	73	3%	89%	3%	5%
Coca-Cola Classic	17	29%	0%	24%	47%
Mountain Dew	10	100%	0%	0%	0%
Dr Pepper	8	50%	0%	12%	38%
Energy drinks	52	98%	0%	0%	2%
Monster	33	100%	0%	0%	0%
Rockstar	10	90%	0%	0%	10%
Red Bull	8	100%	0%	0%	0%
Amp	1	100%	0%	0%	0%
Flavored water	8	38%	0%	63%	0%
Vitamin Water	8	37%	0%	63%	0%
Fruit drinks	2	0%	0%	100%	0%
Nantucket Nectars	1	0%	0%	100%	0%
Sunny D	1	0%	0%	100%	0%
Sports drinks	1	100%	0%	0%	0%
Powerade Play	1	100%	0%	0%	0%
Total	171				

Source: TV Content analysis

Local sponsorships on Spanish-language TV

Brand	Total # ads	Athletic events	Cause-related marketing	Musical concerts	Other events
Regular soda	15	33%	53%	13%	0%
Pepsi	8	0%	100%	0%	0%
Coca-Cola	3	67%	0%	33%	0%
Dr Pepper	3	100%	0%	0%	0%
7 Up	1	0%	0%	100%	0%
Energy drinks	9	89%	0%	0%	11%
Monster	7	100%	0%	0%	0%
Red Bull	1	0%	0%	0%	100%
Rockstar	1	100%	0%	0%	0%
Fruit drinks	2	0%	50%	0%	50%
Ocean Spray	1	0%	0%	0%	100%
Sunny D	1	0%	100%	0%	0%
Sports drinks	1	100%	0%	0%	0%
Powerade	1	100%	0%	0%	0%
Total	27				

Source: TV Content analysis

Table D4. Content analysis of Spanish-language TV advertisements

Category	Total # ads	Any sponsorships	Event sponsorships	Athletic sponsorships	Cause-related marketing	Viewer participation
Regular soda	11	36%	0%	36%	9%	36%
Coca-Cola	9	44%	0%	44%	11%	44%
Fanta	1	0%	0%	0%	0%	0%
7 Up	1	0%	0%	0%	0%	0%
Energy drinks	7	0%	14%	0%	0%	14%
Red Bull	5	0%	20%	0%	0%	20%
5-hour Energy	2	0%	0%	0%	0%	0%
Fruit drinks	5	0%	0%	0%	0%	20%
Sunny D	3	0%	0%	0%	0%	33%
Kool-Aid	1	0%	0%	0%	0%	0%
Kool-Aid Fun Fizz	1	0%	0%	0%	0%	0%
Sports drinks	3	33%	0%	33%	0%	0%
Powerade	3	33%	0%	33%	0%	0%
Total	26					

Source: TV Content analysis

Selling points (Spanish-language TV)

Category	Total # ads	New/improved	Nutrition/nutrient claims	Physical/mental benefits	Natural	Unique/one of a kind	Hydration	Taste	Calorie claims
Regular soda	11	0%	0%	0%	18%	0%	0%	9%	0%
Coca-Cola	9	0%	0%	0%	0%	0%	0%	0%	0%
Fanta	1	0%	0%	0%	100%	0%	0%	100%	0%
7 Up	1	0%	0%	0%	100%	100%	0%	100%	0%
Energy drinks	7	0%	29%	29%	0%	0%	0%	0%	29%
Red Bull	5	0%	0%	0%	0%	0%	0%	0%	0%
5-hour Energy	2	0%	100%	100%	0%	0%	0%	0%	100%
Fruit drinks	5	20%	40%	0%	0%	20%	0%	40%	0%
Sunny D	3	0%	67%	0%	0%	0%	0%	67%	0%
Kool-Aid	1	0%	0%	0%	0%	100%	0%	0%	0%
Kool-Aid Fun Fizz	1	100%	0%	0%	0%	0%	0%	0%	0%
Sports drinks	3	0%	67%	33%	0%	0%	67%	0%	0%
Powerade	3	0%	67%	33%	0%	0%	67%	0%	0%
Total	26								

Source: TV Content analysis

Product associations (Spanish-language TV)

Category	Total # ads	Sex	Physical activity	Fun	Cool/hip	Humor	Inspirational message	Sugary drink as prop	Animation
Regular soda	11	0%	18%	64%	27%	36%	36%	9%	18%
Coca-Cola	9	0%	22%	67%	22%	44%	44%	11%	11%
Fanta	1	0%	0%	0%	0%	0%	0%	0%	100%
7 Up	1	0%	0%	100%	100%	0%	0%	0%	100%
Energy drinks	7	0%	29%	29%	0%	43%	0%	0%	57%
Red Bull	5	0%	40%	40%	0%	60%	0%	0%	60%
5-hour Energy	2	0%	0%	0%	0%	0%	0%	0%	50%
Fruit drinks	5	0%	40%	80%	0%	0%	20%	20%	20%
Sunny D	3	0%	67%	67%	0%	0%	33%	0%	0%
Kool-Aid	1	0%	0%	100%	0%	0%	0%	100%	0%
Kool-Aid Fun Fizz	1	0%	0%	100%	0%	0%	0%	0%	100%
Sports drinks	3	0%	100%	33%	0%	0%	0%	0%	0%
Powerade	3	0%	100%	33%	0%	0%	0%	0%	0%
Total	26								

Source: TV Content analysis

Target audience (Spanish-language TV)

Category	Total # ads	Male	Female	Both
Regular soda	11	55%	18%	9%
Coca-Cola	9	67%	11%	11%
Fanta	1	0%	0%	0%
7 Up	1	0%	0%	100%
Energy drinks	7	29%	29%	0%
Red Bull	5	40%	20%	0%
5-hour Energy	2	0%	50%	0%
Fruit drinks	5	20%	0%	40%
Sunny D	3	0%	0%	67%
Kool-Aid	1	0%	0%	0%
Kool-Aid Fun Fizz	1	100%	0%	0%
Sports drinks	3	100%	0%	0%
Powerade	3	100%	0%	0%
Total	26			

Source: TV Content analysis

Featured third parties and brand spokespersons (Spanish-language TV)

Category	Total # ads	Any Celebrity	Famous actor	Famous athlete	Famous musician	Brand spokesperson	Movie/tv/video game	Licensed character
Regular soda	11	18%	0%	9%	9%	0%	0%	0%
Coca-Cola	9	0%	0%	11%	0%	0%	0%	0%
Fanta	1	0%	0%	0%	0%	0%	0%	0%
7 Up	1	100%	0%	0%	100%	0%	0%	0%
Energy drinks	7	14%	0%	14%	0%	0%	0%	0%
Red Bull	5	0%	0%	20%	0%	0%	0%	0%
5-hour Energy	2	0%	0%	0%	0%	0%	0%	0%
Fruit drinks	5	0%	0%	0%	0%	40%	0%	0%
Sunny D	3	0%	0%	0%	0%	0%	0%	0%
Kool-Aid	1	0%	0%	0%	0%	100%	0%	0%
Kool-Aid Fun Fizz	1	0%	0%	0%	0%	100%	0%	0%
Sports drinks	3	67%	0%	67%	0%	0%	0%	0%
Powerade	3	0%	0%	67%	0%	0%	0%	0%
Total	26							

