

OVERVIEW FOR PRESENTER

This 45-minute lesson is part 2 of the Open Truth lesson. Part 1 exposes the truth that sugary drinks are making us sick. Part 2 exposes the marketing tactics of the sugary drink industry. The activities are designed to teach the following key messages in an interactive and engaging way:

1. Who is *Big Soda*?
2. *Big Soda* spends millions of dollars targeting kids with marketing tactics that associate harmful drinks with fame, athleticism, sex appeal, health, and happiness.
3. *Big Soda* targets Latino and African American youth, even though they know that their drinks are making us sick.
4. Take Action! Don't be a target. Get informed, share what you know, and speak up for your health, your family's health, and your community's health.

SUPPLIES

- | | |
|---------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="checkbox"/> Logo worksheet and Answer Key | <input type="checkbox"/> What's in an Ad? worksheet |
| <input type="checkbox"/> Trivia worksheet and Facilitator Key | <input type="checkbox"/> Big Soda Targeting Youth of Color & Children Handout |
| <input type="checkbox"/> Samples of ads | |

INTRO (5 min)

Last time we talked about how sugary drinks affect health. Does anyone remember the activities we did? We talked about:

1. What is a sugary drink and how to convert grams of sugar into teaspoons. Can anyone tell me what the formula is? (Lined up bottles from lowest to highest sugar. Grams divided by 4 times the number of servings = total teaspoons in a container.)
2. How sugary drinks affect the body differently than sugary food. (We threw sugar packets in rapid fire to our "liver", who wasn't able to "catch" them.)
3. How much is too much sugar? (We showed you 5 pounds of sugar – what the average American eats in a month or 66 pounds in a year!)
4. How sugary drinks are making us sick. (Human body with different diseases like type 2 diabetes, heart disease, tooth decay)

Today we are here to talk about **sugary drink marketing and how it is targeted at young people. Why is this important?**

Studies have shown that ***until kids are 8 years old, they have difficulty distinguishing advertising from reality¹ and may not understand that the ads are trying to sell something.*** Which is a problem because advertising is everywhere – not just on tv or online, but on buses,

¹ Mary Story and Simone French, International Journal of Behavioral Nutrition and Physical Activity

buildings, our phones (Instagram, TikTok), even in your classroom! So young people are especially vulnerable to advertising.

LOGO ACTIVITY (5 min)

(Alternative: Hand out logo activity as students arrive. This will save some time and give students who arrive earlier something to do, and will begin getting the students to think about pervasiveness of marketing.)

Write on the blank below each logo the brand and what it's trying to sell you. If there's a tagline, write that down too.

- *Did anyone notice anything similar about the logos on the left vs. the column on the right?*
- *Which column was easier to fill out?*
- *Why do you think the junk food and sugary drink logos were easier to fill out?*

The sugary food and drinks **industry spends MILLIONS of dollars on advertising** – and not just through traditional advertising like billboards and commercials. **They get their brand EVERYWHERE** on products, through famous people as paid endorsers, through online games, sponsorships and more. Public health just doesn't have that amount of money to compete, which is why you probably didn't recognize many of the logos in the first column.

TRIVIA GAME (10 min)

Now let's take a few minutes to play a trivia game. Choose someone from your table to record the answers, and we'll see which group gets the most correct answers. After we go through the questions, I'll tell you the right answers and each table should count how many they got right. (If you have small giveaways, you can offer the table with the most correct answers will get a small prize.)

What was the most surprising fact you learned from this trivia game? [Discuss]

WHO IS BIG SODA? (2 min)

So now let's focus on sugary drink advertising. **What does "Big Soda" mean to you, if anything?**

Big Soda is a term used to describe the soft drink industry as a whole. **Can anyone name the 3 "giants" of the sugary drinks market?** These three companies are responsible for more than $\frac{3}{4}$ of ALL the drinks on the shelves.

The Coca-Cola Company, PepsiCo, and Dr Pepper Snapple Group

How many of you have heard of Big Oil or Big Tobacco? It's the same idea – that altogether, the oil companies, the tobacco companies and even the sugary drink companies have a lot of money and power to influence many things – studies, votes, politicians etc.

