Companies varied widely in advertising targeted to Black consumers.

Ad spending on **Black-targeted TV:**

<table>
<thead>
<tr>
<th>Amount spent*</th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>$3 million (median)</td>
<td>2.2%</td>
<td>6.3%</td>
</tr>
<tr>
<td>$12 mill</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% of total TV ad budget

- **Low:**
  - Post
  - Tyson

- **High:**
  - Red Bull
  - Ferrero
  - Unilever
  - Kellogg's
  - General Mills
  - PepsiCo

Six companies were responsible for more than half (55%) of all advertising on **Black-targeted TV**

*One company had <$0.1 in Black-targeted TV spending: Conagra*

Learn more:

[Learn more](uconnruddcenter.org/targetedmarketing2022)