

## COMPANY PROFILES: ALPHABETICAL ORDER

American Licorice Company . . . . .	105	KFC . . . . .	148
Applebee's Grill & Bar . . . . .	106	The Kraft Heinz Company . . . . .	149
Arby's . . . . .	107	Little Caesar's . . . . .	152
The Bel Group . . . . .	108	Mars . . . . .	153
Birds Eye . . . . .	109	McDonald's . . . . .	155
Brown & Haley . . . . .	110	MilkPEP . . . . .	158
Burger King Corporation . . . . .	111	Mondelez Global . . . . .	159
Campbell Soup Company . . . . .	113	Nestle USA . . . . .	161
Chili's Grill & Bar . . . . .	115	Olive Garden . . . . .	163
Chobani . . . . .	116	Outback Steakhouse . . . . .	164
Chuck E. Cheese's . . . . .	117	Papa John's . . . . .	165
The Coca-Cola Company . . . . .	118	PepsiCo . . . . .	166
ConAgra Foods . . . . .	121	Perfetti Van Melle . . . . .	169
Dairy Queen . . . . .	124	Pizza Hut . . . . .	170
The Dannon Company . . . . .	125	Popeye's . . . . .	171
Dave & Buster's . . . . .	128	Post Foods . . . . .	172
Denny's Restaurant . . . . .	129	The Promotion in Motion Companies . . . . .	175
Dole Food Company . . . . .	130	Red Lobster . . . . .	176
Domino's Pizza . . . . .	131	R.M. Palmer Company . . . . .	177
Ferrara Candy Company . . . . .	132	Sonic . . . . .	178
Ferrero USA . . . . .	133	Subway . . . . .	179
General Mills Inc. . . . .	135	Taco Bell . . . . .	180
Ghiradelli Chocolate . . . . .	138	The Topps Company . . . . .	181
Golden Corral Restaurant . . . . .	139	Unilever . . . . .	182
The Hershey Company . . . . .	140	Wendy's . . . . .	185
Jelly Belly Candy Company . . . . .	143	WhiteWave Foods Co . . . . .	186
Just Born Quality Confections . . . . .	144	Wolfgang Candy Company . . . . .	187
Kellogg Company . . . . .	145	The Wonderful Company . . . . .	188

## American Licorice Company

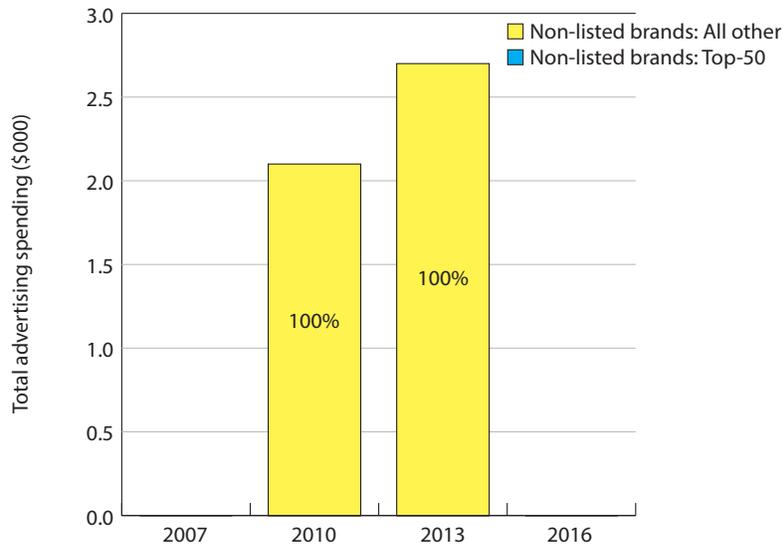
Joined the Children's Food and Beverage Advertising Initiative (CFBAI): May 2015

This company has pledged to not engage in child-directed advertising and did not have any top-50 brands in 2016.



### Traditional advertising

Total advertising spending in 2016: \$2,808



Source: Rudd Center analysis of Nielsen data (2017)

This company did not advertise on English-language TV in any of the years examined.

### Digital marketing

Social media activity in 2016<sup>1</sup>

#### Top-50 non-listed brands and company accounts

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
American Licorice Company	431	**		

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

### Ranking among 18 CFBAI companies in 2016

Total advertising spending	#18
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#18
TV advertising viewed by young teens (12-14)	#18
Child visitors to company websites	n/a
Banner advertising on kids' websites	n/a
Banner advertising on social media sites	n/a
Total Facebook fans for CFBAI listed brands	#17
Total YouTube video views for CFBAI listed brands	n/a

<sup>1</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

## Applebee's Grill & Bar

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$123 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	36.1	0.42
Children (6-11 y)	39.8	0.46
Young teens (12-14 y)	47.8	0.56

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Applebee's Grill & Bar	174	<1%	42,791	35%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Applebees.com	22.1	17.7	4%	3%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Applebee's Grill & Bar	5,953	595	154	1,338

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

**Arby's**

Non-participating company: Top 50-brand

**Traditional advertising**

Total advertising spending in 2016: \$150 million

## TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	34.7	0.48
Children (6-11 y)	37.9	0.53
Young teens (12-14 y)	52.4	0.73

Source: Rudd Center analysis of Nielsen data (2016)

**Digital marketing**

Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Arby's	2,645	709	71	7,720

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
 Source: Rudd Center analysis of Unmetric data (January - December 2016)

## The Bel Group

Non-participating company with top-50 child-directed brands

### Child-directed brands



### Traditional advertising

Total advertising spending in 2016: \$49 million

Mini Babybel: \$27 million

Laughing Cow: \$12 million

Laughing Cow Cheese Dippers Snacks: \$9 million

### TV ads viewed in 2016

	Mini Babybel		Laughing Cow		Laughing Cow Cheese Dippers Snacks	
	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	15.1	1.65	16.5	1.81	10.6	1.54
Children (6-11 y)	7.6	0.83	8.1	0.88	5.3	0.77
Young teens (12-14 y)	5.7	0.62	5.9	0.65	4.0	0.58

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

Brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
The Bel Group	34	1%	263	6%

Source: comScore Admetrix Advertiser report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
The Bel Group (Laughing Cow Cheese)	314	10	7	2,556
The Bel Group (Babybel)	127	5	**	1,676

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Birds Eye

Non-participating company with a healthy brand



### Traditional advertising

Total advertising spending in 2016: \$4 million

### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	7.4	0.67
Children (6-11 y)	5.0	0.36
Young teens (12-14 y)	5.1	0.45

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Birds Eye	843,322	16		**

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

**Brown & Haley**

Joined the Children's Confection Advertising Initiative (CCAI): June 2016

**Traditional advertising**

Total advertising spending in 2016: \$6,700

This company had no TV advertising in 2016

**Digital marketing**

Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
almondroca	6	**		

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Burger King Corporation

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): September 2007

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

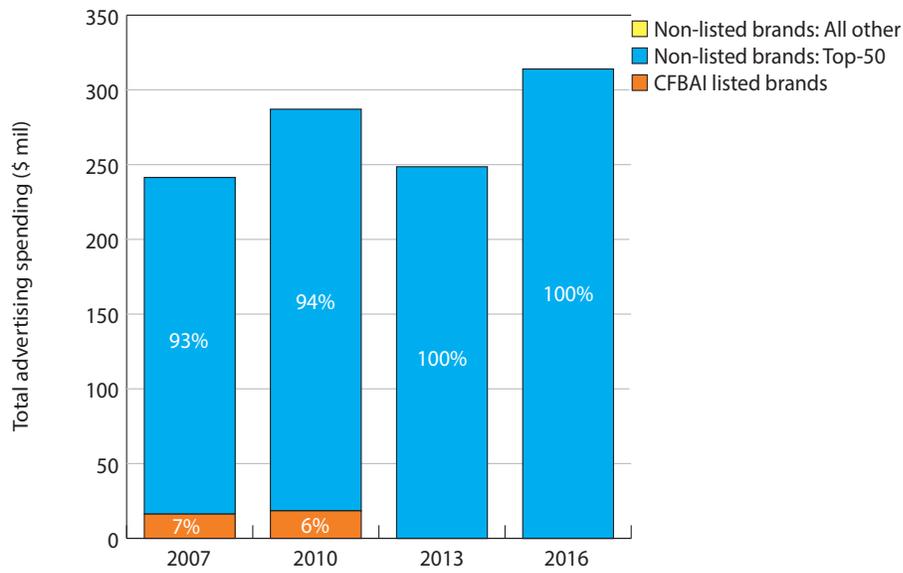
CFBAI listed brands <sup>2</sup> that may be in child-directed advertising	Non-listed brands
None	 <p>All other products (not Kids' Meals)</p>

### Less-advertised CFBAI listed brands<sup>3</sup>

Kids' Meals

### Traditional advertising

Total advertising spending in 2016: \$314 million, 0% on CFBAI listed brands

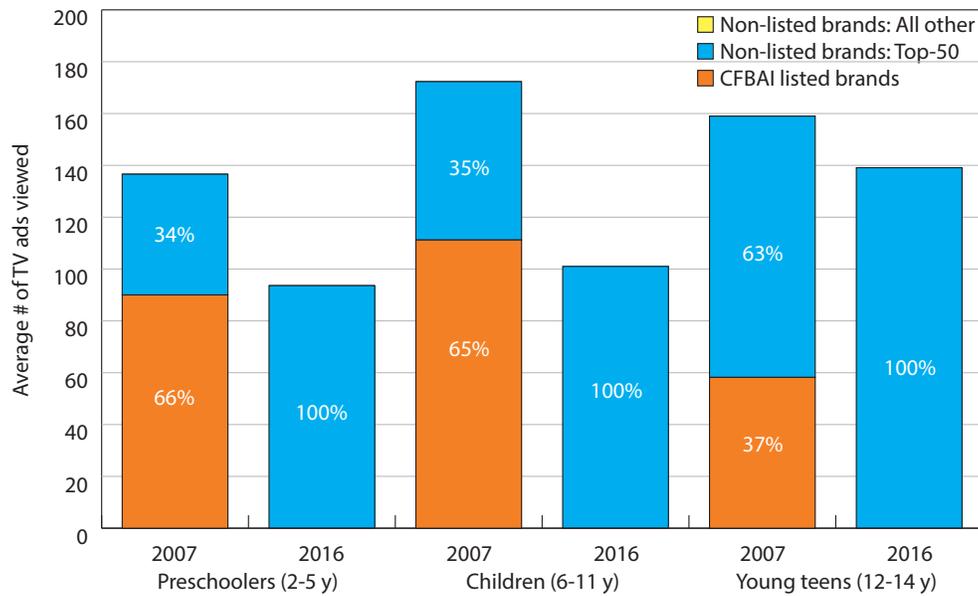


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	0.0		0%	93.6	0.40
Children (6-11 y)	0.0		0%	101.0	0.43
Young teens (12-14 y)	0.0		0%	139.1	0.59

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Social media activity in 2016<sup>4</sup>

#### Top-50 non-listed brands and company accounts

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Burger King	7,512	1,454	445	6,688

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#9
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#8
TV advertising viewed by young teens (12-14)	#7
Child visitors to company websites	#10
Banner advertising on kids' websites	n/a
Banner advertising on social media sites	n/a
Total Facebook fans	#7
Total YouTube video views	#9

## Nutrition

### CFBAI listed kids' meals

Main dish	Side	Drink	Total calories (kcal)	Saturated fat (g)	Total sugar (g)	Sodium (mg)	Exceeds Smart Snack limits	Nutrients of concern
Hamburger	Apple sauce	100% fruit juice	360	3	37	485	✓	Calories, sodium
Hamburger	Apple sauce	Fat free milk	370	3	29	585	✓	Calories, sodium
Chicken nuggets	Apple sauce	Fat free milk	410	3.5	24	845	✓	Calories, sodium

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

## Campbell Soup Company

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

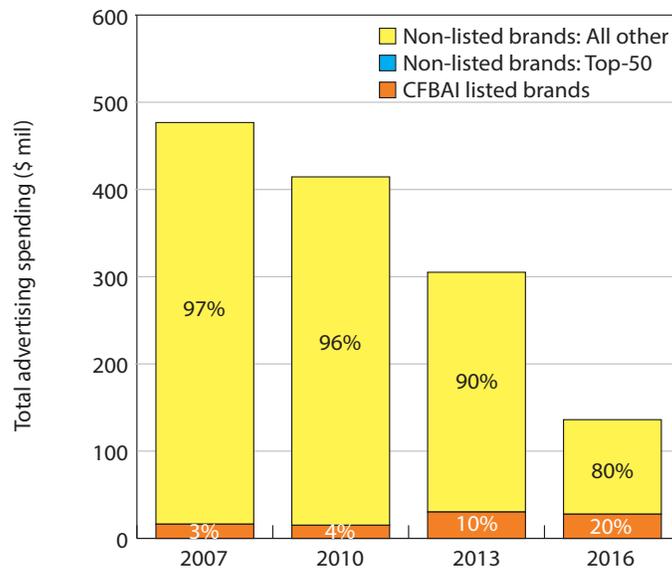
CFBAI listed brands <sup>2</sup> that may be in child-directed advertising	Non-listed brands
	None

### Less-advertised CFBAI listed brands<sup>3</sup>


---

### Traditional advertising

Total advertising spending in 2016: \$136 million, 20% on CFBAI listed brands

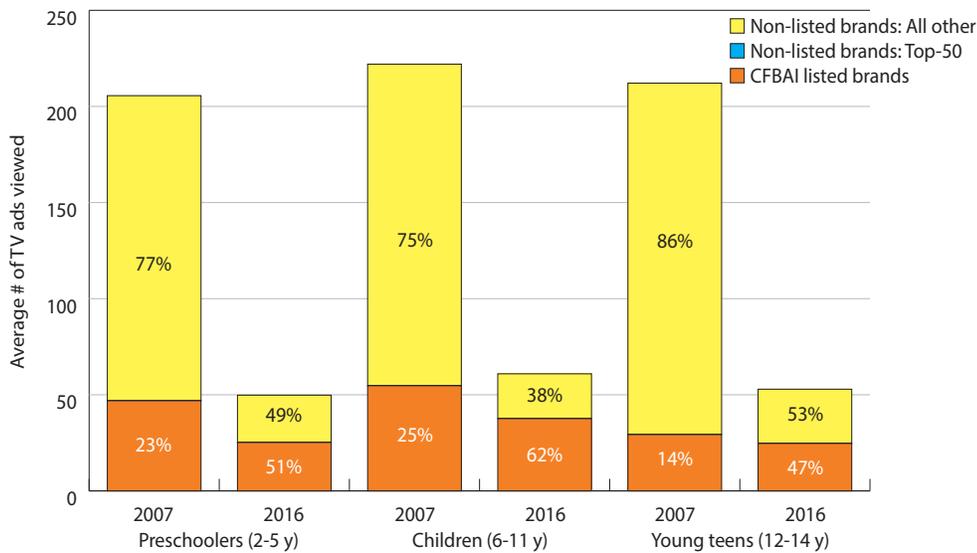


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	25.2	1.84	51%	24.6	0.39
Children (6-11 y)	37.6	2.74	62%	23.3	0.37
Young teens (12-14 y)	24.7	1.80	47%	28.2	0.44