WHAT'S IN AN AD? (10-15 min)

Our last activity will focus on the *tactics* that Big Soda uses to convince you to buy their products. A primary tactic is marketing. [Write on whiteboard or flip chart paper: Target Audience, Endorsements, Health Halo, Social Media and Games, Appealing to emotions and attitudes, Sponsorship of sporting events]

The main goal of advertising or marketing is to sell products to make money for the company. ***Their job is to make money.*** They do this by targeting people they want to buy their products, and using tactics they know will work to get you to buy what they are selling. I'll explain a little more about how advertising works.

TARGET AUDIENCE – Advertisers design most ads for a specific group of people and place them where they think their target audience will see them. *What are some products that might be targeted at people your age?* [Ex. video games, cereal, soda, etc.]

[Hand out Big Soda Targeting Youth of Color and Children]

BIG SODA TARGETS AFRICAN AMERICAN AND LATINO YOUTH

In 2010, African-American children and teens saw [80 to 90 percent more ads](#) on TV for sugary drinks than their white peers. Beverage companies spend more than [\\$28 million](#) a year on marketing campaigns specifically targeting African-American and Hispanic youth ages 2 to 17. They create entire departments whose job it is to only target these groups.

BIG SODA TARGETS YOUNG CHILDREN

Just as the tobacco industry used Joe Camel to lure kids, Big Soda uses cartoon characters like Coke's cute and cuddly [polar bears](#) to appeal to their youngest targets.

In 2013, Coca-Cola Co. placed [38 million ads](#) for products or promotions on children's websites, despite promises they would not advertise these products to children.

BIG SODA USES CELEBRITY AND ATHLETE ENDORSEMENTS [Refer to Vitamin Water and Kobe Bryant Ad]

[Over \\$28 Million](#) is spent annually for celebrities and athletes to promote sugary drinks. Just like Beyoncé got \$50 million from Pepsi, lots of celebrities have taken money from Big Soda. They use celebrities and athletes to associate their drinks with fame, power, money, success, and being a good athlete. But most of these celebrities and athletes don't even drink sugary drinks!

HEALTH HALO [Refer to Vitamin Water and Kobe Bryant Ad]

Big Soda creates new drinks that claim to be healthier but are not. They do this by using names or words in their ads that make people think they are healthy, such as: "Vitamin Water", "Energy drink", Made with "Real Fruit Juice" or "Part of a healthy breakfast".

They also use images to make things look healthy—such as fruit for drinks that have no actual fruit in them or using athletes to sell their drinks.

BIG SODA USES SOCIAL MEDIA, GAMES AND CONTESTS [Refer to Capri Sun Contest Ad]

Every drink company uses social media, games, and contests to advertise their drinks. They all have websites, Instagram accounts, Twitter, TikTok, and more to get their message out. They all use contests—such as trips or free gear-- to get people to buy more of their drinks. They even create all kinds of free video games online and for use on phones to promote their drinks even to small kids. Often the celebrities or athletes they've paid will promote their drinks with contests and games online and on social media. All of these brands have hundreds of thousands of followers. For example, Pepsi's 'Live for Now' campaign included 'exclusive' content on the company's Facebook and Twitter sites, [bringing it 250,000 new fans in one month alone](#).

APPEALING TO EMOTIONS AND ATTITUDES [Refer to Santa Claus Coke Ad]

Using images that make consumer feel more attractive, sexier, happier, cooler, patriotic, etc. For example, Coca-Cola's tag line is "Open Happiness."

SPONSORSHIPS OF SPORTING EVENTS [Refer to Coke Slide at AT&T Park]

Big Soda sponsors sports and events at all levels from giving money to schools for scoreboards to being major sponsors of the World Cup, the Olympics, the Super Bowl (e.g. Pepsi Halftime), and the World Series. And as we have all seen at the SF Giants stadium, they also do things like build big slides for kids that look like a big soda bottle.

