



November 2022

SOCIAL MEDIA TARGETED MARKETING EXAMPLES

*Targeted food and beverage advertising to
Black and Hispanic consumers: 2022 update*

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Definitions

Targeted food and beverage companies	The 10 food and beverage companies selected for this analysis that had total advertising spending of more than \$100 million in 2021, and: <ul style="list-style-type: none">• Ranked in the top-ten in advertising spending on Spanish-language TV and/or Black-targeted TV, and/or in spending on digital advertising
Black-targeted	Ranked in the top-ten in advertising spending on Black-targeted TV channels
Hispanic-targeted	Ranked in the top-ten in advertising spending on Spanish-language TV
High digital ad spending	Ranked in the top-ten in spending on digital advertising

In the targeted advertising [2022 update](#), we document advertising spending and youth exposure to TV advertising for all food and beverage companies, including detailed analyses of 19 food and beverage advertisers. In this supplement, we provide examples of social media campaigns for brands that targeted Hispanic or Black consumers.

We examined social media activity for brands in 10 food and beverage companies that targeted advertising to Hispanic or Black youth and/or had relatively high levels of digital advertising.

Table 1. Targeted food and beverage companies ranked by total ad spending

Company ^a	Total advertising spending (\$ mill)	Spanish-language TV ^b	Black-targeted TV ^c	Digital ad spend ^d
PepsiCo	\$581.8	2	1	1
Kellogg	\$391.9	1	2	10
Coca-Cola	\$366.0	4	7	2
Hershey	\$302.4		6	7
General Mills	\$239.6	6	5	
Mars	\$202.9	7	9	
Mondelez	\$199.9	3		5
Nestlé	\$169.7	5		
Unilever	\$143.5	9	8	4
Red Bull	\$113.1	8	4	

^aTotal ad spending >\$100 million in 2021

^bTop-ten ranking in ad spending on Spanish-language TV

^cTop-ten ranking in ad spending on Black-targeted TV

^dTop-ten ranking in ad spending on digital media

PepsiCo

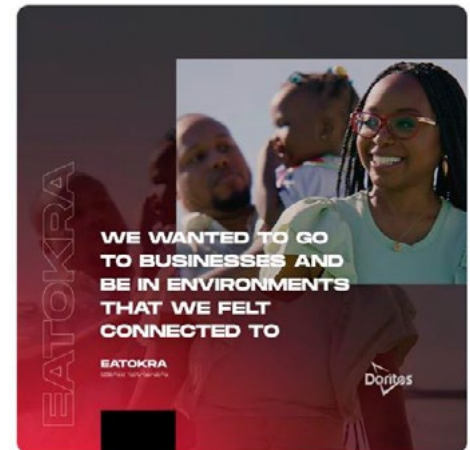
In 2021, PepsiCo ranked first in total ad spending (\$581.8 mill), Black-targeted TV ad spending (\$12.1 mill), and digital ad spending (\$49.6 mill). The company also ranked second in Spanish-language TV advertising, spending \$42.8 million.



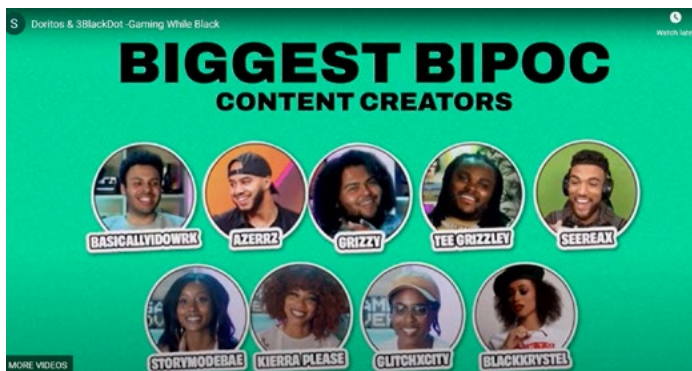
Doritos partnered with musician Lil Nas X and actor Sam Elliot on a dance challenge called the “Cool Ranch Dance.” The challenge appeared as a 2020 Super Bowl TV advertisement¹ and was promoted on Twitter. It became a viral TikTok dance trend with #CoolRanchDance reaching over 5.6 billion views.²

In 2021, **Doritos** launched the #SolidBlack initiative highlighting Doritos’ “commitment to bring more Black and inclusive stories to the stage, while positively contributing to the celebration of the Black community and culture.”³ Changemakers were awarded \$50,000 for “using innovation and boldness to drive culture and give back to their communities,” and their stories were posted on Doritos’ social media platforms.