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Social media activity in 2016<sup>4</sup>

#### CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Pepperidge Farm Goldfish	✓	641	33	5	149
Bolthouse Farms		595	17	13	765

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#13
Total advertising spending on CFBAI listed brands	#7
TV advertising viewed by children ages (2-11)	#12
TV advertising viewed by young teens (12-14)	#14
Child visitors to company websites	#13
Banner advertising on kids' websites	n/a
Banner advertising on social media sites	n/a
Total Facebook fans	#12
Total YouTube video views	#11

## Nutrition

#### CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>2</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Pepperidge Farm Goldfish	✓	30	57%	40 (12-48)	12%
Bolthouse Farms		1	100%	78	0%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

## Chili's Grill & Bar

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$96 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	23.7	0.43
Children (6-11 y)	26.5	0.48
Young teens (12-14 y)	34.3	0.62

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Chilis.com	12.8	7.8	3%	2%
ChilisToGo.com	8.8	4.1	4%	2%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Chili's Grill & Bar	4,008	348	103	4,754

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Chobani

Non-participating company with a healthy brand



### Traditional advertising

Total advertising spending in 2016: \$43 million

### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	8.5	0.41
Children (6-11 y)	8.1	0.40
Young teens (12-14 y)	10.6	0.52

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Chobani	1,162	104	32	25,719

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Chuck E. Cheese's

Non-participating company: Top-50 child-directed brand



### Traditional advertising

Total advertising spending in 2016: \$28 million

### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	147.1	4.42
Children (6-11 y)	108.6	3.26
Young teens (12-14 y)	58.5	1.76

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Chuck E. Cheese's	1,523	2%	1,125	9%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
ChuckE Cheese.com	139.4	16.8	<b>42%</b>	5%

Source: comScore Media Metrix Key Measures report (January - December 2016)

Bold indicates higher percentage of visitors for this website than for the total internet.

### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Chuck E. Cheese's	952	21	**	40,615

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## The Coca-Cola Company

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

This company has pledged to not engage in child-directed advertising

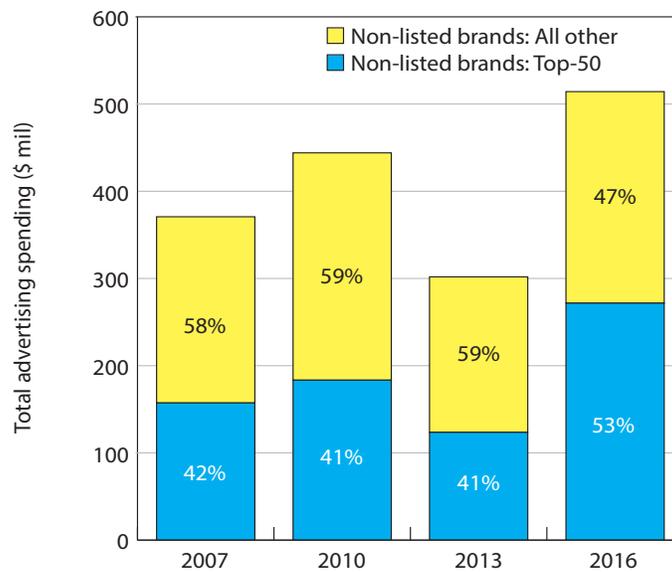
None

Non-listed brands



### Traditional advertising

Total advertising spending in 2016: \$514 million

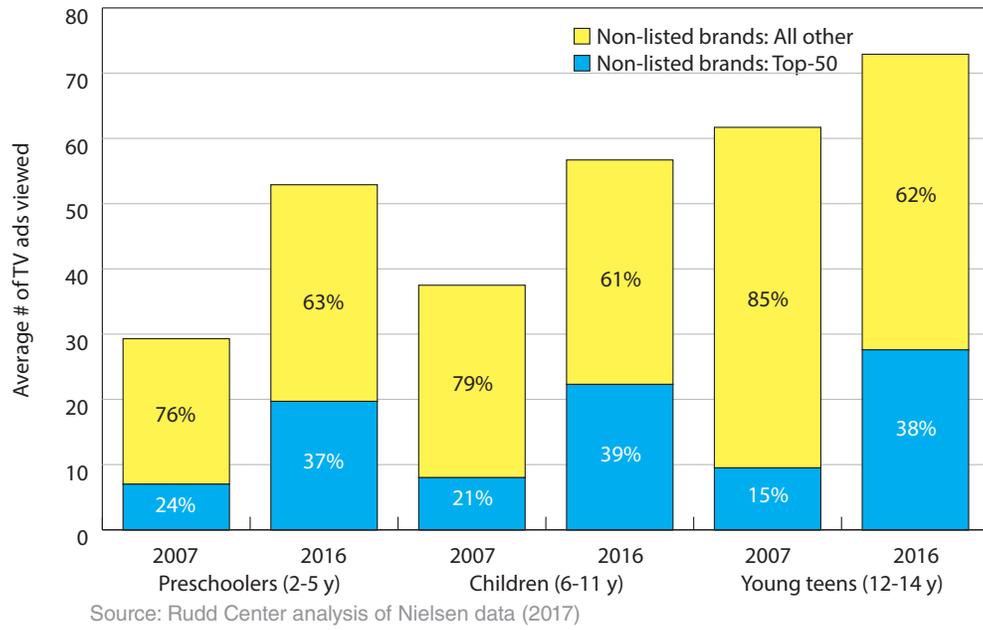


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	52.9	0.44
Children (6-11 y)	56.7	0.48
Young teens (12-14 y)	72.8	0.61

Source: Rudd Center analysis of Nielsen data (2016)



### Digital marketing

#### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
		# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Coca-Cola	✓	10,633	2%	64,592	11%
Fanta		4,197	4%	8,151	7%
Dasani		2,713	3%	10,143	11%
Diet Coke		1,434	3%	1,764	4%
Glaceau		1,390	1%	4,315	2%
Mello Yello		1,340	6%	1,321	6%
Diet Coke Lime		1,337	6%	1,306	6%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016<sup>5</sup>

Website	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>6</sup>	
		2-12 years	13-17 years	2-12 years	13-17 years
Coca-Cola.com	✓	13.1	9.7	13%	9%
Coca-ColaStore.com	✓	12.7	3.8	30%	9%
MyCokeRewards.com	✓	11.5	13.6	2%	2%
Coca-ColaCompany.com	✓	8.2	6.5	5%	4%
Powerade.com		1.8	1.6	10%	9%
Total Coca-Cola Company sites		39.2	39.4	4%	4%

Source: comScore Media Metrix Key Measures report (January - December 2016)

Social media activity in 2016<sup>7</sup>

## Top-50 non-listed brands and company accounts:

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Coca-Cola	12,651	3,308	775	1,245,322

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#5
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#13
TV advertising viewed by young teens (12-14)	#10
Child visitors to company websites	#7
Banner advertising on kids' websites	#4
Banner advertising on social media sites	#5
Total Facebook fans	#2
Total YouTube video views	#1

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>7</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

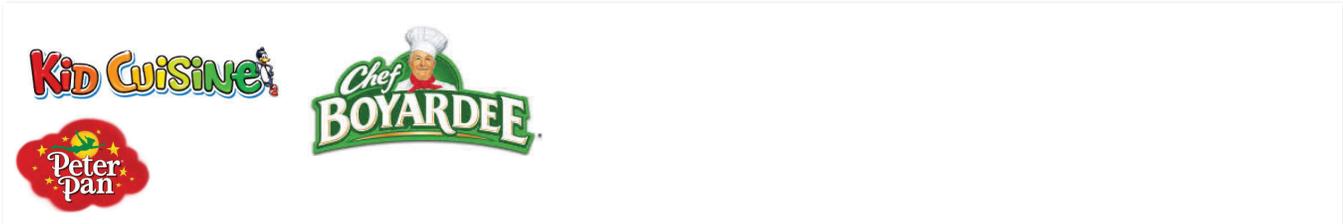
## ConAgra Foods

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): October 2007

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

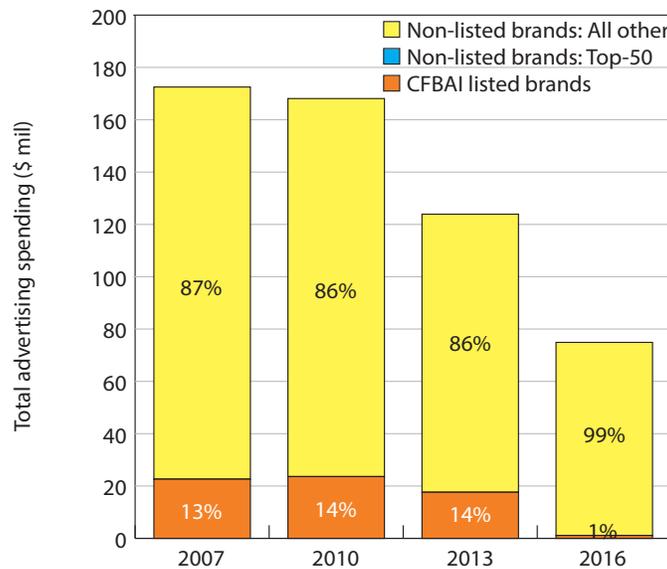
CFBAI listed brands <sup>2</sup> that may be in child-directed advertising	Non-listed brands
None	None

### Less-advertised CFBAI listed brands<sup>3</sup>



### Traditional advertising

Total advertising spending in 2016: \$75 million, 1% on CFBAI listed brands

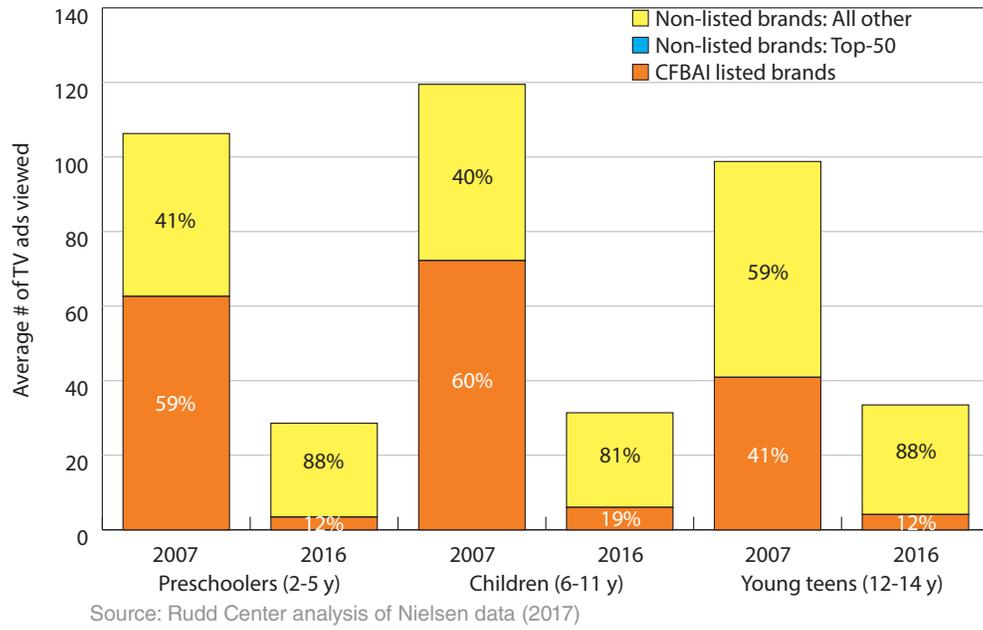


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	3.4	3.81	12%	25.2	0.42
Children (6-11 y)	6.0	6.68	19%	25.4	0.42
Young teens (12-14 y)	4.1	4.58	12%	29.4	0.49

Source: Rudd Center analysis of Nielsen data (2016)



### Digital marketing

#### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
		# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Healthy Choice		3,123	4%	6,552	8%
Hebrew National		2,188	2%	4,785	3%
Snack Pack		2,099	2%	8,927	8%
Reddi Wip		1,557	1%	25,037	12%
Banquet Frozen Meals		1,543	1%	6,933	4%
Kid Cuisine	✓	1,460	77%	0	0%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Social media activity in 2016<sup>5</sup>

##### CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Chef Boyardee		460	10	**	907
Peter Pan Peanut Butter		81	**		

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#16
Total advertising spending on CFBAI listed brands	#9
TV advertising viewed by children ages (2-11)	#16
TV advertising viewed by young teens (12-14)	#16
Child visitors to company websites	#12
Banner advertising on kids' websites	#8
Banner advertising on social media sites	#6
Total Facebook fans	#13
Total YouTube video views	#12

## Nutrition

### CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>5</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Chef Boyardee		44	25%	72 (70-76)	0%
Kid Cuisine		11	82%	72 (68-74)	33%
Peter Pan		13	69%	56 (54-66)	11%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook likes or 1 million YouTube views.

