Nutritional content of baby food

Ranking by median NPI score then by sugar grams-per-serving
Includes median calories, fat, saturated fat, sodium, fiber, and sugar per serving by brand, variety, sub-category, and packaging type*

<table>
<thead>
<tr>
<th>Rank</th>
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<th>Brand</th>
<th>Variety</th>
<th>Sub-category</th>
<th># of products</th>
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### Nutritional content of baby food cont'd

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*Includes all baby food products from companies with $100,000 or more in total advertising spending in 2015. Products within varieties are combined by sub-category and packaging type. Source: Rudd Center nutrition analysis (August 2016)*
### Nutritional Content of Toddler Food

**Ranking by median NPI score then by sugar grams-per-serving**

Includes median calories, fat, saturated fat, sodium, fiber, and sugar per serving by brand, variety, sub-category, and packaging type*

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<th>Variety</th>
<th>Sub-category</th>
<th># of products</th>
<th>NPI score</th>
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<th>Calories (kcal)</th>
<th>Sat fat (g)</th>
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<th>% of products</th>
</tr>
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<tbody>
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## Nutritional content of toddler foods cont’d

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<th>Sub-category</th>
<th># of products</th>
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<th>Serving size (g)</th>
<th>Calories</th>
<th>Sat fat (g)</th>
<th>Sodium (mg)</th>
<th>Fiber (g)</th>
<th>Sugar (g)</th>
<th>% of products</th>
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<td>Gerber Graduates</td>
<td>Fruit &amp; Veggie Melts</td>
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<td>56-56</td>
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<td>Puffs</td>
<td>Grain-based snacks</td>
<td>8</td>
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<td>56-56</td>
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<td>Lil' Whoos/Lil' Twists</td>
<td>Grain-based snacks</td>
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<td>Cereal Bars</td>
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<td>Lil’ Crunchies</td>
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<td>Mighty 4, Mighty Sticks</td>
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*Includes all toddler food products from companies with $100,000 or more in total advertising spending in 2015. Products within varieties are combined by sub-category and packaging type.
Source: Rudd Center nutrition analysis (August 2016)
### Marketing messages on product packages

#### Ranking by average number of total nutrition-related messages per package, then by child development messages*

Includes the percent of packages for each brand featuring each type of message and the average number of messages on packages with any message

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<thead>
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<th>Rank</th>
<th>Company</th>
<th>Brand</th>
<th>Category</th>
<th>% of Total # of packages</th>
<th>% of # of packages with Ingredient</th>
<th>Vitamins and Nutrients</th>
<th>% of # of packages with Absence</th>
<th>Total # of messages</th>
<th>% of packages with messages</th>
<th>Avg # per package</th>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>7.5</td>
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<td>100% 2.0</td>
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<td>Plum Organics</td>
<td>Baby food</td>
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<td>100%</td>
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<td>Similac</td>
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<td>Abbott</td>
<td>Pediasure Sidekicks</td>
<td>Nutritional supplement</td>
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<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>5.1</td>
<td>100%</td>
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<td>100%</td>
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<td>3.7</td>
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<td>100% 3.0</td>
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<td>100%</td>
<td>100%</td>
<td>4.0</td>
<td>100%</td>
<td>100% 2.0</td>
</tr>
<tr>
<td>13</td>
<td>Nestle S.A.</td>
<td>Gerber</td>
<td>Toddler food</td>
<td>54%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>3.7</td>
<td>100%</td>
<td>100% 3.0</td>
</tr>
<tr>
<td>14</td>
<td>Nestle S.A.</td>
<td>Nido</td>
<td>Toddler milk</td>
<td>54%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>2.5</td>
<td>100%</td>
<td>100% 2.5</td>
</tr>
</tbody>
</table>

*Includes all baby and toddler food and drink brands from companies with $100,000 or more in total advertising spending in 2015.

