



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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WHY SUGARY DRINKS?

Young people are exposed to a massive amount of marketing for sugary drinks. These drinks increase the risk for obesity and diabetes.¹ Drinking just one 8-ounce sugary drink every day increases a child's odds of becoming obese by 60 percent.²

Despite industry pledges to market fewer unhealthy beverages to children, they are exposed to more – not less – advertising for sugary drinks.

Sugary drinks are the greatest source of added sugars in the American diet³ and the #1 source of calories in teens' diets.⁴

There is clear targeting of sugary drink marketing to young people, especially black and Hispanic youth. Higher exposure to sugary drink marketing is significantly associated with higher consumption of these products.⁵

Companies are using more sophisticated and ubiquitous marketing tactics to reach youth. Companies spend more to market sugary drinks to children and adolescents than any other food category.⁶

Beverages people may think are good for them, like “fruit drinks” (i.e. not 100% juice), energy drinks, and sports drinks, are often very high in calories and deliver little or no nutrition.



THE ANALYSES

Sugary Drink FACTS provides the most comprehensive analysis of the nutrition of sugary drink products and how they are marketed to young people.

Beverage categories – The Rudd Center analyzed nearly 600 products from 14 companies that contain added sugar – full-calorie soda, energy drinks, fruit drinks, flavored water, sports drinks, and iced tea. In addition, researchers assessed diet energy drinks and diet children's fruit drinks. Together these products comprise 91 percent of sugary drink and energy drink product sales. Coca-Cola, PepsiCo, Dr Pepper Snapple Group, and Kraft Foods produced two-thirds of the products in the analysis.

Nutritional content of sugary drinks – The report provides sugar and caffeine content, as well as the presence of artificial sweeteners and colors. It also notes new beverage products introduced in the past two years.

Sales data – The report provides sales data by product category.

Traditional media marketing – Researchers assessed media spending, TV and radio advertising, and TV product placements.

New media marketing – Researchers evaluated beverage company websites, advertising on third-party websites, social media (Facebook, Twitter, and YouTube), and mobile marketing.

In-store marketing – The report outlines the most popular product packaging and retail promotion strategies that beverage companies use.

THE RESULTS

What are children and teens drinking?

- An 8-ounce serving of a full-calorie fruit drink has 110 calories and 7 teaspoons of sugar – the same amount found in an 8-ounce serving of a full-calorie soda or energy drink. A 12-ounce can of soda typically contains 10.5 teaspoons of sugar.
- Full-calorie iced teas, sports drinks, and flavored waters typically contain 3 to 5 teaspoons of sugar per 8-ounce serving.
- More than half of sugary drinks and energy drinks market positive ingredients on their packages, and 64 percent feature their “all-natural” or “real” ingredients. For example, Cherry 7 Up Antioxidant highlights it is “low sodium,” and labels on Kool-Aid powders promote that they have “25% fewer calories than the leading beverage.”

Energy drinks are inappropriate for children and teens, yet they are heavily marketed to them.

- The American Academy of Pediatrics says that highly caffeinated energy drinks “have no place in the diet of children and adolescents.”⁷
- Yet, in 2010, teens saw 18 percent more TV ads, and heard 46 percent more radio ads, for energy drinks than adults did.
- Teens also saw 20 percent more TV ads for energy drinks in 2010 than they saw in 2008.

Parents believe that drinks like Capri Sun, Sunny D, Gatorade, and Vitamin Water are healthful products to serve their children.⁸

- Parents think that nutrient claims about Vitamin C or “real” and “natural” ingredients mean that products are healthful options for their children.⁹
- Parents are concerned about artificial sweeteners; however, these ingredients can be difficult to identify on drink packaging.⁸
- Parents are concerned about the amount of caffeine in beverages their children drink. Yet, they have no way to monitor it because caffeine content is not required – and is often not listed – on product packages.

Sugary drinks are heavily promoted to young people on television and radio.