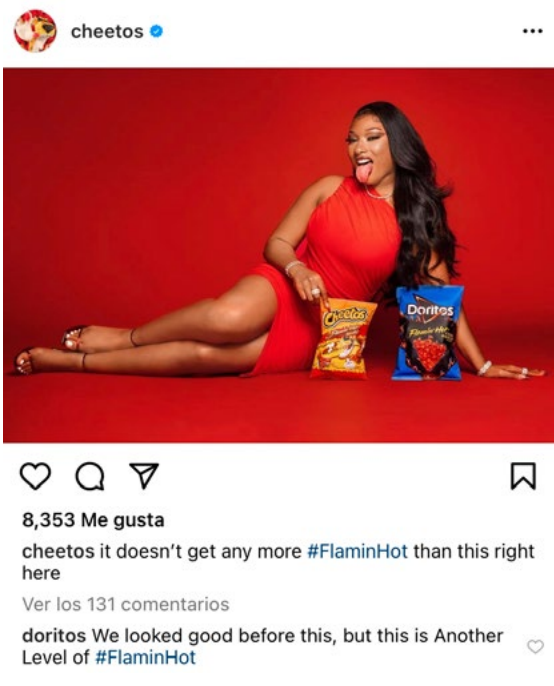
For our first installment of #SolidBlack21 we'd like to introduce the Edwards, the founders of EatOkra – an app made to help people find black owned restaurants in their surrounding communities. (1/2)



EstOkra
3:08 PM · Jul 27, 2021 · Twitter Web App



As part of the #SolidBlack initiative, **Doritos** sponsored the GAMING WHILE BLACK YouTube series to “amplify Black voices within the gaming space.”⁴



In 2022, hip-hop artist Megan Thee Stallion partnered with Lay's Flamin' Hot products to create a "Flamin' Hot" Super Bowl ad for **Cheetos** and **Doritos**,⁵ which was promoted on social media. In addition, a song dedicated to the brands (entitled "Flamin' Hottie") had over 8 million plays on Spotify.

Cheetos partnered with Puerto Rican singer Bad Bunny for the third consecutive year in 2022 to give \$25,000 scholarships to 20 young Latinx TikTokers who are effecting positive change in their communities.⁶ The \$500,000 Deja Tu Huella (Leave Your Mark) Fund provides scholarships and was promoted on YouTube, Instagram, and TikTok, calling individuals to use their "magic touch" to impact Hispanic communities.



PepsiCo's **Rockstar Energy** collaborated with Latina rap artist Snow Tha Product on her single, Cobrar, and its accompanying music video. The lyrics and video highlight the necessary sacrifices made by previous generations to support the current Latinx generation's success.⁷



In 2020, **Lifewtr** created an online exhibition, **Black Art Rising**, to document artistic responses to the Black Lives Matter movement. Over 2,500 artists shared their original creations on Instagram using #BlackArtRisingContest and tagging @LIFEWTR. Their work was showcased in an online exhibit, and 100 artists were selected to receive \$500 to offset the cost of art supplies.⁸

Tostitos partnered with actor Danny Trejo and musician Sofía Reyes for a “Fiesta Remix” in celebration of Cinco de Mayo. Fans entered a lottery on TikTok by completing a series of 9 TikTok challenges with the hashtag #TostitosFiestaRemix. The winners won a “Fiesta Remix” Party Pack, that included a 5-carat gold Tostitos Scoop necklace and a year’s worth of Tostitos.⁹