Source: Rudd Center on-package marketing analysis (2016)
## Ranking by total advertising spending in 2015*
Includes total spending in all measured media**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Brand</th>
<th>Category</th>
<th>2011</th>
<th>2015</th>
<th>Change</th>
<th>TV%</th>
<th>Internet</th>
<th>Magazines</th>
<th>FSI coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Abbott</td>
<td>Pediasure</td>
<td>Nutritional supplement</td>
<td>$11,219.5</td>
<td>$20,711.8</td>
<td>85%</td>
<td>$20,706.3</td>
<td>100%</td>
<td>$0.0</td>
<td>$0.0</td>
</tr>
<tr>
<td>2</td>
<td>Nestle S.A.</td>
<td>Gerber</td>
<td>Baby food</td>
<td>$11,864.7</td>
<td>$15,832.7</td>
<td>33%</td>
<td>$9,528.4</td>
<td>60%</td>
<td>$55.0</td>
<td>$6,020.7</td>
</tr>
<tr>
<td>3</td>
<td>Nestle S.A.</td>
<td>Gerber Graduates</td>
<td>Toddler food</td>
<td>$8,391.0</td>
<td>$12,959.9</td>
<td>54%</td>
<td>$7,770.3</td>
<td>60%</td>
<td>$6.0</td>
<td>$5,189.6</td>
</tr>
<tr>
<td>4</td>
<td>Mead Johnson Nutrition</td>
<td>Enfagrow</td>
<td>Toddler milk</td>
<td>$6,254.1</td>
<td>$12,818.5</td>
<td>105%</td>
<td>$12,292.0</td>
<td>100%</td>
<td>$1.7</td>
<td>$0.0</td>
</tr>
<tr>
<td>5</td>
<td>Nestle S.A.</td>
<td>Gerber Good Start</td>
<td>Infant formula</td>
<td>$7,523.3</td>
<td>$5,575.0</td>
<td>-26%</td>
<td>$1,468.3</td>
<td>26%</td>
<td>$6.7</td>
<td>$4,019.0</td>
</tr>
<tr>
<td>6</td>
<td>Nestle S.A.</td>
<td>Nido</td>
<td>Toddler milk</td>
<td>$3,418.3</td>
<td>$4,005.2</td>
<td>17%</td>
<td>$3,992.8</td>
<td>100%</td>
<td>$12.4</td>
<td>$0.0</td>
</tr>
<tr>
<td>7</td>
<td>Abbott</td>
<td>Similac</td>
<td>Infant formula</td>
<td>$10,782.3</td>
<td>$3,358.6</td>
<td>-69%</td>
<td>$0.0</td>
<td>0%</td>
<td>$1,007.2</td>
<td>$2,349.6</td>
</tr>
<tr>
<td>8</td>
<td>Mead Johnson Nutrition</td>
<td>Enfamil</td>
<td>Infant formula</td>
<td>$10,767.1</td>
<td>$814.5</td>
<td>-92%</td>
<td>$0.0</td>
<td>0%</td>
<td>$2.4</td>
<td>$582.6</td>
</tr>
<tr>
<td>9</td>
<td>Campbell Soup Company</td>
<td>Plum Organics</td>
<td>Baby food</td>
<td>$1172.2</td>
<td>$419.4</td>
<td>258%</td>
<td>$0.0</td>
<td>0%</td>
<td>$0.0</td>
<td>$419.4</td>
</tr>
<tr>
<td>10</td>
<td>Hero AG</td>
<td>Beech-Nut</td>
<td>Baby food</td>
<td>$1,809.3</td>
<td>$286.0</td>
<td>-84%</td>
<td>$4.9</td>
<td>2%</td>
<td>$5.5</td>
<td>$0.0</td>
</tr>
<tr>
<td>11</td>
<td>Mead Johnson Nutrition</td>
<td>Enfagrow</td>
<td>Toddler food</td>
<td>$539.9</td>
<td>$132.9</td>
<td>-75%</td>
<td>$103.0</td>
<td>78%</td>
<td>$0.0</td>
<td>$0.0</td>
</tr>
<tr>
<td>12</td>
<td>Nurture Inc.</td>
<td>Happy Tot</td>
<td>Toddler food</td>
<td>$0.0</td>
<td>$93.3</td>
<td>new</td>
<td>$0.0</td>
<td>0%</td>
<td>$91.8</td>
<td>$0.0</td>
</tr>
<tr>
<td>13</td>
<td>Nurture Inc.</td>
<td>Happy Baby</td>
<td>Baby food</td>
<td>$0.0</td>
<td>$63.3</td>
<td>new</td>
<td>$0.0</td>
<td>0%</td>
<td>$32.7</td>
<td>$0.0</td>
</tr>
<tr>
<td>14</td>
<td>Nurture Inc.</td>
<td>Happy Family</td>
<td>Baby food</td>
<td>$0.0</td>
<td>$29.6</td>
<td>new</td>
<td>$0.0</td>
<td>0%</td>
<td>$29.6</td>
<td>$0.0</td>
</tr>
<tr>
<td>15</td>
<td>The Hain Celestial Group Inc.</td>
<td>Ella's Kitchen</td>
<td>Baby food</td>
<td>$169.7</td>
<td>$4.2</td>
<td>-98%</td>
<td>$0.0</td>
<td>0%</td>
<td>$4.2</td>
<td>$0.0</td>
</tr>
<tr>
<td></td>
<td>Abbott</td>
<td>Pediasure Sidekicks</td>
<td>Nutritional supplement</td>
<td>$9,874.2</td>
<td>$0.0</td>
<td>-100%</td>
<td>$0.0</td>
<td>0%</td>
<td>$0.0</td>
<td>$0.0</td>
</tr>
<tr>
<td></td>
<td>The Hain Celestial Group Inc.</td>
<td>Earth's Best Organic</td>
<td>Baby food</td>
<td>$773.4</td>
<td>$0.0</td>
<td>-100%</td>
<td>$0.0</td>
<td>0%</td>
<td>$0.0</td>
<td>$0.0</td>
</tr>
<tr>
<td></td>
<td>Walmart</td>
<td>Parent's Choice</td>
<td>Infant formula</td>
<td>$988.9</td>
<td>$0.0</td>
<td>-100%</td>
<td>$0.0</td>
<td>0%</td>
<td>$0.0</td>
<td>$0.0</td>
</tr>
</tbody>
</table>