AD ACTIVITY

[Pass out What's in an Ad? worksheet and several sugary drink ads for each group]

Now that we've gone over some of the tactics Big Soda uses in advertising to target you, we'd like each group to analyze an ad for a sugary drink. Choose one of the sample ads and answer the questions on the worksheet with your group. In a few minutes, each group will share their answers.

[Each group describes their ad, what they are selling, and the tactics they are using to sell their drink. If it's a large audience, just choose 1-2 groups to share.]

- *What is the brand and what are they selling?*
- *What tactics did they use in this ad?*
- *Do you think their tactics work? Does the ad make you want to buy the drink?*

DON'T BE A TARGET- TAKE ACTION (5 Min)

So what can we do to not be a target of Big Soda?

Learn how sugary drinks are making us sick and the tactics Big Soda uses to get you to buy their drinks to become an informed consumer so you can't be as easily manipulated. Share what you learn with family, friends, teachers, and other adults in your life can also help.



WHAT IS THIS LOGO SELLING YOU?

Write what you think of when you see the logo.



1. _____



2. _____



3. _____



4. _____



5. _____



6. _____



7. _____



8. _____



9. _____



10. _____



11. _____



12. _____



13. _____



14. _____



WHAT IS THIS LOGO SELLING YOU? ANSWER KEY



1. Fruit



3. Health – Food and Nutrition



5. Sugary drinks are making us sick. Industry targets young people of color.



7. Truth Campaign – Stop Big Tobacco



9. HealthyRetailSF - healthy, fresh Food



11. Drink tap water



13. Supplemental Nutrition Assistance Program (food stamps)



2. Pepsi – Live for Now



4. McDonald's – I'm lovin' it



6. Red Bull – It gives you wings



8. Coke



10. Monster – Unleash the Beast



12. Gatorade – The Thirst Quencher



14. Taco Bell – Live Más or Think outside the bun



1. On average, how many pounds of added sugar does the average American eat in a month?
 - a. 1 pound
 - b. 5 pounds
 - c. 10 pounds

2. From 2017 to 2021, advertising for sugary drinks increased by almost ____ %.
 - a. 20%
 - b. 40%
 - c. 50%
 - d. 70%

3. African American kids see _____ ads for sugary drinks than their white peers.
 - a. About the same amount, sugary drink companies target white and black youth the same.
 - b. Twice as many

4. TRUE or False: In 2018, Pepsi spent over \$35 million advertising on Spanish-language television, especially targeting Latinos.

5. How much money did Beyoncé make for her contract with Pepsi?
 - a. Nothing, she did it for free because she loves Pepsi.
 - b. \$50 million
 - c. \$1 billion

6. TRUE or FALSE: The sugary drinks marketing industry studies how your brain responds to color, music, and other stimuli.



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TRUE: In 2018, Pepsi spent \$37.5M in Spanish language TV advertising, upping their spending 121% from 2013.

5. How much money did Beyoncé make for her contract with Pepsi?
- Nothing, she did it for free because she loves Pepsi.
 - \$50 million. (Beyoncé reportedly does not feed her daughter refined sugars and also promoted Michelle Obama's Let's Move campaign in 2011.)**
 - \$1 Billion

6. **TRUE** or FALSE: The sugary drinks marketing industry studies how your brain responds to color, music, and other stimuli.

TRUE: This is called neuromarketing – neuroscience applied to marketing. For example: blue colors elicit calm, while yellow and red promote hunger and anxiety. That's why many fast-food places like McDonalds use these colors in their logos.



WHAT'S IN AN AD?

Look at the ad and answer the questions below.

1. What is the first thing you notice about the ad?

2. What company paid for the ad?

Hint: look for a logo – a symbol used by companies to identify their products.