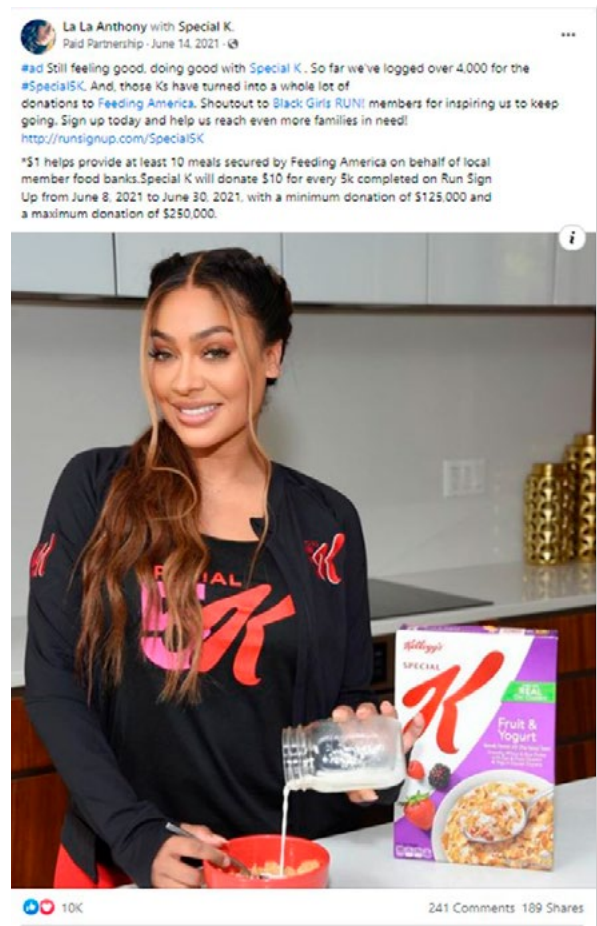
Kellogg

In 2021, Kellogg ranked second in total ad spending (\$391.9 mill) and Black-targeted TV ad spending (\$11.8 mill). The company ranked first in Spanish-language TV ad spending (\$60 mill) and tenth on digital ad spending (\$10.3 mill).



Cheez-It partnered with SiriusXM radio host and executive producer Sway Calloway to create #LivingLegendz, a YouTube series that features interviews with hip-hop icons who have changed the industry. Additionally, Cheez-It released limited edition boxes, Aged By Audio, with crackers made from cheese aged in the presence of hip-hop music.¹⁰

In June 2021, **Special K** and Black Girls RUN! collaborated with TV personality La La Anthony to promote their virtual 5K race. For every 5K completed, Special K donated \$10 to Feeding America.¹¹





In 2022, **Kellogg** used in-store and digital advertising to launch “On Mom’s Tables Aquí y Allá” (On Mom’s Tables Here and There) promoting multiple cereal brands. Kellogg’s Director of Cultural and Inclusive Marketing stated that the campaign’s goal was to “authentically capture the emotional relationship that bicultural Latina moms have had with our brands throughout their lives.”¹²

In 2022, **Pringles** created the “Pringles Stuck In” campaign, that showcased notable brand fans getting their hands “stuck in” the Pringle’s can on Instagram and TikTok. The campaign included TV and online media ads targeting U.S. Hispanic audiences.¹³



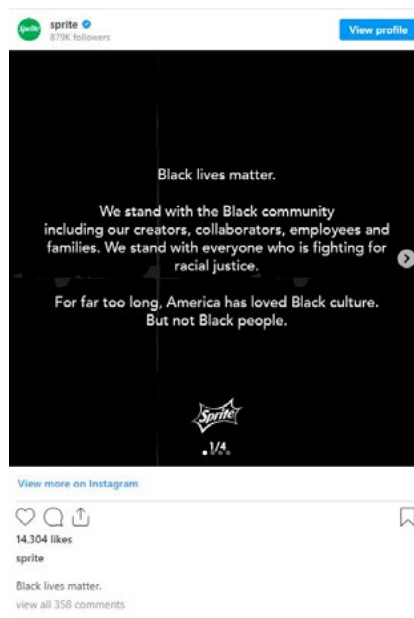
Coca-Cola

In 2021, Coca-Cola ranked third in total ad spending (\$366 mill), fourth in Spanish-language TV ad spending (\$26.6 mill), seventh in Black-targeted TV ad spending (\$3.6 mill), and second in digital ad spending (\$41.5 mill).



In 2019, **Sprite** launched “Thirst For Yours,” a multi-year campaign that used TV spots, social media content, influencer engagement, and outdoor advertising to highlight their connection to hip-hop music.¹⁴

The Ginger Collection was released in 2020 in conjunction with the “Thirst For Yours” campaign and featured streetwear designed by a diverse group of creators as well as a limited edition Ginger **Sprite** flavor.¹⁵

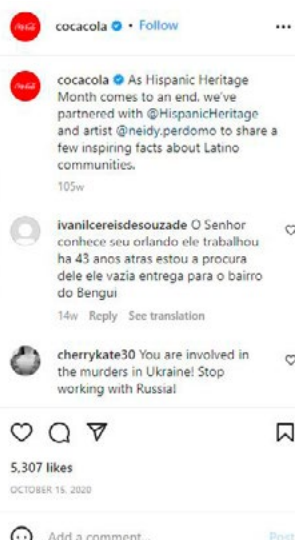


Sprite's June 2020 “The Give Back” campaign disbursed \$300,000 to five influential hip-hop creators who “paid it forward” to support communities disproportionately affected by COVID-19 and racial inequality. They also contributed \$500,000 to the Black Lives Matter Global Network and committed action in the fight for racial justice on Instagram.¹⁶