<sup>6</sup>As of January 2017

## Dairy Queen

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$127 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	34.2	0.41
Children (6-11 y)	34.9	0.42
Young teens (12-14 y)	42.8	0.52

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Dairy Queen	33	<1%	2,836	22%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
DairyQueen.com	6.1	13.6	3%	6%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Dairy Queen	10,239	417	162	470

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## The Dannon Company

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): September 2008

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

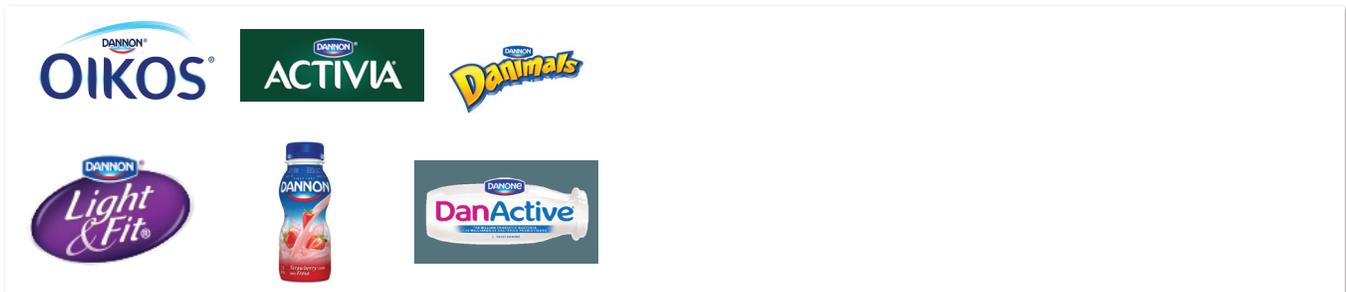
**CFBAI listed brands<sup>2</sup> that may be in child-directed advertising**

None

**Non-listed brands**

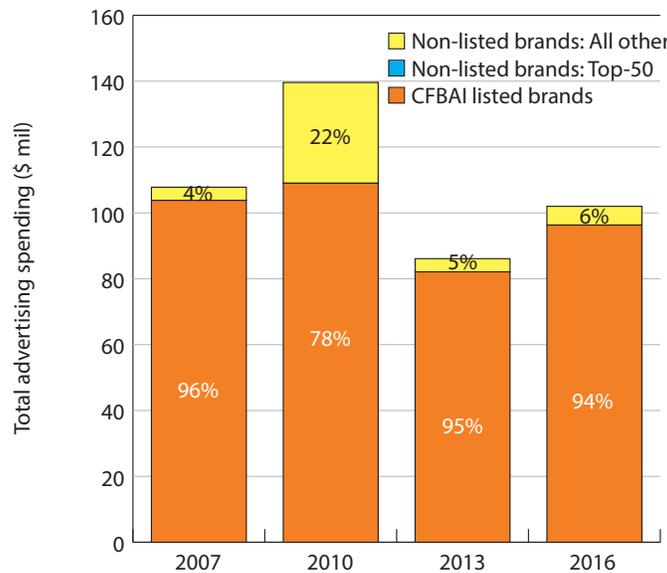
None

### Less-advertised CFBAI listed brands<sup>3</sup>



### Traditional advertising

Total advertising spending in 2016: \$102 million, 94% on CFBAI listed brands

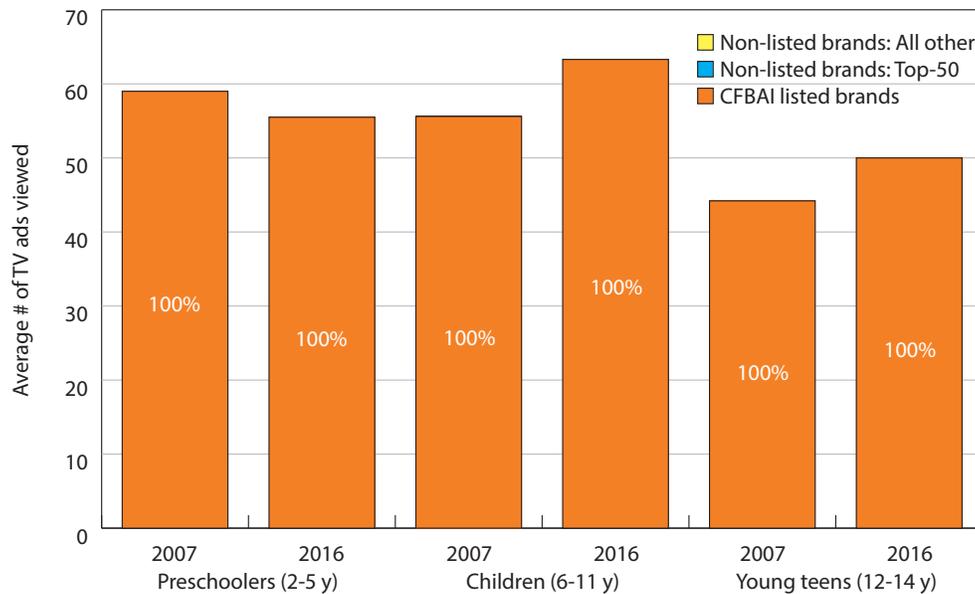


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	55.5	0.67	100%	0.0	0.00
Children (6-11 y)	63.3	0.00	100%	0.0	0.00
Young teens (12-14 y)	50.2	0.00	100%	0.0	0.00

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Dannon, Activia, Light & Fit	✓		1,094	2%	4,238	7%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Website visits in 2016<sup>5</sup>

Website	CFBAI listed brand	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>6</sup>	
			2-12 years	13-17 years	2-12 years	13-17 years
Activia.com	✓		11.6	5.4	23%	13%
Danimals.com	✓		2.2	1.1	18%	9%
Total Dannon company sites			14.8	8	13%	7%

Source: comScore Media Metrix Key Measures report (January - December 2016)

### Social media activity in 2016<sup>7</sup>

#### CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Activia		456	6		15,419
Danimals		318			
Light & Fit Yogurt		864		**	**
Oikos Yogurt		571	22	**	16,516

#### Top-50 non-listed brands and company accounts

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
The Dannon Company	3			

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#14
Total advertising spending on CFBAI listed brands	#4
TV advertising viewed by children ages (2-11)	#11
TV advertising viewed by young teens (12-14)	#15
Child visitors to company websites	#11
Banner advertising on kids' websites	#12
Banner advertising on social media sites	#13
Total Facebook fans	#9
Total YouTube video views	#5

## Nutrition

### CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>8</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Activia		37	57%	72 (68-78)	67%
DanActive and Danimals		19	100%	68 (66-70)	79%
Dannon Yogurt		25	8%	71 (70-72)	100%
Light and Fit Yogurt		68	51%	76 (72-80)	100%
Oikos Yogurt		36	47%	88 (74-88)	100%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>7</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

<sup>8</sup>As of January 2017

## Dave & Buster's

Non-participating company: Top-50 child-directed brand



### Traditional advertising

Total advertising spending in 2016: \$23 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	20.8	0.79
Children (6-11 y)	24.0	0.91
Young teens (12-14 y)	21.8	0.83

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
DaveAndBusters.com	7.8	10.1	4%	6%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Dave & Buster's	539	31	11	**

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Denny's Restaurant

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$61 million

### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	20.7	0.55
Children (6-11 y)	24.4	0.65
Young teens (12-14 y)	28.9	0.76

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Denny's	641	1%	4,399	5%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Dennys.com	7.0	8.9	5%	6%

Source: comScore Media Metrix Key Measures report (January - December 2016)

### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Denny's	1,052	337	70	15,137

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Dole Food Company

Non-participating company with healthy brands



### Traditional advertising

Total advertising spending in 2016: \$10 million

TV ads viewed in 2016

	Dole Fruitocracy		Dole Fruit Bowls	
	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	11.4	3.50	4.3	0.53
Children (6-11 y)	15.5	4.73	5.2	0.65
Young teens (12-14 y)	9.5	2.89	4.8	0.60

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

Brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Dole	53	1%	738	14%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
	Dole.com	0.3	0.4	1%

Source: comScore Media Metrix Key Measures report (January - December 2016)

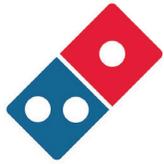
Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Dole	1,919	10	4	6,188

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Domino's Pizza

Non-participating company: Top-50 brand



**Domino's**

### Traditional advertising

Total advertising spending in 2016: \$277 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	73.5	0.47
Children (6-11 y)	78.9	0.50
Young teens (12-14 y)	97.2	0.62

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Dominos.com	104.1	136.9	4%	5%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Domino's Pizza	10,380	1,127	479	60,130

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ferrara Candy Company

Joined the Children's Confection Advertising Initiative (CCAI): March 2016



### Traditional advertising

This company had no advertising spending in 2016.

### Digital marketing

Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
FerraraCandyCompany	6	5	**	

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ferrero USA

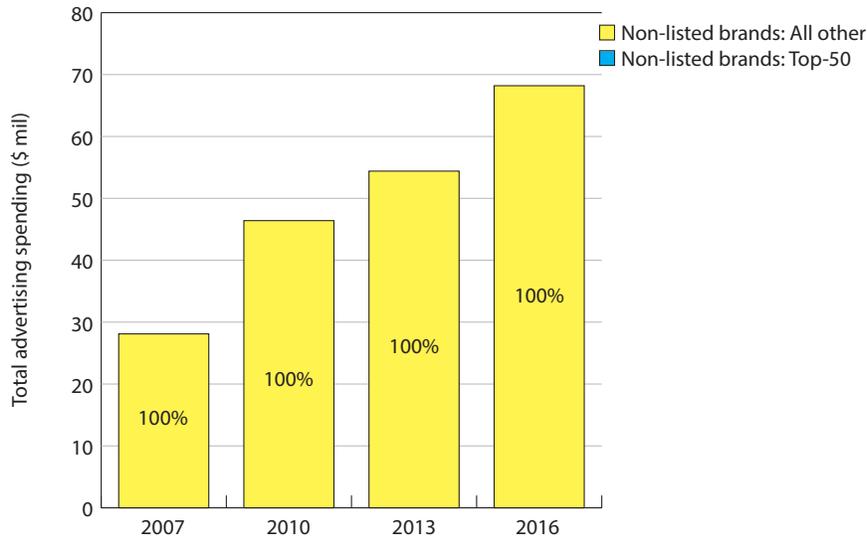
Joined the Children's Food and Beverage Advertising Initiative (CFBAI): September 2013

This company has pledged to not engage in child-directed advertising and did not have any top-50 brands in 2016.



### Traditional advertising

Total advertising spending in 2016: \$68 million

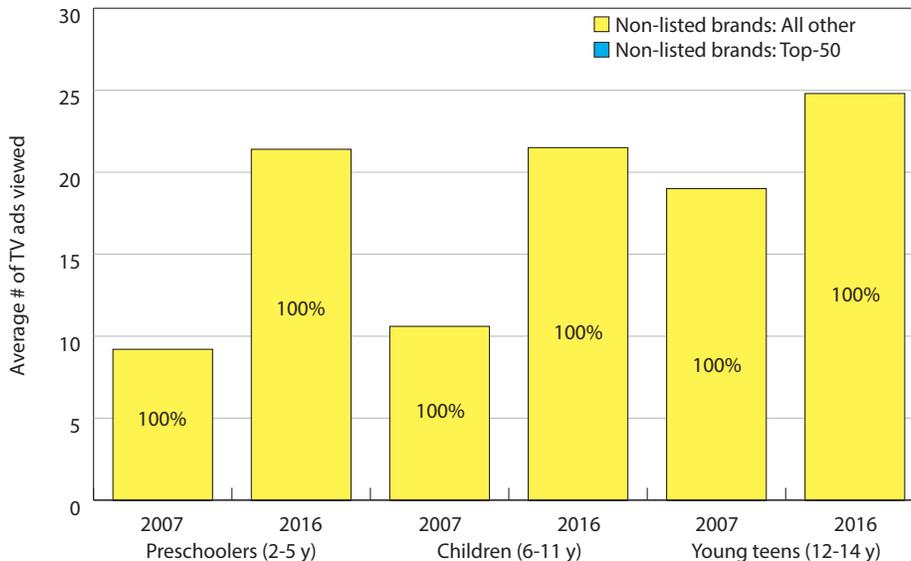


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	21.4	0.45
Children (6-11 y)	21.5	0.45
Young teens (12-14 y)	24.8	0.52

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Social media activity in 2016<sup>1</sup>

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Ferrero Rocher		1,447	2		**

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

### Ranking among 18 CFBAI companies in 2016

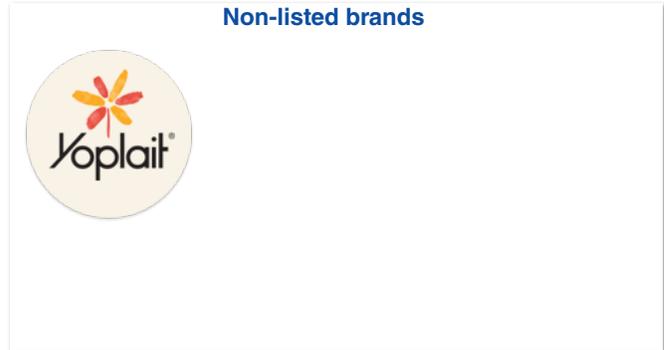
Total advertising spending	#17
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#17
TV advertising viewed by young teens (12-14)	#17
Child visitors to company websites	n/a
Banner advertising on kids' websites	#14
Banner advertising on social media sites	#15
Total Facebook fans	#10
Total YouTube video views	n/a

<sup>1</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

**General Mills Inc.**

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

**Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016**

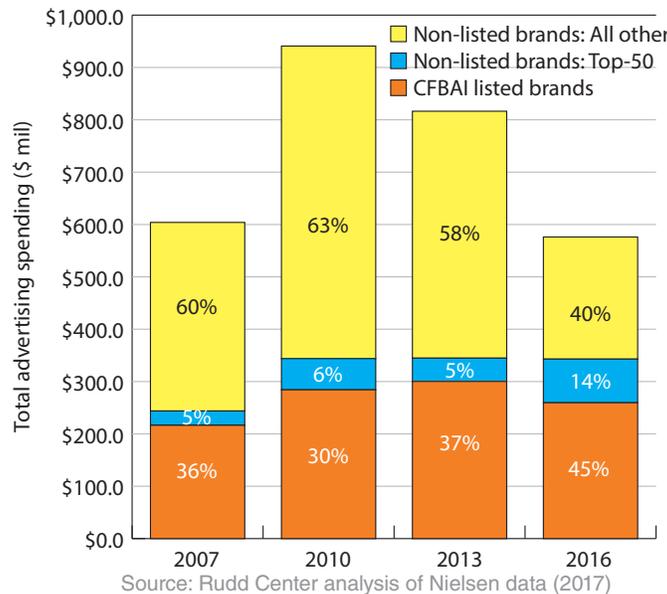


**Less-advertised CFBAI listed brands<sup>3</sup>**

- Monsters - Boo Berry, Franken Berry, Count Dracula
- Cookie Crisp
- Golden Grahams
- Reeses's Peanut Butter Puffs
- Trix
- Yoplait Trix
- Yoplait Kid Cup

