



SUPPLEMENT: Examples of social media campaigns targeted to teens and Hispanic and Black youth

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FOR FOOD POLICY & OBESITY

Definitions*

Teen-targeted ratio	The ratio of TV ads viewed by teens (12-17 years) compared to adults (18-49 years).
Black teen-targeted ratio	The ratio of TV ads viewed by Black teens compared to White teens (12-17 years).
Hispanic-targeted	Advertising placed on Spanish-language TV and viewed by Hispanic youth.

*For more details, see Sugary Drink FACTS 2020 Methods

In *Sugary Drink FACTS 2020*, we identified brands that targeted teens (12-17 years) with TV advertising, as well as brands that targeted Hispanic and Black youth. In this supplement, we provide examples of other types of targeted marketing by these brands, including on social media.

Targeted sugary drink brands

Brand*	Category	Targeted advertising to:		
		Teens [†]	Hispanic youth [‡]	Black youth [§]
Mtn Dew	Regular soda	X	X	X
Gatorade	Sports drink	X	X	X
Red Bull	Energy drink	X		X
Coke	Regular soda		X	
Pepsi	Regular soda		X	
5-hour Energy	Energy shot	X	X	X
Snapple	Fruit drink, iced tea	X		X
Sprite	Regular soda	X		X
Dr Pepper	Regular soda	X	X	
Fanta	Regular soda	X		X
Powerade	Sports drink		X	

* Targeted brands ranked by average number of TV ads viewed by teens in 2018

† Brands with disproportionately high ratio of ads viewed by teens (12-17y) compared to adults (18-49y)

‡ Brands with advertising to Hispanic teens on Spanish-language TV

§ Brands with disproportionately high ratio of ads viewed by Black teens (12-17y) compared to White teens (12-17y)

All targeted brands had Facebook, Twitter, Instagram, and YouTube social media accounts. Four brands also had TikTok accounts.

Targeted sugary drink brands' social media accounts

Brand	Facebook	Twitter	Instagram	YouTube		TikTok account
	Followers (000)	Followers (000)	Followers (000)	Videos	Subscribers (000)	
Coke	107,322	3,342	2,683	3,437	3,270	X
Red Bull	74,251	5,705	22,448	15,880	12,716	X
Pepsi	37,709	3,014	1,616	149	838	X
Sprite	22,725	295	924	798	618	
Fanta	19,669	161	542	738	936	
Dr Pepper	13,468	430	564	93	40	
Mtn Dew	8,527	740	691	2,358	260	X
Gatorade	6,824	333	1,195	317	180	
Powerade	5,043	137	128	123	107	
Snapple	3,317	93	32	56	19	
5-hour Energy	97	27	6	36	19	

*Data collected December 2019

MTN DEW (PEPSICO)

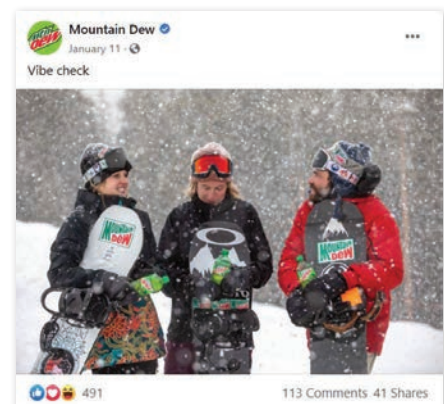
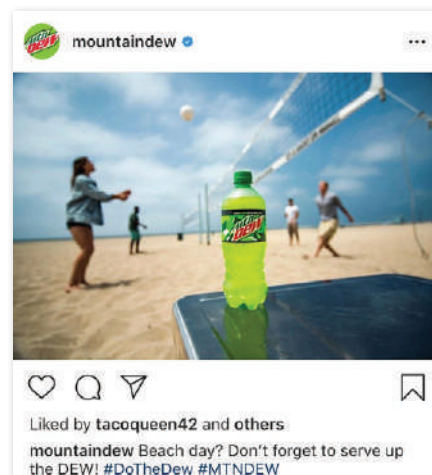
Mtn Dew spent \$107 million to advertise in 2018 (#4 among sugary drink brands). The brand ranked #1 in sugary drink ads viewed by teens, and Mtn Dew Kickstart (a highly caffeinated variety with 15 g of sugar, artificial sweeteners, and 5-10% juice) had the second highest teen-targeted ratio of all sugary drink brands. Mtn Dew also advertised on Spanish-language TV, and Black teens saw 2.7 times as many ads for the brand compared to White teens.

Mtn Dew also had a significant presence on social media with Facebook, Twitter, YouTube, Instagram, and TikTok accounts. It maintained two social media accounts on all platforms: Mountain Dew and Dew Tour (extreme sporting events), and a Game Fuel account on Twitter for gamers. Mtn Dew ranked #7 with almost 8 million Facebook followers, while Dew Tour had more than 2,000 videos on its YouTube channel, ranking #3.

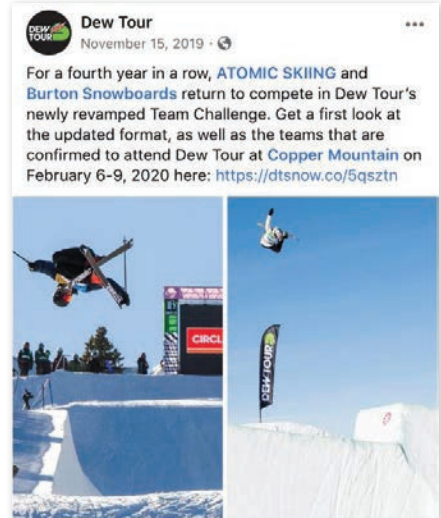
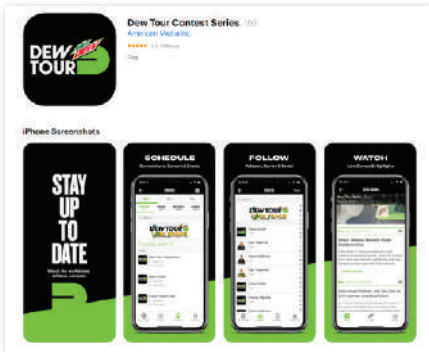
Account	Facebook	Twitter	Instagram	YouTube	
	Followers (000)	Followers (000)	Followers (000)	Videos	Subscribers (000)
Mountain Dew	7,912	611	474	332	141
Dew Tour	615	66	217	2,026	119
Game Fuel	--	63	--	--	--

*Data collected December 2019

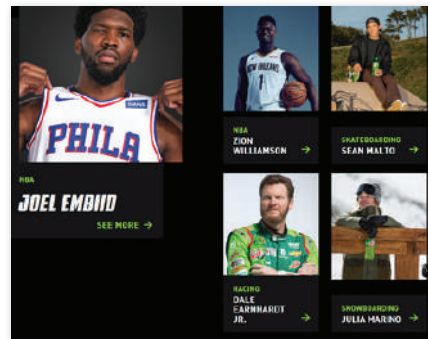
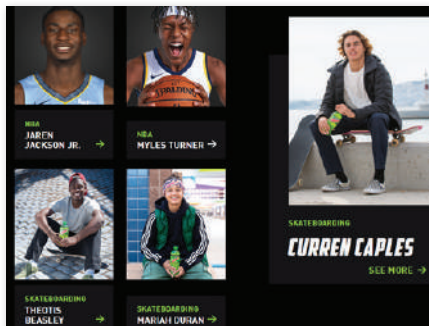
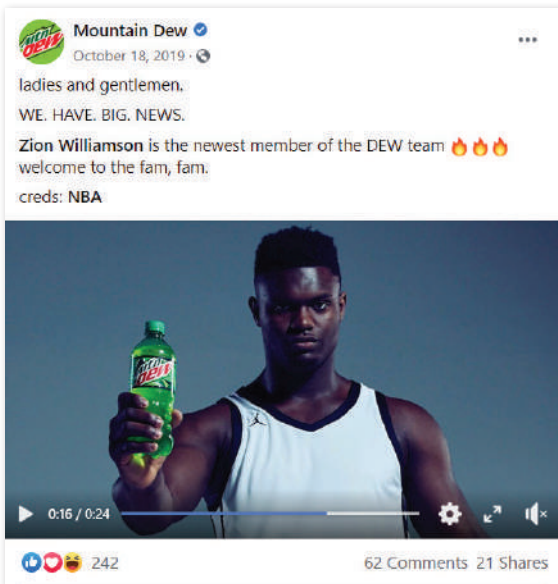
Mtn Dew social media marketing promotes extreme sports, rock concerts, and other youth-oriented appeals.



