

MARKETING CAMPAIGNS TARGETED TO BLACK AND/OR HISPANIC YOUTH

Examples from Rudd Report: Increasing disparities in food advertising
to Hispanic and Black consumers



COCA-COLA CLASSIC

Hispanic- and Black-targeted brand



Coca-Cola developed its #ThatsGold campaign for the 2016 Olympics in Brazil, including a social media campaign and a global TV commercial shown on NBC and Telemundo.



SPRITE

Black-targeted brand



Sprite has a long history of associations with hip-hop music and culture since the late 1980s. Since 2015, Sprite rebranded and changed its tagline from “Obey Your Thirst” to “Obey Your Verse.” In 2018, Sprite debuted limited edition packaging featuring mixed-race musicians, Logic and Kyle, and other hip-hop artists and influencers.



HERSHEY'S GOLD*



Hershey's Gold tied its campaign to the 2018 Winter Olympics with online advertisements featuring Simone Biles, a young African-American gold-medal gymnast, and Apollo Ono, an eight-time Olympic medalist in speed skating.



<https://www.youtube.com/watch?v=LjuNIK9RY6w>

*Hershey's Gold did not purchase enough traditional advertising to qualify as a highly advertised brand

KELLOGG'S SNACKS*

The Kellogg's logo is displayed in its signature red, cursive font on a white rectangular background.

2018 marked the 3rd year of Kellogg's Celebrity Crunch Classic Sweepstakes, where winners play in a basketball game with a team of former college players, coaches and/or celebrities. Magic Johnson and Shaquille O'Neal coached "Team Cheez-It" and "Team Pringles."



*Including Pop-Tarts, a brand targeting Hispanic youth.

MCDONALD'S

Hispanic- and Black-targeted brand



McDonald's "Siganme los Buenos!" campaign featured character El Chapulín Colorado, recognized across Latin America and by U.S. Hispanics, to promote its \$1 \$2 \$3 Dollar Menu. The multi-media campaign featured videos and influencer livestreams on social media, a media tour, radio and TV spots, giveaways, and limited edition games in 2018.



DORITOS

Black-targeted brand



For Super Bowl 2018, PepsiCo created a co-branded advertisement called “Doritos Blaze & Mtn Dew Ice.” Celebrities competed in a lip-sync rap battle – and viewers were encouraged to continue at home through Twitter and Instagram.



<https://www.youtube.com/watch?v=32HJil64QAA>



MOUNTAIN DEW

Black-targeted brand



The "Give Your Head a Mtn Dew Kickstart" campaign starring Kevin Hart, an African-American comedian, featured digital, social, and experiential elements, including a sponsorship with Hart's Irresponsible Tour in 2018.



<https://www.youtube.com/watch?v=SLv8Vj-3k7U>

TOSTITOS

Hispanic-targeted brand



In 2016, Tostitos launched a telenovela web series called “Botanas del Cielo.” The series promoted three Latin-inspired products: Cantina Chipotle Thins, Dip-Itizers Spicy Queso, and Habanero Salsa.



TACO BELL

Hispanic- and Black-targeted brand



In 2015, Taco Bell sponsored “La Banda” a music-based reality-competition on Univision (Spanish-language TV) through on-air and social integrations with their “Live Más” campaign. The Taco Bell Foundation’s Live Más scholarship awards \$3M annually to students pursuing a college degree and is active on Twitter and Instagram: #livemásscholarship.

