Interlex/Yale/CSPI
Research Overview

- Vulnerable populations such as minorities and children have been targeted by the beverage industry and can benefit the most from outreach efforts to reduce sugary drink consumption.
- The beverage industry has done an excellent job of linking their products with happiness, family, and even patriotism.
- In order to create effective messaging to convince consumers that sugary drink consumption should be limited, we must stay positive and show the benefits of drinking less sugar.
- The ground is fertile for engaging in creative policy measures to curb consumption, but these measures must progress carefully and should be linked to efforts that directly protect children.
- Most people know that sugary drinks contribute to obesity and would like to consume less, however most people have a hard time understanding what is a sugary drink and what is not.
- The term “sugary drinks” is the most effective and appealing term for consumers. It was the most effective term at helping people correctly identify drinks they should avoid and it was appealing as a term that could be used universally for all types of audiences.
Brand Identity

- Logo
- Associations
- Personality
- Experience
- Offering
Logo

Life's Sweeter

with fewer sugary drinks.
Personality

• Positive, encouraging
• Family-oriented
• Caring
Offering

• A central location that provides:
  – Knowledge/Education
  – Community
  – Resources
Experience

• An understanding community where individuals, parents, families, and advocates can make the world a healthier place for the children
Associations

- Health organizations
- Political affiliations
- Academic
- Governmental/CDC