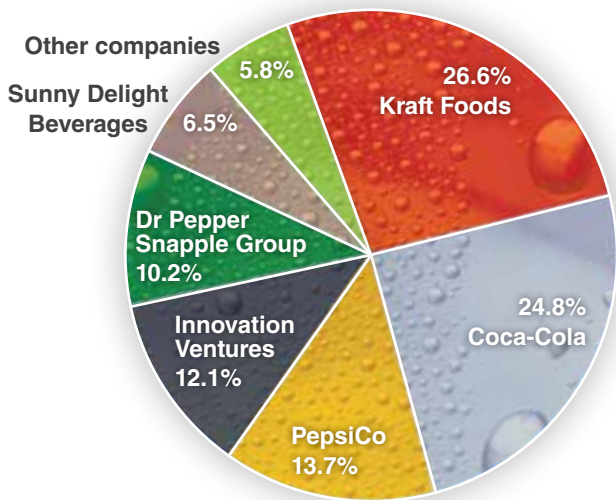
- From 2008 to 2010, children's and teens' exposure to full-calorie soda ads on TV doubled.
- This increase was driven by Coca-Cola and Dr Pepper Snapple Group. Children were exposed to nearly twice as many TV ads for sugary drinks from these companies. In contrast, children were exposed to 22 percent fewer ads for PepsiCo sugary drink products.
- Two-thirds of all radio ads for sugary drinks heard by teens were for full-calorie sodas.

Young people are targeted through product placements and sponsorships.

- Two-thirds of the brands analyzed appeared during prime-time programming, totaling nearly 2,000 appearances in 2010.
- Coca-Cola Classic accounted for three-quarters of brand appearances seen by children and teens.
- Sixty-three percent of all full-calorie soda and energy drink ads on national TV included sponsorship of an athlete, sports league or team, or an event or cause.

CHILDREN'S AD EXPOSURE BY COMPANY IN 2010

*TV ads, product placement, and internet



Company / Total Share

Companies reach young people extensively through digital media.

- MyCokeRewards.com was the most-visited sugary drink company website with 170,000 unique youth visitors per month (42,000 children and 129,000 teens); Capri Sun's website was the second-most viewed site, attracting 35,000 children and 35,000 teens per month.
- Twenty-one sugary drink brands had YouTube channels in 2010 with more than 229 million views by June 2011, including 158 million views for the Red Bull channel alone.
- Coca-Cola was the most popular of all brands on Facebook, with more than 30 million fans; Red Bull and Monster ranked 5th and 15th, with more than 20 and 11 million fans, respectively.

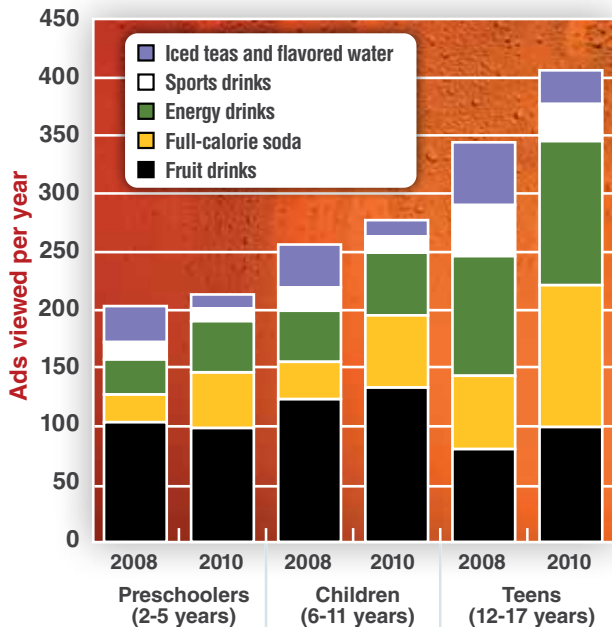
SUGARY DRINK AND ENERGY DRINK BRANDS ADVERTISED MOST FREQUENTLY TO CHILDREN AND TEENS

