

DASANI SPARKLING COMMERCIAL DATA



TOTAL AIRINGS

341,755

AVERAGE AGE

36

HOUSEHOLD INCOME

49K

NATL. AIRINGS

16K

DOLLAR SPEND

\$9M

IMPRESSIONS

126M

SHARE OF VOICE

32%

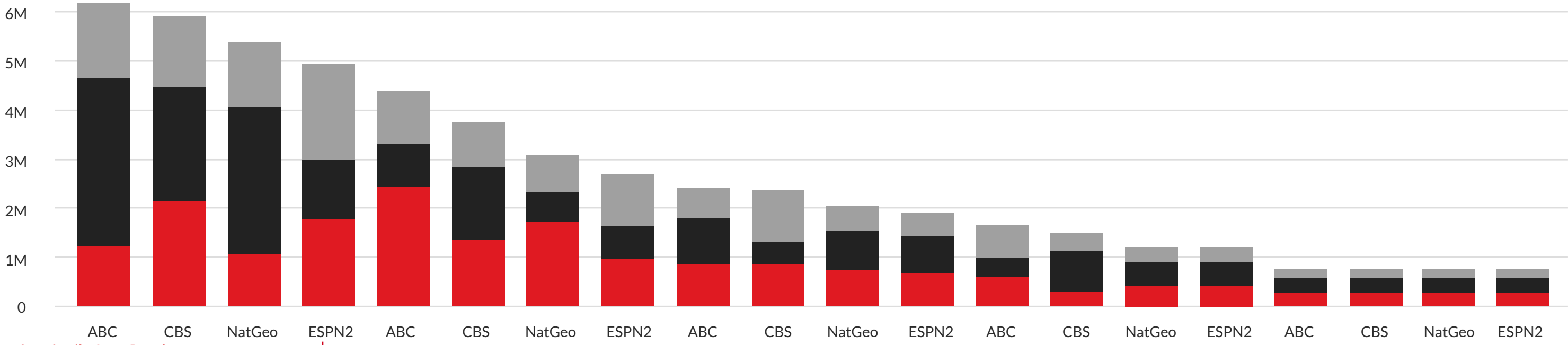
DASANI BRAND DATA

- Dasani
- Fiji Water
- Smart Water
- Aquafina
- Evian

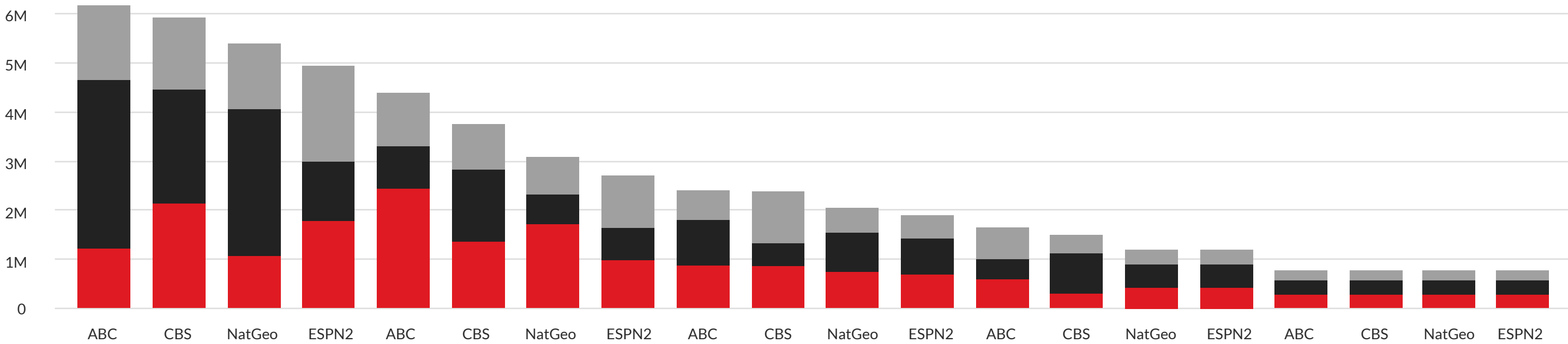
Choose Another Brand

Colors for the charts:
#E01A22 (for main brand color)
#222222
#A0A0A0
#E7E7E7
#777777

SHARE OF VOICE BY NETWORK



SHARE OF VOICE BY SHOWS



SHARE OF SPEND (ESTIMATE)