Source: TV Content analysis

Sugary drink portrayals (Spanish-language TV)

Category	Total # ads	Sugary drink is primary focus	Sugary drink consumed	Before/during/after physical activity
Regular soda	11	18%	73%	9%
Coca-Cola	9	11%	78%	11%
Fanta	1	100%	0%	0%
7 Up	1	0%	100%	0%
Energy drinks	7	14%	57%	14%
Red Bull	5	0%	60%	20%
5-hour Energy	2	50%	50%	0%
Fruit drinks	5	20%	60%	20%
Sunny D	3	0%	67%	33%
Kool-Aid	1	0%	0%	0%
Kool-Aid Fun Fizz	1	100%	100%	0%
Sports drinks	3	0%	100%	100%
Powerade	3	0%	100%	100%
Total	26			

Source: TV Content analysis

Table D5. Content analysis of YouTube videos

	Total # ads	Any sponsorships	Event sponsorships	Athletic sponsorships	Cause-related marketing	Viewer participation
Energy drinks	156	70%	71%	69%	0%	1%
Red Bull	129	66%	75%	64%	0%	0%
Monster	23	96%	57%	96%	0%	4%
5-hour Energy	2	0%	0%	0%	0%	0%
NOS	2	100%	0%	100%	0%	0%
Regular soda	17	18%	12%	18%	18%	18%
Mountain Dew	9	33%	22%	33%	0%	11%
Pepsi	4	0%	0%	0%	75%	50%
Dr Pepper	2	0%	0%	0%	0%	0%
7 Up	1	0%	0%	0%	0%	0%
Coca Cola Classic	1	0%	0%	0%	0%	0%
Sports drinks	12	17%	33%	17%	0%	0%
Gatorade	11	9%	27%	9%	0%	0%
Powerade	1	100%	100%	100%	0%	0%
Iced tea	8	13%	13%	0%	0%	75%
Snapple	5	20%	20%	0%	0%	100%
Lipton Brisk	3	0%	0%	0%	0%	33%
Flavored water	6	0%	0%	0%	0%	0
Vitamin Water	6	0%	0%	0%	0%	0%
Total	199					

Source: YouTube content analysis

Selling points (YouTube)

	Total # ads	New/improved	Nutrition/nutrient claims	Physical/mental benefits	Natural	Unique/one of a kind	Hydration	Taste	Calorie claims
Energy drinks	156	0%	1%	2%	0%	1%	0%	0%	1%
Red Bull	129	0%	0%	0%	0%	0%	0%	0%	0%
Monster	23	0%	0%	0%	0%	0%	0%	0%	0%
5-hour Energy	2	0%	100%	100%	0%	100%	0%	0%	100%
NOS	2	0%	0%	50%	0%	0%	0%	0%	0%
Regular soda	17	12%	0%	6%	0%	12%	6%	24%	0%
Mountain Dew	9	11%	0%	0%	0%	0%	0%	0%	0%
Pepsi	4	0%	0%	0%	0%	25%	0%	0%	0%
Dr Pepper	2	0%	0%	0%	0%	0%	0%	100%	0%
7 Up	1	100%	0%	100%	0%	0%	0%	100%	0%
Coca Cola Classic	1	0%	0%	0%	0%	100%	100%	100%	0%
Sports drinks	12	0%	42%	50%	0%	8%	25%	8%	0%
Gatorade	11	0%	46%	55%	0%	9%	27%	9%	0%
Powerade	1	0%	0%	0%	0%	0%	0%	0%	0%
Iced tea	8	0%	0%	13%	0%	0%	0%	13%	0%
Snapple	5	0%	0%	20%	0%	0%	0%	20%	0%
Lipton Brisk	3	0%	0%	0%	0%	0%	0%	0%	0%
Flavored water	6	0%	67%	17%	0%	0%	17%	0%	0%
Vitamin Water	6	0%	67%	17%	0%	0%	17%	0%	0%
Total	199								

Source: YouTube content analysis

Product associations (YouTube)

Category	Total # ads	Sex	Physical activity	Fun	Cool/hip	Humor	Inspirational message	Sugary drink as prop	Animation
Energy drinks	156	12%	89%	44%	85%	17%	5%	10%	3%
Red Bull	129	8%	89%	42%	85%	14%	5%	12%	4%
Monster	23	35%	96%	52%	91%	30%	0%	0%	0%
5-hour Energy	2	50%	0%	0%	0%	50%	0%	0%	0%
NOS	2	0%	100%	100%	100%	50%	0%	50%	0%
Regular soda	17	12%	24%	71%	47%	47%	24%	6%	12%
Mountain Dew	9	0%	33%	67%	67%	44%	11%	11%	11%
Pepsi	4	25%	0%	75%	25%	25%	75%	0%	0%
Dr Pepper	2	0%	50%	100%	50%	100%	0%	0%	0%
7 Up	1	100%	0%	0%	0%	100%	0%	0%	0%
Coca Cola Classic	1	0%	0%	100%	0%	0%	0%	0%	100%
Sports drinks	12	0%	100%	33%	83%	25%	25%	0%	0%
Gatorade	11	0%	100%	27%	91%	27%	18%	0%	0%
Powerade	1	0%	100%	100%	0%	0%	100%	0%	0%
Iced tea	8	0%	0%	63%	38%	75%	0%	38%	13%
Snapple	5	0%	0%	80%	0%	100%	0%	60%	0%
Lipton Brisk	3	0%	0%	33%	100%	33%	0%	0%	33%
Flavored water	6	17%	83%	33%	67%	83%	0%	33%	50%
Vitamin Water	6	17%	83%	33%	67%	83%	0%	33%	50%
Total	199								

Source: YouTube content analysis

Target audience (YouTube)

Category	Total # ads	Male	Female	Both	White	Black	Hispanic	Asian	Mixed
Energy drinks	156	87%	3%	9%	66%	3%	2%	0%	29%
Red Bull	129	86%	3%	10%	60%	3%	2%	0%	34%
Monster	23	96%	4%	0%	96%	0%	0%	0%	4%
5-hour Energy	2	50%	0%	50%	100%	0%	0%	0%	0%
NOS	2	100%	0%	0%	100%	0%	0%	0%	0%
Regular soda	17	65%	0%	36%	41%	18%	12%	0%	41%
Mountain Dew	9	89%	0%	11%	56%	11%	22%	0%	33%
Pepsi	4	25%	0%	75%	0%	25%	0%	0%	75%
Dr Pepper	2	50%	0%	50%	50%	50%	0%	0%	0%
7 Up	1	100%	0%	0%	100%	0%	0%	0%	0%
Coca Cola Classic	1	0%	0%	100%	0%	0%	0%	0%	100%
Sports drinks	12	92%	8%	0%	8%	42%	0%	0%	50%
Gatorade	11	91%	9%	0%	9%	46%	0%	0%	46%
Powerade	1	100%	0%	0%	0%	0%	0%	0%	100%
Iced tea	8	75%	13%	13%	63%	0%	25%	0%	13%
Snapple	5	60%	20%	20%	80%	0%	0%	0%	20%
Lipton Brisk	3	100%	0%	0%	33%	0%	67%	0%	0%
Flavored water	6	83%	17%	0%	67%	0%	0%	0%	0%
Vitamin Water	6	83%	17%	0%	67%	0%	0%	0%	0%
Total	199								

