

# Fizzled Out

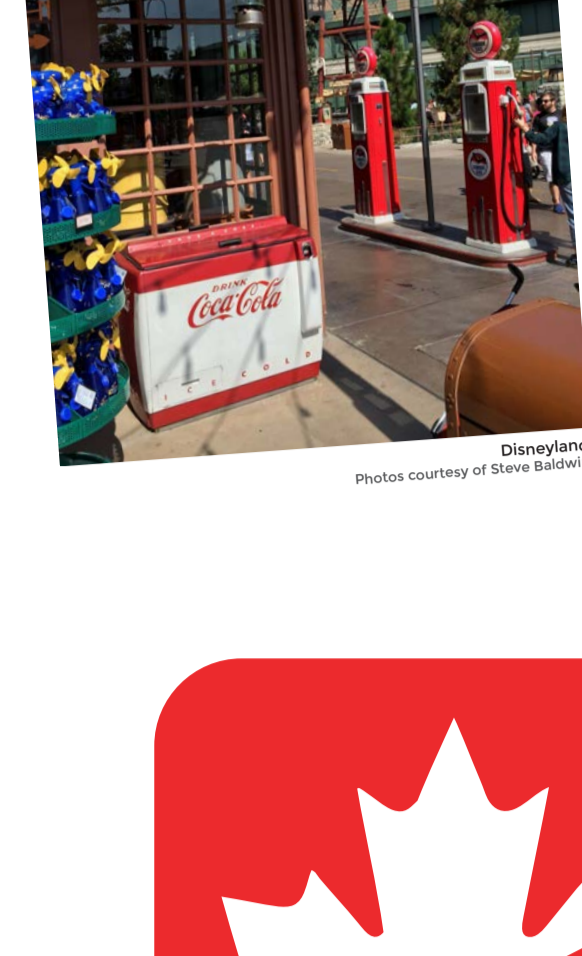
## Coke's Broken Marketing Pledges

Why be concerned about Coke and other sugar drinks?

Frequent consumption of sugar drinks promote:

- Tooth decay
- Weight gain and obesity
- Diabetes
- Heart disease

Coke's policies bar marketing in media that **directly** target children under 12 and in which 35% or more of the audience is composed of children under 12. **BUT:**



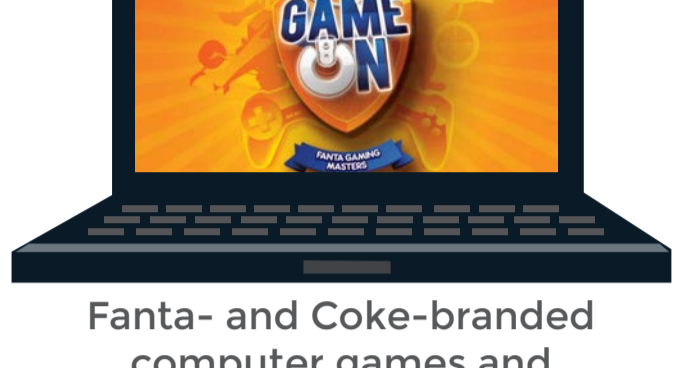
Coke advertises on family TV shows (like "A Charlie Brown Christmas"), at Disneyland and other theme parks, and other venues with large child audiences, even though children might constitute less than 35 percent of the audience.



Coke advertising appears on YouTube Kids, which is specifically aimed at young children.



Coke's policy for Canada allows advertising in media with audiences comprising up to 50% children—a higher percentage than elsewhere in the world. Also in Canada, Coke has advertised in such places as a children's ski slope, a winter tube park, an urban playground, and at Jungle Adventure amusement park.



Fanta- and Coke-branded computer games and apps are aimed at young children.



Coke sponsors the "Coca-Cola Kids Challenge" running races in Austria for kids under 10.



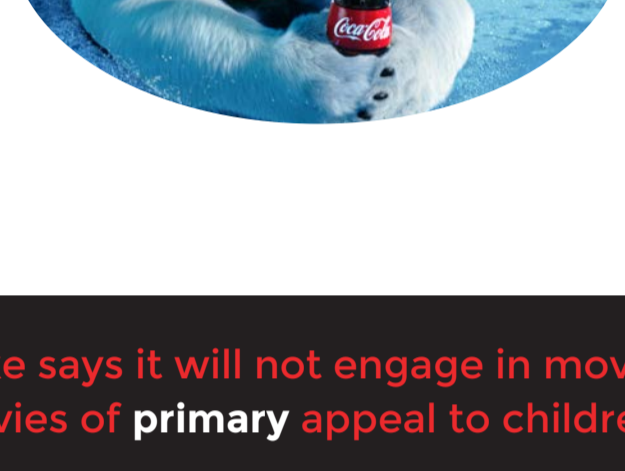
Coke advertises in such events as the annual Children's Christmas Parade in Atlanta.