3. What is the ad trying to get you to buy, do or think?

4. What tactics are the company using to sell their product?

(For example: celebrities/star power, games/contests, sponsorships, sexy/cool/fun, athletic, health halo, cartoon characters)

5. Does this ad make you want to buy the product? Why or why not?

more
muscles
than
brussels



vitamin^{vitamin}water
try it

drink at the
first
crack of
yawn



vitamin^{vitamin}water
try it

keep perky
when you're
feeling
murky



vitamin^{vitamin}water
try it





BEYONCÉ

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pepsi®

the new skinny can™

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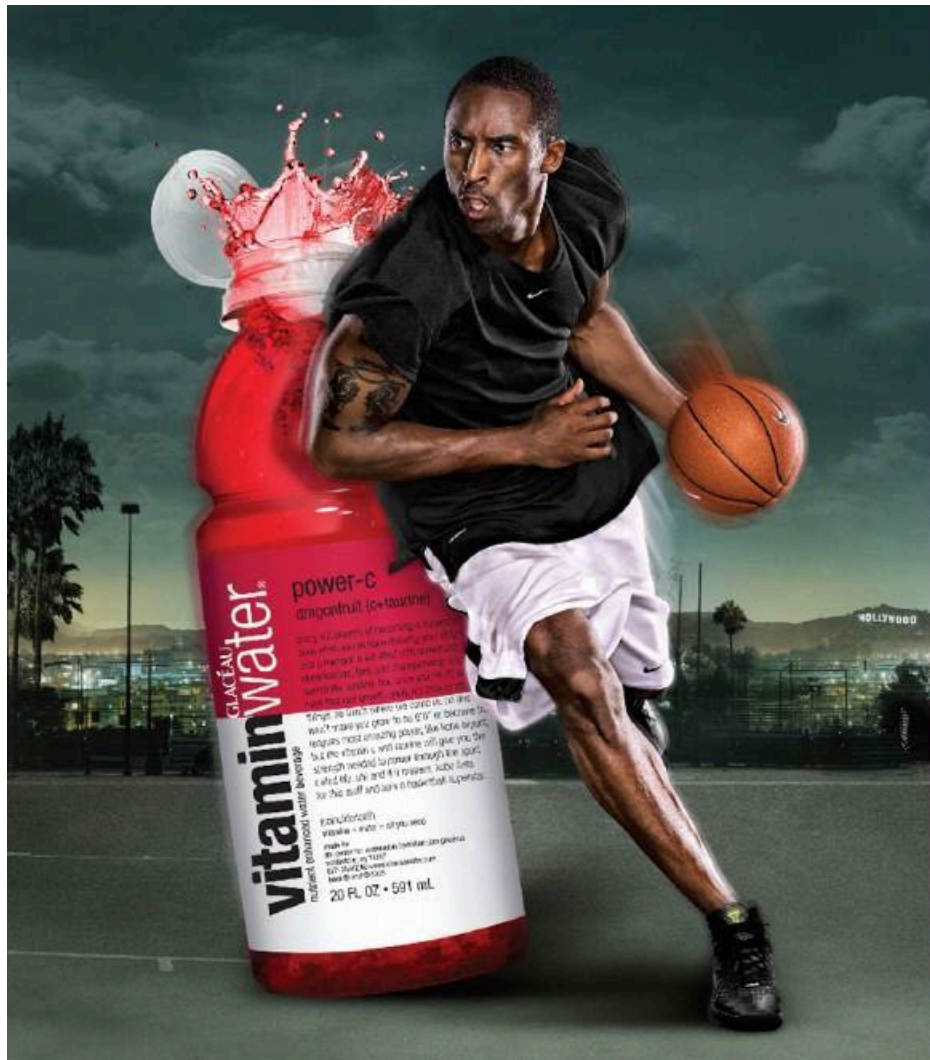


facebook.com/dietpepsi
Straw designed by Jonathan Adler

The Coca-Cola logo is displayed in its classic white script font, centered within a red circular background.

open a Coke, open happiness™





kobe diem

GLACÉAU
vitaminwater.
try it... it works for kobe

STAY **EXTRAORDINARY** *Diet*
Coke



Entertain in style with
TAYLOR SWIFT

Enter and you could win a **\$2,500** gift card
and cool Diet Coke and Taylor Swift prizes
to throw your own extraordinary party.

Diet
Coke



SINGER
STAY EXTRAORDINARY
SONGWRITER

Diet
Coke



Find even more
names with
#ShareaCoke.