*Includes all brands from companies with $100,000 or more in total advertising spending in 2011 or 2015.
**Includes spending in 17 different media including television, magazine, internet, radio, newspaper, freestanding insert (FSI) coupons, and outdoor advertising.
Source: Rudd Center analysis of Nielsen data (2016)
### Television advertising exposure for women

#### Ranking by ads viewed by women (18-49 years) in 2015
Includes average number of ads viewed by women on national (network, cable, and syndicated) and spot TV

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Abbott</td>
<td>Pediasure</td>
<td>Nutritional supplement</td>
<td>14.2</td>
<td>18.6</td>
<td>20.1</td>
<td>29.2</td>
<td>25.0</td>
<td>77%</td>
<td>1.64</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Nestle S.A.</td>
<td>Gerber</td>
<td>Baby food</td>
<td>7.8</td>
<td>5.4</td>
<td>8.0</td>
<td>21.7</td>
<td>15.1</td>
<td>94%</td>
<td>1.99</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Nestle S.A.</td>
<td>Gerber Graduates</td>
<td>Toddler food</td>
<td>8.9</td>
<td>4.4</td>
<td>8.7</td>
<td>23.2</td>
<td>13.8</td>
<td>55%</td>
<td>2.02</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Mead Johnson Nutrition</td>
<td>Enfagrow</td>
<td>Toddler milk</td>
<td>0.1</td>
<td>0.0</td>
<td>7.7</td>
<td>13.2</td>
<td>7.1</td>
<td>new</td>
<td>2.12</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Nestle S.A.</td>
<td>Gerber Good Start</td>
<td>Infant formula</td>
<td>6.1</td>
<td>8.6</td>
<td>5.4</td>
<td>3.2</td>
<td>1.6</td>
<td>-74%</td>
<td>2.02</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mead Johnson Nutrition</td>
<td>Enfagrow</td>
<td>Toddler food</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.1</td>
<td>new</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hero AG</td>
<td>Beech-Nut</td>
<td>Baby food</td>
<td>0.8</td>
<td>0.0</td>
<td>0.0</td>
<td>5.1</td>
<td>0.0</td>
<td>-100%</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Abbott</td>
<td>Pediasure Sidekicks</td>
<td>Nutritional supplement</td>
<td>15.2</td>
<td>19.2</td>
<td>20.5</td>
<td>0.0</td>
<td>0.0</td>
<td>-100%</td>
<td>**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mead Johnson Nutrition</td>
<td>Enfamil</td>
<td>Infant formula</td>
<td>4.8</td>
<td>6.3</td>
<td>0.2</td>
<td>0.0</td>
<td>0.0</td>
<td>-100%</td>
<td>**</td>
<td></td>
</tr>
</tbody>
</table>