**Traditional advertising**

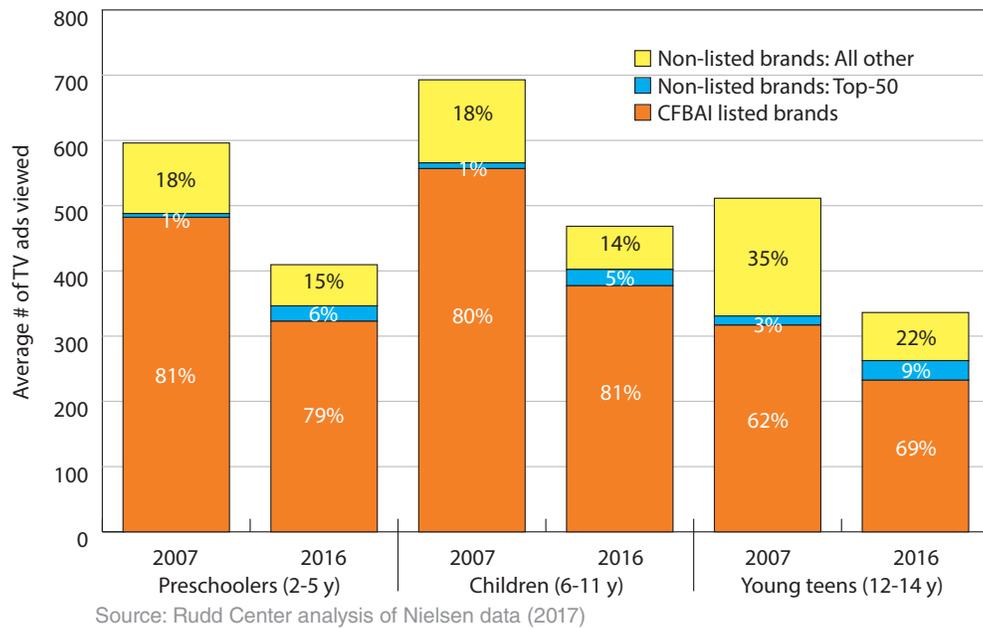
Total advertising spending in 2016: \$576 million, 45% on CFBAI listed brands



**TV ads viewed in 2016**

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	322.8	1.88	79%	86.7	0.46
Children (6-11 y)	377.2	2.20	81%	91.2	0.48
Young teens (12-14 y)	232.4	1.35	69%	103.8	0.55

Source: Rudd Center analysis of Nielsen data (2016)



### Digital marketing

#### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Cinnamon Toast Crunch	✓	✓	3,335	46%	922	13%
Lucky Charms	✓	✓	2,968	5%	3,015	5%
Cheerios	✓	✓	2,623	3%	5,915	6%
Yoplait		✓	1,562	2%	3,143	4%
Go-Gurt	✓	✓	1,331	71%	492	26%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016<sup>5</sup>

Website	CFBAI listed brand	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>6</sup>	
			2-12 years	13-17 years	2-12 years	13-17 years
LuckyCharms.com	✓	✓	5.9	2.2	58%	21%
Cheerios.com	✓	✓	1.8	3.5	4%	7%
GoGurt.com	✓	✓	1.4	0.7	45%	22%
Yoplait.com		✓	0.2	1.0	1%	4%
Total General Mills sites			85.7	111.7	2%	3%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Social media activity in 2016<sup>7</sup>

##### CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Cheerios	✓	1,078	75	18	30,928
Cinnamon Toast Crunch	✓	1,267	17	1	26,708
Yoplait Go-Gurt	✓	1			
Lucky Charms	✓	585	17		**
Reeses's Puffs		357	**	**	

## Top-50 non-listed brands and company accounts

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Betty Crocker	3,323	151	93	55,471
General Mills	16	73	7	**
General Mills Cereal	614	**	**	
Yoplait	**	72	2	2,053

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#3
Total advertising spending on CFBAI listed brands	#1
TV advertising viewed by children ages (2-11)	#1
TV advertising viewed by young teens (12-14)	#1
Child visitors to company websites	#2
Banner advertising on kids' websites	#7
Banner advertising on social media sites	#8
Total Facebook fans	#5
Total YouTube video views	#3

## Nutrition

## CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>8</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Betty Crock Fruit Snacks	✓	31	71%	34 (30-42)	0%
Cheerios	✓	12	17%	58 (46-70)	100%
Cinnamon/French Toast Crunch	✓	2	100%	44 (44-44)	100%
Cocoa Puffs	✓	1	100%	48	100%
Lucky Charms	✓	2	100%	45 (42-48)	0%
Other General Mills Cereals		7	100%	46 (38-46)	100%
Yoplait Go-Gurt	✓	10	100%	64 (64-66)	100%
Yoplait Kids Cup & Trix		11	100%	66 (66-68)	82%

## Top-50 non-listed brands

Brand	# products	Nutrition for listed products	
		NPI score Median (range)	% meeting Smart Snacks standards
Yoplait Yogurt	79	68 (46-72)	92%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>7</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

<sup>8</sup>As of January 2017

## Ghiradelli Chocolate

Joined the Children's Confection Advertising Initiative (CCAI): March 2016



### Traditional advertising

Total advertising spending in 2016: \$13.9 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	3.3	0.42
Children (6-11 y)	2.7	0.34
Young teens (12-14 y)	3.4	0.34

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Ghiradelli Chocolate Company	161	1%	890	3%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Ghiradelli Chocolate Company	6.1	2.8	9%	4%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Ghiradelli Chocolate Company	1,568	16	31	5,925

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Golden Corral Restaurant

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$42 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	19.9	0.45
Children (6-11 y)	20.1	0.45
Young teens (12-14 y)	21.4	0.49

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
GoldenCorral.com	5.5	3.3	4%	3%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Golden Corral Restaurant	475	36	3	694

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## The Hershey Company

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

This company has pledged to not engage in child-directed advertising

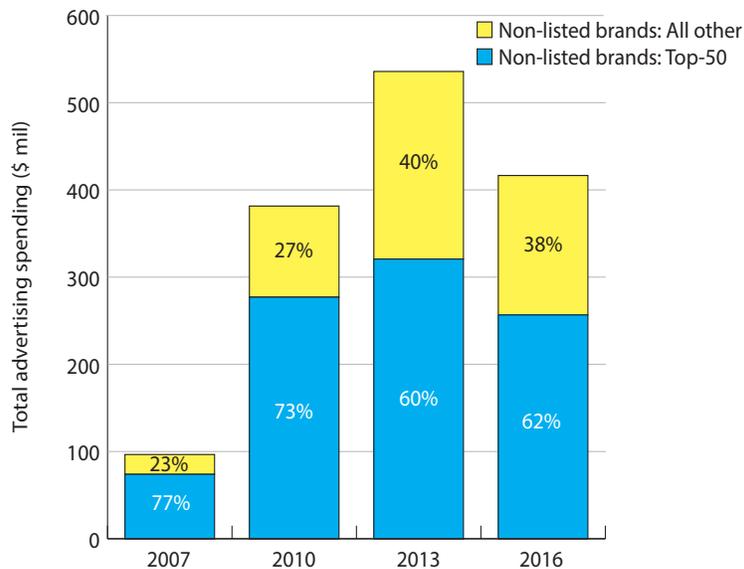
None

Non-listed brands



### Traditional advertising

Total advertising spending in 2016: \$417 million

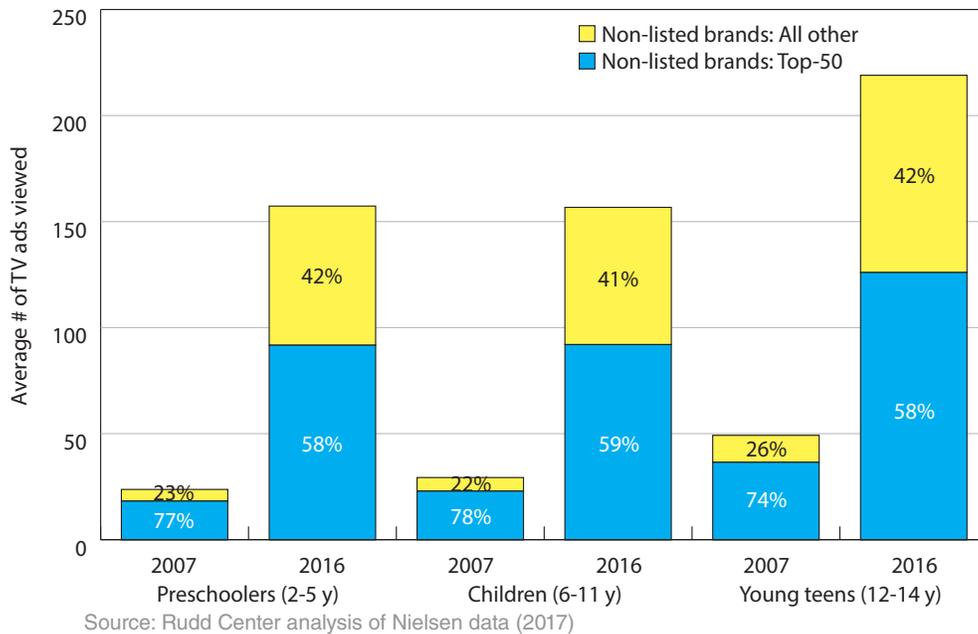


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

Non-listed brands		
	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	157.3	0.42
Children (6-11 y)	156.7	0.42
Young teens (12-14 y)	219.0	0.59

Source: Rudd Center analysis of Nielsen data (2016)



## Digital marketing

### Website visits in 2016<sup>4</sup>

Website	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>5</sup>	
		2-12 years	13-17 years	2-12 years	13-17 years
Hersheys.com	✓	3.9	13.5	2%	6%
Total Hershey Company sites		3.7	13.6	2%	6%

Source: comScore Media Metrix Key Measures report (January - December 2016)

### Social media activity in 2016<sup>6</sup>

#### Top-50 non-listed brands and company accounts:

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Kit Kat	1,066	**		14,027
Reeses's Peanut Butter Cups	11,982	224		3,773
The Hershey Company	6,915	178	64	36,976

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#7
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#6
TV advertising viewed by young teens (12-14)	#3
Child visitors to company websites	#14
Banner advertising on kids' websites	#13
Banner advertising on social media sites	#11
Total Facebook fans	#1
Total YouTube video views	#4

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>5</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>6</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

## Jelly Belly Candy Company

Joined the Children's Confection Advertising Initiative (CCAI): March 2016



### Traditional advertising

Total advertising spending in 2016: \$4.2 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	1.7	0.58
Children (6-11 y)	1.6	0.56
Young teens (12-14 y)	1.6	0.56

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Jelly Belly	21	<1%	2,315	18%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
JellyBelly.com	0.8	5.1	1%	8%

Source: comScore Media Metrix Key Measures report (January - December 2016)

Bold indicates higher percentage of visitors for this website than for the total internet.

#### Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
JellyBellyUSA	675		26	697

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Just Born Quality Confections

Joined the Children's Confection Advertising Initiative (CCAI): March 2016



### Traditional advertising

Total advertising spending in 2016: \$193,000

This company had no TV advertising in 2016

### Digital marketing

Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Justborninc	3	**		

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Kellogg Company

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

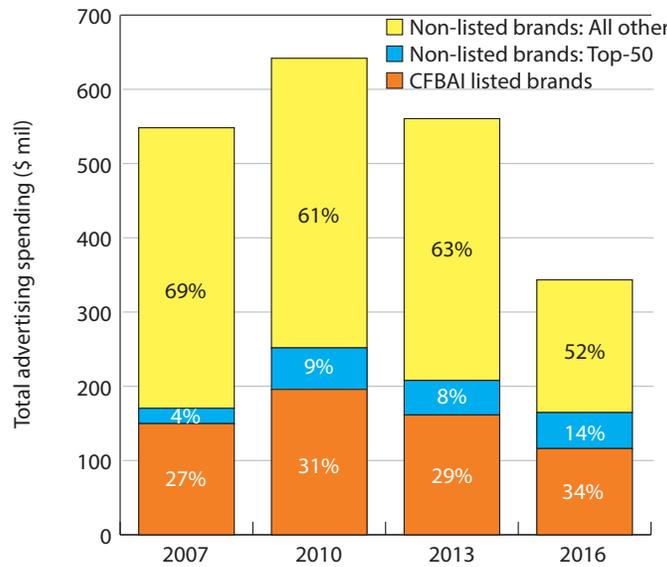
CFBAI listed brands <sup>2</sup> that may be in child-directed advertising	Non-listed brands
 	

#### Less-advertised CFBAI listed brands<sup>3</sup>

- Apple/Cinnamon Jacks
- Corn Pops
- Frosted Mini-Wheats
- Rice Krispies
- Scooby Doo
- Eggo Waffles and Bites

### Traditional advertising

Total advertising spending in 2016: \$343 million, 34% on CFBAI listed brands

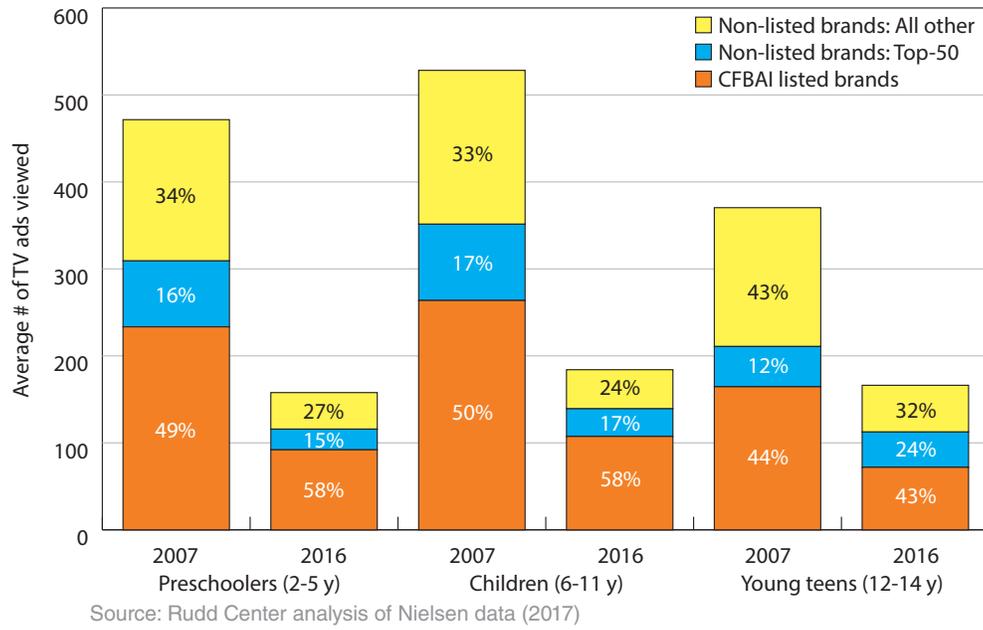


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	92.0	1.34	58%	65.8	0.47
Children (6-11 y)	107.4	1.56	58%	76.6	0.55
Young teens (12-14 y)	71.9	1.05	43%	94.3	0.68