Sprite introduced their “Create Your Future” voter education program in October 2020, in which young creators shared why they vote on Sprite’s platform. Sprite’s brand group director stated that their “purpose is to help Black and multicultural youth make their mark on culture.” Fans were encouraged to share their reasons for voting on Twitter, Snapchat, and YouTube by tagging @Sprite with #CreateYourFuture.¹⁷

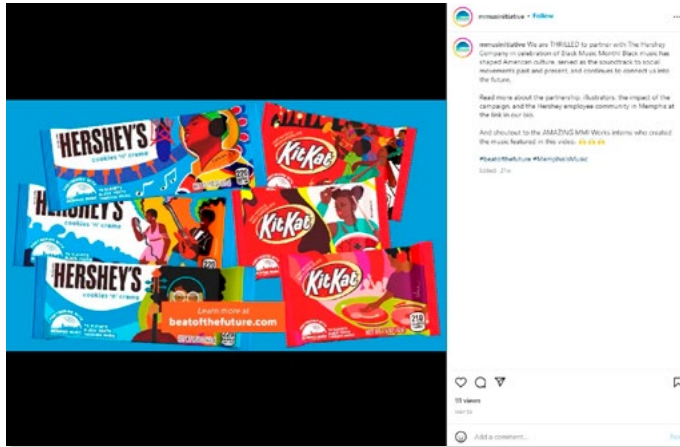
In the summer of 2021, **Sprite** launched “Live from the Label,” a livestream hip-hop concert series featuring musicians Latto, Saweetie, Jack Harlow, and other emerging hip-hop artists. Consumers bought a 20 oz bottle of Sprite to access a QR code for the virtual concert.¹⁸



During Hispanic Heritage Month in October 2020, **Coca-Cola** partnered with the Hispanic Heritage Foundation to share inspiring facts about Latinx communities on Instagram.¹⁹

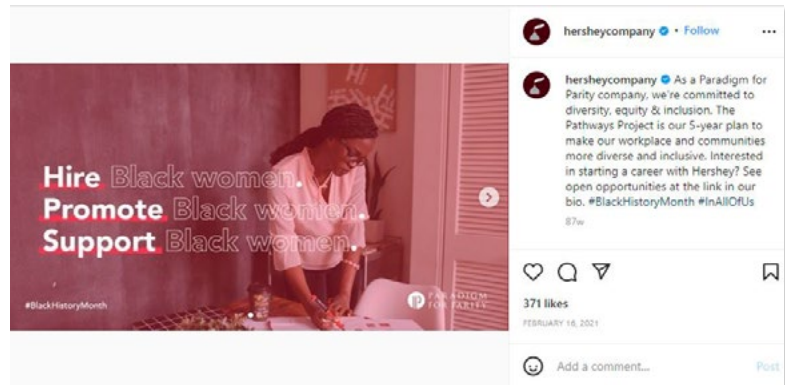
Hershey

In 2021, Hershey ranked fourth for total ad spending (\$302.4 mill), sixth for Black-targeted TV ad spending (\$4.8 mill), and seventh for digital ad spending (\$14.5 mill). The company spent \$218,000 on Spanish-language TV advertisements.



Hershey partnered with the nonprofit Memphis Music Initiative and Target in June 2022 to develop Beat of the Future, a campaign to celebrate Black Music Month with the goal of “elevating black youth through music.” Limited edition KitKat and Hershey’s Cookies ‘N’ Creme bar wrappers were designed with colorful portrayals of Black youth creating music and were sold in Target stores nationwide.²⁰

In 2020, Hershey launched their 5-year “The Pathways Project” to increase pathways for hiring diverse groups of people, improving access to education for Black and Brown communities, and retaining and promoting Black and Brown talent within Hershey.²¹ Their goal for 2025 is for people of color to occupy 30-40% of their employee base and 15-22% of People Leader roles.²²



Today, we take a moment to remember and honor the death of George Floyd. The months that followed became a catalyst toward a more just and equal society, but there remains more to do to address systemic racism. Our hearts and thoughts remain with Mr. Floyd's family and friends, and with the Black community for whom the realities of racial discrimination are all too familiar.