Source: YouTube content analysis

Featured third parties and brand spokescharacters (YouTube)

	Total # ads	Any Celebrity	Famous actor	Famous athlete	Famous musician	Brand spokescharacter	Movie/tv/video game	Licensed character
Energy drinks	156	78%	0%	73%	5%	0%	12%	0%
Red Bull	129	76%	0%	70%	6%	0%	14%	0%
Monster	23	96%	0%	96%	0%	0%	0%	0%
5-hour Energy	2	0%	0%	0%	0%	0%	0%	0%
NOS	2	100%	0%	100%	0%	0%	0%	0%
Regular soda	17	71%	35%	24%	12%	0%	0%	0%
Mountain Dew	9	89%	44%	33%	11%	0%	0%	0%
Pepsi	4	25%	0%	0%	25%	0%	0%	0%
Dr Pepper	2	100%	50%	50%	0%	0%	0%	0%
7 Up	1	100%	100%	0%	0%	0%	0%	0%
Coca Cola Classic	1	0%	0%	0%	0%	0%	0%	0%
Sports drinks	12	92%	0%	92%	8%	0%	0%	0%
Gatorade	11	91%	0%	91%	9%	0%	0%	0%
Powerade	1	100%	0%	100%	0%	0%	0%	0%
Iced tea	8	38%	25%	0%	13%	0%	13%	0%
Snapple	5	0%	0%	0%	0%	0%	0%	0%
Lipton Brisk	3	100%	67%	0%	33%	0%	33%	0%
Flavored water	6	67%	17%	67%	0%	0%	17%	0%
Vitamin Water	6	67%	17%	67%	0%	0%	17%	0%
Total	199							

Source: YouTube content analysis

Sugary drink portrayals (YouTube)

	Total # ads	Sugary drink is primary focus	Sugary drink consumed	Before/during/after physical activity
Energy drinks	156	0%	12%	19%
Red Bull	129	0%	10%	19%
Monster	23	0%	13%	17%
5-hour Energy	2	0%	50%	0%
NOS	2	0%	50%	50%
Regular soda	17	12%	53%	0%
Mountain Dew	9	0%	33%	0%
Pepsi	4	0%	75%	0%
Dr Pepper	2	0%	50%	0%
7 Up	1	100%	100%	0%
Coca Cola Classic	1	100%	100%	0%
Sports drinks	12	0%	67%	83%
Gatorade	11	0%	64%	82%
Powerade	1	0%	100%	100%
Iced tea	8	0%	75%	0%
Snapple	5	0%	60%	0%
Lipton Brisk	3	0%	100%	0%
Flavored water	6	0%	50%	33%
Vitamin Water	6	0%	50%	33%
Total	199			

Source: YouTube content analysis

Table E1. Main focus and target audience of company websites

% of pages													
Main focus					Target audience				Message target audience				
Sponsorship	Promotion	Branding only	Specific product package	Specific product	General audience	Youth	Adults only	Parents	Male youth/young adults	Female youth/adults	Blacks	Hispanics	Athletes
All websites													
Children's brands websites	51%	36%	7%	4%	1%	93%	3%	3%	1%	39%	5%	0%	4%
KraftBrands.com/CapriSun (kids)	0%	9%	73%	13%	5%	21%	46%	0%	32%	52%	47%	0%	0%
KraftBrands.com/KoolAid	0%	2%	98%	0%	0%	0%	100%	0%	0%	100%	88%	0%	0%
SunnyD.com	0%	0%	0%	33%	67%	100%	0%	0%	0%	0%	0%	50%	0%
KraftBrands.com/CapriSun (parents)	0%	16%	68%	14%	3%	38%	8%	0%	54%	22%	22%	0%	0%
Soda websites	0%	17%	42%	42%	0%	0%	0%	92%	8%	8%	0%	0%	0%
MyCokeRewards.com	40%	45%	9%	4%	2%	90%	3%	6%	1%	15%	8%	1%	11%
RefreshEverything.com	0%	98%	0%	2%	0%	80%	1%	16%	3%	5%	2%	1%	15%
DrPepper.com	100%	0%	0%	0%	0%	100%	0%	0%	0%	5%	5%	0%	0%
DEWmocracy.com	0%	49%	27%	22%	2%	90%	10%	0%	0%	49%	12%	0%	0%
MyCoke.com	0%	0%	62%	21%	18%	94%	6%	0%	0%	65%	50%	0%	35%
MountainDew.com	3%	10%	87%	0%	0%	90%	10%	0%	0%	17%	17%	0%	0%
Fanta.com	8%	48%	29%	14%	9%	88%	12%	0%	0%	77%	15%	0%	63%
Pepsi.com	0%	0%	43%	0%	57%	29%	71%	0%	0%	86%	86%	0%	0%
Sprite.com	0%	0%	100%	0%	0%	100%	0%	0%	0%	100%	100%	33%	0%
Coca-Cola.com	0%	71%	14%	14%	0%	100%	0%	0%	0%	57%	14%	43%	29%
7Up.com	0%	50%	50%	0%	0%	100%	0%	0%	0%	50%	50%	0%	0%
Energy drink websites	0%	0%	28%	67%	6%	100%	0%	0%	0%	0%	0%	0%	0%
MonsterEnergy.com	60%	36%	3%	1%	0%	98%	2%	0%	0%	46%	3%	0%	2%
Rockstar69.com	65%	33%	0%	2%	0%	100%	0%	0%	0%	100%	0%	0%	0%
RedBull.com	62%	31%	2%	6%	0%	100%	0%	0%	0%	97%	3%	0%	0%
5HourEnergy.com	59%	39%	1%	0%	1%	96%	3%	0%	0%	3%	3%	0%	0%
Other sugary drink websites	4%	46%	48%	2%	0%	94%	0%	6%	0%	6%	42%	0%	54%
Gatorade.com	0%	15%	38%	37%	9%	64%	5%	30%	2%	18%	9%	0%	17%
SoBe.com	0%	50%	6%	36%	8%	98%	2%	0%	0%	9%	2%	0%	98%
Snapple.com	0%	7%	46%	1%	45%	100%	0%	0%	0%	54%	9%	0%	1%
OceanSpray.com	0%	7%	31%	62%	0%	100%	0%	0%	0%	14%	7%	0%	0%
Tropicana.com	0%	3%	60%	37%	0%	43%	12%	41%	4%	17%	17%	0%	1%
	0%	16%	26%	56%	0%	34%	0%	65%	1%	3%	4%	0%	0%

