Body Armor Sports Nutrition, LLC

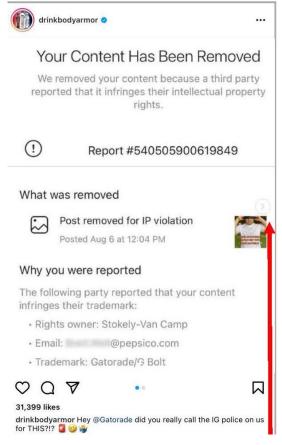
National Advertising Division

NAD Case #7047

October 2021



Relevant Media









Summary

In a Fast-Track SWIFT matter, Stokely-Van Camp, Inc. challenged claims made on social media posts regarding a blind "taste test," appearing on the social media accounts of BodyArmor endorser Baker Mayfield (Cleveland Browns quarterback and former Heisman Trophy winner) and BodyArmor's social media accounts.

The National Advertising Division (NAD) recommended that BA Sports Nutrition discontinue the four express claims in the Baker Mayfield taste test video where Mr. Mayfield samples three flavors of BodyArmor sports drinks, which he is familiar with, and proudly identifies them. After being handed a fourth bottle, which unbeknownst to him contains Gatorade, Mr. Mayfield sips it and immediately exclaims,

"Yo, that is not cool. That's awful," while removing his blindfold, spitting out the Gatorade, and shaking his head. As this occurs, the Nauseated Face Emoji and the Face with Tears of Joy Emoji appear together prominently on the screen.

NAD noted that emojis frequently substitute for the written word in contemporary communications and some emojis more clearly communicate feelings or emotions than others. The Nauseated Face Emoji, for example, communicates a clear message that something is gross.