In his memory and in honor of his family, we've donated \$50,000 to EmbraceRace, a non-profit dedicated to providing resources to raise a generation of children who are thoughtful, informed and brave about race. At Hershey, we remain committed to creating change in the areas where we have the greatest influence and impact—within our workplace, communities and the lives of our employees.



Hershey participated in #BlackOutTuesday in June 2020, posting black squares across its social media accounts in response to the killings of George Floyd, Ahmaud Arbery, and Breonna Taylor. In addition, Hershey shared the company's diversity and inclusion efforts.²³

General Mills

In 2021, General Mills ranked sixth in total ad spending (\$239.6 mill) and Spanish-language TV ad spending (\$25.1 mill). The company ranked fifth in Black-targeted TV ad spending (\$5 mill) and spent \$5.2 million on digital advertisements.



In 2021, **Old El Paso** continued their 2020 #MessFreeChallenge by challenging basketball players Andre Drummond and Andrew Wiggins to demonstrate slam dunks without spilling an Old El Paso Tortilla Bowl held in one hand. Fans posted their own dunks on Instagram and donations were made to reduce food insecurity.²⁴

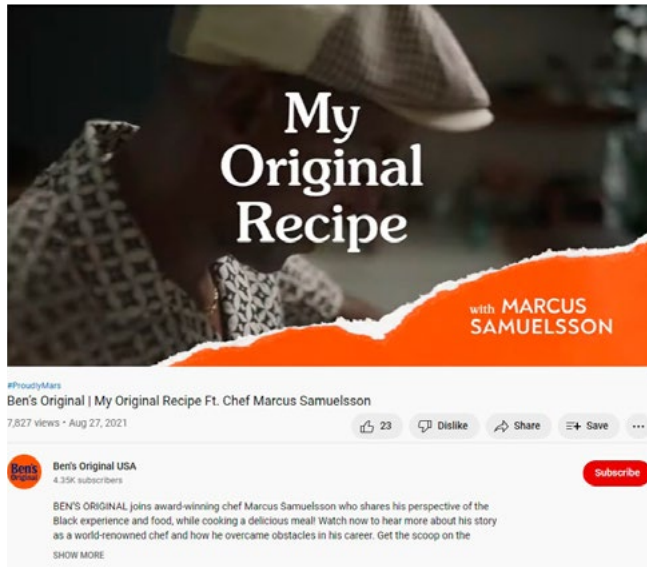


In 2022, **Cinnamon Toast Crunch** partnered with reggaeton singer Manuel Turizo for a limited-edition collectible box. Each box came with a snapback hat designed with a Manuel Turizo cinnamoji and a QR code to get special access to Turizo's latest music video. The partnership was promoted on Instagram.²⁵



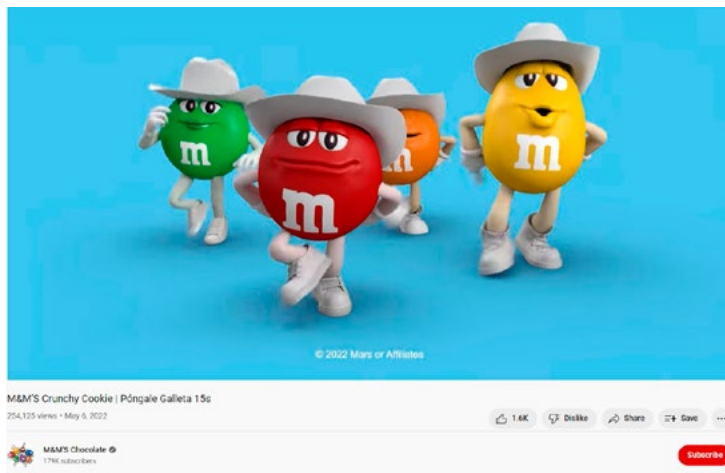
Mars

In 2021, Mars ranked seventh in total ad spending (\$202.9 mill) and Spanish-language TV ad spending (\$23.1 mill). The company ranked ninth in Black-targeted TV ad spending (\$3.1 mill) and spent \$5.7 million on digital advertising.



