

Coca-Cola and Pepsi-Cola created multicultural marketing teams to target the cultures and social norms of African American and Latinos to secure brand loyalty and increase profits. Here are quotes straight from Big Soda Executives' mouths to prove that Big Soda targets youth of color:

“Vision 2020 is Coke’s plan to double its business by 2020...This aggressive plan is focused on dramatically increasing consumption of sugary beverages by young people using precision marketing that **targets young people, mostly in Latino and African-American communities** in the United States and developing countries abroad...”

*Joe Tripodi, Chief Marketing and Commercial Officer for Coca-Cola  
Webinar: Winning the Hearts and Minds of the Global Millennial Generation*



“Among African-American consumers, African-American moms are the gatekeeper to the household. We over-index in single-family households, and so reaching Mom is critical. Teens really are the future of America, and **African-American teens, in particular, have proven to be trendsetters in the U.S.** Their ability to shape culture is really critical.”

*Yolanda White, Assistant VP of African-American Marketing for Coca-Cola  
Q&A with Yolanda White, AdAge.com*



“We know that 86% of the growth through 2020 for Coca-Cola’s youth target market will come from multicultural consumers, especially **Hispanic, and focusing on this segment is critical to the company’s future growth.**”

*Bea Perez, Chief Sustainability Officer for Coca-Cola  
2011 Nielsen Consumer 360 Conference*



“Pepsi has made a significant push in music programming since it’s such an integral part of the Hispanic and youth cultures. It’s important for us to reach young [Hispanics] with messaging that is relevant and authentic, because obviously **they are the future for us.**”

*Martha Bermudez, Sr. Manager of Multicultural Marketing, Pepsi-Cola North America  
Brandweek. April 20, 2008*



## Big Soda Targeting Children

Studies have shown that until kids are 8 years old, they have difficulty distinguishing advertising from reality and may not understand that ads are trying to sell something.<sup>1</sup> The mere appearance of a character with a product can significantly alter a child's perception of the product.<sup>2</sup>

“Coke Side of Life” Super Bowl 2008 Commercial



Simpsons Super Bowl 2010 Commercial



Polar Bears Super Bowl 2012 Commercial



Fine print: “Connecting Latino youth across America by leveraging global assets in a unique platform that taps into passion points such as sports and music.”

<sup>1</sup> Mary Story and Simone French, International Journal of Behavioral Nutrition and Physical Activity.

<sup>2</sup> Children’s Advertising Review Unit, 2002.