The “Dew Tour” sponsors extreme skate and snow events.



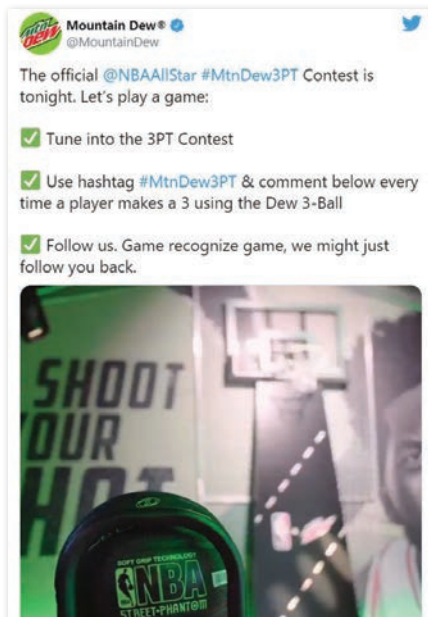
Marketing campaigns feature “The Dew Team,” professional athletes who endorse Mtn Dew.



Kevin Hart, a TV personality and comedian, endorses Mtn Dew Kickstart to start his day. One promotion with the NBA – “Courtside Do’s & Don’ts” – features comedic videos about proper etiquette for sitting courtside at a basketball game.



In another promotion with the NBA, the brand hosts interviews at Mtn Dew Courtside Studios featuring “some of the biggest NBA superstars & personalities” discussing their “off-the-court lifestyle.”¹¹ Mtn Dew also sponsored the NBA 3-point contest during All-Star weekend 2020, and promoted the event on its social media accounts.



A social media promotion to launch Doritos Blaze and Mtn Dew Ice – which featured a celebrity lip sync contest with iconic rap songs, fan voting on Twitter and Snapchat, and custom Twitter emojis – resulted in record-high sales for a product launch.²



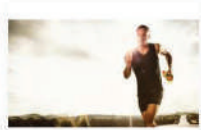
GATORADE (PEPSICO)

Gatorade spent \$134 million to advertise in 2018 (#2 among sugary drink brands). The brand also ranked #2 in sugary drink ads viewed by teens, with a disproportionately high ratio of ads viewed by teens compared to adults. Gatorade was also highly targeted to Hispanic and Black youth. Gatorade ranked #3 in ads viewed on Spanish-language TV, and Black teens saw 2.8 times as many ads for the brand compared to White teens.

Gatorade also had a significant presence on social media with Facebook, Twitter, YouTube, and Instagram accounts. The brand ranked #8 with 6.8 million followers on Facebook, but #4 on Instagram, with 1.2 million followers on that platform.

Gatorade marketing campaigns feature endorsements by professional athletes.

ATHLETES & AMBASSADORS



Luke McKenzie joins Gatorade Endurance...



Beth Gerdes



Usain Bolt
Track & Field



Landon Donovan



Paul George



Mia Hamm



Bryce Harper



Derek Jeter



Jimmie Johnson
NASCAR driver Hendricks



Michael Jordan



Patrick Kane



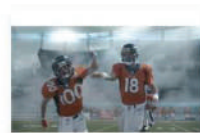
Matt Kenseth



Chris Legh



Eli Manning



Peyton Manning



Lionel Messi
Forward/FC Barcelona



Cam Newton



Jabari Parker
Forward/Milwaukee Bucks



James Rodriguez
Midfielder, Columbia National Team



April Ross



Dwyane Wade



Abby Wambach



J.J. Watt

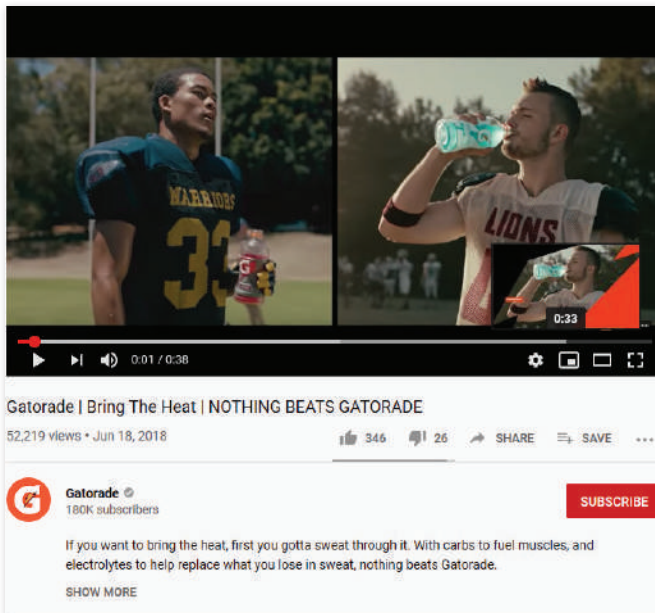


Serena Williams

Inspirational Gatorade ads often feature Black athletes and celebrities, including Dwayne Wade, Gabrielle Union, Serena Williams, Karl Anthony Towns, and D'Angelo Russell.



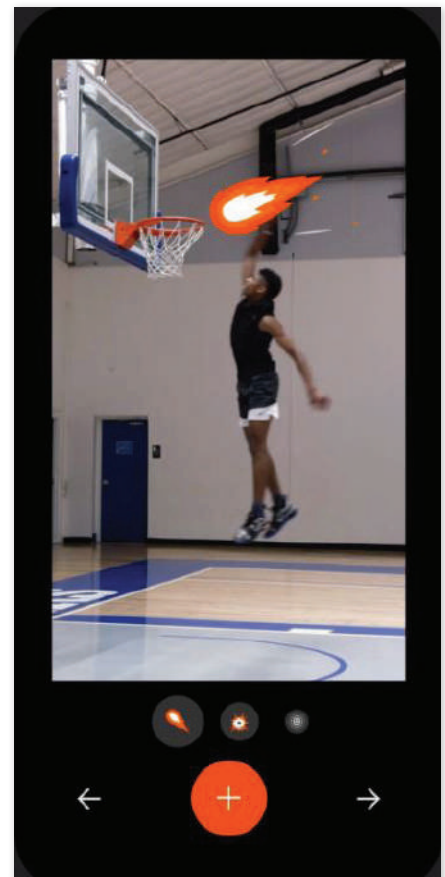
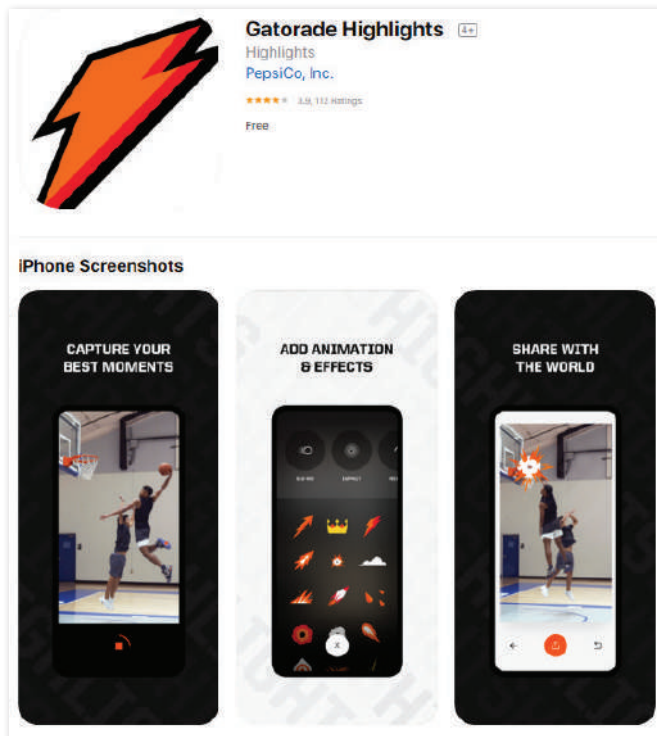
Gatorade's YouTube account features videos of ads in English and Spanish.