	Gender of actors			Race/ethnicity of actors					% of pages		
	Male	Female	Both male/female	White	Black	Hispanic	Asian	Mix of races	Spanish language customization	Spanish language appeals	Writing or other marketing messages in Spanish
All websites	37%	4%	47%	76%	1%	0%	0%	10%	4%	1%	1%
Children's brands websites	38%	18%	16%	55%	0%	0%	1%	18%	6%	3%	3%
KraftBrands.com/CapriSun (kids)	71%	17%	15%	78%	0%	0%	0%	22%	0%	0%	0%
KraftBrands.com/KoolAid	33%	0%	33%	67%	0%	0%	0%	0%	100%	50%	50%
SunnyD.com	14%	14%	14%	38%	0%	0%	0%	14%	0%	0%	0%
KraftBrands.com/CapriSun (parents)	0%	42%	17%	25%	0%	0%	8%	25%	0%	0%	0%
Soda websites	7%	6%	61%	26%	1%	0%	0%	47%	4%	4%	4%
MyCokeRewards.com	4%	15%	36%	51%	1%	0%	0%	1%	0%	0%	0%
RefreshEverything.com	2%	0%	98%	2%	0%	0%	0%	98%	0%	0%	0%
DrPepper.com	12%	2%	88%	10%	0%	2%	0%	93%	100%	100%	100%
DEWmocracy.com	6%	0%	50%	15%	0%	0%	0%	41%	0%	0%	0%
MyCoke.com	33%	3%	10%	30%	3%	0%	0%	13%	0%	0%	0%
MountainDew.com	51%	0%	18%	42%	2%	3%	0%	23%	0%	0%	0%
Fanta.com	14%	14%	57%	0%	14%	0%	0%	71%	0%	0%	0%
Pepsi.com	0%	0%	67%	0%	0%	0%	0%	67%	0%	0%	0%
Sprite.com	43%	0%	14%	0%	43%	0%	0%	14%	0%	0%	0%
Coca-Cola.com	0%	0%	100%	0%	0%	0%	0%	100%	0%	0%	0%
7Up.com	11%	0%	0%	6%	0%	0%	0%	6%	0%	0%	0%
Energy drink websites	46%	3%	47%	95%	0%	0%	0%	1%	4%	0%	0%
MonsterEnergy.com	93%	2%	0%	94%	0%	0%	0%	0%	0%	0%	0%
Rockstar69.com	33%	11%	53%	97%	0%	0%	0%	0%	0%	0%	0%
RedBull.com	20%	0%	79%	98%	0%	0%	0%	2%	4%	0%	0%
5HourEnergy.com	4%	43%	2%	45%	0%	0%	0%	1%	61%	0%	0%
Other sugary drink websites	17%	10%	12%	7%	14%	0%	0%	17%	0%	0%	0%
Gatorade.com	85%	5%	8%	2%	82%	0%	0%	15%	0%	0%	0%
SoBe.com	4%	45%	39%	10%	0%	1%	1%	75%	0%	0%	0%
Snapple.com	0%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%
OceanSpray.com	5%	1%	7%	12%	0%	0%	0%	1%	0%	0%	0%
Tropicana.com	0%	5%	3%	4%	1%	0%	0%	3%	0%	0%	0%

*Excluded main foci and language appeals with 0% of pages across all sugary drink and energy drink websites

Source: Website content analysis (May 2011)

Table E2. Promotions and sponsorships on company websites

% of pages											
Promotions						Sponsorships					
Type of promotion			Type of sponsorship			Type of cause-related marketing					
Promotion featuring celebrity	Corporate promotion	Entertainment tie-in	Special or limited-time offers or giveaways	Sports sponsorship	Corporate sponsorship	Other sponsorship	Any cause-related marketing	School programs or materials for teachers	Scholarship for college students	Health-related causes	Environmental causes
All websites	26%	7%	1%	22%	35%	7%	9%	15%	1%	2%	8%
Children's brands websites	0%	2%	0%	27%	0%	0%	0%	13%	0%	2%	10%
KraftBrands.com/CapriSun (kids)	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
KraftBrands.com/KoolAid	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SunnyD.com	0%	0%	0%	68%	0%	0%	0%	5%	0%	5%	0%
KraftBrands.com/CapriSun (parents)	0%	17%	0%	0%	0%	0%	0%	83%	0%	0%	67%
Soda websites	3%	38%	3%	50%	1%	40%	0%	83%	4%	13%	1%
MyCokeRewards.com	2%	94%	1%	99%	0%	0%	0%	94%	0%	4%	1%
RefreshEverything.com	0%	0%	0%	0%	100%	0%	0%	100%	0%	29%	2%
DrPepper.com	2%	0%	39%	100%	0%	0%	0%	100%	100%	0%	0%
DEWmocracy.com	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%
MyCoke.com	0%	0%	0%	0%	3%	0%	0%	3%	0%	0%	3%
MountainDew.com	35%	0%	12%	6%	8%	0%	0%	3%	0%	0%	3%
Fanta.com	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pepsi.com	0%	0%	0%	33%	0%	0%	0%	33%	0%	33%	0%
Sprite.com	14%	0%	0%	57%	0%	0%	0%	57%	0%	0%	0%
Coca-Cola.com	0%	0%	0%	50%	0%	0%	0%	0%	0%	0%	0%
7Up.com	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%
Energy drink websites	33%	0%	0%	18%	47%	0%	13%	0%	0%	0%	0%
MonsterEnergy.com	33%	0%	0%	45%	39%	0%	26%	0%	0%	0%	0%
Rockstar69.com	13%	0%	2%	22%	26%	0%	36%	0%	0%	0%	0%
RedBull.com	39%	0%	0%	0%	59%	0%	0%	0%	0%	0%	0%
5HourEnergy.com	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%
Other sugary drink websites	9%	4%	1%	2%	0%	0%	0%	6%	0%	1%	5%
Gatorade.com	48%	0%	2%	3%	0%	0%	0%	0%	0%	0%	0%
SoBe.com	6%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Snapple.com	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
OceanSpray.com	0%	3%	0%	1%	0%	0%	0%	4%	0%	3%	1%
Tropicana.com	0%	11%	0%	5%	0%	0%	0%	19%	0%	0%	17%

*Excluded promotions and sponsorships with 0% of pages across all sugary drink and energy drink websites

Source: Website content analysis (May 2011)