In 2021, **Ben's Original** partnered with Chef Marcus Samuelsson on YouTube to launch "My Original Recipe," a series of personal narratives from different acclaimed chefs. Samuelsson discussed his experiences as a Black chef and the Black experience around food.²⁶

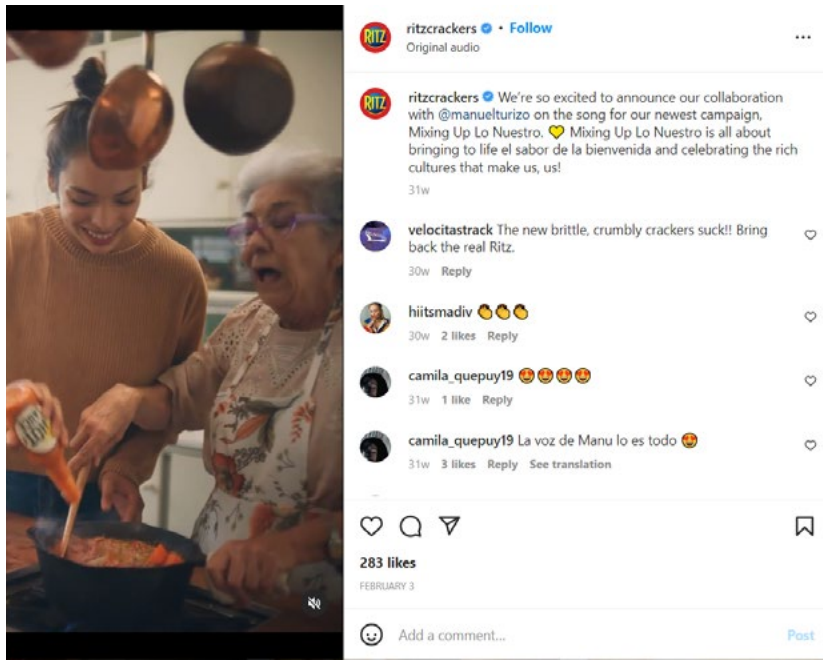
A Hispanic-focused campaign with edgy humor showing the awkward moments of everyday family promoted **Snickers Peanut Brownies**. A Snickers senior director explained that when targeting Hispanic consumers they think about "insight that's going to be most relevant to their family." The ads reached Hispanic audiences on Spanish-language TV and Google/Verizon, Spotify, and YouTube.²⁷



In 2022, **M&M's** released an advertisement targeted toward Hispanic audiences for their new Crunchy Cookie flavor. The advertisement included personified M&M candies dancing quebradita, a traditional Mexican dance style, to the song Póngale Galleta (Put the Cookie in it). It was also promoted by a Latinx influencer on TikTok.²⁸

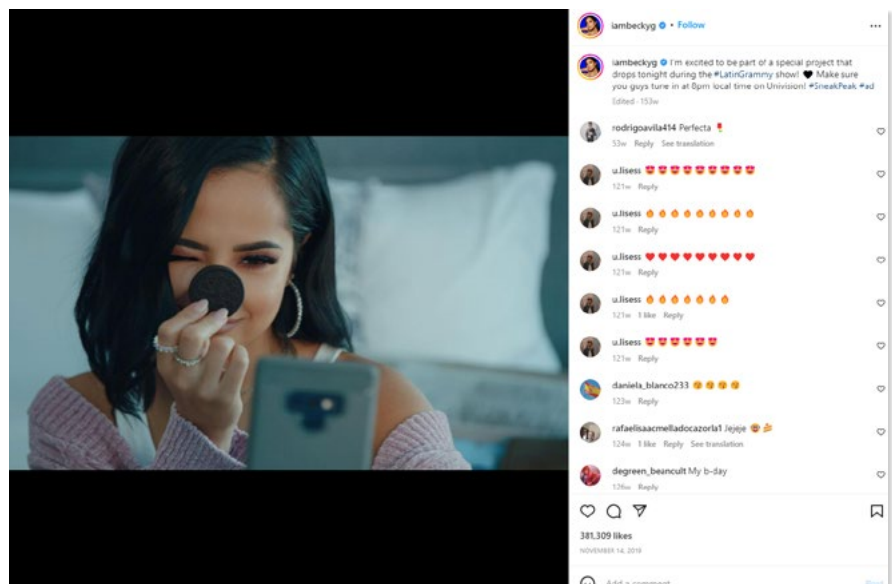
Mondelez

In 2021, Mondelez ranked eighth in total ad spending (\$199.9 mill), third in Spanish-language TV ad spending (\$41.7 mill), and fifth in digital ad spending (\$17.5 mill). The company spent \$1.9 million on Black-targeted TV advertisements.