Gatorade also sponsors promotions aimed at high school athletes, including Gatorade’s “Player of the Year” awards honoring high school athletes from all sports.



Gatorade launched its “Highlights” app in 2019 that “focuses on letting teen athletes produce broadcast-quality video clips with graphics and ‘motion stickers’ that shift as the videos do.”³³ The app allows users to film themselves to feature their own sports highlights and then share their videos on social media platforms.



Gatorade also partnered with the video game “NBA 2K20” and launched its own computer game called “One Handed Caaaatch.”



In a partnership with Nike, Gatorade released a basketball sneaker in the Paul George shoe collection – the Nike PG4 x Gatorade – which was promoted on social media.



RED BULL (RED BULL)

Red Bull spent \$47 million to advertise in 2018 (#7 among sugary drink brands), but the brand ranked #3 in TV ads viewed by teens and had a disproportionately high ratio of ads viewed by teens compared to adults. Black teens saw 2.3 times as many Red Bull ads compared to White teens. The brand did not advertise on Spanish-language TV in 2018.

Red Bull had the highest social media of all brands in our analysis, with 27 different accounts promoting Red Bull sponsored music, extreme sports, and gaming on Facebook, Twitter, YouTube, and Instagram. It was one of three brands with a TikTok account. The brand ranked #2 with 74 million Facebook followers and #1 on Twitter, Instagram, and YouTube. With more than 22 million total Instagram followers and almost 16,000 YouTube videos, Red Bull far surpassed any other sugary drink brand on these platforms.

Top accounts	Facebook	Twitter	Instagram	YouTube	
	Followers (000)	Followers (000)	Followers (000)	Videos	Subscribers (000)
Red Bull	48,131	2,066	12,525	5,564	9,030
Red Bull Motorsports	19,874	72	499	894	496
Aston Martin Red Bull Racing	10,197	2,437	3,700	621	584
Red Bull Bike	2,433	87	1,689	931	695
Red Bull Air Race	1,898	47	264	713	104
Red Bull Skateboarding	1,742	36	765	458	68
Red Bull Adventure	1,574	N/A	497	N/A	N/A
Red Bull Music	1,001	40	90	1,020	572
New York Red Bulls (soccer)	947	214	166	2,587	17
Red Bull Gaming	681	309	61	519	200

*Data collected December 2019

According to Ad Age, “Red Bull does such a brilliant job thinking of marketing as an action not as messaging. They don’t talk about stuff. They just do stuff. The culture loves them for it and all the spectators do as well.”⁴

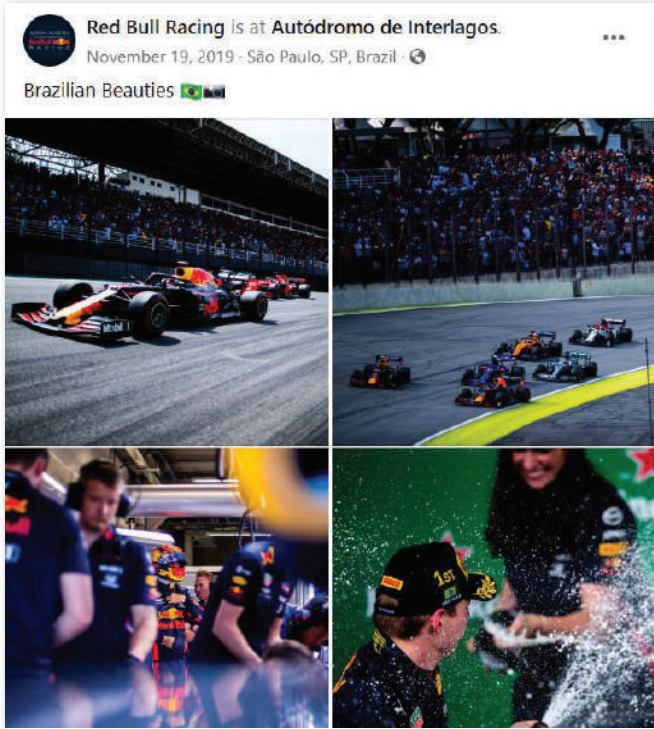
Ad Age named Red Bull the 7th most engaging consumer brand in 2019.⁵

Most engaging consumer brands

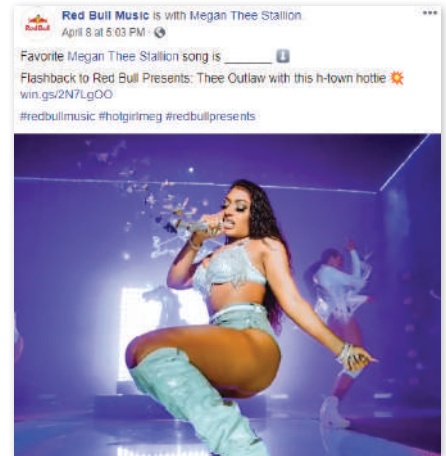
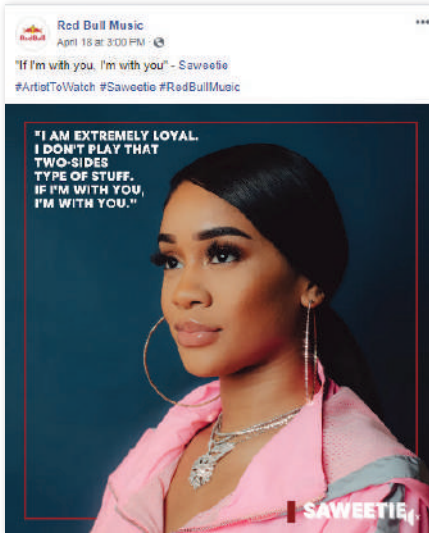
2019

Brand	YTD social engagements	Engagements per post
Fashion Nova	282.5 million	12,850
Huda Beauty	228.9 million	90,761
Victoria's Secret	194.9 million	69,771
Kylie Cosmetics	194.1 million	55,033
ColourPop	151.4 million	33,075
Calvin Klein	130.0 million	57,212
Red Bull	128.4 million	8,288
Fentybeauty	127.7 million	54,597
Porsche	113.3 million	126,472
Lamborghini	106.7 million	116,125

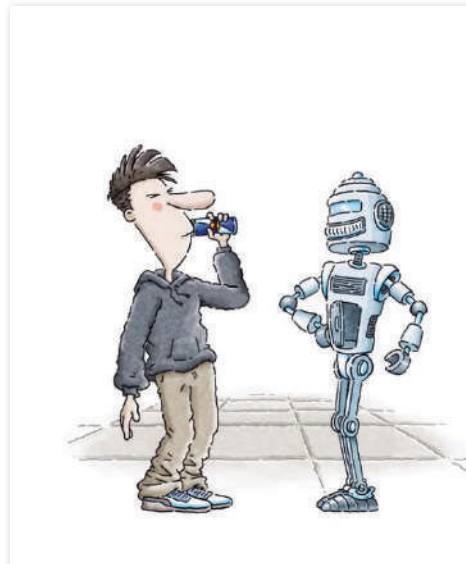
Red Bull social media marketing often features exciting videos and images of extreme sports—including racing, motocross, and skateboarding—with particular appeal to youth.