Table E3. Third parties on company websites

% of pages									
	Sports content	Famous athlete	Famous musician or band	Entertainment	Famous actor or celebrity	Charity show/video game	Movie/TV	Food product	Beverage product
All websites	41%	29%	19%	13%	10%	7%	6%	6%	1%
Children's brands websites	1%	0%	23%	1%	0%	10%	0%	2%	0%
KraftBrands.com/CapriSun (kids)	2%	0%	0%	0%	0%	0%	0%	0%	2%
KraftBrands.com/KoolAid	0%	0%	0%	0%	0%	33%	0%	0%	0%
SunnyD.com	0%	0%	59%	3%	0%	0%	0%	3%	0%
KraftBrands.com/CapriSun (parents)	0%	0%	0%	0%	0%	67%	0%	8%	0%
Soda websites	36%	5%	5%	35%	5%	40%	33%	0%	1%
MyCokeRewards.com	79%	4%	0%	83%	11%	5%	71%	0%	0%
RefreshEverything.com	0%	0%	0%	0%	0%	95%	0%	0%	0%
DrPepper.com	39%	0%	100%	0%	5%	0%	100%	0%	0%
DEWmocracy.com	26%	0%	3%	18%	0%	0%	0%	3%	3%
MyCoke.com	7%	0%	3%	3%	0%	0%	7%	0%	0%
MountainDew.com	22%	46%	5%	18%	0%	0%	0%	0%	6%
Fanta.com	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pepsi.com	33%	33%	67%	0%	33%	33%	33%	0%	0%
Sprite.com	0%	43%	14%	0%	14%	0%	0%	0%	0%
Coca-Cola.com	0%	0%	50%	0%	0%	0%	50%	0%	0%
7Up.com	0%	0%	0%	0%	11%	0%	11%	6%	0%
Energy drink websites	45%	37%	24%	9%	11%	0%	0%	8%	1%
MonsterEnergy.com	71%	57%	57%	23%	4%	0%	0%	0%	3%
Rockstar69.com	83%	58%	38%	0%	20%	0%	0%	0%	1%
RedBull.com	21%	21%	1%	1%	15%	0%	1%	14%	0%
5HourEnergy.com	48%	3%	0%	1%	0%	0%	0%	0%	1%
Other sugary drink websites	12%	17%	0%	2%	10%	2%	1%	2%	0%
Gatorade.com	71%	98%	0%	0%	0%	0%	0%	5%	0%
SoBe.com	0%	0%	1%	7%	48%	0%	0%	3%	0%
Snapple.com	0%	0%	0%	0%	0%	0%	10%	0%	0%
OceanSpray.com	0%	1%	0%	1%	1%	1%	0%	0%	0%
Tropicana.com	0%	0%	0%	1%	4%	7%	0%	4%	0%

*Excluded third parties with 0% of pages across all sugary drink and energy drink websites

Source: Website content analysis (May 2011)

Table E4. Branding and beverage portrayals on company websites

% of pages*													
Beverage portrayals					Size of beverage shown								
	Beverage product depicted	Beverage mentioned or described but not shown	Food product shown	# of branded beverage products shown per page*	Beverage shown being consumed	Small sized bottle/can/pouch	Medium sized bottle/can	Large sized individual bottle/can	32 oz or 1 L	64 oz or 2 L	1 gal jug or 3 L	Glass of beverage	Other size of beverage
	27%	14%	1%	1.6	3%	2%	15%	10%	1%	3%	0%	8%	1%
	All websites												
	Children's brands websites												
	70%	1%	8%	6.0	22%	56%	6%	9%	0%	15%	4%	13%	7%
	KraftBrands.com/CapriSun (kids)												
	78%	0%	0%	7.1	41%	76%	0%	0%	0%	0%	0%	0%	0%
	KraftBrands.com/KoolAid												
	100%	0%	0%	10.3	33%	67%	33%	0%	0%	0%	0%	83%	33%
	49%	0%	22%	5.2	0%	22%	11%	24%	0%	38%	11%	19%	5%
	SunnyD.com												
	92%	8%	0%	2.8	17%	92%	0%	0%	0%	0%	0%	0%	25%
	KraftBrands.com/CapriSun (parents)												
	88%	10%	0%	4.9	6%	0%	83%	14%	2%	3%	1%	43%	2%
	Soda websites												
	83%	23%	0%	3.3	5%	0%	79%	10%	6%	5%	3%	1%	3%
	MyCokeRewards.com												
	100%	0%	0%	5.0	2%	0%	100%	0%	0%	0%	0%	100%	0%
	RefreshEverything.com												
	100%	0%	0%	10.0	17%	0%	100%	100%	0%	0%	0%	5%	12%
	DrPepper.com												
	85%	0%	0%	12.9	24%	3%	32%	79%	3%	3%	0%	15%	9%
	DEVMocracy.com												
	83%	0%	0%	9.1	37%	0%	77%	7%	0%	0%	0%	3%	3%
	MyCoke.com												
	38%	2%	0%	3.1	14%	0%	34%	18%	0%	0%	0%	0%	0%
	MountainDew.com												
	71%	0%	0%	2.7	43%	0%	0%	71%	0%	0%	0%	0%	0%
	Fanta.com												
	67%	0%	0%	10.3	0%	0%	67%	33%	0%	0%	0%	0%	0%
	Pepsi.com												
	71%	0%	14%	1.1	14%	0%	14%	43%	0%	0%	0%	14%	0%
	Sprite.com												
	100%	0%	0%	3.0	50%	0%	50%	50%	0%	0%	0%	50%	0%
	Coca-Cola.com												
	100%	0%	0%	12.1	0%	0%	100%	56%	0%	56%	0%	100%	11%
	7Up.com												
	8%	16%	0%	0.5	1%	2%	1%	6%	0%	0%	0%	0%	0%
	Energy drink websites												
	4%	42%	0%	0.2	2%	0%	0%	6%	1%	0%	0%	0%	0%
	MonsterEnergy.com												
	35%	0%	4%	2.5	3%	0%	0%	36%	0%	0%	0%	0%	1%
	Rockstar69.com												
	2%	0%	0%	0.2	0%	0%	1%	0%	0%	0%	0%	0%	0%
	RedBull.com												
	50%	44%	0%	3.0	1%	50%	0%	0%	0%	0%	0%	0%	0%
	5HourEnergy.com												
	72%	3%	1%	4.1	15%	5%	1%	42%	13%	28%	0%	4%	3%
	Other sugary drink websites												
	97%	2%	0%	3.6	33%	27%	6%	82%	71%	0%	0%	0%	9%
	Gatorade.com												
	100%	0%	0%	11.9	49%	0%	0%	100%	0%	0%	0%	0%	0%
	SoBe.com												
	90%	7%	0%	2.8	3%	0%	0%	90%	0%	0%	0%	0%	7%
	Snapple.com												
	39%	0%	2%	1.0	0%	1%	0%	8%	0%	34%	0%	6%	0%
	OceanSpray.com												
	77%	11%	0%	3.8	3%	0%	1%	7%	6%	68%	1%	7%	2%
	Topicana.com												

% of pages						
Branding	Brand logo	Other branded site by the same company	Brand slogan	Spokes-character	Spokesperson	Other branding
All websites	99%	51%	13%	1%	0%	7%
Children's brands websites	99%	10%	58%	47%	0%	1%
KraftBrands.com/CapriSun (kids)	100%	0%	100%	100%	0%	0%
KraftBrands.com/KoolAid	100%	33%	33%	67%	0%	0%
SunnyD.com	100%	0%	5%	0%	0%	3%
KraftBrands.com/CapriSun (parents)	92%	67%	92%	0%	0%	0%
Soda websites	100%	49%	52%	1%	1%	41%
MyCokeRewards.com	100%	8%	7%	0%	0%	98%
RefreshEverything.com	100%	100%	100%	0%	0%	0%
DrPepper.com	100%	0%	100%	15%	2%	0%
DEWmocracy.com	97%	3%	6%	0%	26%	3%
MyCoke.com	100%	3%	57%	13%	0%	3%
MountainDew.com	100%	88%	23%	2%	5%	0%
Fanta.com	100%	0%	43%	0%	0%	0%
Pepsi.com	100%	67%	67%	0%	0%	0%
Sprite.com	86%	14%	14%	0%	0%	100%
Coca-Cola.com	100%	50%	100%	50%	0%	0%
7Up.com	100%	0%	100%	0%	0%	0%
Energy drink websites	99%	56%	1%	0%	0%	0%
MonsterEnergy.com	100%	0%	0%	0%	0%	0%
Rockstar69.com	100%	43%	0%	0%	0%	0%
RedBull.com	100%	99%	0%	0%	0%	0%
5HourEnergy.com	66%	0%	6%	0%	0%	0%
Other sugary drink websites	99%	5%	33%	1%	0%	0%
Gatorade.com	100%	0%	0%	0%	0%	0%
SoBe.com	100%	0%	14%	1%	0%	1%
Snapple.com	100%	0%	100%	3%	0%	0%
OceanSpray.com	98%	1%	1%	1%	1%	0%
Tropicana.com	100%	19%	94%	0%	0%	0%