#### COMPANY RANKINGS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Average # ads viewed</th>
<th>Change 2011 to 2015</th>
<th>Women:men targeted ratio*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nestle S.A.</td>
<td>22.8</td>
<td>33%</td>
<td>2.00</td>
</tr>
<tr>
<td>2</td>
<td>Abbott</td>
<td>29.4</td>
<td>-15%</td>
<td>1.64</td>
</tr>
<tr>
<td>3</td>
<td>Mead Johnson Nutrition</td>
<td>4.9</td>
<td>46%</td>
<td>2.14</td>
</tr>
<tr>
<td>4</td>
<td>Hero AG</td>
<td>0.8</td>
<td>-100%</td>
<td>**</td>
</tr>
</tbody>
</table>

*Ads viewed by women compared with men
**Not advertised on TV in 2015
Source: Rudd Center analysis of Nielsen data (2016)
## Company website exposure

### Ranking by average unique adult visitors (18-49) per month in 2015

Includes websites featuring primarily baby food and/or drink brands*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Website</th>
<th>Brand</th>
<th>Category</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
<th>Women:men targeted ratio</th>
<th>Avg visits-per-month</th>
<th>Avg time spent (min)</th>
<th>Avg pages-per-visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mead Johnson Nutrition</td>
<td>Enfamil.com</td>
<td>Enfamil</td>
<td>Infant formula</td>
<td>22.4</td>
<td>66.6</td>
<td>89.0</td>
<td>2.9</td>
<td>1.2</td>
<td>2.2</td>
<td>3.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Enfagrow</td>
<td>Toddler milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Abbott</td>
<td>Similac.com</td>
<td>Similac</td>
<td>Infant formula, toddler milk</td>
<td>19.1</td>
<td>66.0</td>
<td>85.1</td>
<td>3.4</td>
<td>1.5</td>
<td>2.0</td>
<td>4.8</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Nestle S.A.</td>
<td>Gerber.com</td>
<td>Gerber</td>
<td>Baby food</td>
<td>9.9</td>
<td>45.9</td>
<td>55.9</td>
<td>4.5</td>
<td>1.4</td>
<td>1.3</td>
<td>4.4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gerber Good Start</td>
<td>Infant formula</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gerber Graduates</td>
<td>Toddler food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Includes websites with enough adult visitors (18-49 years) for comScore to measure.

Source: comScore Media Metrix Key Measures Report (18-49 years for January - December 2015)
## Display advertising on third-party websites

Ranking by average monthly ads viewed
Includes average number of ads viewed by all viewers

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Brand</th>
<th>Category</th>
<th>Advertised varieties</th>
<th>Average # of monthly ads viewed (000)</th>
<th>Ads viewed per viewer per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Abbott</td>
<td>Similac</td>
<td>Infant formula</td>
<td>Advance; Allimentum; Expert Care; For Spit Up; For Supplemetting; Sensitive; Total Comfort; Go &amp; Grow</td>
<td>16,947.3</td>
<td>3.6</td>
</tr>
<tr>
<td>2</td>
<td>Nestle S.A.</td>
<td>Gerber</td>
<td>Baby food</td>
<td>Gerber 2nd Foods; 3rd Foods; Cereal; Fruit and Grain Organic Pouches</td>
<td>15,698.7</td>
<td>2.8</td>
</tr>
<tr>
<td>3</td>
<td>Mead Johnson Nutrition</td>
<td>Enfagrow</td>
<td>Toddler milk</td>
<td>Toddler Next Step</td>
<td>10,100.2</td>
<td>2.8</td>
</tr>
<tr>
<td>4</td>
<td>Mead Johnson Nutrition</td>
<td>Enfamil</td>
<td>Infant formula</td>
<td>A+; For Supplementing; Gentle; Infant; Newborn; Nutramigen; Reguline</td>
<td>6,488.6</td>
<td>3.0*</td>
</tr>
<tr>
<td>5</td>
<td>Nurture Inc.</td>
<td>Happy Baby Happy Tot</td>
<td>Baby food</td>
<td>Happy Baby Pouches; Puffs</td>
<td>3,770.9</td>
<td>2.5</td>
</tr>
<tr>
<td>6</td>
<td>Abbott</td>
<td>Pediasure</td>
<td>Nutritional supplement</td>
<td>Grow &amp; Gain; Shakes With Fiber</td>
<td>3,474.2</td>
<td>2.7*</td>
</tr>
<tr>
<td>7</td>
<td>Campbell Soup Company</td>
<td>Plum Organics</td>
<td>Baby food</td>
<td>Grow Well Pouches; Little Yums; Super Puffs; Mighty 4 Bars; Mighty 4 Pouches; Mighty Sticks; Mashups (for kids)</td>
<td>1,882.4</td>
<td>2.5</td>
</tr>
<tr>
<td>8</td>
<td>The Hain Celestial Group Inc.</td>
<td>Earth’s Best Organics</td>
<td>Baby food</td>
<td>Jars; Pouches</td>
<td>746.6</td>
<td>3.1</td>
</tr>
<tr>
<td>9</td>
<td>Hero AG</td>
<td>Beech-Nut</td>
<td>Baby food</td>
<td>Just; Naturals; Organics</td>
<td>731.5</td>
<td>2.5</td>
</tr>
<tr>
<td>10</td>
<td>Abbott</td>
<td>Pediasure Sidekicks</td>
<td>Nutritional supplement</td>
<td>Sidekicks; Fruit and Veggie Smoothie Mix</td>
<td>453.2</td>
<td>2.9</td>
</tr>
<tr>
<td>11</td>
<td>The Hain Celestial Group Inc.</td>
<td>Ella’s Kitchen</td>
<td>Baby food</td>
<td>Pouches</td>
<td>444.4</td>
<td>3.5</td>
</tr>
</tbody>
</table>

