

Targeted Marketing to Black and Latino consumers

ADVOCACY FAST FACTS

FACT #1

Food and beverage TV advertising targets Black and Latino consumers.

- In 2021, Black youth and adults viewed 9% to 21% more food and beverage TV ads compared to their White peers.
- Companies increased their focus on advertising to Spanish-speaking TV viewers, evidenced by an increase in the proportion of TV ad dollars companies dedicated to Spanish-language TV from 2017 to 2021 (7.8% vs. 8.5%).

FACT #2

Targeted TV ads primarily promote unhealthy food and beverage categories.

- Candy, sugary drinks, snacks and cereal made up 73% of food and beverage ad spending on Black-targeted and Spanish-language TV in 2021.
- This advertising contributes to inequities in diet-related diseases heavily affecting communities of color, including heart disease and diabetes.
- There was no advertising fruits or vegetables on Spanish-language or Black-targeted TV in 2021.
- Most U.S. food companies have healthier brands in their portfolios, including plain water, low-sugar cereals, yogurt and plain dairy, fruits and vegetables that could be promoted.

FACT #3

Numerous marketing campaigns, including in social media, target youth and communities of color.

- Many marketing campaigns incorporated hip-hop and Latino music celebrities and other youth-oriented themes, as well as cause-related marketing with donations and collaborations with non-profits to benefit communities of color and foster goodwill for food and beverage brands.
- Coca-Cola and PepsiCo brands were responsible for the majority of marketing campaigns that targeted youth and communities of color.
- Racially and ethnically targeted marketing campaigns almost exclusively promoted unhealthy products.

Data source: UConn Rudd Center- [Targeted advertising to Black and Hispanic consumers: 2022 update](#). Nielsen syndicated market research data measured total TV and targeted TV advertising spending and exposure. Analyses focus on the 19 food and beverage companies with the highest advertising spending in 2021, as well as companies that participate in the Children's Food and Beverage Advertising Initiative. Companies' public statements about their targeted marketing from January 2022 - Sept. 2022 provided marketing campaign information. This report excludes targeted advertising by fast-food and other restaurants, which are available here: [Fast Food FACTS 2021 report](#). Fast Facts Advisor: Xavier Morales, Ph.D., Executive Director, The Praxis Project.