*All beverage portrayal measures are listed as percent of pages, except for number of branded beverage and food products shown per page
Source: Website content analysis (May 2011)

Table E5. Selling points used on company websites

	% of pages								
	Nutrition/nutrient claims	Taste	Physical/mental benefits	Hydrating/thirst quenching	Has vitamins/minerals/antioxidants	Old favorite/time-tested appeal	Nutrition information	Natural/fresh/real	Enhances physical performance
All websites	6%	6%	5%	5%	4%	4%	3%	3%	2%
Children's brands websites	23%	24%	7%	7%	18%	4%	6%	8%	3%
KraftBrands.com/CapriSun (kids)	0%	0%	2%	0%	0%	0%	0%	0%	2%
KraftBrands.com/KoolAid	67%	67%	0%	33%	67%	33%	0%	0%	0%
SunnyD.com	22%	30%	8%	8%	22%	3%	8%	3%	0%
KraftBrands.com/CapriSun (parents)	83%	67%	25%	17%	42%	8%	25%	58%	17%
Soda websites	3%	6%	3%	12%	0%	14%	2%	1%	1%
MyCokeRewards.com	1%	2%	1%	23%	0%	29%	0%	1%	1%
RefreshEverything.com	0%	0%	0%	0%	0%	0%	0%	0%	0%
DrPepper.com	17%	37%	0%	12%	0%	7%	22%	0%	0%
DEWmocracy.com	0%	32%	3%	6%	0%	0%	0%	0%	0%
MyCoke.com	0%	0%	0%	17%	0%	7%	0%	0%	0%
MountainDew.com	0%	22%	14%	12%	0%	6%	0%	0%	0%
Fanta.com	43%	14%	0%	0%	0%	0%	0%	43%	0%
Pepsi.com	33%	33%	0%	33%	0%	33%	0%	0%	0%
Sprite.com	14%	0%	14%	43%	0%	0%	14%	14%	14%
Coca-Cola.com	0%	0%	50%	50%	0%	0%	0%	0%	0%
7Up.com	72%	72%	100%	33%	22%	100%	50%	44%	0%
Energy drink websites	2%	1%	3%	1%	1%	0%	1%	0%	1%
MonsterEnergy.com	1%	1%	2%	1%	1%	0%	2%	0%	0%
Rockstar69.com	6%	4%	6%	5%	6%	0%	5%	1%	6%
RedBull.com	1%	0%	0%	0%	0%	0%	0%	0%	0%
5HourEnergy.com	11%	6%	57%	0%	6%	0%	2%	0%	14%
Other sugary drink websites	62%	57%	25%	27%	47%	14%	30%	33%	19%
Gatorade.com	39%	3%	86%	21%	39%	0%	33%	8%	86%
SoBe.com	51%	43%	38%	19%	39%	0%	41%	28%	26%
Snapple.com	14%	79%	0%	0%	0%	10%	59%	66%	0%
OceanSpray.com	70%	70%	7%	20%	57%	36%	0%	51%	1%
Tropicana.com	87%	80%	7%	55%	57%	4%	54%	19%	1%

% of pages									
Is healthy	Low-calorie/weight loss	New/improved	Comparison/unique /one of a kind	Enhances mental performance	Low-calorie	Zero calories/sugar free	Science/research	Other selling point	
All websites	2%	2%	2%	2%	1%	1%	1%	1%	1%
Children's brands websites	2%	4%	7%	10%	1%	2%	2%	17%	17%
KraftBrands.com/CapriSun (kids)	0%	0%	7%	0%	0%	0%	0%	0%	0%
KraftBrands.com/KoolAid	0%	33%	17%	67%	0%	33%	33%	67%	67%
SunnyD.com	5%	3%	3%	8%	0%	0%	0%	0%	0%
KraftBrands.com/CapriSun (parents)	0%	8%	17%	25%	17%	0%	0%	100%	100%
Soda websites	0%	1%	3%	3%	0%	1%	0%	2%	2%
MyCokeRewards.com	0%	0%	1%	1%	0%	1%	0%	2%	2%
RefreshEverything.com	0%	0%	0%	0%	0%	0%	0%	0%	0%
DrPepper.com	0%	12%	2%	5%	2%	10%	2%	0%	0%
DEWmocracy.com	0%	0%	15%	9%	0%	0%	0%	9%	9%
MyCoke.com	0%	0%	13%	7%	0%	0%	3%	43%	43%
MountainDew.com	0%	0%	9%	37%	0%	0%	0%	0%	0%
Fanta.com	0%	0%	0%	14%	0%	0%	0%	0%	0%
Pepsi.com	0%	33%	67%	0%	33%	33%	0%	33%	33%
Sprite.com	0%	0%	0%	0%	0%	0%	0%	0%	0%
Coca-Cola.com	0%	0%	0%	0%	0%	0%	0%	0%	0%
7Up.com	0%	22%	28%	0%	17%	11%	0%	0%	0%
Energy drink websites	0%	1%	1%	0%	1%	1%	1%	0%	0%
MonsterEnergy.com	0%	1%	0%	0%	0%	0%	0%	0%	0%
Rockstar69.com	0%	3%	4%	0%	2%	1%	4%	0%	0%
RedBull.com	0%	0%	1%	0%	0%	0%	0%	0%	0%
5HourEnergy.com	0%	10%	0%	8%	11%	11%	1%	1%	1%
Other sugary drink websites	33%	15%	8%	10%	14%	5%	4%	2%	2%
Gatorade.com	3%	11%	2%	0%	8%	0%	17%	3%	3%
SoBe.com	3%	25%	17%	1%	25%	25%	0%	0%	0%
Snapple.com	7%	14%	10%	100%	10%	10%	0%	0%	0%
OceanSpray.com	48%	14%	4%	5%	15%	0%	1%	0%	0%
Tropicana.com	63%	11%	10%	2%	11%	1%	4%	7%	7%

*Excluded selling points with 0% of pages across all sugary drink and energy drink websites

Source: Website content analysis (May 2011)

