Youth & Minority Marketing

Life’s Sweeter with Fewer Sugary Drinks
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berkeley studies group

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• Why soda companies target children of color
• How they target African-American youth
• How they target Latino youth
• Pushing the boundaries: multicultural youth-targeted marketing
Why soda companies target children from communities of color

• Teens really are the future of America, and African-American teens, in particular, have proven to be trendsetters in the U.S. Their ability to shape culture is really critical.
  – Yolanda White, Coca-Cola

• It’s important for us to reach young Latinos with messaging that is relevant and authentic because obviously they are the future for us.
  – Martha Bermudez, Pepsi-Cola North America.
How soda companies bypass parents & caregivers

The Fanta Stealth Sound System... brings teens together by letting them talk in secret, without adults even knowing that they are communicating...

The campaign is based around the fact that as people get older, they lose the ability to hear very high pitched sounds. These high frequency ranges can be heard by teens, but not by adults.
How soda companies target African-American youth: promotion
How soda companies target African-American youth: product

“The orange flavor is one that resonates... specifically [with] African-American males"...

“Big Boi has been a key player in the whole evolution of hip-hop, and he truly embodies the Full Throttle mindset.”
Coke Launches Refresh Your Flow Tour With Hip-Hopper Lupe Fiasco "Hip-Hopper Lupe Fiasco Coca-Cola is launching a six-city, invitation-only tour, which... aims to attract teens 13-17."
Soda industry targeting toward Latino youth
Soda Industry Targeting Latino Youth
Soda Industry Multi-Bicultural Youth Marketing
“Marketers are trying to appeal to the bicultural lifestyle of a growing number of young Hispanics with programs such as Dr Pepper's Vida23, which taps into Hispanic culture's music and mix of languages.

These kids are living a big, bold life by being bicultural and bilingual.”

- Alex Lopez Negrete, president-CEO of Lopez Negrete Communications, an independent Hispanic agency
Soda Industry Multi-Bicultural Youth Marketing