



## Appendix B.

# Company Targeted Marketing Profiles

CAMPBELL SOUP COMPANY

THE COCA-COLA COMPANY

CONAGRA BRANDS

DANONE NORTH AMERICA

FERRERO USA

GENERAL MILLS

THE HERSHEY COMPANY

KELLOGG COMPANY

KEURIG DR PEPPER

THE KRAFT HEINZ COMPANY

MARS

MONDELEZ INTERNATIONAL

NESTLE

PEPSICO

POST FOODS

RED BULL

TYSON FOODS

UNILEVER UNITED STATES

WONDERFUL COMPANY

## Campbell Soup Company

		Company ranking*	
Total ad spending:	\$106.0 million	#14	
Total TV ad spending:	\$100.7 million	#13	
- Spanish-language TV:	\$0 million	n/a	
	0.0% of total TV spending		n/a
- Black-targeted TV:	\$1.7 million	#14	
	1.7% of total TV spending		#12

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

Age	All TV			
	All viewers		Black viewers	
	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)
Preschoolers (2-5 years)	36.1	0.60	48.2	1.29
Children (6-11 years)	36.2	0.60	53.8	1.57
Teens (12-17 years)	26.6	0.44	45.6	1.91
Adults (18-49 years)	60.5		93.5	1.64

Appendix B. Company Profiles

Campbell Soup Company (continued)

**Highly advertised targeted brands**

9 highly advertised brands; 22% targeted to Black and/or Hispanic consumers

Brands targeted to:	Black consumers
Youth	
All Ages	

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## The Coca-Cola Company

		Company ranking*	
Total ad spending:	\$324.6 million	#3	
Total TV ad spending:	\$293.3 million	#3	
- Spanish-language TV:	\$26.6 million	#4	
	9.1% of total TV spending		#7
- Black-targeted TV:	\$3.6 million	#7	
	1.2% of total TV spending		#14

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)




	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	22.5	0.31	28.6	1.25	14.9	0.66
Children (6-11 years)	23.8	0.33	33.0	1.44	12.2	0.54
Teens (12-17 years)	24.9	0.34	31.2	1.27	12.2	0.54
Adults (18-49 years)	72.3		106.3	1.50	22.6	

Appendix B. Company Profiles

The Coca-Cola Company (continued)

**Highly advertised targeted brands**

16 highly advertised brands; 25% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic consumers	Black consumers
All ages	 	 

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## Conagra Brands

		Company ranking*	
<b>Total ad spending:</b>	\$1.7 million	#19	
<b>Total TV ad spending:</b>	\$1.7 million	#19	
<b>- Spanish-language TV:</b>	\$0 million	n/a	
	0.0% of total TV spending		n/a
<b>- Black-targeted TV:</b>	\$0 million	#19	
	0.0% of total TV spending		#19

\*Out of 19 top food and beverage advertisers

## TV advertising exposure in 2021 (company total)

	All TV			
	All viewers		Black viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)
Preschoolers (2-5 years)	0.7	0.50	0.6	0.96
Children (6-11 years)	0.6	0.37	0.5	0.99
Teens (12-17 years)	0.5	0.32	0.5	0.96
Adults (18-49 years)	1.5		1.6	1.16

Appendix B. Company Profiles

Conagra Brands (continued)

**Highly advertised targeted brands**

1 highly advertised brands; 0% targeted to Black and/or Hispanic consumers

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## Danone North America

		Company ranking*	
Total ad spending:	\$48.7 million	#17	
Total TV ad spending:	\$48.5 million	#16	
- Spanish-language TV:	\$0 million	n/a	
	0.0% of total TV spending		n/a
- Black-targeted TV:	\$1.8 million	#7	
	3.7% of total TV spending		#14

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

Age	All TV			
	All viewers		Black viewers	
	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)
Preschoolers (2-5 years)	12.2	0.44	16.1	1.50
Children (6-11 years)	12.9	0.47	17.8	1.63
Teens (12-17 years)	9.7	0.35	14.4	1.72
Adults (18-49 years)	27.7		44.8	1.99



Appendix B. Company Profiles

Danone North America (continued)

**Highly advertised targeted brands**

7 highly advertised brands; 86% targeted to Black and/or Hispanic consumers

Brands targeted to:	Black consumers
All ages	

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## Ferrero USA

		Company ranking*	
Total ad spending:	\$147.2 million	#10	
Total TV ad spending:	\$147.1 million	#9	
- Spanish-language TV:	\$3.0 million	#10	
	2.1% of total TV spending		#10
- Black-targeted TV:	\$8.5 million	#3	
	5.8% of total TV spending		#2

