

**Share of Advertising:
The Council of Better Business Bureaus
Children's Food and Beverage Advertising
Initiative Participation**

**A Report
by Georgetown Economic Services
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BBB's Children's Food and Beverage Advertising Initiative

Participants Include:

- Burger King Corp.
- Cadbury Adams, USA, LLC
- Campbell Soup Company
- The Coca-Cola Company
- ConAgra Foods, Inc.
- The Dannon Company
- General Mills, Inc.
- The Hershey Company
- Kellogg Company
- Kraft Foods Inc.
- Mars, Inc.
- McDonald's USA
- Nestlé USA
- PepsiCo, Inc.
- Unilever United States

Children's Food and Beverage Advertising Initiative Participation

- BBB's 15 participants accounted for over 80% of food and beverage advertising seen by kids in 2007
 - This share represents an increase from 2/3 of all such advertising in 2004
- GES' analysis was based on the number of times commercials were viewed by children
 - Ads measured were food, beverage and restaurant commercials that children between the ages of two and eleven saw on children's television programming in 2007
 - Children's impressions of commercials aired by the 15 companies in 2007 were divided by all food, beverage and restaurant impressions seen during children's television programming
 - An impression is one commercial viewed once by one child
- Notes
 - Source: Nielsen Media Research data for the year 2007, the latest full year for which data are available
 - Some participants had not formally joined the initiative in 2007
 - Share calculations for 2008 may vary, depending on total advertising and advertising of participating companies.