Company	Brands
Kraft Foods	Capri Sun, Kool-Aid
Coca-Cola	Coca-Cola Classic, Vitamin Water, Sprite, Powerade, Fanta
PepsiCo	Gatorade, Pepsi, Mountain Dew, Sierra Mist, Amp, Tropicana
Innovation Ventures	5-hour Energy
Dr Pepper Snapple Group	Dr Pepper, 7 Up, Sunkist, Snapple, Crush, Canada Dry
Sunny Delight Beverages	Sunny D
Red Bull	Red Bull
Unilever	Lipton iced teas
Ocean Spray	Ocean Spray fruit drinks

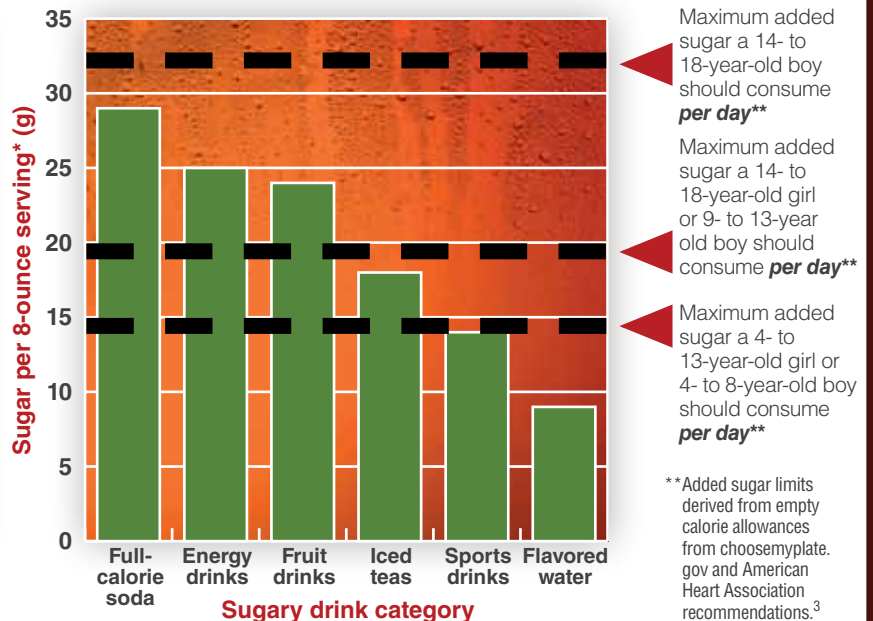
Companies are targeting black and Hispanic children and teens.

- Beverage companies have indicated that they view Hispanics and blacks as a source of future growth for sugary drink product sales.^{10,11}
- Black children and teens saw 80 percent to 90 percent more ads compared with white youth, including more than twice as many ads for Sprite, Mountain Dew, 5-hour Energy, and Vitamin Water.
- Marketing on Spanish-language TV is growing. From 2008 to 2010, Hispanic children saw 49 percent more ads for sugary drinks and energy drinks, and teens saw 99 percent more ads.
- Hispanic preschoolers saw more ads for Coca-Cola Classic, Kool-Aid, 7 Up and Sunny D than Hispanic older children and teens did.