*Estimated, ads viewed per viewer are not reported separately for these brands.
Source: comScore Ad Metrix Advertiser report (January - December 2015)
# Social media marketing

## Ranking by Facebook likes in 2016
Includes information for brands on social media platforms and mom blogs in 2016

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Account</th>
<th>Brand</th>
<th>Category</th>
<th>Facebook likes</th>
<th>Twitter followers</th>
<th>Instagram followers</th>
<th>Pinterest followers</th>
<th>YouTube views (000)</th>
<th>Mom blog posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nestle S.A.</td>
<td>Gerber</td>
<td>Gerber</td>
<td>Baby food</td>
<td>6,450,220</td>
<td>**</td>
<td>133,539</td>
<td>5,846</td>
<td>51,263</td>
<td>424</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gerber Graduates</td>
<td>Toddler food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Gerber Good Start</td>
<td>Infant formula</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Hero AG</td>
<td>Beech-Nut</td>
<td>Beech-Nut</td>
<td>Baby food</td>
<td>470,993</td>
<td>8,834</td>
<td>6,971</td>
<td>1,848</td>
<td>293</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mead Johnson</td>
<td>Enfamil</td>
<td>Enfamil</td>
<td>Infant formula</td>
<td>363,382</td>
<td>2,858</td>
<td>7,712</td>
<td>2,608</td>
<td>187</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nutrition</td>
<td></td>
<td>Enfagrow</td>
<td>Toddler milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Nurture Inc.</td>
<td>Happy Family</td>
<td>Happy Baby</td>
<td>Baby food</td>
<td>326,208</td>
<td>37,532</td>
<td>22,106</td>
<td>6,553</td>
<td>2,325</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Happy Tot</td>
<td>Toddler food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Happy Tot</td>
<td>Toddler milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Campbell Soup</td>
<td>Plum Organics</td>
<td>Plum Organics</td>
<td>Baby food</td>
<td>286,006</td>
<td>179,742</td>
<td>19,534</td>
<td>3,223</td>
<td>2,196</td>
<td>199</td>
</tr>
<tr>
<td></td>
<td>Company</td>
<td></td>
<td></td>
<td>Toddler food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Abbott</td>
<td>Similac</td>
<td>Similac</td>
<td>Infant formula</td>
<td>147,000</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>17,459</td>
<td>321</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Go &amp; Grow</td>
<td>Toddler milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Abbott</td>
<td>Pediasure US</td>
<td>Pediasure</td>
<td>Nutritional supplement</td>
<td>73,386</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>**</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pediasure Sidekicks</td>
<td>Nutritional supplement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Combined totals for brands within the same company
**No account

Source: Social media marketing analysis (August 2016)
### Advertising on Spanish-language TV

**Ranking by advertising spending on Spanish-language TV in 2015**

Includes Spanish-language advertising spending and average number of ads viewed on Spanish-language TV by Hispanic women