Source: Rudd Center analysis of Nielsen data (2016)



### Digital marketing

#### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Froot Loops	✓	✓	37,659	39%	1,795	2%
Frosted Flakes	✓	✓	4,068	6%	657	1%
Eggo	✓		606	0%	3,596	3%
Mini-Wheats	✓		145	0%	1,834	1%
Special K			6,119	1%	16,024	3%
Pringles			3,515	1%	4,488	2%
Cheez-It			3,426	1%	12,753	4%
Kellogg's Raisin Bran			2,558	2%	2,187	2%
Krave			1,343	85%	0	0%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016<sup>5</sup>

Website	CFBAI listed brand	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>5</sup>	
			2-12 years	13-17 years	2-12 years	13-17 years
PopTarts.com		✓	1.4	2.3	6%	10%
FrootLoops.com	✓	✓	9.2	5.3	22%	13%
LeggoMyEggo.com	✓		3.2	0.9	12%	4%
Total Kellogg Company sites			32.7	35.8	4%	5%

Source: comScore Media Metrix Key Measures report (January - December 2016)

Social media activity in 2016<sup>7</sup>

## CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Eggo Waffles and Bites		2,006	**		
Frosted Mini-Wheats		1,000	**		
Rice Krispies		861	12		**
Frosted Flakes	✓	1,027			**

## Top-50 non-listed brands and company accounts

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Kelloggs US	546	**	**	**
Pop Tarts	4,494	44	**	7,174

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#8
Total advertising spending on CFBAI listed brands	#3
TV advertising viewed by children ages (2-11)	#5
TV advertising viewed by young teens (12-14)	#5
Child visitors to company websites	#9
Banner advertising on kids' websites	#2
Banner advertising on social media sites	#9
Total Facebook fans	#4
Total YouTube video views	#8

## Nutrition

## CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>8</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Froot Loops	✓	3	67%	46 (46-46)	50%
Frosted Flakes	✓	4	50%	40 (38-42)	100%
Eggo Waffles and Bites		29	7%	51 (46-56)	100%
Frosted Mini-Wheats		8	13%	74 (74-74)	100%
Other Kellogg		6	50%	46 (46-46)	67%

## Top-50 non-listed brands

Brand	# products	Nutrition for listed products	
		NPI score Median (range)	% meeting Smart Snacks standards
Pop Tarts	27	38 (32-42)	0%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>7</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

<sup>8</sup>As of January 2017

**KFC**

Non-participating company: Top-50 brand

**Traditional advertising**

Total advertising spending in 2016: \$204 million

## TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	36.7	0.41
Children (6-11 y)	38.0	0.42
Young teens (12-14 y)	52.0	0.57

Source: Rudd Center analysis of Nielsen data (2016)

**Digital marketing**

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
KFC	248	<1%	24,105	11%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

## Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
KFC.com	13.2	20.2	4%	6%

Source: comScore Media Metrix Key Measures report (January - December 2016)

## Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
KFC	39,628	1,110	350	46,435

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## The Kraft Heinz Company

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

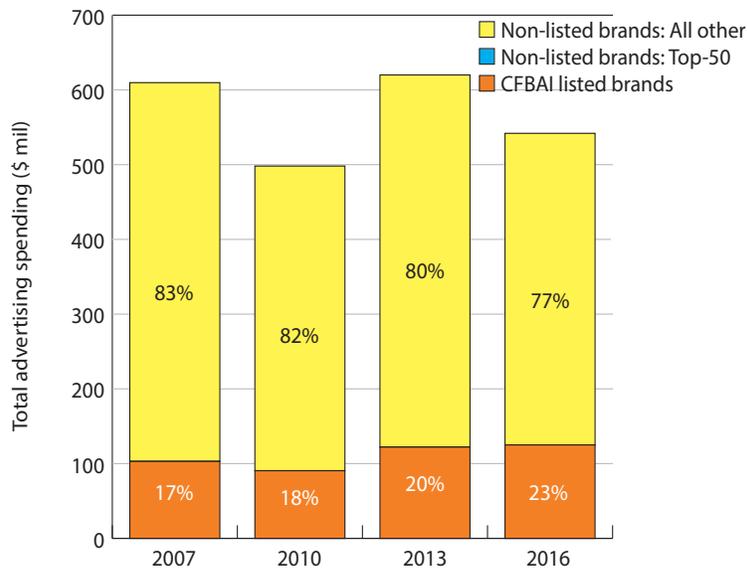
CFBAI listed brands <sup>2</sup> that may be in child-directed advertising	Non-listed brands
	None

### Less-advertised CFBAI listed brands<sup>3</sup>



### Traditional advertising

Total advertising spending in 2016: \$542 million, 23% on CFBAI listed brands

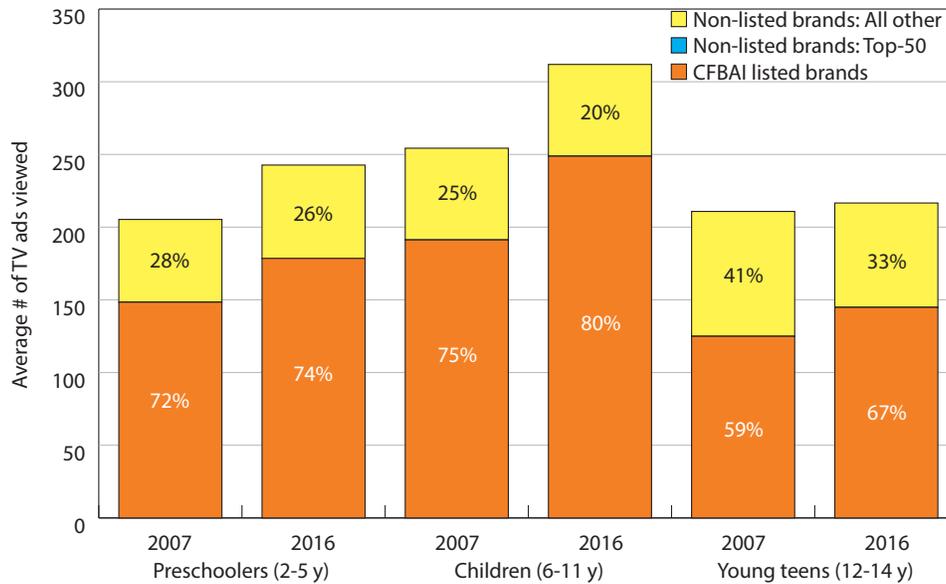


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	178.5	2.81	74%	64.2	0.44
Children (6-11 y)	248.8	3.92	80%	62.8	0.43
Young teens (12-14 y)	144.8	2.28	67%	71.8	0.50

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Lunchables (excluding Uploaded varieties)	✓	✓	165,871	24%	89,246	11%
Capri Sun (including Roarin' Waters)	✓	✓	67,770	16%	10,962	3%
Kool-Aid	✓	✓	18,142	50%	597	2%
Lunchables Uploaded			7,881	7%	21,745	20%
Kraft Macaroni & Cheese	✓	✓	2,031	1%	5,349	2%
Kraft Singles	✓		378	0%	16,548	2%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Website visits in 2016<sup>5</sup>

Website	CFBAI listed brand	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>6</sup>	
			2-12 years	13-17 years	2-12 years	13-17 years
Lunchables.com	✓	✓	44.1	9.6	78%	17%
Planters.com			1.6	5.4	3%	10%
Total Kraft Heinz Company sites			54.1	20.1	15%	5%

Source: comScore Media Metrix Key Measures report (January - December 2016)

### Social media activity in 2016<sup>7</sup>

#### CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Capri Sun	✓	1,196	4		4,212
Kool-Aid	✓	2,966			454
Kraft Macaroni & Cheese	✓	1,481	22	2	
Lunchables	✓	918	6		
Kraft Singles		25	2		

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#4
Total advertising spending on CFBAI listed brands	#2
TV advertising viewed by children ages (2-11)	#2
TV advertising viewed by young teens (12-14)	#4
Child visitors to company websites	#3
Banner advertising on kids' websites	#1
Banner advertising on social media sites	#2
Total Facebook fans	#8
Total YouTube video views	#10

## Nutrition

### CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>3</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Capri Sun, 100% juice and juice blends	✓	11	100%	70 (68-76)	-
Capri Sun, Roarin' Waters	✓	9	67%	68 (68-68)	-
Capri Sun, other beverages	✓	14	0%	68 (66-68)	-
Kool-Aid, low calorie beverages	✓	72	46%	70 (68-70)	-
Kool-Aid, other beverages	✓	18	0%	68 (68-68)	-
Kraft Macaroni & Cheese (Blue Box)	✓	16	100%	68 (66-70)	6%
Kraft Macaroni & Cheese (Deluxe and Microwavable)	✓	14	50%	64 (64-66)	71%
Lunchables	✓	36	11%	67 (64-68)	0%
Kraft/Polly-O		16	38%	34 (30-34)	0%
Kraft Singles		12	83%	22(20-28)	0%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>7</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

<sup>8</sup>As of January 2017

## Little Caesar's

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$162 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	54.2	0.43
Children (6-11 y)	58.4	0.46
Young teens (12-14 y)	72.6	0.58

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Little Caesars	2,757	172	**	2,276

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Mars

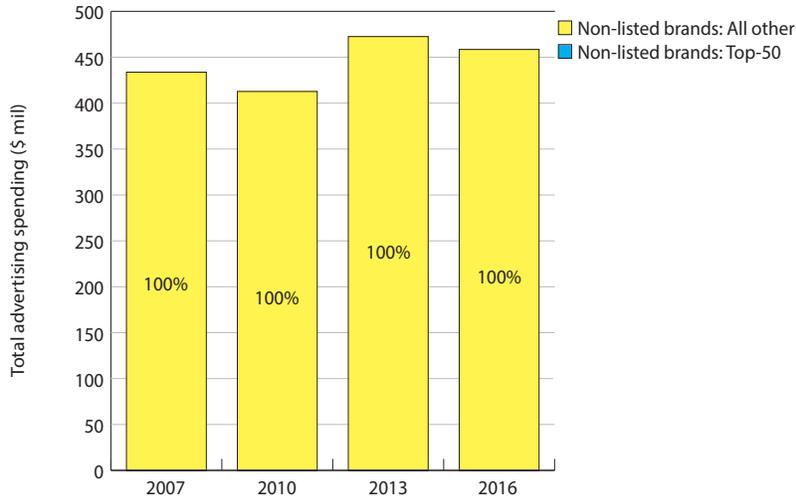
Joined the Children's Food and Beverage Advertising Initiative (CFBAI): January 2007

This company has pledged to not engage in child-directed advertising and did not have any top-50 brands in 2016.

# MARS

### Traditional advertising

Total advertising spending in 2016: \$459 million

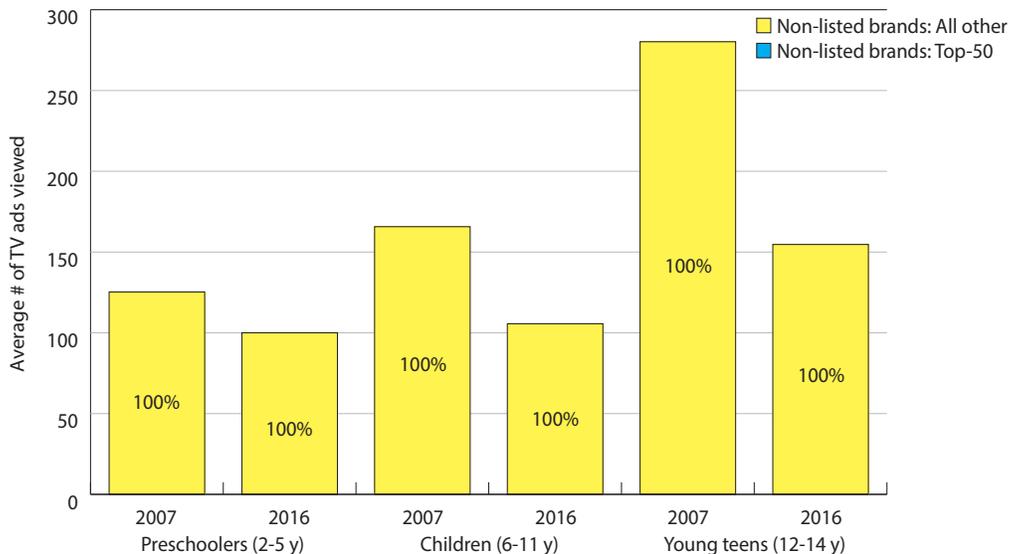


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

Non-listed brands		
	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	100.0	0.39
Children (6-11 y)	105.6	0.41
Young teens (12-14 y)	154.6	0.61

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Wrigley	2,567	0%	36,530	5%
Snickers	2,241	2%	7,075	5%
CocoaVia	1,905	2%	10,233	11%
Starburst	1,270	1%	9,548	8%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Website visits in 2016<sup>5</sup>

Website	Avg monthly unique visitors (000)		% of total unique visitors <sup>6</sup>	
	2-12 years	13-17 years	2-12 years	13-17 years
MyMMS.com	3.5	3.0	4%	3%
5Gum.com	3.0	2.6	<b>21%</b>	<b>18%</b>
MMS.com	2.9	4.3	4%	6%
Skittles.com	1.0	1.3	9%	<b>12%</b>
Total Mars sites	34.2	38.6	5%	6%

Source: comScore Media Metrix Key Measures report (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#6
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#7
TV advertising viewed by young teens (12-14)	#6
Child visitors to company websites	#8
Banner advertising on kids' websites	#10
Banner advertising on social media sites	#4
Total Facebook fans	n/a
Total YouTube video views	n/a

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet.