Red Bull Music also endorses Black artists and rappers with broad youth appeal, including Saweetie, Lupe Fiasco, Megan Thee Stallion, and Twista.



Red Bull advertising on social media also features cartoon images, such as these ads on Instagram.



Red Bull offers numerous smartphone apps for download. Many of these apps including content that appeals to youth, such as games featuring extreme sports,



Bike Unchained 2 Games



Snowboarding The Fo... Games



Bike Unchained Games

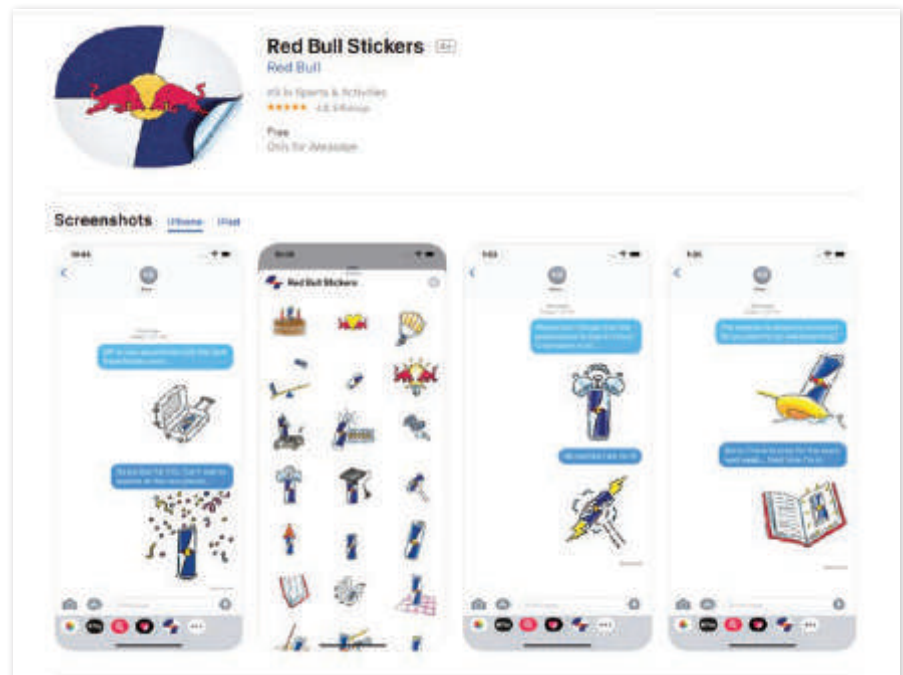


Red Bull Free Skiing Games



Dirt Bike Unchained Games

and fun stickers to use when messaging others.



COKE (COCA-COLA)

Coke regular soda ranked #1 in total ad spending among sugary drink brands, spending \$154 million in 2018 primarily on Coke Classic. Coke ranked #4 in TV ads viewed by teens, although the number of TV ads viewed by teens was comparable to the number of ads viewed by adults. Coke also ranked #4 in ads viewed by Hispanic teens on Spanish-language TV, while Black teens saw 1.8 times as many Coke ads compared to White teens.

Coca-Cola ranked #1 on Facebook with more than 100 million followers, and #2 on other social media platforms with 3 million Twitter and 1.6 million Instagram followers. The Coca-Cola YouTube account has more than 3,000 videos in many different languages and 3.3 million subscribers. Assessed through online product conversations, Coke ranked #3 in “most talked about brands” by Gen Zers (13-20 years) across all types of marketing.⁶

Coke has pioneered marketing through product placements in TV programming and movies, promoted through social media.

Coca-Cola partnered with a popular Netflix original show, “Stranger Things.” The brand advertised the show on its social media platforms, while the show featured “New Coke” from the 1980s as part of the story line. Coca-Cola also sold 500,000 cans of New Coke as a promotional tie-in.⁷



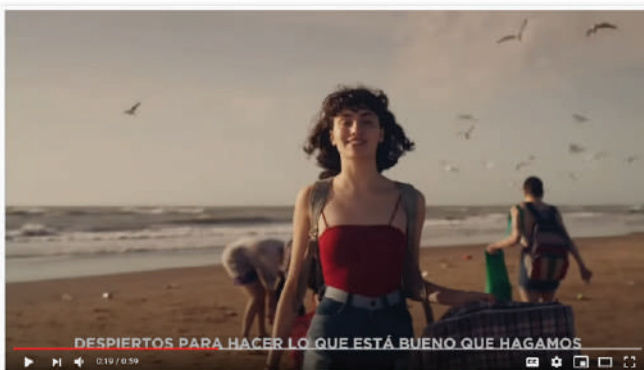
Coca-Cola also partnered with the movie, “Star Wars Galaxy’s Edge,” and created limited edition bottles.



In other multiplatform promotional tie-ins targeted to teens, Coca-Cola partnered with AMC Theatres to “drive teen attendance and concession purchases” at AMC.⁸ The #cupgrade campaign received approximately 20 million impressions and nearly 400k engagements and was a Gold Shorty Award Finalist for “Snapchat Partnership.”⁹



The Coca-Cola YouTube account features advertising in many languages, including Spanish.



Coke has also pioneered new branded engagement features on social media:

- On TikTok, users take part in soda brand challenges. The hashtag #CocaCola has 1.3 billion total views.
- Coca-Cola was one of the first two brands to use the “Scan” function on Snapchat. This function recognizes images such as a can of Coke and automatically unlocks branded AR lenses for users who post these images.¹⁰

An analysis of Coca-Cola’s strategy to promote its brand to “the young and thirsty crowd” highlighted the success of its social media marketing, which generated 3.7 million mentions and 59.2 million engagements in 2018.



BTS are getting into the spirit ahead of June's World Cup (Picture: Coca-Cola/Twitter)

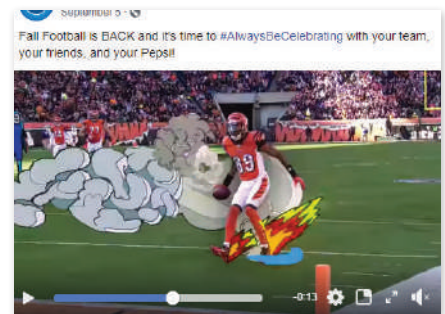
Top campaigns included Coke’s sponsorship of the World Cup, enlisting South Korean boy band, BTS, as brand ambassador. The analysis highlights this “clever combination of both the frame (sports), to catch the older [audience], and the content (music), to catch the younger.”¹¹

PEPSI (PEPSICO)

Pepsi spent \$118 million to advertise in 2018 (#3 among sugary drink brands). The brand ranked #5 in sugary drink ads viewed by teens, but it had a lower-than-average ratio of ads viewed by teens compared to adults. However, on Spanish-language TV Pepsi ranked #1 in ads viewed by Hispanic youth, and Black teens saw 1.8 times as many ads for the brand compared to White teens.