#10
Messi

REFRESH
YOUR
WORLD



pepsi

YOU LOSE A LOT WHEN
YOU SWEAT
BUT REFUSE TO LOSE
MATCH POINT



**EVERYTHING YOU NEED
TO KEEP SWEATING**
CARBOHYDRATES TO COMPETE.
ELECTROLYTES TO REPLENISH.



gatorade.com/sting

FLOAT LIKE A BUTTERFLY
STING LIKE A BEE



1
2 THE CALORIES
ALL THE G

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Coca-Cola and Pepsi-Cola created multicultural marketing teams to target the cultures and social norms of African American and Latinos to secure brand loyalty and increase profits. Here are quotes straight from Big Soda Executives' mouths to prove that Big Soda targets youth of color:

"Vision 2020 is Coke's plan to double its business by 2020...This aggressive plan is focused on dramatically increasing consumption of sugary beverages by young people using precision marketing that **targets young people, mostly in Latino and African-American communities** in the United States and developing countries abroad..."

*Joe Tripodi, Chief Marketing and Commercial Officer for Coca-Cola
Webinar: Winning the Hearts and Minds of the Global Millennial Generation*



"Among African-American consumers, African-American moms are the gatekeeper to the household. We over-index in single-family households, and so reaching Mom is critical. 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, Assistant VP of African-American Marketing for Coca-Cola
Q&A with Yolanda White, AdAge.com*



"We know that 86% of the growth through 2020 for Coca-Cola's youth target market will come from multicultural consumers, especially **Hispanic, and focusing on this segment is critical to the company's future growth.**"

*Bea Perez, Chief Sustainability Officer for Coca-Cola
2011 Nielsen Consumer 360 Conference*



"Pepsi has made a significant push in music programming since it's such an integral part of the Hispanic and youth cultures. It's important for us to reach young [Hispanics] with messaging that is relevant and authentic, because obviously **they are the future for us.**"

*Martha Bermudez, Sr. Manager of Multicultural Marketing, Pepsi-Cola North America
Brandweek. April 20, 2008*



Big Soda Targeting Children

Studies have shown that until kids are 8 years old, they have difficulty distinguishing advertising from reality and may not understand that ads are trying to sell something.¹ The mere appearance of a character with a product can significantly alter a child's perception of the product.²

"Coke Side of Life" Super Bowl 2008 Commercial



Simpsons Super Bowl 2010 Commercial



Polar Bears Super Bowl 2012 Commercial



Fine print: "Connecting Latino youth across America by leveraging global assets in a unique platform that taps into passion points such as music and sports."

¹ Mary Story and Simone French, International Journal of Behavioral Nutrition and Physical Activity.

² Children's Advertising Review Unit, 2002.



RESPONDING TO INDUSTRY ARGUMENTS

Match the industry argument with the appropriate public health response.

INDUSTRY ARGUMENT

1. Education is the solution!
2. Parents are responsible for their children's health.
3. If soda consumption is down, why are rates of type 2 diabetes among kids still rising?
4. The key to combating rising rates of diet-sensitive chronic diseases is to increase physical activity.
5. A calorie is a calorie.

PUBLIC HEALTH RESPONSE

- A. Physical activity is important to maintain overall health. But research shows it's far less important than calorie intake in explaining weight gain. The average American drinks nearly 40 gallons of sugary drinks a year -- we can't just walk that off.
- B. The industry undermines parents who try to protect their children from sugary drinks with millions of dollars of marketing, sponsorships, celebrity endorsements, product placements, etc.
- C. Drinking 200 "empty" calories of sugar is not the same thing as eating 200 calories of broccoli. Sugary drinks have no nutritional value and do not satisfy hunger like calories from solid food or milk.
- D. Education is important, but not enough, especially when youth are bombarded with more than \$1 million a day of soda marketing on billboards, in schools, in the windows of corner stores, in grocery aisles, on TV, the internet and more.
- E. Consumption of soda and other sugary drinks has more than doubled since the 1980s. Consumption of energy drinks, sports drinks, and flavored waters are still on the rise.