Table E6. Indirect product associations used on company websites

	% of pages							
	Fun	Cool/hip	Physical activity	Humor	Personalization/made just for you	Inspirational message	Honest/trustworthy	Addiction
All websites	84%	79%	68%	15%	15%	9%	8%	7%
Children's brands websites	97%	8%	31%	55%	21%	2%	3%	0%
KraftBrands.com/CapriSun (kids)	100%	5%	46%	95%	2%	2%	0%	0%
KraftBrands.com/KoolAid	100%	0%	67%	67%	33%	0%	0%	0%
SunnyD.com	95%	11%	5%	5%	46%	3%	5%	0%
KraftBrands.com/CapriSun (parents)	92%	17%	42%	67%	0%	0%	8%	0%
Soda websites	52%	28%	19%	19%	83%	52%	40%	2%
MyCokeRewards.com	81%	24%	17%	24%	95%	31%	4%	2%
RefreshEverything.com	7%	5%	1%	3%	100%	97%	96%	0%
DrPepper.com	100%	100%	100%	22%	0%	5%	0%	0%
DEWmocracy.com	94%	97%	59%	50%	100%	9%	3%	26%
MyCoke.com	53%	40%	13%	50%	10%	7%	0%	0%
MountainDew.com	89%	75%	68%	20%	12%	2%	0%	0%
Fanta.com	100%	57%	29%	71%	0%	0%	0%	0%
Pepsi.com	67%	100%	67%	33%	33%	33%	0%	0%
Sprite.com	71%	29%	43%	14%	14%	14%	14%	0%
Coca-Cola.com	100%	100%	0%	50%	50%	100%	0%	0%
7Up.com	39%	100%	6%	94%	11%	0%	0%	6%
Energy drink websites	97%	97%	84%	12%	0%	0%	0%	9%
MonsterEnergy.com	100%	100%	58%	4%	0%	0%	0%	3%
Rockstar69.com	100%	100%	100%	9%	0%	0%	0%	0%
RedBull.com	100%	100%	100%	18%	1%	0%	0%	15%
5HourEnergy.com	4%	6%	60%	4%	0%	0%	0%	0%
Other sugary drink websites	21%	36%	20%	36%	2%	2%	16%	0%
Gatorade.com	6%	100%	100%	5%	3%	5%	0%	0%
SoBe.com	54%	97%	16%	55%	0%	0%	0%	1%
Snapple.com	28%	21%	10%	83%	3%	0%	0%	0%
OceanSpray.com	23%	0%	0%	55%	1%	0%	38%	0%
Tropicana.com	3%	5%	1%	3%	2%	4%	14%	0%

% of pages							
Family bonding	Peer acceptance	Sex	Negative portrayal of adults/anti-authority	Beverage as prop	References to drugs, violence, aggression	Family meals	Other indirect product association
All websites	6%	4%	3%	1%	0%	0%	1%
Children's brands websites	27%	1%	43%	22%	0%	4%	7%
KraftBrands.com/CapriSun (kids)	0%	0%	100%	44%	0%	0%	0%
KraftBrands.com/KoolAid	0%	0%	0%	33%	0%	33%	0%
SunnyD.com	54%	0%	0%	3%	0%	0%	0%
KraftBrands.com/CapriSun (parents)	50%	8%	0%	0%	0%	17%	58%
Soda websites	33%	22%	4%	2%	0%	1%	3%
MyCokeRewards.com	14%	35%	1%	1%	0%	2%	0%
RefreshEverything.com	70%	7%	0%	0%	0%	0%	0%
DrPepper.com	0%	0%	0%	2%	0%	0%	0%
DEWmocracy.com	100%	9%	100%	6%	0%	0%	0%
MyCoke.com	0%	20%	0%	7%	0%	0%	100%
MountainDew.com	0%	9%	11%	3%	0%	0%	0%
Fanta.com	0%	0%	0%	43%	0%	0%	0%
Pepsi.com	0%	33%	0%	0%	0%	0%	0%
Sprite.com	0%	0%	0%	29%	0%	0%	0%
Coca-Cola.com	0%	50%	0%	100%	0%	0%	0%
7Up.com	0%	6%	6%	11%	0%	0%	0%
Energy drink websites	0%	0%	2%	0%	0%	0%	0%
MonsterEnergy.com	0%	0%	4%	0%	1%	0%	0%
Rockstar69.com	0%	0%	0%	0%	0%	0%	0%
RedBull.com	0%	0%	1%	0%	0%	0%	0%
5HourEnergy.com	0%	0%	0%	1%	0%	0%	1%
Other sugary drink websites	3%	1%	1%	1%	0%	1%	1%
Gatorade.com	2%	0%	2%	0%	0%	0%	0%
SoBe.com	0%	0%	1%	4%	0%	0%	1%
Snapple.com	0%	3%	0%	3%	0%	0%	7%
OceanSpray.com	7%	0%	0%	0%	0%	0%	0%
Tropicana.com	2%	4%	0%	1%	0%	2%	1%

Source: Website content analysis (May 2011)

Table E7. Engagement techniques used on company websites

	% of pages											
	Behavioral targeting	Social media	Flash animation	Viral marketing	Photos	Music customization	Page customization	Mobile	Video	Comment	Rating feature	Subscribe
All websites	96%	95%	95%	75%	60%	53%	52%	46%	38%	36%	33%	20%
Children's brands websites	52%	30%	90%	51%	0%	46%	75%	0%	14%	18%	1%	0%
KraftBrands.com/CapriSun (kids)	32%	0%	100%	100%	0%	100%	100%	0%	17%	0%	2%	0%
KraftBrands.com/KoolAid	67%	67%	33%	33%	0%	0%	67%	0%	33%	0%	0%	0%
SunnyD.com	86%	68%	89%	14%	0%	8%	49%	0%	5%	46%	0%	0%
KraftBrands.com/CapriSun (parents)	8%	0%	83%	8%	0%	0%	75%	0%	17%	0%	0%	0%
Soda websites	98%	97%	89%	80%	40%	10%	80%	43%	35%	38%	1%	40%
MyCokeRewards.com	99%	98%	79%	86%	4%	4%	83%	98%	3%	0%	0%	99%
RefreshEverything.com	100%	100%	100%	94%	93%	1%	98%	0%	71%	96%	2%	0%
DrPepper.com	100%	100%	100%	22%	5%	46%	100%	2%	51%	0%	0%	7%
DEWmocracy.com	100%	100%	100%	0%	24%	9%	18%	0%	29%	0%	0%	0%
MyCoke.com	100%	70%	17%	70%	3%	3%	13%	97%	30%	3%	0%	0%
MountainDew.com	91%	88%	97%	69%	8%	78%	0%	0%	26%	0%	0%	0%
Fanta.com	100%	100%	100%	100%	0%	29%	0%	14%	29%	0%	0%	0%
Pepsi.com	67%	67%	67%	33%	0%	0%	100%	0%	0%	0%	0%	0%
Sprite.com	14%	14%	71%	0%	0%	57%	0%	57%	29%	0%	0%	0%
Coca-Cola.com	100%	100%	100%	50%	0%	0%	50%	50%	0%	0%	0%	0%
7Up.com	100%	100%	100%	11%	6%	0%	100%	0%	0%	0%	0%	0%
Energy drink websites	98%	98%	96%	80%	71%	67%	47%	52%	42%	39%	45%	17%
MonsterEnergy.com	100%	100%	100%	80%	33%	100%	100%	0%	6%	0%	0%	0%
Rockstar69.com	100%	100%	100%	0%	81%	34%	98%	0%	26%	0%	56%	70%
RedBull.com	99%	99%	99%	99%	96%	56%	4%	99%	71%	75%	74%	19%
5HourEnergy.com	66%	66%	0%	42%	45%	0%	0%	0%	1%	0%	0%	0%
Other sugary drink websites	70%	69%	97%	12%	1%	6%	32%	0%	14%	0%	0%	3%
Gatorade.com	100%	100%	100%	18%	5%	18%	0%	0%	18%	0%	0%	18%
SoBe.com	100%	100%	100%	49%	0%	3%	49%	0%	43%	0%	0%	0%
Snapple.com	21%	21%	90%	0%	0%	7%	86%	3%	3%	0%	0%	0%
OceanSpray.com	83%	83%	96%	0%	0%	4%	0%	0%	7%	0%	0%	0%
Tropicana.com	22%	21%	95%	0%	0%	0%	71%	0%	4%	0%	0%	0%