Pepsi ranked #3 in most social media platforms, with 38 million followers on Facebook, 3 million on Twitter, and 1.6 million on Instagram. Assessed through online product conversations, Pepsi ranked #8 in “most talked about brands” by Gen Zers (13-20 years).¹²

Pepsi’s social media posts use cartoon images and special effects to appeal to young people.



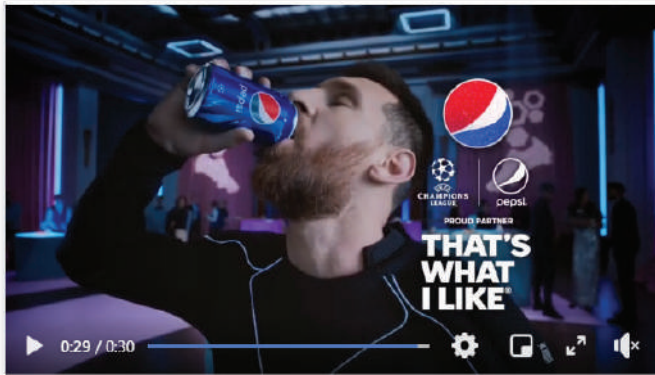
Pepsi’s 2019 Superbowl sponsorship resulted in 261,000 branded mentions and 1.6 million engagements on social media. The brand tied in an endorsement by rapper Cardi B to appeal to young consumers, who tweeted an ad sneak-preview that created a “great viral buzz.”¹³



In 2020, Pepsi's Superbowl Halftime Show sponsorship featured Latina artists, Jennifer Lopez and Shakira.



Pepsi social media marketing featured advertising with international soccer celebrities, including Argentine player Lionel Messi.



Pepsi's YouTube account includes Spanish-language advertising.

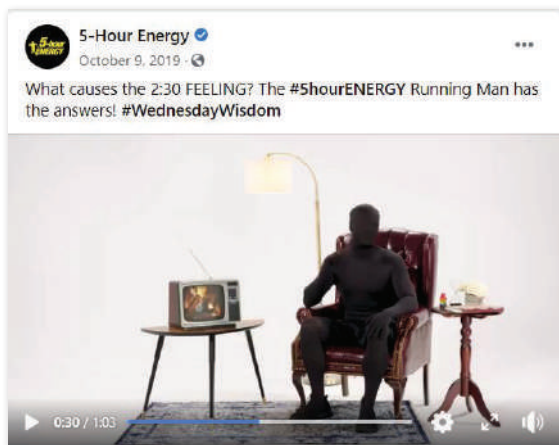


5-HOUR ENERGY (INNOVATION VENTURES)

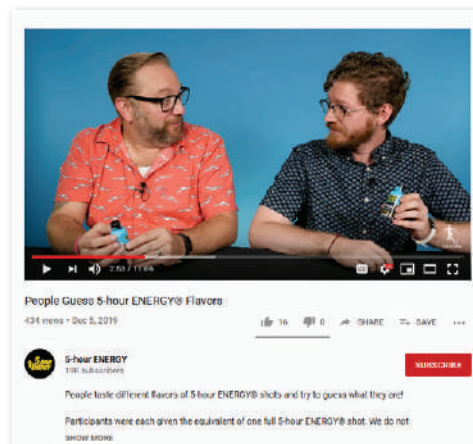
5-hour Energy spent \$60 million to advertise in 2018 (#6 among sugary drink brands). The brand also ranked #6 in sugary drink ads viewed by teens, with a disproportionately high ratio of ads viewed by teens compared to adults. 5-hour Energy also targeted advertising to Hispanic and Black youth. It ranked #6 in ads viewed on Spanish-language TV, and Black teens saw 2.3 times as many ads for the brand compared to White teens.

5-hour Energy maintained social media accounts on Facebook, Twitter, YouTube, and Instagram. Although its social media accounts had relatively few followers compared to other sugary drink and energy drink brands, 5-hour Energy social media campaigns often use humor, contests, and other themes that appeal to young people.

The “Running Man” social media campaign promotes 5-hour Energy in funny, entertaining videos on Facebook.



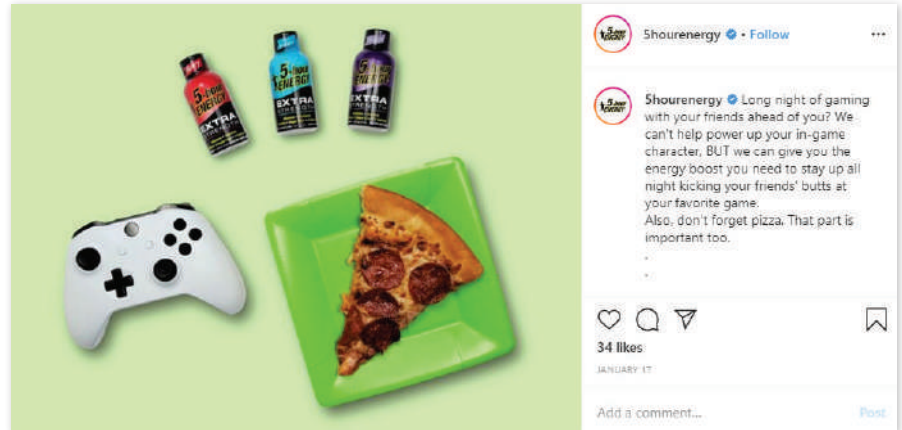
The 5-hour Energy YouTube channel features user videos in response to a “challenge,” such as this video where users drink a 5-hour Energy shot and try to guess the flavor.



This Facebook post promotes 5-hour Energy as part of back-to-school shopping.



While this post suggests 5-hour Energy and pizza for a long night of gaming.



A 2018 Instagram campaign with three young female social influencers — Kelsey Lowrance, a Dallas Cowboy cheerleader; Courtney Steeves, a travel and style blogger; and Marza Wilks, a 24-year-old Peruvian cellist at Juilliard — generated 22.9 million impressions and boosted 5-hour Energy sales by 2% in test markets.¹⁴



In a 2018 social media promotion, 5-hour Energy advertised a sweepstakes in which consumers could enter for a chance to win free tickets to the 2018 MLB All-Star Game. The promotion featured Jose Altuve, an MLB player from Venezuela.



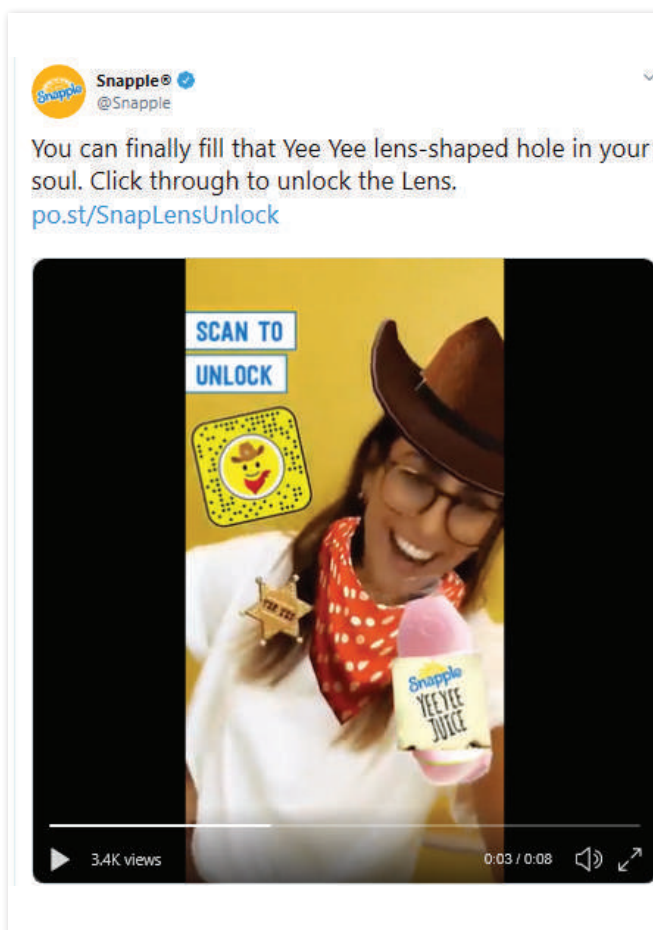
SNAPPLE (DR PEPPER SNAPPLE GROUP)

Snapple did not rank in the top-10 sugary drink brands with the most advertising spending in 2018, spending \$17 million to advertise Snapple Iced Tea (#17 among sugary drink brands) and less than \$1 million on Snapple Fruit Drinks. However, Snapple Iced Tea ranked in the top-eight brands with the highest ratios of TV ads viewed by teens versus adults. In addition, ads viewed by children and teens increased by 75% from 2013 to 2018.

