

Patterns of Energy Drink Advertising Over US Television Networks

Jennifer A. Emond, PhD^{1,2}; James D. Sargent, MD^{1,3}; Diane Gilbert-Diamond, ScD^{1,2}

ABSTRACT

Objective: To describe programming themes and the inclusion of adolescents in the base audience for television channels with high levels of energy drink advertising airtime.

Design: Secondary analysis of energy drink advertising airtime over US network and cable television channels (n = 139) from March, 2012 to February, 2013. Programming themes and the inclusion of adolescents in each channel's base audience were extracted from cable television trade reports.

Main Outcome Measure: Energy drink advertising airtime.

Analysis: Channels were ranked by airtime; programming themes and the inclusion of adolescents in the base audience were summarized for the 10 channels with the most airtime.

Results: Over the study year, 36,501 minutes (608 hours) were devoted to energy drink advertisements; the top 10 channels accounted for 46.5% of such airtime. Programming themes for the top 10 channels were music (n = 3), sports (n = 3), action-adventure lifestyle (n = 2), African American lifestyle (n = 1), and comedy (n = 1). MTV2 ranked first in airtime devoted to energy drink advertisements. Six of the 10 channels with the most airtime included adolescents aged 12–17 years in their base audience.

Conclusions and Implications: Energy drink manufacturers primarily advertise on channels that likely appeal to adolescents. Nutritionists may wish to consider energy drink media literacy when advising adolescents about energy drink consumption.

Key Words: energy drinks, adolescents, marketing, television (*J Nutr Educ Behav.* 2015;47:120-126.)

Accepted November 17, 2014.

INTRODUCTION

Energy drinks are ready-to-drink beverages, shots, and drops that contain caffeine and often a mix of other stimulants and ingredients purported to increase energy (eg, guarana, herbal supplements, B vitamins, taurine).¹⁻³ The caffeine content of energy drinks varies. Concentrations for many popular brands range from 70 mg/8-oz serving to 200 mg/16-oz serving.⁴ In comparison, the caffeine content of many popular soft drink brands ranges from 23 to 69 mg/12 oz.⁴ Caffeine is considered “generally recognized as safe” by the US Food and Drug Adminis-

tration,⁵ yet concerns have been raised about the potential health risks associated with high caffeine intake among adolescents.³ For example, short-term adverse effects associated with caffeine intake among adolescents include anxiety, irritability, and withdrawal symptoms.^{3,6,7} Adolescence is a critical time of cognitive development, and caffeine intake during this period may have a negative impact on learning, particularly if intake contributes to disrupted sleep.^{3,7} More serious adverse effects related to energy drink intake among adolescents, including serious cardiovascular events,^{3,4,8} have been reported. Importantly, 34 deaths re-

lated to energy drink use have been reported to the Food and Drug Administration since 2004.⁹ Although the extent of any health risks associated with energy drink consumption is currently under debate,¹⁰ the American Academy of Pediatrics³ advises against energy drink consumption among adolescents, stating that energy drinks offer no therapeutic benefits.³

In June, 2013, the American Medical Association¹¹ supported a ban on the marketing of energy drinks to adolescents, and in September, 2013, a US Senate Commerce Committee demanded that energy drink manufacturers stop marketing their products to adolescents.¹² However, current data regarding the marketing practices of energy drink manufacturers have been largely qualitative.^{1,13} Specifically, qualitative data highlight several methods of advertising that energy drink manufacturers use, including featuring young athletes in marketing campaigns, using edgy and attention-grabbing packaging, and sponsoring events popular with adolescents and young adults.^{1,13} Two quantitative studies measured adolescent exposure to energy drink advertisements and

¹Norris Cotton Cancer Center, Geisel School of Medicine at Dartmouth, Lebanon, NH

²Department of Community and Family Medicine, Geisel School of Medicine at Dartmouth, Lebanon, NH

³Department of Pediatrics, Geisel School of Medicine at Dartmouth, Lebanon, NH

Conflict of Interest Disclosure: The authors' conflict of interest disclosures can be found online with this article on www.jneb.org.

Address for correspondence: Jennifer A. Emond, PhD, Norris Cotton Cancer Center, One Medical Center Drive, HB7920, Lebanon, NH 03756; Phone: (603) 653-9168; Fax: (603) 653-9090; E-mail: Jennifer.A.Emond@dartmouth.edu

©2015 SOCIETY FOR NUTRITION EDUCATION AND BEHAVIOR

<http://dx.doi.org/10.1016/j.jneb.2014.11.005>

reported that adolescents were more likely to be exposed to energy drink advertisements over television and the Internet than were adults.^{14,15} Using 2012 Nielsen data, researchers from the Yale Rudd Center for Food Policy and Obesity illustrated that adolescents aged 12–17 years viewed more advertisements for energy drinks than did adults on many cable channels popular with young adults. Adolescents viewed 2.26 times as many advertisements for 5-Hour Energy, 2.14 times as many advertisements for Red Bull, and 2.44 times as many advertisements for Street King energy drinks on MTV2 than did adults watching MTV2.¹⁴ Results from that study demonstrated that advertisements aired on those channels effectively reached an adolescent audience. Nielsen data are based on a sample of households and reflect viewership; a study that specifically assesses patterns of airtime placement for energy drink advertisements on television would be useful by informing a more complete representation of the marketing intents of manufacturers.