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Brand</th>
<th>Category</th>
<th>Ad spending on Spanish-language TV ($000)</th>
<th>Spanish-language % of total TV ad spending</th>
<th>Average # of ads viewed by Hispanic women (18-49 years)</th>
<th>Change 2011 to 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mead Johnson Nutrition</td>
<td>Enfagrow</td>
<td>Toddler milk</td>
<td>$0.0</td>
<td>$4,156.0</td>
<td>$6,893.3</td>
<td>New</td>
</tr>
<tr>
<td>2</td>
<td>Abbott</td>
<td>Pediasure</td>
<td>Nutritional supplement</td>
<td>$3,019.1</td>
<td>$3,001.4</td>
<td>$5,252.7</td>
<td>74%</td>
</tr>
<tr>
<td>3</td>
<td>Nestle S.A.</td>
<td>Nido</td>
<td>Toddler milk</td>
<td>$3,292.3</td>
<td>$3,061.1</td>
<td>$3,990.5</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Nestle S.A.</td>
<td>Pediasure Sidekicks</td>
<td>Nutritional supplement</td>
<td>$0.0</td>
<td>$2,374.1</td>
<td>$0.0 ** 0%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>Hero AG</td>
<td>Beech-Nut</td>
<td>Baby food</td>
<td>$0.0</td>
<td>$973.6</td>
<td>$0.0 ** 0%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Nestle S.A.</td>
<td>Gerber Graduates</td>
<td>Toddler food</td>
<td>$4.7</td>
<td>$0.0</td>
<td>$0.0 -100%</td>
<td>0%</td>
</tr>
</tbody>
</table>

**COMPANY RANKINGS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Ad spending on Spanish-language TV ($000)</th>
<th>Spanish-language % of total TV ad spending</th>
<th>Average # of ads viewed by Hispanic women (18-49 years)</th>
<th>Change 2011 to 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mead Johnson Nutrition</td>
<td>$0.0</td>
<td>$4,156.0</td>
<td>$6,893.3</td>
<td>New</td>
</tr>
<tr>
<td>2</td>
<td>Abbott</td>
<td>$3,019.1</td>
<td>$5,001.7</td>
<td>$5,252.7</td>
<td>74%</td>
</tr>
<tr>
<td>3</td>
<td>Nestle S.A.</td>
<td>$3,297.0</td>
<td>$3,061.1</td>
<td>$3,990.5</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Hero AG</td>
<td>$0.0</td>
<td>$973.6</td>
<td>$0.0 ** 0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Note:**
- **Brand did not advertise on Spanish-language TV in 2011 or 2015**
- **No TV advertising**
- Source: Rudd Center analysis of Nielsen data (2016)
## Black-targeted television advertising

### Ranking by advertising spending on black-targeted TV networks in 2015*

Includes advertising spending on black-targeted TV networks and average number of ads viewed by black women on national (network, cable, and syndicated) TV

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Brand</th>
<th>Category</th>
<th>Ad spending on black-targeted TV networks ($000)</th>
<th>% of total TV ad spending</th>
<th>Average # ads viewed by black women (18-49 years)</th>
<th>Black:white targeted ratio**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Abbott</td>
<td>Pediasure</td>
<td>Nutritional supplement</td>
<td>$1,579.6</td>
<td>$899.8</td>
<td>-43%</td>
<td>15%</td>
</tr>
<tr>
<td>2</td>
<td>Nestle S.A.</td>
<td>Gerber</td>
<td>Baby food</td>
<td>$22.1</td>
<td>$177.6</td>
<td>703%</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>Nestle S.A.</td>
<td>Gerber Good Start</td>
<td>Infant formula</td>
<td>$14.4</td>
<td>$78.2</td>
<td>441%</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>Nestle S.A.</td>
<td>Gerber Graduates</td>
<td>Toddler food</td>
<td>$18.2</td>
<td>$14.5</td>
<td>-20%</td>
<td>0%</td>
</tr>
<tr>
<td>5</td>
<td>Mead Johnson Nutrition</td>
<td>Enfagrow</td>
<td>Toddler milk</td>
<td>$0.0</td>
<td>$1.9</td>
<td>new</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Mead Johnson Nutrition</td>
<td>Enfamil</td>
<td>Infant formula</td>
<td>$442.6</td>
<td>$0.0</td>
<td>-100%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Abbott</td>
<td>Pediasure Sidekicks</td>
<td>Nutritional supplement</td>
<td>$1,423.6</td>
<td>$0.0</td>
<td>-100%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*Black-targeted TV networks include BET, VH1, TV1, and CNTRC

**Ads viewed by black women compared with white women

***No TV advertising

Source: Rudd Center analysis of Nielsen data (2016)