## McDonald's

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

CFBAI listed brands<sup>2</sup> that may be in child-directed advertising



Non-listed brands

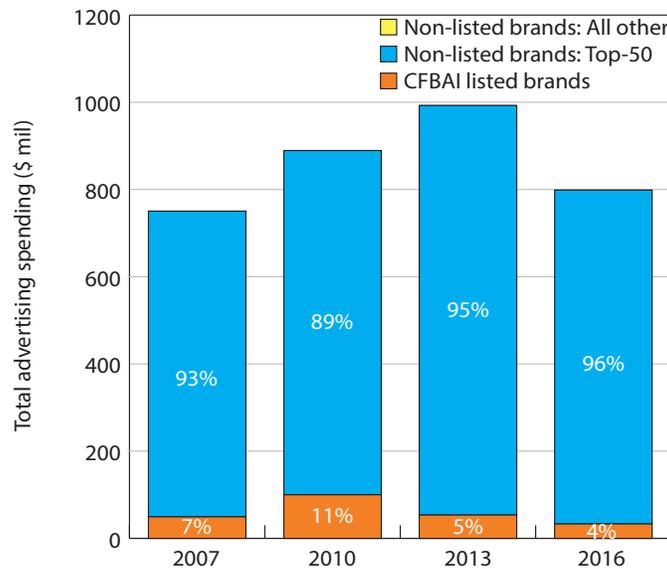
All other products (not Happy Meals)

### Less-advertised CFBAI listed brands<sup>3</sup>

None

### Traditional advertising

Total advertising spending in 2016: \$799 million, 4% on CFBAI listed brands

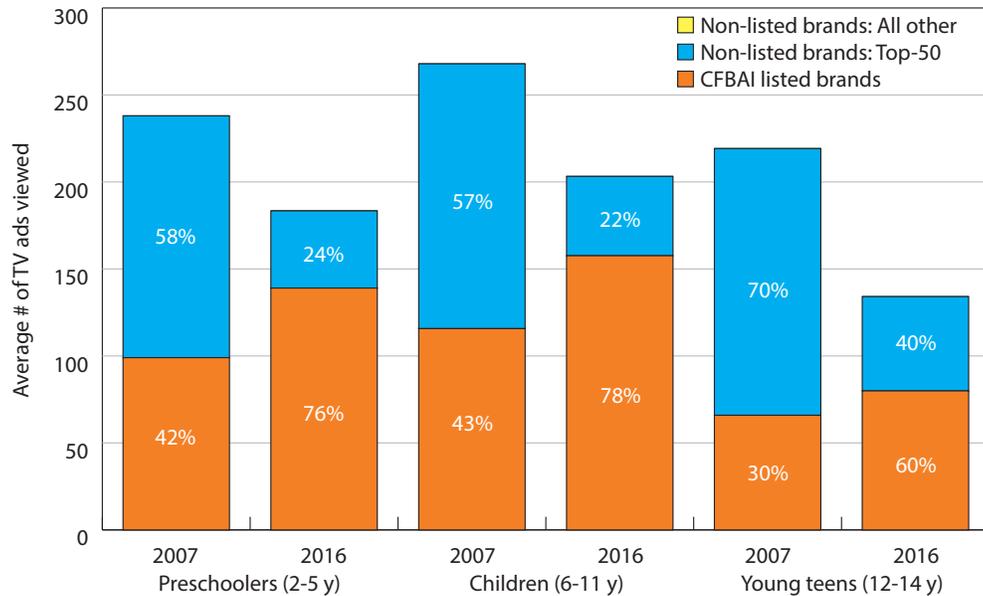


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	139.0	4.41	76%	44.4	0.44
Children (6-11 y)	157.6	5.00	78%	45.6	0.45
Young teens (12-14 y)	79.9	2.53	60%	54.2	0.53

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

### Digital marketing

#### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Happy Meal	✓	✓	5,526	40%	534	4%
McDonald's products (excluding Happy Meal)		✓	10,841	1%	63,236	12%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016<sup>5</sup>

Website	CFBAI listed brand	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>6</sup>	
			2-12 years	13-17 years	2-12 years	13-17 years
McDonalds.com	✓	✓	85.8	125.5	6%	9%
HappyMeal.com	✓	✓	62.3	20.8	43%	15%
Total McDonald's sites			167.9	182.5	7%	8%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Social media activity in 2016<sup>7</sup>

##### Top-50 non-listed brands and company accounts

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
McDonald's	10,534	3,331	970	16,904

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#1
Total advertising spending on CFBAI listed brands	#6
TV advertising viewed by children ages (2-11)	#3
TV advertising viewed by young teens (12-14)	#8
Child visitors to company websites	#1
Banner advertising on kids' websites	#6
Banner advertising on social media sites	#7
Total Facebook fans	#3
Total YouTube video views	#7

## Nutrition

### CFBAI listed Happy Meals

Main dish	Side	Drink	Total calories (kcal)	Saturated fat (g)	Total sugar (g)	Sodium (mg)	Exceeds Smart Snack limits	Nutrients of concern
Chicken McNuggets	Apples, fries	1% low fat milk	475	5	20	660	✓	Calories, sodium
Chicken McNuggets	Apples, fries	Fat free chocolate milk	505	3.5	30	670	✓	Calories, sodium
Chicken McNuggets	Apples, fries	100% fruit juice	455	3.5	27	550	✓	Calories, sodium
Chicken McNuggets	Apples, yogurt	100% fruit juice	395	2.5	33	520	✓	Calories, sodium
Chicken McNuggets	Mandarin oranges, fries	1% low fat milk	495	5	23	660	✓	Calories, sodium
Chicken McNuggets	Mandarin oranges, fries	Fat free chocolate milk	525	3.5	33	670	✓	Calories, sodium
Chicken McNuggets	Mandarin oranges, fries	100% fruit juice	475	3.5	30	550	✓	Calories, sodium
Hamburger	Apples, fries	Fat free chocolate milk	505	4	31	690	✓	Calories, sodium
Hamburger	Apples, fries	100% fruit juice	455	4	28	570	✓	Calories, sodium
Hamburger	Yogurt, fries	100% fruit juice	490	4	31	605	✓	Calories, sodium
Hamburger	Mandarin oranges, fries	Fat free chocolate milk	525	4	34	690	✓	Calories, sodium
Hamburger	Mandarin oranges, fries	100% fruit juice	475	4	31	570	✓	Calories, sodium

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>7</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

**MilkPEP**

Non-participating company with a healthy brand

**Traditional advertising**

Total advertising spending in 2016: \$58 million

## TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	15.9	0.79
Children (6-11 y)	13.8	0.69
Young teens (12-14 y)	12.3	0.61

Source: Rudd Center analysis of Nielsen data (2016)

**Digital marketing**

## Banner advertising on third-party websites in 2016

Brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
MilkPEP	401	1%	1,682	6%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

## Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
MilkPEP	475	22	1	5,907

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
 Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Mondelez Global

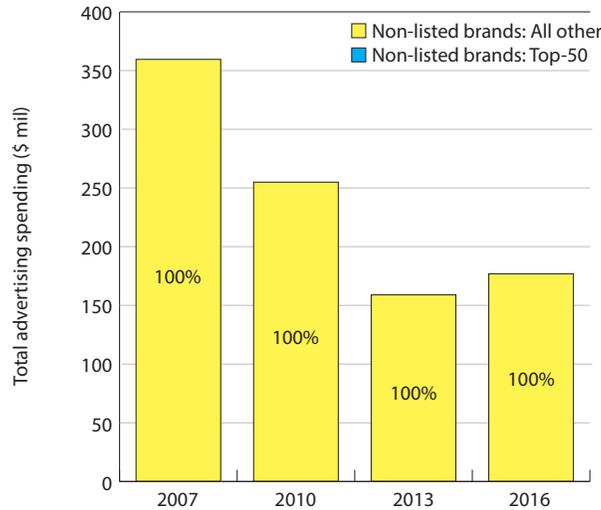
Joined the Children's Food and Beverage Advertising Initiative (CFBAI): February 2013

This company has pledged to not engage in child-directed advertising and did not have any top-50 brands in 2016.



### Traditional advertising

Total advertising spending in 2016: \$177 million

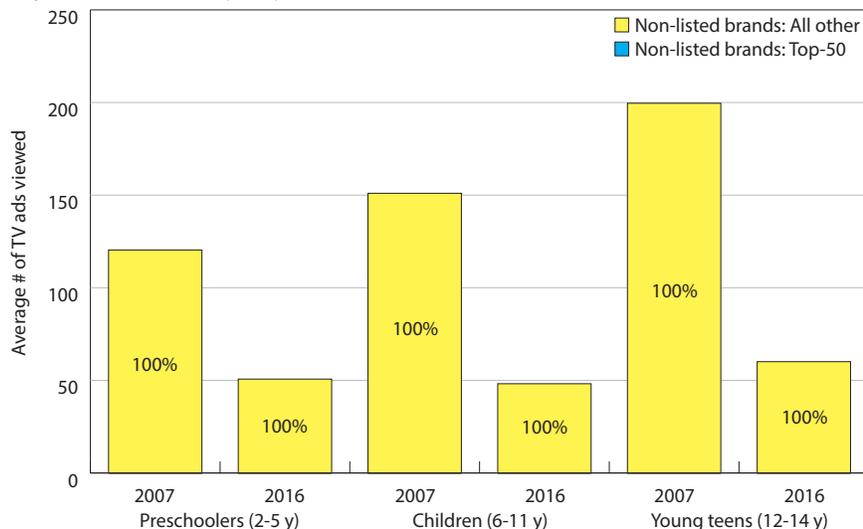


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	50.7	0.42
Children (6-11 y)	48.2	0.40
Young teens (12-14 y)	60.1	0.50

Source: Rudd Center analysis of Nielsen data (2017)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Social media activity in 2016<sup>1</sup>

Brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Mondelez Global	127	14		20,220

Source: Rudd Center analysis of Unmetric data (January - December 2016)

### Ranking among 18 CFBAI companies in 2016

Total advertising spending	#12
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#15
TV advertising viewed by young teens (12-14)	#11
Child visitors to company websites	#15
Banner advertising on kids' websites	#15
Banner advertising on social media sites	#12
Total Facebook fans	#16
Total YouTube video views	#6

<sup>1</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

## Nestle USA

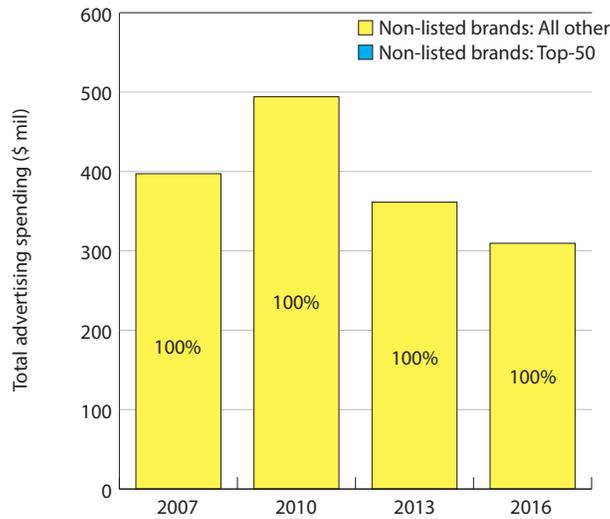
Joined the Children's Food and Beverage Advertising Initiative (CFBAI): July 2008

This company has pledged to not engage in child-directed advertising and did not have any top-50 brands in 2016.



### Traditional advertising

Total advertising spending in 2016: \$310 million

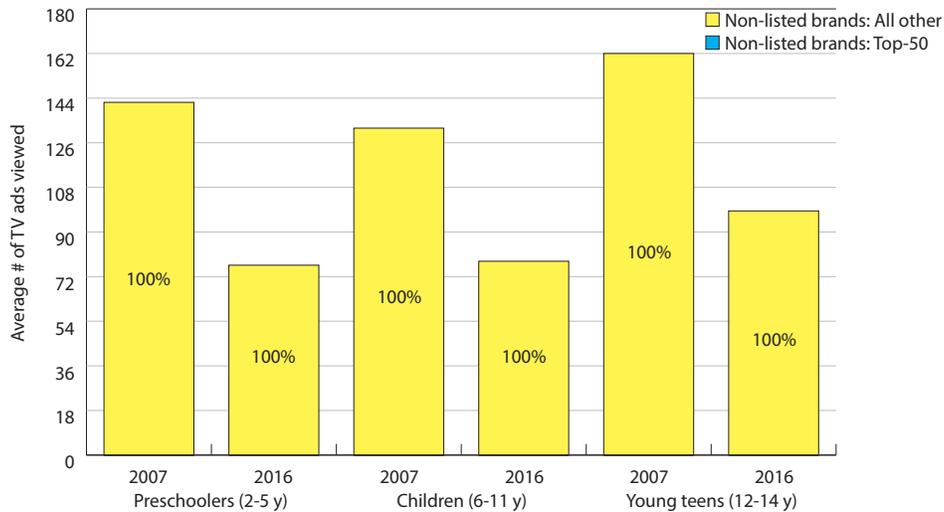


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	76.6	0.42
Children (6-11 y)	78.2	0.43
Young teens (12-14 y)	98.5	0.54

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Banner advertising on third-party websites in 2016<sup>1</sup>

Brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Nestlé Waters	25,968	4%	71,104	11%
Nestea	2,284	9%	1,179	7%
Nespresso	1,640	0%	134,634	35%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Social media activity in 2016<sup>2</sup>

Brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Nestle USA	132	177		349

Source: Rudd Center analysis of Unmetric data (January - December 2016)

### Ranking among 18 CFBAI companies in 2016

Total advertising spending	#10
Total advertising spending on CFBAI listed brands	n/a
TV advertising viewed by children ages (2-11)	#9
TV advertising viewed by young teens (12-14)	#9
Child visitors to company websites	#5
Banner advertising on kids' websites	#3
Banner advertising on social media sites	#3
Total Facebook fans	#15
Total YouTube video views	#13