Television remains the most popular media outlet among adolescents in the US.¹⁶ In 2009, adolescents aged 11–18 years averaged over 4.5 hours of television time on any typical day.¹⁶ In 2012, television advertising accounted for 96% of all US advertising expenditures for 6 major energy drink manufacturers.¹⁴ Thus, television advertising as a medium to reach youth remains highly relevant. This study quantified the airtime devoted to energy drink advertisements over all US network and cable television stations for 1 year. For the 10 channels with greatest amount of airtime devoted to energy drink advertisements, programming themes and the frequency of adolescents in the base audience were summarized to gauge how likely it was that adolescents were exposed to energy drink advertisements on television.

METHODS

Television Advertisements for Energy Drinks

A database of television advertisements was purchased from an advertising

monitoring company (AdScope, Kantar Media, Atlanta, GA) in March, 2013. That database included all food and beverage advertisements aired on US network and cable television channels ($n = 139$) between March, 2012 and February, 2013. For each advertisement in the database, the following data were included: manufacturer, product name, title of advertisement, length of advertisement, channel of advertisement airing, and date and time of airing. Manufacturer and product names were reviewed to identify energy drinks. Caffeinated sodas and non-caffeinated sports drinks were not included. Energy drinks were defined as ready-to-drink beverages, shots (concentrated liquids, roughly 1.9 fluid ounces, intended for rapid consumption), powder mixes, or drops (concentrated liquids, roughly 1.0 or 1.6 fluid oz, intended to be added to other beverages) containing caffeine and at least 1 additional ingredient promoted as increasing energy. Manufacturers' Web sites were visited to review product ingredients.^{17–29} This study was exempt from institutional board review because human subjects were not enrolled.

Audience Demographics

Audience demographics for the top 10 channels were extracted from publicly available reports compiled by the Cable-television Advertising Bureau (CAB).³⁰ The CAB is a 501-(c)-(6) trade group including advertisement-supported cable and television networks; its board of directors includes senior leadership of most major television and cable networks. The mission of the CAB is to “increase awareness of the power of cable as an advertising medium and to make cable an increasingly effective marketing environment for advertisers throughout the US.”³⁰ Thus, the CAB lobbies manufacturers and advertising firms with the intent of increasing advertising revenue for cable television networks. The CAB reports for each channel included specific age ranges for the base audience sourced from marketing research firms (Nielsen or MRI Doublebase); channels were considered to include adolescents in their primary target audience if the base

audience included 12- to 17-year-olds. Data reported in each CAB report varied across channels; however, reports for several channels also included the proportion of adolescents aged 12–17 years in the base audience. Such information is often reported as an index value, which is the proportion of adolescent viewers in that channel's base audience relative to the proportion of adolescent viewers in the general network and cable television audience. An index value of 200 implies that a channel has twice as many 12- to 17-year-old viewers in its base audience compared with the general television viewing audience. Adolescents currently constitute 8% of the general television viewing audience³⁰; thus, an index value of 200 for a specific channel would indicate that adolescents constitute 16% of that channel's base audience. Index values for adolescents are reported when those values were available.

Data Analysis

The total number of advertisements and total number of advertising minutes (airtime) devoted to energy drinks were summed for each network and cable television channel. Channels were then ranked by airtime devoted to energy drink advertisements and the 10 channels with the greatest total airtime over the study year were selected for further analyses. For each of those top 10 channels, the average daily total airtime (minutes) during the period was computed and 95% confidence intervals were computed to illustrate statistically significant differences in daily airtime by channel at $P < .05$, unadjusted for multiple comparisons. When comparisons between specific channels were presented, P for a t test comparing mean minutes of airtime per day is also presented. Minutes per day were summarized overall and by air block for the top 10 channels; air blocks were selected to reflect common viewing classifications such as prime time and late night. All summaries and analyses were completed with the R Language and Environment for Statistical Computing, version 3.0.1 (R Core Team, Vienna, Austria, 2013).

Download English Version:

<https://daneshyari.com/en/article/361457>

Download Persian Version:

<https://daneshyari.com/article/361457>

[Daneshyari.com](https://daneshyari.com)