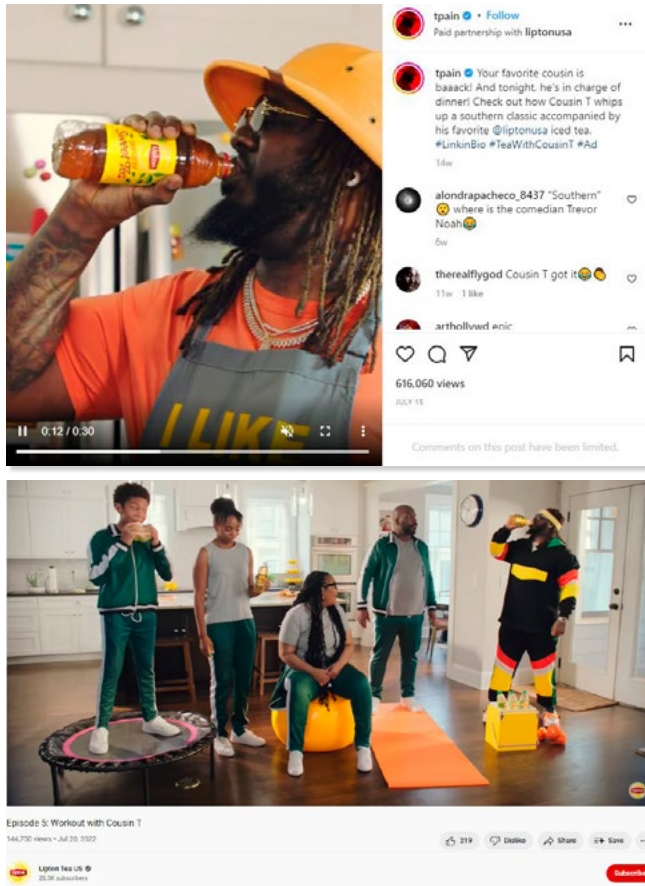
In 2022, RITZ partnered with Spanish reggaeton singer Manuel Turizo in its first U.S. Hispanic specific campaign, titled "Mixing Up Lo Nuestro" (Mixing Up Our Thing). The campaign included an ad set to Turizo's music that celebrated the welcoming culture, family traditions, and diversity within the U.S. Hispanic community. The campaign ran on Spanish-language television and social media platforms.²⁹

Oreo partnered with singer Becky G in 2019 for a commercial dubbed "Home Sweet Home" that featured her own family and was set to reggaeton music. The commercial highlighted the value of family and music in Latin culture. It debuted at the Latin Grammy Awards and was promoted on Becky G's Instagram.³⁰



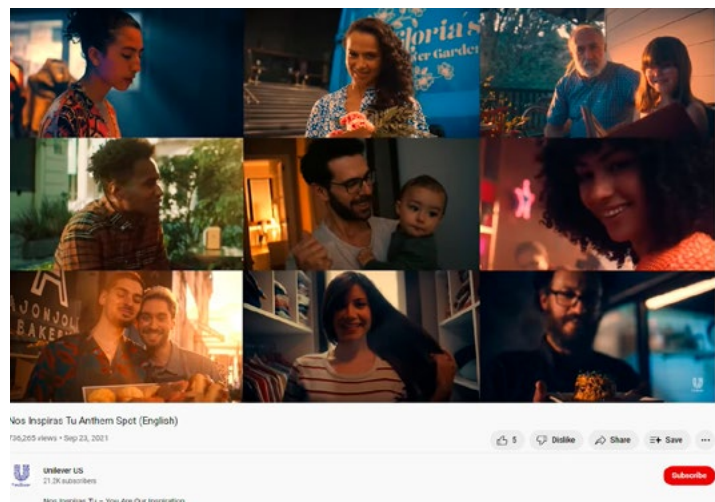
Unilever

In 2021, Unilever ranked eleventh in total ad spending (\$143.5 mill), fourth in digital ad spending (\$22 mill), eighth in Black-targeted TV ad spending (\$3.2 mill), and ninth in Spanish-language TV ad spending (\$3.8 mill).



In 2021, Lipton Iced Tea collaborated with music artist T Pain on the digital content series, “Have Some Tea with Cousin T.” The videos showcased T Pain connecting with friends and family over Lipton Iced Tea. Lipton also announced a sweepstakes with the winner spending time with T Pain at a cookout catered by a local Black-owned restaurant.³¹

In 2021, Unilever released their “Nos Inspiras Tú” (You Are Our Inspiration) campaign. Unilever described the campaign as “a public declaration to the Hispanic community; a commitment to listen closer and remain inspired by Hispanics in order to address their needs across Unilever and its portfolio of brands.”³²