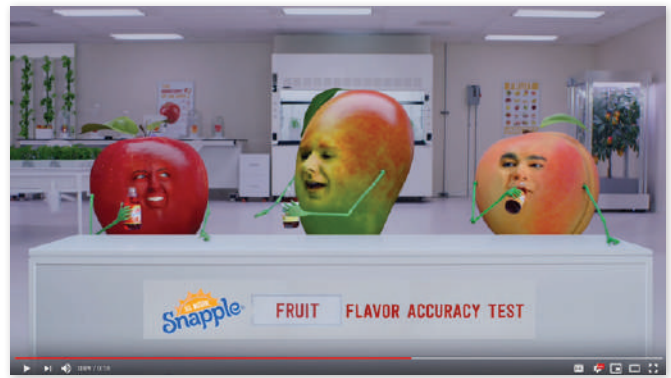
Snapple also had a relatively low presence on social media compared to other sugary drink and energy drink brands. However, it had more than 3 million Facebook followers, and its social media campaigns often featured youth-oriented themes.

Snapple appeared in a music video by Lil Nas X as his “Yee Yee Juice,” which led to an award-winning social media campaign targeting Gen Zers. Celebrities and influencers posted about the “Yee Yee Juice” gifts they received from Snapple, generating national media coverage and more than 74 million impressions.¹⁵

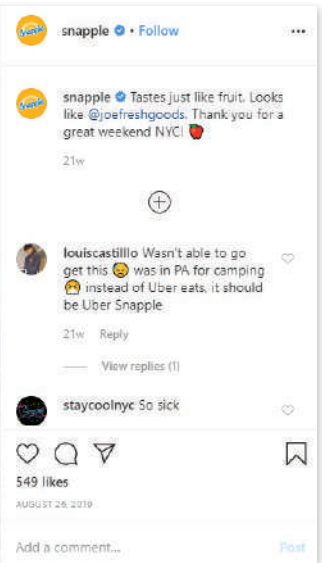
Snapple also partnered with Snapchat to create a “lens” for users to promote Snapple “Yee Yee Juice” in their posts.



In another youth-oriented campaign, Twitter posts and YouTube videos featured animated fruit characters to promote Snapple flavors.



Limited edition bottles also featured animated fruit characters.



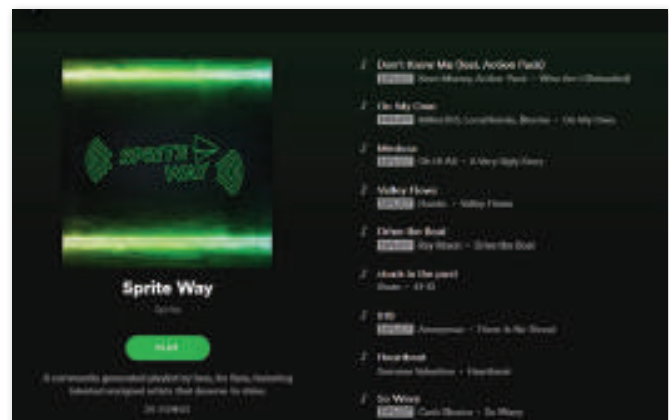
SPRITE (COCA-COLA)

Sprite spent \$26 million to advertise in 2018 (#14 among sugary drink brands). The brand ranked higher (#9) in sugary drink ads viewed by teens and had one of the highest ratios of ads viewed by teens compared to adults. Sprite was also highly targeted to Black youth. Black teens saw 3.6 times as many ads for the brand compared to White teens, which was the second highest Black-targeted ratio of all brands analyzed.

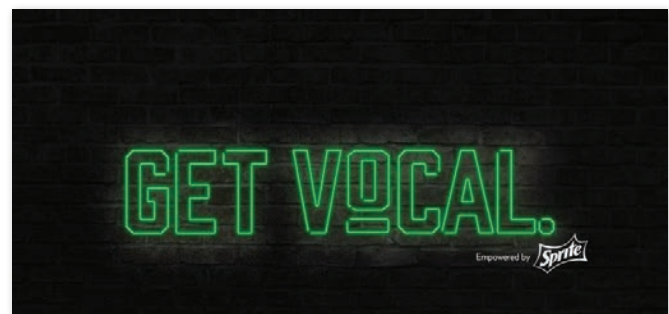
Sprite ranked #4 with 23 million Facebook followers and #3 in number of YouTube videos. It also had a significant presence on Instagram.

Sprite was the first major soda brand to connect to hip-hop culture by sponsoring artists, festivals and events beginning in the 1990s, “a move that resulted in an invaluable ‘cool factor’ for the brand.”¹⁶ According to a company director, Sprite marketing “speaks to the drink’s core fan base of 13- to 24-year-olds.” The brand’s “Obey Your Thirst” campaign promoted self-expression and individuality through hip-hop culture.¹⁷

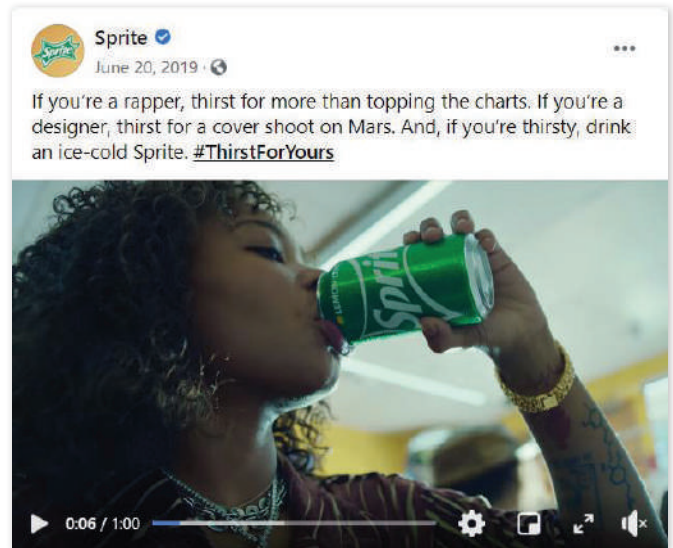
Sprite sponsors hip-hop artists and features them in its Spotify playlists.



In 2018, Sprite launched #Get Vocal, which enlisted hip-hop artists to join and invited fans to record their own freestyle and share it on social media. This campaign allowed the brand to support social causes and self-expression to appeal to Gen Zers.¹⁸



The brand launched a new “Thirst for Yours” integrated marketing campaign in 2019 that highlights artists and musicians in hip-hop culture. The campaign incorporates TV ads with social media content, influencers, and “experiential activations” connected to the BET Awards designed to forge authentic connections with Gen Zers.¹⁹



In 2019, social media promotions for Sprite Lymonade featured the hip-hop duo Rae Sremmurd.