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	37.6	0.33	52.0	1.44	4.3	0.92
Children (6-11 years)	37.8	0.33	57.3	1.63	2.7	0.58
Teens (12-17 years)	37.6	0.33	54.0	1.50	2.2	0.47
Adults (18-49 years)	113.0		192.3	1.87	4.6	

Appendix B. Company Profiles

Ferrero USA (continued)

**Highly advertised targeted brands**

11 highly advertised brands; 82% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic consumers	Black consumers
All ages	     	 

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## General Mills

		Company ranking*	
Total ad spending:	\$234.3 million	#6	
Total TV ad spending:	\$207.2 million	#5	
- Spanish-language TV:	\$25.1 million	#6	
	12.1% of total TV spending		#5
- Black-targeted TV:	\$5.0 million	#5	
	2.4% of total TV spending		#7

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	70.2	0.53	91.5	1.19	29.3	0.76
Children (6-11 years)	73.9	0.56	105.7	1.43	21.6	0.56
Teens (12-17 years)	55.4	0.42	87.0	1.62	18.2	0.47
Adults (18-49 years)	131.8		215.8	1.68	38.4	

Appendix B. Company Profiles

General Mills (continued)

**Highly advertised targeted brands**

13 highly advertised brands; 77% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic consumers	Black consumers	Hispanic and Black consumers
Youth			 
All ages	 	  	

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## The Hershey Company

		Company ranking*	
Total ad spending:	\$288.0 million	#4	
Total TV ad spending:	\$269.6 million	#4	
- Spanish-language TV:	\$0.2 million	#12	
	0.1% of total TV spending		#12
- Black-targeted TV:	\$4.8 million	#6	
	1.8% of total TV spending		#11

\*Out of 19 top food and beverage advertisers


### TV advertising exposure in 2021 (company total)

	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	60.6	0.33	73.6	1.40	0.3	0.81
Children (6-11 years)	60.0	0.32	82.8	1.69	0.2	0.46
Teens (12-17 years)	54.5	0.29	69.7	1.368	0.2	0.50
Adults (18-49 years)	185.6		265.0	1.59	0.3	

Appendix B. Company Profiles  
The Hershey Company (continued)

**Highly advertised targeted brands**

11 highly advertised brands; 9% targeted to Black and/or Hispanic consumers

Brands targeted to:	Black consumers
All ages	

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## Kellogg Company

		Company ranking*	
Total ad spending:	\$381.6 million	#2	
Total TV ad spending:	\$331.4 million	#2	
- Spanish-language TV:	\$60.0 million	#1	
	18.1% of total TV spending		#3
- Black-targeted TV:	\$11.8 million	#2	
	3.6% of total TV spending		#6

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	150.7	0.68	198.2	1.27	69.1	0.76
Children (6-11 years)	163.4	0.73	228.6	1.42	53.1	0.59
Teens (12-17 years)	113.7	0.51	197.2	1.92	47.2	0.52
Adults (18-49 years)	222.8		379.2	1.78	90.8	



Appendix B. Company Profiles

Kellogg Company (continued)

**Highly advertised targeted brands**

32 highly advertised brands; 78% targeted to Black and/or Hispanic consumers

Brands targeted to:	Black consumers	Hispanic and Black consumers
Youth		
All ages		

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## Keurig Dr Pepper

		Company ranking*	
<b>Total ad spending:</b>	\$111.3 million	#13	
<b>Total TV ad spending:</b>	\$107.8 million	#11	
<b>- Spanish-language TV:</b>	\$0 million	n/a	
	0.0% of total TV spending		n/a
<b>- Black-targeted TV:</b>	\$0.2 million	#18	
	0.2% of total TV spending		#18

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

	All TV			
	All viewers		Black viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)
Preschoolers (2-5 years)	4.5	0.33	4.5	0.89
Children (6-11 years)	5.0	0.36	5.4	1.03
Teens (12-17 years)	5.1	0.37	5.1	0.95
Adults (18-49 years)	13.8		17.8	1.28

Appendix B. Company Profiles

Keurig Dr Pepper (continued)

**Highly advertised targeted brands**

4 highly advertised brands; 0% targeted to Black and/or Hispanic consumers

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## The Kraft Heinz Company

		Company ranking*	
Total ad spending:	\$248.5 million	#5	
Total TV ad spending:	\$161.4 million	#7	
- Spanish-language TV:	\$2.3 million	#11	
	1.4% of total TV spending		#11
- Black-targeted TV:	\$2.8 million	#10	
	1.7% of total TV spending		#13