<sup>1</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>2</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

## Olive Garden

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$131 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	40.2	0.45
Children (6-11 y)	40.2	0.45
Young teens (12-14 y)	46.2	0.52

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Olive Garden	5,047	2%	21,136	8%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
OliveGarden.com	24.8	29.1	3%	4%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Olive Garden	6,469	354	192	4,718

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Outback Steakhouse

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$70 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	21.6	0.45
Children (6-11 y)	23.0	0.47
Young teens (12-14 y)	25.9	0.53

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Outback Steakhouse	98	<1%	7,168	13%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Outback.com	10.3	7.8	2%	2%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Outback Steakhouse	3,109	282	32	10,360

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Papa John's

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$165 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	29.4	0.48
Children (6-11 y)	26.5	0.44
Young teens (12-14 y)	33.0	0.54

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Papa John's	8,762	2%	156,215	31%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
PapaJohns.com	76.7	85.5	4%	4%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Papa John's	2,402	458	113	1,705

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

**PepsiCo**

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

**Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016**

**CFBAI listed brands<sup>2</sup> that may be in child-directed advertising**

None

**Non-listed brands**

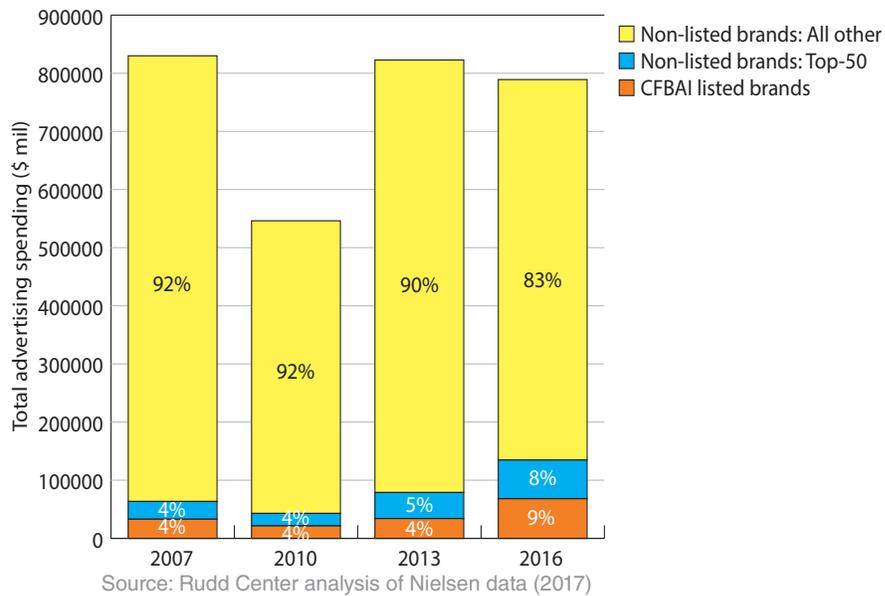


**Less-advertised CFBAI listed brands<sup>3</sup>**




**Traditional advertising**

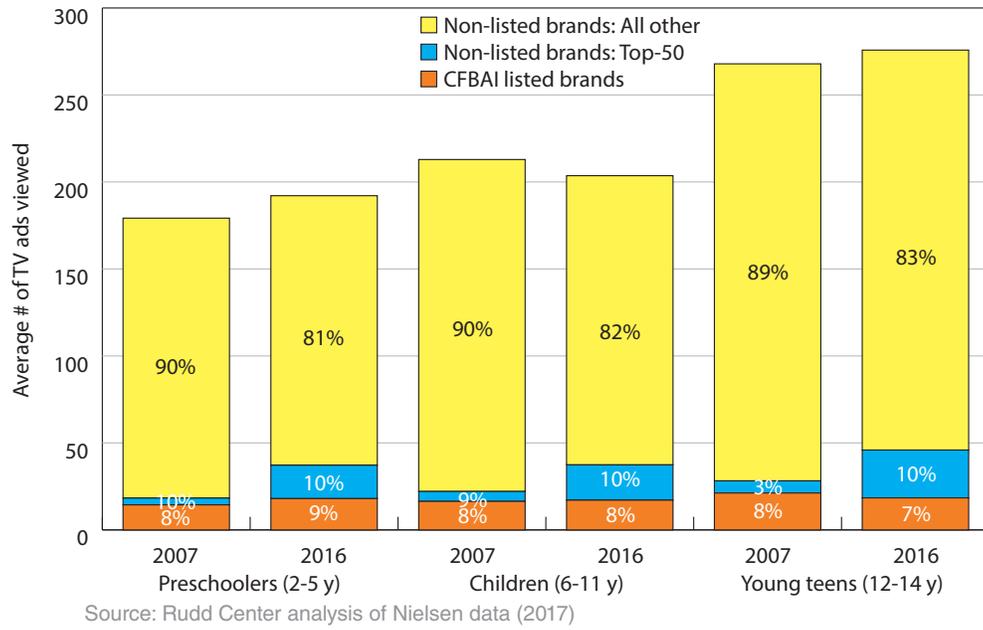
Total advertising spending in 2016: \$790 million, 9% on CFBAI listed brands



**TV ads viewed in 2016**

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	18.0	0.42	9%	174.1	0.42
Children (6-11 y)	17.1	0.40	8%	186.6	0.45
Young teens (12-14 y)	18.4	0.43	7%	257.4	0.62

Source: Rudd Center analysis of Nielsen data (2016)



### Digital marketing

Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Quaker	✓		2,031	0%	33,823	7%
Frito-Lay (excluding Lays)			4,893	0%	1,093,342	51%
Gatorade			3,198	1%	9,595	4%
Lays		✓	2,226	0%	312,209	52%
Mountain Dew			2,213	2%	8,581	7%
Naked Juice			1,257	1%	8,310	3%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

Website visits in 2016<sup>5</sup>

Website	CFBAI listed brand	Top-50 brand	Avg monthly unique visitors (000)		% of total unique visitors <sup>6</sup>	
			2-12 years	13-17 years	2-12 years	13-17 years
Pepsi.com			8.3	7.4	7%	7%
Fritolay.com			6.1	6.4	5%	5%
MountainDew.com			4.6	9.3	5%	11%
PepsiCo.com			4.1	3.9	3%	3%
Doritos.com			3.1	2.2	9%	6%
MyPepsiCo.com			2.4	1.1	3%	1%
QuakerOats.com	✓		1.2	2.9	1%	3%
Total PepsiCo sites			46.9	44.9	5%	5%

Source: comScore Media Metrix Key Measures report (January - December 2016)

Social media activity in 2016<sup>7</sup>

## CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Quaker		1,362	187	**	52,152

## Top-50 non-listed brands and company accounts

Account name	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Lays	6,855	426	328	85,243

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#2
Total advertising spending on CFBAI listed brands	#5
TV advertising viewed by children ages (2-11)	#4
TV advertising viewed by young teens (12-14)	#2
Child visitors to company websites	#4
Banner advertising on kids' websites	#5
Banner advertising on social media sites	#1
Total Facebook fans	#6
Total YouTube video views	#2

## Nutrition

## CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>8</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Quaker Life	✓	4	25%	54 (54-54)	100%
Quaker Oatmeal and Oats	✓	31	10%	80 (78-80)	100%

## Top-50 non-listed brands

Brand	# products	Nutrition for all products	
		NPI score Median (range)	% meeting Smart Snacks standards
Lays Potato Chips	8	40 (20-58)	0%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Includes individual websites for CFBAI listed, non-listed, and top-50 brands that averaged 1,000+ unique child visitors per month in 2016, excluding company-level websites (e.g., GeneralMills.com). Includes individual websites for less-advertised brands that averaged 5,000+ unique child visitors or had audience shares that exceeded the share of child and teen visitors to the total internet in 2016.

<sup>6</sup>Bold indicates higher percentage of visitors for this website than for the total internet

<sup>7</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

<sup>8</sup>As of January 2017

## Perfetti Van Melle

Non-participating company with a top-50 child-directed brand

### Child-directed brands



### Traditional advertising

Total advertising spending in 2016: \$22 million

Airheads: \$7 million

### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	17.4	1.67
Children (6-11 y)	22.7	2.17
Young teens (12-14 y)	17.7	1.69

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Airheads	31	<1%	435	4%

Source: comScore Advertiser report (January - December 2016)

### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Airheads	1,134	1,937	**	1,747

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Pizza Hut

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$203 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	53.2	0.46
Children (6-11 y)	57.9	0.51
Young teens (12-14 y)	75.8	0.66

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Pizza Hut	11,290	1%	78,060	9%
Pizza Hut	186	1%	1,132	5%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
PizzaHut.com	137.8	134.3	5%	5%
PizzaHutOffers.com	1.2	0.3	7%	2%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Pizza Hut	5,778	1,493	453	22,438

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Popeye's

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$139 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	29.9	0.48
Children (6-11 y)	34.0	0.55
Young teens (12-14 y)	41.3	0.66

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Popeyes.com	10.8	5.4	5%	3%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Popeye's	542	79	44	97

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

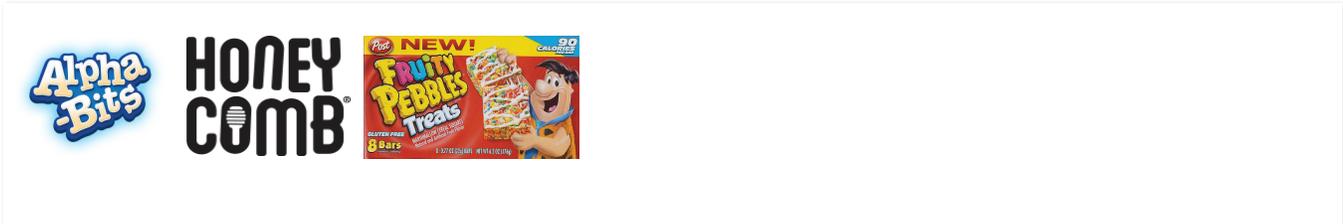
## Post Foods

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): October 2009

### Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

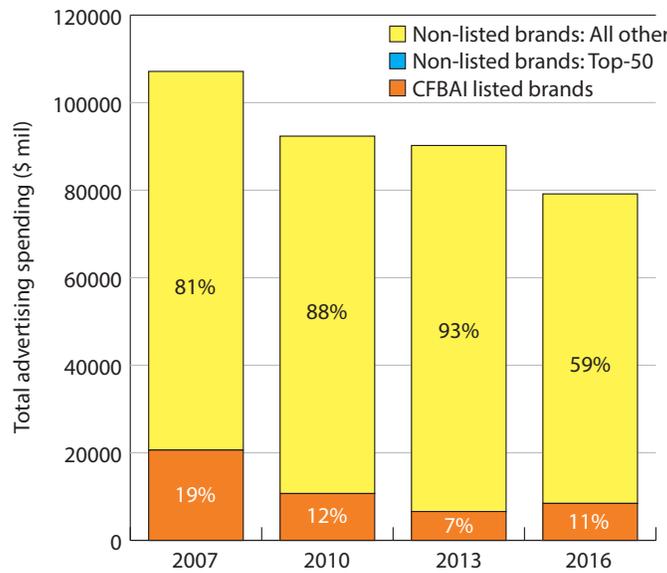
CFBAI listed brands <sup>2</sup> that may be in child-directed advertising	Non-listed brands
	None

### Less-advertised CFBAI listed brands<sup>3</sup>



### Traditional advertising

Total advertising spending in 2016: \$78 million, 11% on CFBAI listed brands

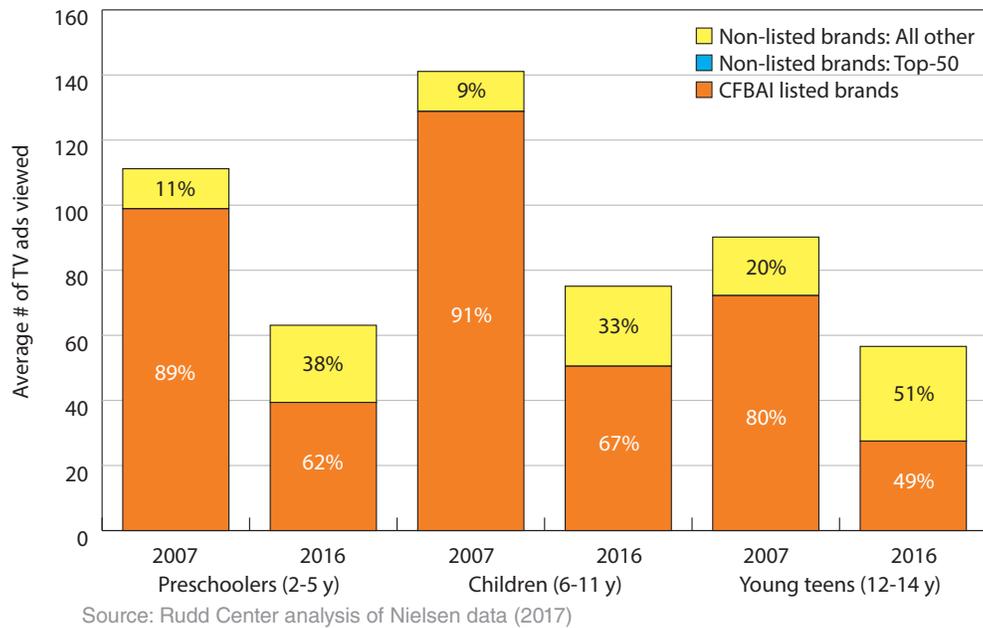


Source: Rudd Center analysis of Nielsen data (2017)

### TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	39.4	4.36	62%	23.7	0.43
Children (6-11 y)	50.5	5.60	67%	24.6	0.45
Young teens (12-14 y)	27.5	3.04	49%	29.1	0.53

Source: Rudd Center analysis of Nielsen data (2016)



## Digital marketing

### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Post Cereals**	✓	✓	13,287	26%	3,112	6%

Source: comScore Ad Matrix Advertiser report (January - December 2016)

\*\*comScore did not specify a brand, but these ads likely promoted the company's CFBAI listed brands.