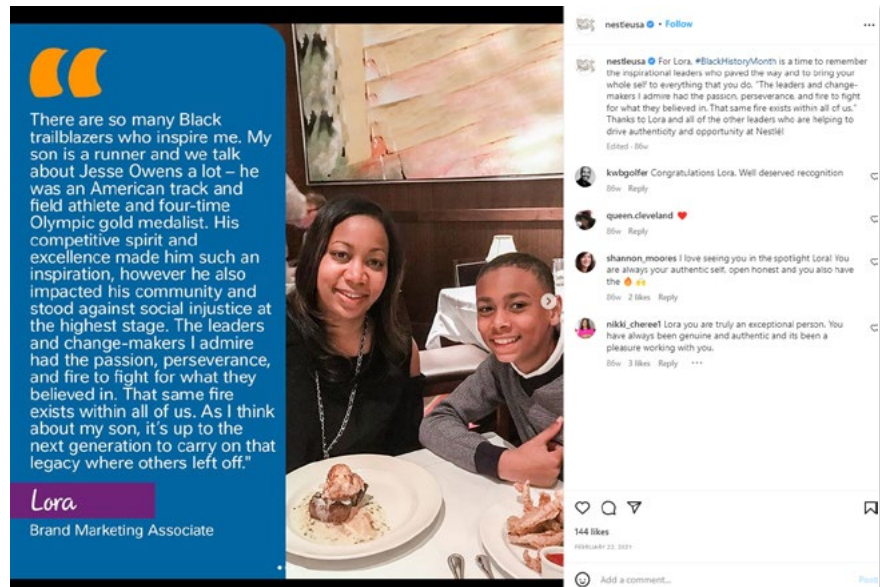
Nestlé

In 2021, Nestlé ranked ninth in total ad spending (\$169.7 mill) and fifth in Spanish-language TV ad spending (\$26.1 mill). Additionally, the company spent \$1.5 million on Black-targeted TV ads and \$3.3 million on digital advertisements.



In 2021, Perrier launched limited-edition cans inspired by Día de Los Muertos and committed to support The Hispanic Heritage Foundation and United Farm Workers. Perrier also partnered with Latino mixologists to share cocktail recipes on their Instagram that pay homage to the culture and tradition of Día de Los Muertos.³³

In 2021, Nestlé celebrated Black History Month with “Courageous Conversation with the Nestlé Black Employee Association,” which included a discussion about imposter syndrome, microaggressions, and unconscious bias. They also featured several Black employees throughout the month on their Instagram.³⁴



Red Bull

In 2021, Red Bull ranked fifteenth in total ad spending (\$113.1 mill), fourth in Black-targeted TV ad spending (\$5.3 mill), and eighth in Spanish-language TV ad spending (\$9.9 mill). Additionally, the company spent \$8.7 million on digital advertising.



In 2022, **Red Bull** continued Batalla, a series of international Spanish-language rap competitions.³⁵ The competitions were described as an opportunity for Hispanic artists to break “into the music mainstream without adjusting their sound—or lyrics—for English-speaking listeners.”³⁶ Red Bull Batalla social media channels promoted the events and the artists.

Red Bull's SoundClash music competition that originated in Kingston, Jamaica, had a series of shows in US cities in 2022. Artists and DJs challenged each other to musical battles, using crowd reactions to crown champions. The events were promoted on Red Bull's social media channels and playlists were uploaded to Spotify.



METHODS

The 10 food and beverage companies selected for this analysis had total advertising spending of more than \$100 million in 2021, and:

- Ranked in the top-ten in advertising spending on Spanish-language TV and/or Black-targeted TV, and/or in spending on digital advertising

To identify examples of campaigns targeting Black or Hispanic consumers we conducted internet searches using the brand names within each company plus the following terms:

- Most popular social media campaigns
- Viral social media campaigns
- Social media marketing

We also identified campaigns by conducting searches that included the food or beverage company name plus the names of online publications that cover media and advertising:

- Shorty Awards ("The Shorty Awards" honor the best of social media by recognizing the influencers, brands and organizations on Facebook, Twitter, YouTube, Instagram, TikTok, and more."³⁸)
- OMMA (Online marketing award sponsored by MediaPost)
- Trade press, including MediaPost, Adage, Mediaradar.com, and Forbes

We excluded campaigns that launched prior to 2019. Therefore, all examples were for campaigns that occurred between January of 2019 and October 2022.

This analysis supplements Ethnically targeted food and beverage advertising to Hispanic and Black consumers: 2022 update, which provides detailed information on advertising spending, TV advertising exposure, and TV advertising targeted to Black and Hispanic children and teens for food and beverage companies in 2021.

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