

NEW YORKERS FOR BEVERAGE CHOICES

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HOW
ABOUT
YOU?



Project Information:

New Yorkers for Beverage Choices

Campaign Coverage:

New York

Results:

Win:

Overview

In the summer of 2012, retiring New York City Mayor Michael Bloomberg proposed a cap on the size of sugar-sweetened beverages. Once enacted, New Yorkers would no longer be allowed to purchase fountain and bottled beverages in containers that held more than 16 ounces.

The soda industry wasn't the only one that was threatened — food and beverage vendors and business owners across the five boroughs would be impacted by the proposal.

This proposal was without a doubt the most hostile attack the soda industry had ever faced. Our response had to be proportionally visible. Our team immediately developed an advocacy campaign designed to educate, engage, and activate New Yorkers while the topic was hot — with the goal of building a foundation for a sustained long-term coalition-building effort on behalf of the American Beverage Association.

Before seeing our ads, 35% of New Yorkers strongly opposed the idea of a beverage ban. After being exposed to our creative, that number rose to 44%. We learned that New Yorkers connected with messages that emphasized how this ban was an attack on personal freedom. At the height of the campaign, Facebook and Twitter advertising coupled with print, billboard, radio, and TV enabled us to reach as many as 7.1 million unique social media users per week.

Our efforts proved successful: By the start of 2013, our campaign boasted more than 600,000 coalition members and nearly 4,000 businesses. On March 11, 2013, the Supreme Court struck down the ban on beverages over 16 ounces. A subsequent appeal of the case also turned out in our favor when a higher court ruled that New York City's plan to ban sugar-sweetened drinks was an illegal overreach of executive power.