### Social media activity in 2016<sup>5</sup>

#### CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Fruity/Cocoa Pebbles	✓	157	4	**	
Honey-Comb		61			

\*\*Active accounts in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

### Ranking among 18 CFBAI companies in 2016

Total advertising spending	#15
Total advertising spending on CFBAI listed brands	#8
TV advertising viewed by children ages (2-11)	#10
TV advertising viewed by young teens (12-14)	#12
Child visitors to company websites	n/a
Banner advertising on kids' websites	#9
Banner advertising on social media sites	#14
Total Facebook fans	#14
Total YouTube video views	n/a

## Nutrition

### CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>5</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Pebbles	✓	4	75%	30 (28-36)	100%
Fruity Pebbles Treats		1	100%	24	0%
Other Post Cereals		2	100%	48 (44-52)	100%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

<sup>6</sup>As of January 2017

## The Promotion in Motion Companies

Joined the Children's Confection Advertising Initiative (CCAI): March 2016



### Traditional advertising

Total advertising spending in 2016: \$70,000

This company had no TV advertising in 2016

### Digital marketing

Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
WelchsFruitSnacks	1,112	87	**	1,727
SourJacks	649	**	**	

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Red Lobster

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$79 million

### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	22.3	0.40
Children (6-11 y)	21.2	0.38
Young teens (12-14 y)	24.1	0.44

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Red Lobster	176	<1%	284	1%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
RedLobster.com	17.3	9.0	4%	2%

Source: comScore Media Metrix Key Measures report (January - December 2016)

### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Red Lobster	3,955	268	103	1,398

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## R.M. Palmer Company

Joined the Children's Confection Advertising Initiative (CCAI): March 2016



### Traditional advertising

This company had no advertising spending in 2016.

### Digital marketing

Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
R.M. Palmer Company	92		**	

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Sonic

Non-participating company: Top-50 brand



**Sonic kids' meals had child-directed advertising in 2016.**

### Traditional advertising

Total advertising spending in 2016

Kids' meals: \$146,000

Other products: \$242 million

TV ads viewed in 2016

	Kids' meals		Other products	
	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	0.8	5.83	59.6	0.47
Children (6-11 y)	0.8	5.59	65.5	0.51
Young teens (12-14 y)	0.3	2.33	82.9	0.64

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Sonic	3,408	314	165	5,151

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Subway

Non-participating company: Top-50 brand



Subway kids' meals had child-directed advertising in 2016.

### Traditional advertising

Total advertising spending in 2016

Kids' meals: \$7 million

Other products: \$458 million

TV ads viewed in 2016

	Kids' meals		Other products	
	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	11.8	4.70	57.7	0.44
Children (6-11 y)	16.4	6.55	64.0	0.51
Young teens (12-14 y)	9.2	3.70	82.9	0.65

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Subway other products	4,343	1%	48,076	7%
Subway kids' meals	102	<1%	2,163	6%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
Subway.com	30.3	42.5	3%	4%
SubwayKids.com	6.0	0.8	30%	4%
MySubwayCard.com	4.3	2.6	4%	2%

Source: comScore Media Metrix Key Measures report (January - December 2016)

Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Subway	25,795	2,420	349	11,696

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Taco Bell

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$340 million

### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	69.1	0.40
Children (6-11 y)	74.8	0.44
Young teens (12-14 y)	110.3	0.65

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Taco Bell	57	<1%	41,606	37%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
TacoBell.com	23.4	46.3	4%	7%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Taco Bell	10,304	1,790	308	5,459

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## The Topps Company

Non-participating company with top-50 child-directed brands

### Child-directed brands



### Traditional advertising

Total advertising spending in 2016: \$11 million

Juicy Drop Candy: \$3.8 million

Crunchkins: \$2.5 million

Ring Pop: \$1.7million

### TV ads viewed in 2016

	Juicy Drop Candy		Crunchkins		Ring Pop	
	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	37.0	4.22	17.4	3.16	15.8	4.11
Children (6-11 y)	47.6	5.43	21.8	3.95	20.0	5.21
Young teens (12-14 y)	26.0	2.97	13.3	2.42	11.1	2.90

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Ring Pop	280	**	**	
Crunchkins	7	**	**	
Juicy Drop Candy	1	**	**	

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

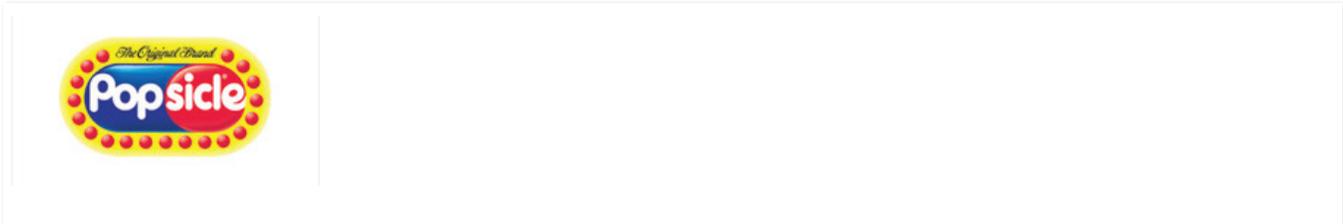
# Unilever

Joined the Children's Food and Beverage Advertising Initiative (CFBAI): November 2006

## Top-50 brands<sup>1</sup> in TV advertising viewed by children in 2016

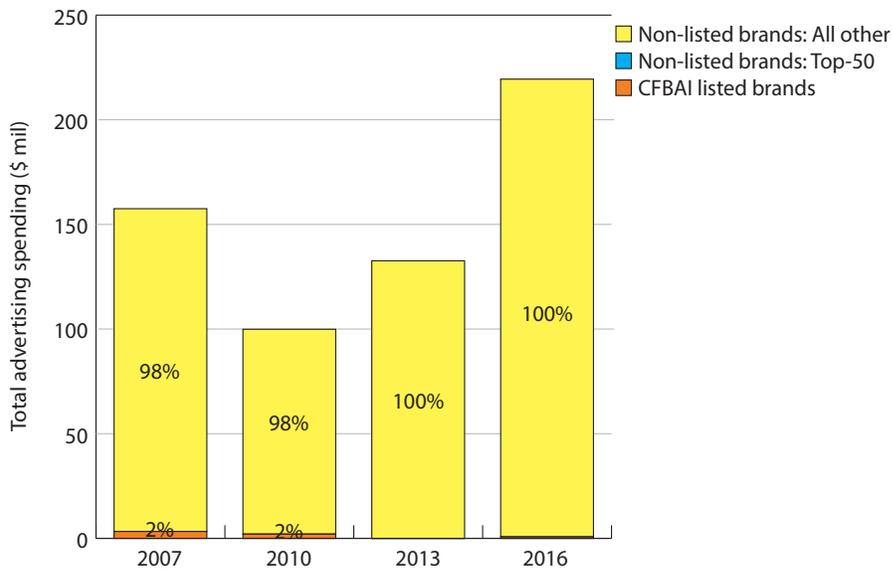
CFBAI listed brands <sup>2</sup> that may be in child-directed advertising	Non-listed brands
None	None

### Less-advertised CFBAI listed brands<sup>3</sup>



## Traditional advertising

Total advertising spending in 2016: \$219 million, <1% on CFBAI listed brands

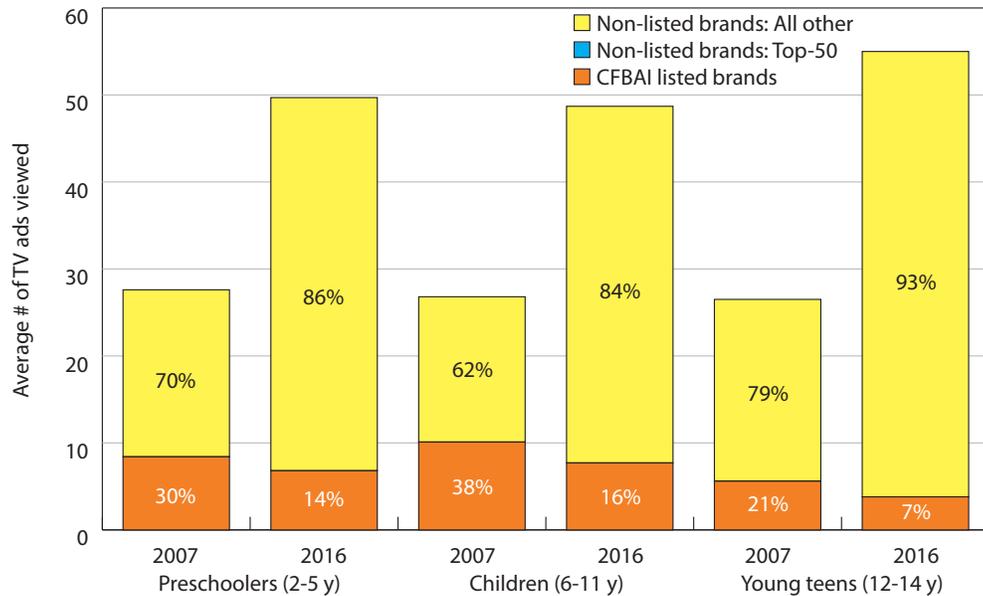


Source: Rudd Center analysis of Nielsen data (2017)

## TV ads viewed in 2016

	CFBAI listed brands			Non-listed brands	
	Avg # of ads viewed	Child:adult targeted ratio	% of company total	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	6.8	5.35	14%	42.9	0.40
Children (6-11 y)	7.7	6.07	16%	41.0	0.38
Young teens (12-14 y)	3.8	2.98	7%	51.2	0.48

Source: Rudd Center analysis of Nielsen data (2016)



Source: Rudd Center analysis of Nielsen data (2017)

## Digital marketing

### Banner advertising on third-party websites in 2016<sup>4</sup>

Brand	CFBAI listed brand	Top-50 brand	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
			# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Ragu			1,701	2%	19,369	23%
Lipton			1,058	1%	8,593	10%
Popsicle	✓		101	6%	0	0%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

### Social media activity in 2016<sup>5</sup>

#### CFBAI listed brands

Brand	Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Popsicle		1,243	113		22

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Ranking among 18 CFBAI companies in 2016

Total advertising spending	#11
Total advertising spending on CFBAI listed brands	#10
TV advertising viewed by children ages (2-11)	#14
TV advertising viewed by young teens (12-14)	#13
Child visitors to company websites	#6
Banner advertising on kids' websites	#11
Banner advertising on social media sites	#10
Total Facebook fans	#11
Total YouTube video views	#14

## Nutrition

### CFBAI listed brands

Brand	Top-50 brand	Products		Nutrition for listed products	
		# products	% included on CFBAI list of child-directed products <sup>6</sup>	NPI score Median (range)	% meeting Smart Snacks standards
Popsicle		35	23%	63 (62-64)	13%

<sup>1</sup>Brands that ranked in the 50 brands advertised most to children on TV in 2016, including brands from CFBAI and non-participating companies

<sup>2</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016)

<sup>3</sup>Brands included on CFBAI list of products that may be advertised to children (July, 2016) that did not rank in the top-50 brands with the most TV advertising to children in 2016

<sup>4</sup>Includes CFBAI listed brands with 100,000 or more banner ads on kids' websites in 2016. Includes CFBAI non-listed brands with 1,000,000 or more banner ads on kids' websites in 2016.

<sup>5</sup>Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views.

<sup>6</sup>As of January 2017

## Wendy's

Non-participating company: Top-50 brand



### Traditional advertising

Total advertising spending in 2016: \$231 million

#### TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	67.9	0.47
Children (6-11 y)	73.5	0.50
Young teens (12-14 y)	92.1	0.64

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Banner advertising on third-party websites in 2016

	Banner ads on kids' websites		Banner ads on Facebook and YouTube	
	# of ad impressions (000)	% of total brand impressions	# of ad impressions (000)	% of total brand impressions
Wendy's	1,310	2%	46,394	61%

Source: comScore Ad Metrix Advertiser report (January - December 2016)

#### Website visits in 2016

	Avg monthly unique visitors (000)		% of total unique visitors	
	2-12 years	13-17 years	2-12 years	13-17 years
	Wendys.com	20.0	29.6	4%

Source: comScore Media Metrix Key Measures report (January - December 2016)

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Wendy's	7,763	992	253	31,547

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## WhiteWave Foods Co

Non-participating company with a healthy brand



### Traditional advertising

Total advertising spending in 2016: \$50 million

TV ads viewed in 2016

	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	7.1	0.42
Children (6-11 y)	6.7	0.40
Young teens (12-14 y)	7.6	0.45

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Silk	704	47	20	5,026

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)

## Wolfgang Candy Company

Joined the Children's Confection Advertising Initiative (CCAI): June 2016



### Traditional advertising

This company had no advertising spending in 2016.

### Digital marketing

Active social media accounts in 2016\*

Top-50 brand	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Wolfgangcandy	6	**	**	

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views

\*\*Accounts were active in 2016, but data are not available

Source: Rudd Center analysis of Unmetric data (January - December 2016)

## The Wonderful Company

Non-participating company with healthy brands



Wonderful  
pistachios & almonds™



### Traditional advertising

Total advertising spending in 2016: \$96 million

POM Wonderful: \$32 million

Wonderful Pistachios & Almonds: \$30.8 million

Wonderful Halos: \$23.8 million

Fiji Water: \$9.2 million

### TV ads viewed in 2016

	POM Wonderful		Wonderful Pistachios & Almonds		Wonderful Halos		Fiji Water	
	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio	Avg # of ads viewed	Child:adult targeted ratio
Preschoolers (2-5 y)	8.4	0.37	6.4	0.38	15.2	1.00	2.8	0.41
Children (6-11 y)	8.1	0.36	6.5	0.38	14.2	0.93	3.1	0.46
Young teens (12-14 y)	9.5	0.42	7.5	0.44	10.4	0.68	4.8	0.71

Source: Rudd Center analysis of Nielsen data (2016)

### Digital marketing

#### Active social media accounts in 2016\*

	Facebook fans (000)	Twitter followers (000)	Instagram followers (000)	YouTube views (000)
Wonderful Pistachios & Almonds	815	41	3	208
Wonderful Halos	614	10	24	358
Fiji Water	563	44	26	1,030
POM Wonderful	300	15	8	1,798

\*Accounts with activity in 2016 (i.e., posts, tweets, or video uploads) and more than 100,000 Facebook fans or 1 million YouTube views  
Source: Rudd Center analysis of Unmetric data (January - December 2016)