Coke says it will not use celebrities or characters whose **primary** appeal is to children under 12. **BUT:**



### Coke features Santa Claus in advertising throughout the world

Coke exempts its own equity characters (polar bears, penguins, others) that are highly attractive to young children.



Coke employs anthropomorphic characters in videos that clearly appeal to young children.

Coke says it will not engage in movie tie-ins related to movies of **primary** appeal to children under 12. **BUT:**

Coke has had tie-ins with movies that may not primarily appeal to young children, but that certainly do appeal to millions of young children



Former Coke marketing director

**Todd Putman**

said in 2012 that

Coke didn't target young kids but then

“magically, when they would turn 12, we'd suddenly attack them like a bunch of wolves.”

Coke says it will not sponsor games or contests designed to appeal **primarily** to children under 12. **BUT:**



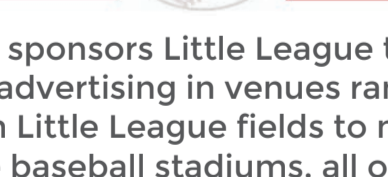
Coke's "Get the Ball Rolling" initiative features activities for young children

Coke says it will not allow its brands to be used on toys whose **primary** appeal is to children under 12. **BUT:**



Coke has licensed its logo and equity characters for use on toy trucks, puzzles, Barbie dolls, stuffed animals, and other toys, as well as on kids clothing

Coke says it won't sponsor sporting and entertainment events that **primarily** target children under 12. **BUT:**



Coke sponsors Little League teams and advertising in venues ranging from Little League fields to major league baseball stadiums, all of which appeal to pre-teens, even if they are not always the primary audience.

Coke sponsors the Boys & Girls Clubs of America and advertises in local clubs

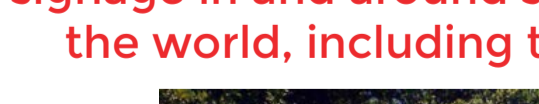
Coke promotes its brands when it sponsors park improvements



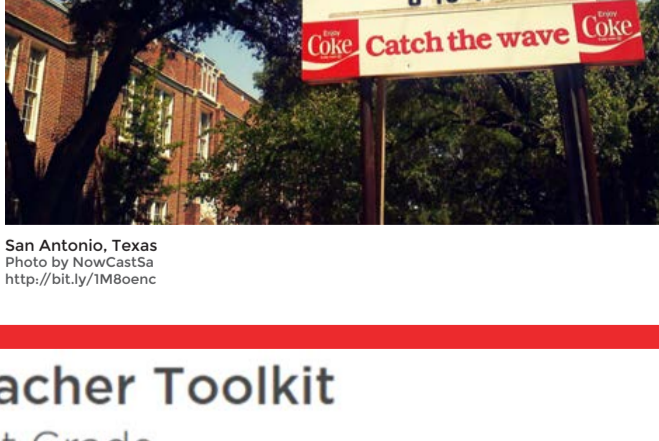
St. Paul, Minnesota  
Photo by Toben Nelson, 2012. In The Chicago Tribune.  
<http://trib.in/1TryKey>

Coca-Cola's Global School Beverage Guidelines promises to protect school children from **undue marketing**, including in primary schools. **BUT:**

Coke's My Coke Rewards for Schools program encourages the purchase of Coke products



Coke sells and advertises its products on signage in and around schools throughout the world, including the United States



San Antonio, Texas  
Photo by NinaCastro  
<http://bit.ly/1M6oenc>

**Teacher Toolkit**

First Grade

Please click on the links below to explore educational connections between what your 1st Grade students will experience during their self-guided tour and Georgia Performance Standards. Pre and post-visit activities are also provided to assist with lesson planning.



Coke has a curriculum featuring Coca-Cola marketing that is available through the World of Coca-Cola for teachers of children in elementary and high school

It's not enough to promise not to market to kids—Coke should actually do it!

For the whole story, read *Marketing Coke to Kids*

[cspinet.org/coke-kids-report.pdf](http://cspinet.org/coke-kids-report.pdf)



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