Sprite was featured in AdAge's Best of 2019 list for creativity for its global Reddit campaign against cyberbullying.²⁰ "You Are Not Alone" was aimed at Gen Zers.²¹

BEST OF 2019: SPRITE PUT AN ONLINE BULLY FACE TO FACE WITH 100 OF HIS VICTIMS

Brand continues its 'I Love You Hater' campaign with unnerving stunt

By Ann-Cristina Diaz | Published On Apr 08, 2019



Editor's Pick

On Cervejinha through Son, I see TV be revisiting some of the brand's best and brightest that made 2019—and the list goes on. Click back on AdAge.com in the new year for the full list.

Best of 2019

Now open for entries!
AdAge
WOMEN TO WATCH EUROPE
Submit your nominees online for the class of 2020 by Mar. 5 at 8a.19. EST
[Enter now](#)

Most Popular

- This LGBTQ coffee ad is going viral
- Snickers aims to 'Fix the World' in its 2020 Super Bowl ad
- Charlize Theron making naked out of a post-it what

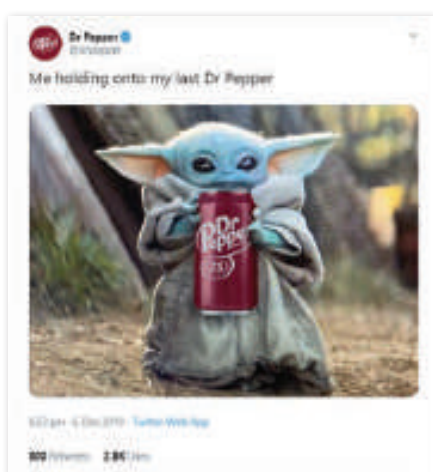


DR PEPPER (DR PEPPER SNAPPLE GROUP)

Dr Pepper spent \$54 million to advertise in 2018 (#5 among sugary drink brands). The brand ranked #10 in sugary drink TV ads viewed by teens, and Dr Pepper Cherry had the third highest ratio of ads viewed by teens compared to adults of all brands analyzed. Dr Pepper was also highly targeted to Hispanic youth, ranking #2 in ads viewed on Spanish-language TV.

Dr Pepper ranked #6 on social media with 13 million Facebook followers and a significant presence on Twitter, Instagram, and YouTube.

Dr Pepper social media marketing appeals to youth through popular entertaining memes.



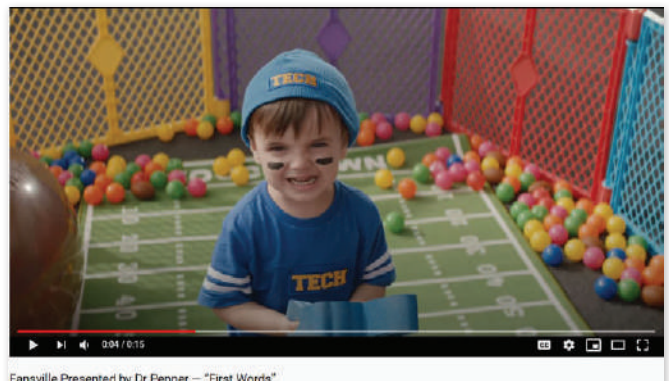
Dr Pepper partnered with the movie, "Spiderman: Far From Home," with limited edition cans.



The Dr Pepper Diet “Lil’ Sweet” character, featured in TV advertising, is also used in social media promotions. In 2020, Lil’ Sweet became a “Pop! Ad Icons” action figure.



One marketing campaign features a mock TV series – “Fansville” – which depicts a “community where everyone is a die-hard football fan, including newborn babies.” The TV ads run on major networks during college football broadcasts.²² The campaign also includes promotions on social media, including the hashtag “OfficialDrinkofFansville.”



FANTA (COCA-COLA)

Fanta spent just \$5 million to advertise in 2018 (#22 among sugary drink brands), but the brand clearly targets teens with its advertising. Fanta had the highest ratio of TV ads viewed by teens compared to adults of all brands analyzed and one of the largest increases in ads viewed by teens from 2013 to 2018 (+4000%). Fanta was also highly targeted to Black youth. Black teens saw 3.4 times as many ads for the brand compared to White teens, which was the third highest Black-targeted ratio for sugary drink brands.

In contrast to its relatively low advertising spending on TV, Fanta had a significant presence on social media, ranking #5 on Facebook with 20 million followers, Instagram with 1 million followers, and YouTube with more than 700 videos.

Fanta social media marketing often features visually appealing graphics and cartoon images.

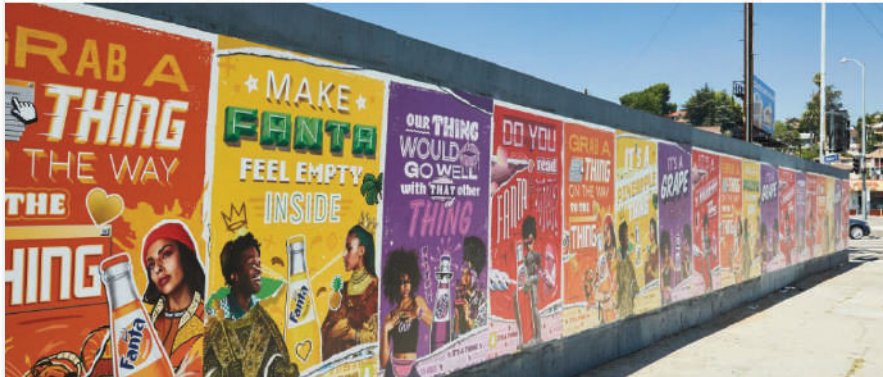


According to Coca-Cola executives, Fanta’s “It’s a Thing” campaign (launched in 2019) was inspired by “teens’ enthusiasm and passion seen on social media” and “brings a modern twist to a brand that has always embraced the passions and values of its young, fiercely independent fan base.”²³

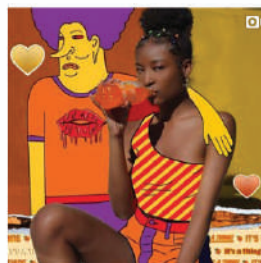
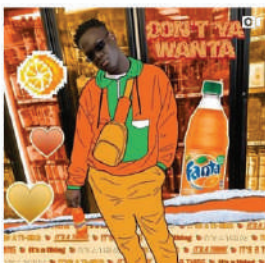
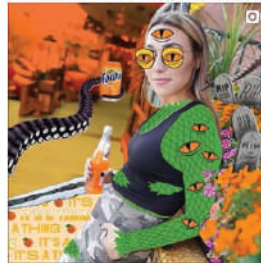
Fanta Reinvents Itself for New Generation With Immersive, Fan-Driven Campaign