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)





	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	102.2	0.75	120.7	1.11	4.7	0.80
Children (6-11 years)	105.7	0.77	136.7	1.28	3.1	0.53
Teens (12-17 years)	74.2	0.54	120.6	1.76	2.9	0.49
Adults (18-49 years)	136.9		208.8	1.53	5.9	

Appendix B. Company Profiles

The Kraft Heinz Company (continued)

**Highly advertised targeted brands**

26 highly advertised brands; 19% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic consumers	Black consumers	Hispanic and Black consumers
Youth			
All ages	 		

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## Mars

		Company ranking*	
Total ad spending:	\$197.2 million	#7	
Total TV ad spending:	\$160.4 million	#8	
- Spanish-language TV:	\$23.1 million	#7	
	14.4% of total TV spending		#4
- Black-targeted TV:	\$3.1 million	#9	
	2.0% of total TV spending		#10

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)






	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	26.3	0.31	39.0	1.45	23.9	0.70
Children (6-11 years)	26.7	0.31	41.5	1.605	18.8	0.55
Teens (12-17 years)	27.1	0.32	38.1	1.42	17.0	0.50
Adults (18-49 years)	85.5		140.3	1.73	34.2	

Appendix B. Company Profiles

Mars (continued)

**Highly advertised targeted brands**

10 highly advertised brands; 60% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic and Black consumers
All ages	    

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## Mondelez International

		Company ranking*	
Total ad spending:	\$182.5 million	#8	
Total TV ad spending:	\$182.0 million	#6	
- Spanish-language TV:	\$41.7 million	#3	
	22.9% of total TV spending		#1
- Black-targeted TV:	\$1.9 million	#11	
	1.1% of total TV spending		#16

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	22.2	0.31	30.9	1.56	44.6	0.77
Children (6-11 years)	21.7	0.31	32.7	1.78	33.2	0.57
Teens (12-17 years)	20.4	0.29	28.5	1.49	28.4	0.49
Adults (18-49 years)	70.8		107.2	1.71	58.0	










Appendix B. Company Profiles

Mondelez International (continued)

**Highly advertised targeted brands**

8 highly advertised brands; 100% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic consumers	Black consumers	Hispanic and Black consumers
All ages	  		  

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## Nestle USA

		Company ranking*	
Total ad spending:	\$166.4 million	#9	
Total TV ad spending:	\$132.1 million	#10	
- Spanish-language TV:	\$26.1 million	#5	
	19.7% of total TV spending		#2
- Black-targeted TV:	\$1.5 million	#15	
	1.1% of total TV spending		#15

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)











	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	28.6	0.34	41.2	1.51	41.3	0.87
Children (6-11 years)	27.4	0.32	41.7	1.65	28.3	0.60
Teens (12-17 years)	26.6	0.31	37.5	1.44	24.5	0.52
Adults (18-49 years)	84.7		133.7	1.64	47.3	

Appendix B. Company Profiles

Nestle USA (continued)

**Highly advertised targeted brands**

18 highly advertised brands; 72% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic consumers	Black consumers	Hispanic and Black consumers
All ages	     	  	

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## PepsiCo

		Company ranking*	
Total ad spending:	\$532.2 million	#1	
Total TV ad spending:	\$542.2 million	#1	
- Spanish-language TV:	\$42.8 million	#2	
	8.2% of total TV spending		#8
- Black-targeted TV:	\$12.1 million	#1	
	2.3% of total TV spending		#8

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)



	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	63.5	0.30	89.7	1.46	31.5	0.74
Children (6-11 years)	65.7	0.31	99.0	1.60	24.2	0.57
Teens (12-17 years)	65.7	0.31	88.6	1.38	21.5	0.51
Adults (18-49 years)	210.8		340.2	1.71	42.5	

Appendix B. Company Profiles

PepsiCo (continued)

**Highly advertised targeted brands**

38 highly advertised brands; 66% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic consumers	Black consumers	Hispanic and Black consumers
Youth			
All ages	 	    	       

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## Post Foods

		Company ranking*	
Total ad spending:	\$28.8 million	#18	
Total TV ad spending:	\$28.5 million	#18	
- Spanish-language TV:	\$0 million	n/a	
	0.0% of total TV spending		n/a
- Black-targeted TV:	\$1.8 million	#13	
	6.3% of total TV spending		#1

\*Out of 19 top food and beverage advertisers

## TV advertising exposure in 2021 (company total)




Age	All TV			
	All viewers		Black viewers	
	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)
Preschoolers (2-5 years)	12.1	0.57	16.6	1.50
Children (6-11 years)	12.4	0.58	16.3	1.42
Teens (12-17 years)	9.7	0.45	14.7	1.74
Adults (18-49 years)	21.2		34.7	1.85