% of pages												
	Incentive for product purchase	Integrated advertising	Downloadable content	A newsletter	Earn "points" online	Blog	Games	Widget	Other engagement technique	Banner ads	Ad warning	Ad break
All websites	15%	8%	8%	8%	7%	1%	1%	1%	3%	7%	7%	1%
Children's brands websites	6%	10%	43%	6%	0%	23%	13%	18%	0%	0%	0%	49%
KraftBrands.com/CapriSun (kids)	0%	15%	29%	0%	0%	0%	29%	0%	0%	0%	0%	100%
KraftBrands.com/KoolAid	0%	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
SunnyD.com	16%	3%	76%	16%	0%	59%	0%	46%	0%	0%	0%	0%
KraftBrands.com/CapriSun (parents)	0%	8%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Soda websites	85%	6%	10%	40%	40%	1%	2%	2%	0%	40%	41%	0%
MyCokeRewards.com	100%	1%	13%	98%	100%	0%	1%	1%	0%	98%	99%	0%
RefreshEverything.com	100%	1%	0%	0%	0%	1%	0%	3%	0%	0%	0%	0%
DrPepper.com	100%	46%	39%	5%	0%	0%	10%	0%	2%	0%	34%	0%
DEWmocracy.com	0%	18%	3%	0%	0%	9%	0%	0%	0%	0%	0%	0%
MyCoke.com	10%	37%	77%	0%	0%	0%	10%	0%	3%	0%	0%	0%
MountainDew.com	2%	17%	0%	2%	0%	2%	9%	2%	0%	0%	0%	0%
Fanta.com	0%	43%	86%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pepsi.com	0%	33%	67%	0%	0%	0%	0%	33%	33%	0%	0%	0%
Sprite.com	43%	14%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Coca-Cola.com	50%	50%	50%	0%	0%	0%	0%	50%	0%	0%	0%	0%
7Up.com	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Energy drink websites	0%	9%	7%	1%	0%	0%	0%	0%	4%	0%	0%	0%
MonsterEnergy.com	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rockstar69.com	0%	8%	41%	0%	0%	0%	0%	0%	41%	0%	0%	0%
RedBull.com	0%	16%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%
5HourEnergy.com	0%	2%	35%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Other sugary drink websites	3%	4%	11%	0%	3%	1%	2%	0%	1%	0%	0%	0%
Gatorade.com	0%	12%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SoBe.com	0%	6%	38%	0%	0%	0%	7%	0%	0%	0%	0%	0%
Snapple.com	7%	3%	0%	0%	7%	0%	7%	0%	3%	0%	0%	0%
OceanSpray.com	0%	0%	12%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Tropicana.com	11%	3%	0%	1%	12%	0%	0%	0%	2%	0%	0%	0%

*Excluded engagement techniques with 0% of pages across all sugary drink and energy drink websites

Source: Website content analysis (May 2011)

Table E8. Content analysis of type of banner advertisement

	% of banner ads				
	Promotion	Specific product	Branding	Website	Corporate ad
Regular soda					
Coca-Cola	40%	35%	15%	0%	10%
Dr Pepper	65%	20%	15%	0%	0%
Fanta	85%	0%	5%	5%	0%
Live Positively	75%	0%	0%	5%	20%
Mountain Dew	85%	5%	10%	0%	0%
Pepsi	90%	10%	0%	0%	0%
Sprite	85%	10%	0%	5%	0%
My Coke Rewards	94%	0%	6%	0%	0%
Sierra Mist	8%	92%	0%	0%	0%
DEWmocracy	40%	60%	0%	0%	0%
Sunkist	20%	60%	0%	20%	0%
Crush	100%	0%	0%	0%	0%
Vault	0%	100%	0%	0%	0%
Fruit drinks					
Capri Sun	80%	15%	0%	0%	0%
Ocean Spray	30%	55%	15%	0%	0%
Kool-Aid	45%	55%	0%	0%	0%
Sunny D	83%	0%	0%	17%	0%
Welch's	40%	60%	0%	0%	0%
Tropicana	25%	0%	75%	0%	0%
Energy Drink					
Amp	33%	33%	0%	33%	0%
Venom Energy	25%	25%	0%	50%	0%
Sports Drink					
Gatorade	14%	86%	0%	0%	0%
Powerade	45%	55%	0%	0%	0%
Iced Tea					
Lipton Brisk	60%	40%	0%	0%	0%
Flavored Water					
Vitaminwater	20%	50%	30%	0%	0%

Source: Banner ad content analysis (June 2011)

Table E9. Content analysis of type of promotion advertised

	Sweepstake/contest		% of promotions			Celebrity
		All other	Sports	Cause marketing		
Regular soda						
Coca-Cola	10%	45%	10%	5%	5%	
Dr Pepper	50%	25%	0%	0%	0%	
Fanta	65%	15%	0%	0%	0%	
Live Positively	5%	20%	0%	70%	0%	
Mountain Dew	40%	30%	5%	0%	10%	
Pepsi	70%	5%	25%	75%	5%	
Sprite	40%	10%	40%	20%	30%	
My Coke Rewards	94%	0%	6%	18%	0%	
Sierra Mist	0%	8%	0%	0%	0%	
DEWmocracy	100%	0%	0%	0%	0%	
Sunkist	0%	0%	20%	0%	20%	
Crush	100%	0%	0%	0%	0%	
Vault	0%	0%	0%	0%	0%	
Fruit drinks						
Capri Sun	0%	75%	0%	0%	0%	
Ocean Spray	5%	60%	0%	0%	0%	
Kool-Aid	36%	9%	0%	0%	0%	
Sunny D	100%	0%	0%	0%	67%	
Welch's	0%	20%	0%	20%	0%	
Tropicana	50%	0%	0%	0%	0%	
Energy Drink						
Amp	0%	10%	57%	0%	43%	
Venom Energy	0%	13%	13%	0%	13%	
Sports Drink						
Gatorade	0%	27%	0%	0%	23%	
Powerade	10%	5%	60%	0%	10%	
Iced Tea						
Lipton Brisk	0%	0%	0%	0%	60%	
Flavored Water						
Vitaminwater	0%	5%	10%	0%	5%	

Source: Banner ad content analysis (June 2011)