It's a Thing

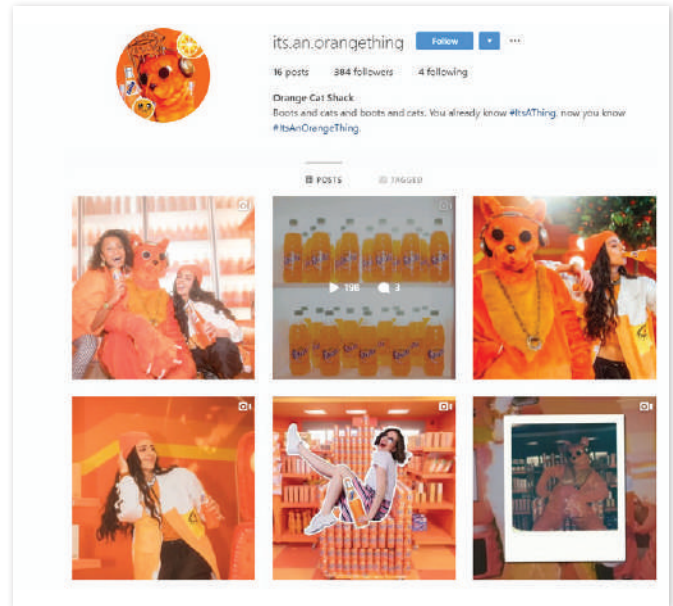
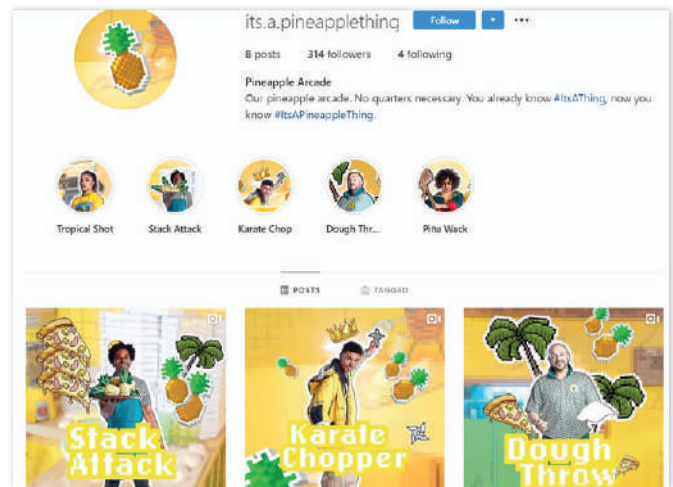
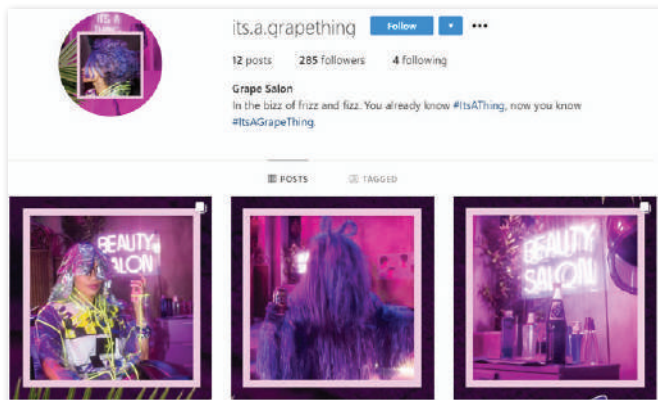
6 MIN READ | 09/03/2019



Through Snapchat, users can scan Fanta billboards and other out-of-home ads in their neighborhood to unlock digital content, stickers, and filters to target “mobile-savvy teens.”²⁴



Fanta also created its own “finstas,” fake Instagram accounts, for each Fanta flavor with its own personality. These personalities tap into teen-focused trends and subcultures, such as pineapple for retro gamers or strawberry for discovering music.²⁵



“This is not a one-way conversation,” according to a Fanta executive. “It’s A Thing’ is an invitation to collaborate. We want to inspire exploration and sharing, and encourage our fans to express themselves and embrace their boldness and brightness on their own terms.”²⁶

POWERADE (COCA-COLA)

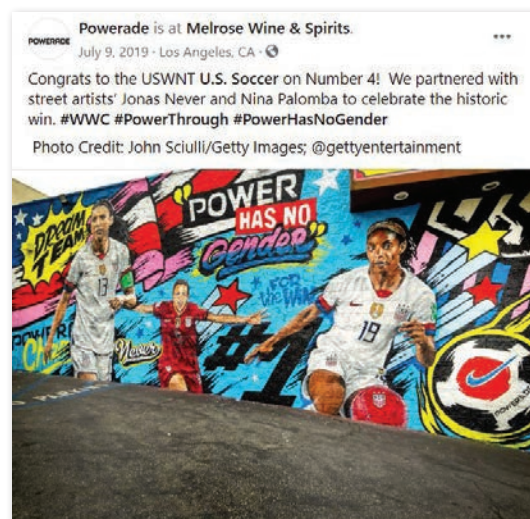
Powerade spent \$18 million to advertise in 2018 (#15 among sugary drink brands) and ranked #24 in TV ads viewed by teens. However, Powerade was highly targeted to Hispanic youth. The brand ranked #5 in Spanish-language TV advertising spending and ads viewed on Spanish-language TV, and it devoted 32% of its TV advertising budget to Spanish-language TV, the highest percent of any sugary drink brand.

Powerade had more than 5 million Facebook followers (ranked #9), with a more limited presence on Twitter, Instagram and YouTube.

Powerade social media campaigns featured inspirational stories aimed at young athletes from communities of color.



The brand's "Power Has No Gender" campaign promotes young women athletes. The brand also receives endorsements from U.S. Women's National Soccer Team and has developed partnerships with some their athletes, including Alex Morgan.



The Powerade YouTube U.S. channel features videos in English and Spanish. The brand’s “From Somewhere” campaigns feature professional athletes from Latin America—for example David Ortiz, an MLB star from the Dominican Republic. The videos offer inspirational stories about successful athletes from poor neighborhoods, “We’re all just a kid from somewhere.”



Powerade sponsors the Powerade Jam Fest, a competition for high school basketball players.



METHODS

We provide examples of targeted marketing by sugary drink and energy drink brands with high levels of advertising spending in 2018 and/or TV advertising that was highly targeted to teens (12-17 years), Black youth, and/or Hispanic youth. Sugary Drink FACTS 2020²⁷ provides detailed information on advertising spending, TV advertising exposure, and TV advertising targeted to Black and Hispanic children and teens for all sugary drink and energy drink brands.

Sugary drink and energy drink brands selected for this analysis:

- Spent more than \$45 million in total advertising spending in 2018, and/or
- Ranked in the top-7 in TV advertising viewed by teens in 2018, and/or
- Ranked in the top-5 in advertising spending on Spanish-language TV, and/or
- Had ratios of TV ads viewed by Black teens versus White teens higher than 3.0.**

To measure social media marketing, we identified brands with accounts on five popular social media platforms: Facebook, Twitter, YouTube, Instagram, and TikTok.

- First, we identified all links to these platforms from beverage company and brand websites.
- We then searched within each of the five social media platforms using the company and brand as keywords.
- We excluded the following accounts from the final analysis:
 - Facebook and Twitter accounts with less than 10,000 followers;

- Accounts not created or managed by the brand or company (e.g., Facebook community pages);
- Accounts that had not been updated with posts or tweets since December 1, 2018; and
- Accounts for non-U.S. users or with the majority of content in a language other than English, with the exception of Powerade on YouTube as all videos were in Spanish

For all social media accounts identified above, we noted the following metrics as of December 2019:

- Followers on Facebook, Twitter, and Instagram
- Subscribers on YouTube
- Number of videos on YouTube (indicated when YouTube channel is searched for videos)
- Presence of a TikTok channel

To identify examples of other types of marketing campaigns related to social media, we conducted internet searches using the brand names plus the following terms and online publications that cover media and advertising:

- Most popular/viral social media campaigns
- Social media marketing
- Shorty Awards²⁸ (“The Shorty Awards honor the best of social media by recognizing the influencers, brands and organizations on Facebook, Twitter, YouTube, Instagram, TikTok, and more.”)
- OMMA (Online marketing award sponsored by MediaPost)
- Trade press, including MediaPost, Adage, and Forbes

**Excluding Glaceau VitaminWater due to very low TV ad exposure (<1.0 ads viewed in 2018 by Black teens)

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