2008 AND 2010 AD EXPOSURE BY SUGARY DRINK CATEGORY



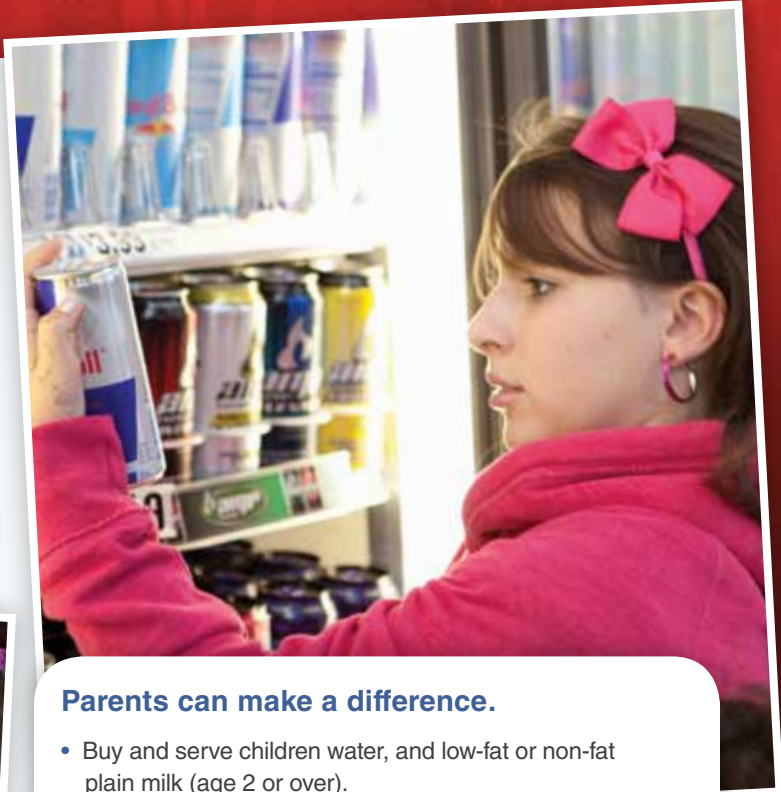
MEDIAN SUGAR IN SUGARY DRINK PRODUCTS



* Except for smaller, e.g. 6-ounce, single-serving child products

RECOMMENDATIONS

The young people that 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.¹² If beverage companies want to be part of the solution to the obesity crisis, they must do more to protect children and teens from marketing for sugary drinks and energy drinks.



Parents can make a difference.

- Buy and serve children water, and low-fat or non-fat plain milk (age 2 or over).
- Keep juice portions small. The American Academy of Pediatrics recommends no more than 4-6 ounces of 100% juice per day for children ages 1-6, and 8-12 ounces per day for older children.¹³
- Read the labels of children's fruit drinks – check for sugar, artificial sweeteners, and artificial flavors. Remember – 4 grams of sugar equals one teaspoon and most children should not have more than 15 grams of sugar per day.
- Contact beverage companies and tell them to change their harmful marketing practices.



Beverage companies must change their harmful marketing practices.

- Develop and market child-friendly products with less added sugar and no artificial sweeteners.
- Make nutrition and ingredient information more easily accessible.
- Disclose caffeine content on packaging and online.
- Discontinue targeting teens with marketing for sugary drinks and caffeinated products.
- Remove nutrition-related claims from high-sugar products.



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1 Malik V, Popkin B, Bray G, et al. *Diabetes Care* 2010. **2** Ludwig S, Peterson K, Gortmaker S. *Lancet* 2001. **3** Johnson R, Appel L, Brands M, et al. *Journal of the American Heart Association* 2009. **4** Reedy J, Krebs-Smith SM. *Journal of the American Dietetic Association* 2010. **5** Andreyeva T, Kelly I, Harris J. *Economics & Human Biology* 2011. **6** FTC 2008. **7** American Academy of Pediatrics. *Pediatrics* 2011. **8** Schwartz, M. American Public Health Association Annual Meeting, Washington, DC 2011, October. **9** Harris J, Thompson J, Schwartz M, Brownell K. *Public Health Nutrition* 2011. **10** *Beverage Digest* 2008, November 7. **11** Zmuda, N. *Ad Age* 2009, July 1. **12** Olshansky S, Passaro D, Hershow R, et al. *The New England Journal of Medicine*. 2005. **13** American Academy of Pediatrics. *Pediatrics*. 2001.