Soda Marketing to Multicultural Audiences
National Soda SUMMIT
June 7, 2012
Problem

- Male, youth, minority and low income populations are more susceptible to sugary drink consumption
  - Teens were exposed to 18 percent more ads on television and 46 percent more ads on radio for energy drinks than adults*
  - African American children/teens were exposed to 80 to 90 percent more sugary soda ads than Caucasian children*
  - On Spanish-language television, Hispanic children were exposed to 49 percent more ads for energy and sugary drinks, and Hispanic teens viewed 99 percent more ads*
  - Thirty-five percent of both Hispanic and African American adults say they always look for the brand name on a package compared to 31 percent of non-minority adults**
  - Twenty-four percent of Hispanic and 19 percent of African American adults say they are more likely to buy products from companies that sponsor sports teams or events compared to 11 percent of non-minority adults**
  - Fourteen percent of Hispanic and 13 percent of African American adults say they like to buy the same products celebrities use compared to 6 percent of non-minority adults**
  - According to a 2011 CDC report, African American children consumed about 8.5 percent of their total daily calories from sugary drinks, compared with 8.2 percent for Mexican-American and 7.7 percent for white Caucasians.
  - In the same report, African American adults received 8.6 percent of their daily calories from sugary drinks while Mexican-Americans and Caucasians received 8.2 percent and 5.3 percent, respectively, of their calories from sugary drinks

*Yale Rudd Center for Food Policy and Obesity
**Simmons 2011.
The Driving Force: Sugary Drink Marketing

- Companies that market sugar sweetened beverages dedicated $948 million in 2010 to gain customers and maintain brand loyalty.
- Savvy Marketing: companies make the most of the advertising budgets by developing sophisticated brand platforms and campaigns that engage the consumer in a culturally and socio-economic relevant manner leveraging shared triggers/behaviors like familisimo, escapism, and aspiration to create countless touch points.
Communications Platforms

• The combination of budget and marketing expertise allow for these brands to strategically co-opt priority communications platforms that create/reinforce powerful connections with consumers
Communications Platforms

- Entertainment
- Sports
- Social progress
- Lifestyle
Familismo
   - In the advertisement there are many people attending the soccer or “fútbol” party, there is a recognition of importance of extended family members

Collectivism
   - Hispanic character thinks of “the group” rather than just the individual when he shares his Coca-Cola

Pride and Passion
   - The ad recognizes Hispanic’s passion for sports and their respective teams
New Opportunities

- Americans continue to show interest and the need for weight loss help
New Opportunities

- Soda tax efforts have increased the awareness of sugar sweetened beverages and their potential risks
New Opportunities

• Health advocates have an opportunity to build upon the momentum we have created with strategic advertising and marketing
  – Online marketing
  – Social Media
  – High profile personalities

• To fight fire with fire efficiently and effectively, a cohesive national movement and campaign is vital
Thank You!