Appendix B. Company Profiles

Post Foods (continued)

**Highly advertised targeted brands**

3 highly advertised brands; 100% targeted to Black and/or Hispanic consumers

Brands targeted to:	Black consumers
Youth	
All ages	 

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## Red Bull

		Company ranking*	
Total ad spending:	\$104.4 million	#15	
Total TV ad spending:	\$104.2 million	#12	
- Spanish-language TV:	\$9.9 million	#8	
	9.5% of total TV spending		#6
- Black-targeted TV:	\$5.3 million	#4	
	5.1% of total TV spending		#3

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
Age	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	13.4	0.29	18.5	1.33	5.3	0.70
Children (6-11 years)	14.5	0.31	21.4	1.52	3.8	0.51
Teens (12-17 years)	15.9	0.34	22.2	1.44	3.5	0.47
Adults (18-49 years)	46.3		76.5	1.78	7.6	



Appendix B. Company Profiles

Red Bull (continued)

**Highly advertised targeted brands**

1 highly advertised brand; 100% targeted to Black and/or Hispanic consumers

Brands targeted to:	Hispanic and Black consumers
All ages	

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

Appendix B. Company Profiles

## Tyson Foods

		Company ranking*	
Total ad spending:	\$111.6 million	#12	
Total TV ad spending:	\$56.8 million	#15	
- Spanish-language TV:	\$0 million	n/a	
	0.0% of total TV spending		n/a
- Black-targeted TV:	\$1.3 million	#16	
	2.3% of total TV spending		#9

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)

Age	All TV			
	All viewers		Black viewers	
	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)
Preschoolers (2-5 years)	12.4	0.32	18.3	1.58
Children (6-11 years)	12.0	0.31	18.9	1.76
Teens (12-17 years)	11.3	0.29	15.8	1.45
Adults (18-49 years)	38.6		62.0	1.70

Appendix B. Company Profiles

Tyson Foods (continued)

**Highly advertised targeted brands**

6 highly advertised brands; 33% targeted to Black and/or Hispanic consumers

Brands targeted to:	Black consumers
All ages	 

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## Unilever United States

		Company ranking*	
Total ad spending:	\$121.5 million	#11	
Total TV ad spending:	\$89.7 million	#14	
- Spanish-language TV:	\$3.8 million	#9	
	4.2% of total TV spending		#9
- Black-targeted TV:	\$3.2 million	#8	
	3.6% of total TV spending		#5

\*Out of 19 top food and beverage advertisers

### TV advertising exposure in 2021 (company total)


Age	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	14.5	0.30	24.0	1.86	3.6	0.65
Children (6-11 years)	14.9	0.31	25.9	2.14	2.9	0.52
Teens (12-17 years)	13.8	0.29	22.3	1.82	2.7	0.49
Adults (18-49 years)	47.6		84.7	2.08	5.5	

Appendix B. Company Profiles

Unilever United States (continued)

**Highly advertised targeted brands**

11 highly advertised brands; 73% targeted to Black and/or Hispanic consumers

Brands targeted to:	Black consumers	Hispanic and Black consumers
All ages	     	

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)

## Wonderful Company

		Company ranking*	
Total ad spending:	\$52.9 million	#16	
Total TV ad spending:	\$30.0 million	#17	
- Spanish-language TV:	\$0.02 million	#13	
	0.1% of total TV spending		#13
- Black-targeted TV:	\$0.2 million	#17	
	0.8% of total TV spending		#17

\*Out of 19 top food and beverage advertisers

## TV advertising exposure in 2021 (company total)

Age	All TV				Spanish-language TV	
	All viewers		Black viewers		Hispanic viewers	
	Total ads viewed	Targeted index (vs. adults)	Ads viewed	Targeted ratio (vs. White viewers)	Ads viewed	Targeted index (vs. adults)
Preschoolers (2-5 years)	5.3	0.32	6.1	1.18	<0.1	
Children (6-11 years)	5.0	0.31	5.9	1.25	<0.1	
Teens (12-17 years)	5.2	0.32	6.0	1.21	<0.1	
Adults (18-49 years)	16.2		19.9	1.27	<0.1	

Appendix B. Company Profiles  
Wonderful Company (continued)

**Highly advertised targeted brands**

3 highly advertised brands; 0% targeted to Black and/or Hispanic consumers

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

[Click here for definitions of terms used in this document.](#)