



California Adolescents Drinking More Soda and Other Sugar-Sweetened Beverages

SODA MARKETING

260... Number of sugary drink Facebook posts, on average, seen per year by each product's "fan".²

1... Soda's ranking among food and beverage marketing campaign expenditures to teens.¹

\$382,284,000...

Amount spent annually marketing carbonated beverages to adolescents ages 12-17.¹

206... Percent more spent each year marketing sodas to teens than fast food and other restaurant foods (\$382 million vs. \$185 million).¹

\$71,384,000...

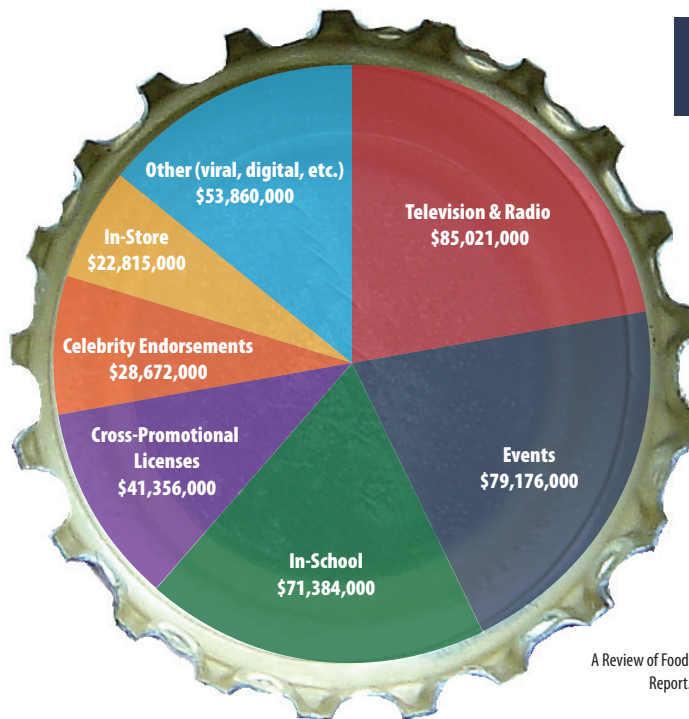
Amount spent annually by the soda industry on in-school marketing efforts aimed at teens.¹

277... Average number of sugary drink television ads seen by children ages 6-11 in a year.²

406... Average number of sugary drink television ads seen by adolescents (12-17) in a year.²

90... Percent more sugary drink television ads seen by black teens than white teens.²

99... Percent more sugary drink ads seen on Spanish-language television stations in 2010 than 2008.²



Types of Soda Marketing Targeting Youth in 2009

\$382,284,000
Total Reported
Teen Marketing

A Review of Food Marketing to Children and Adolescents: Follow-Up Report. Washington, DC: Federal Trade Commission, 2012.

1. A Review of Food Marketing to Children and Adolescents: Follow-Up Report. Washington, DC: Federal Trade Commission, 2012.

2. Harris JL, Schwartz MB, Brownell KD, et al. Sugary Drink F.A.C.T.S.: Evaluating Sugary Drink Nutrition and Marketing to Youth. New Haven, CT: Rudd Center for Food Policy and Obesity; October 2011.



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\$28,672,000...

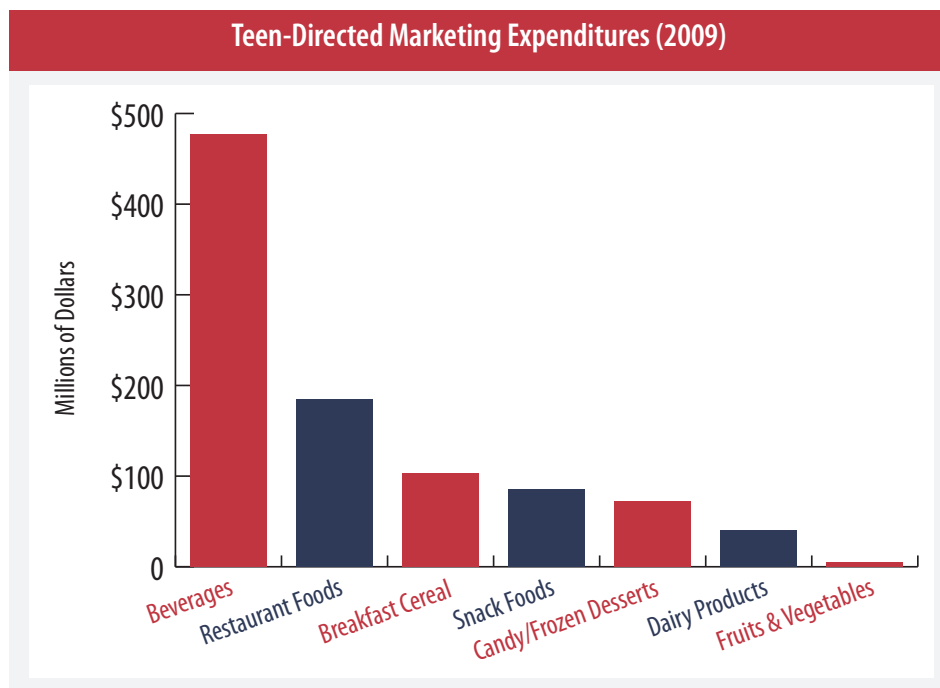
Amount spent annually on athletic sponsorships
and celebrity soda endorsements.¹

100,000,000...

Number of "likes" held by the top soda producers'
Facebook pages as of June 2011.²

Recent Celebrity Soda Endorsements:³

- Beyoncé Knowles
- Christina Aguilera
- David Beckham
- Elton John
- Janet Jackson
- Katy Perry
- LeBron James
- Madonna
- Mariah Carey
- One Direction



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3. Bittman, Mark. "Why Do Stars Think It's OK to Sell Soda Comments." New York Times, 5 Jan. 2013. Web. 24 Sept. 2013. <http://opinionator.blogs.nytimes.com/2013/01/05/why-do-stars-think-its-ok-to-sell-soda/?_r=0>.