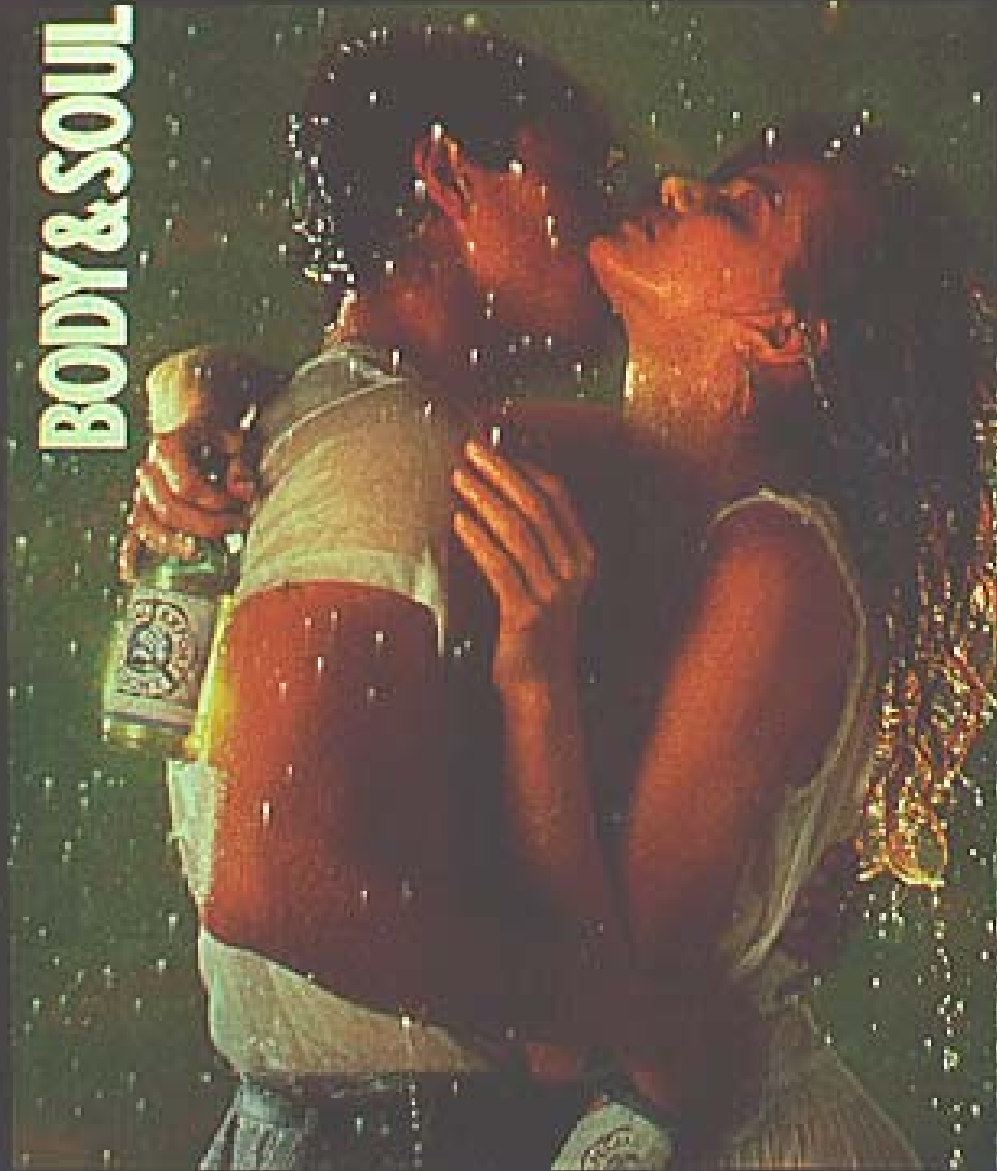


**BODY & SOUL**



## **Alcohol Advertising Goals**

**Alcohol advertising focuses on educating consumers about the positive aspects and potential rewards of drinking, including times, places and activities for using them.**

Source: Lawrence W. W. W.,  
Dr. PH, School of Public  
Health, University of  
California, Berkeley.



## Creating An Image



The alcohol industry uses sophisticated and highly specialized techniques to educate consumers on the uses and rewards of alcohol. It seeks to place the product in the best possible light and is little, if at all, concerned with its possible consequences.



Source: Lawrence Wallack, Dr. PH, School of Public Health, University of California, Berkeley.

# Marketing Techniques Directed to Heavy Drinkers

It's a mellow song,  
a good friend,  
a laid back night.  
It's Southern Comfort.

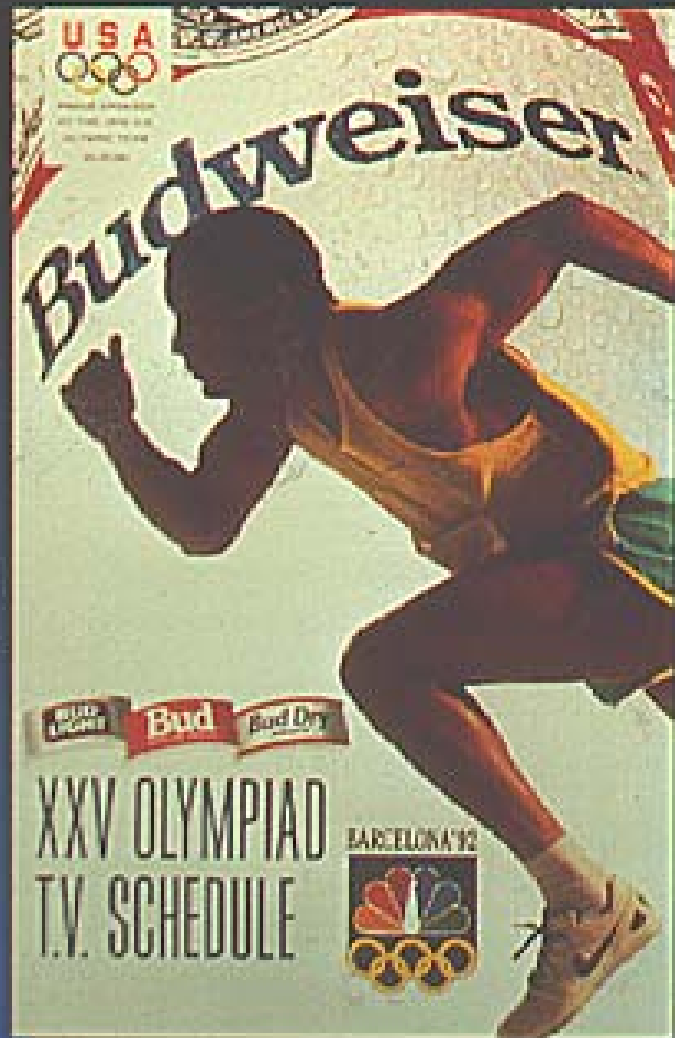


- Giving alcohol human traits such as security, love, warmth and perfection.
- Presenting alcohol as a solution for isolation, alienation and loneliness.
- Ignoring alcohol problems by only presenting the positive aspects of drinking.

Source: *Images About Alcohol*, Facing Alcohol Concerns Through Education, September 1993.



## Alcohol Billboard Promotions



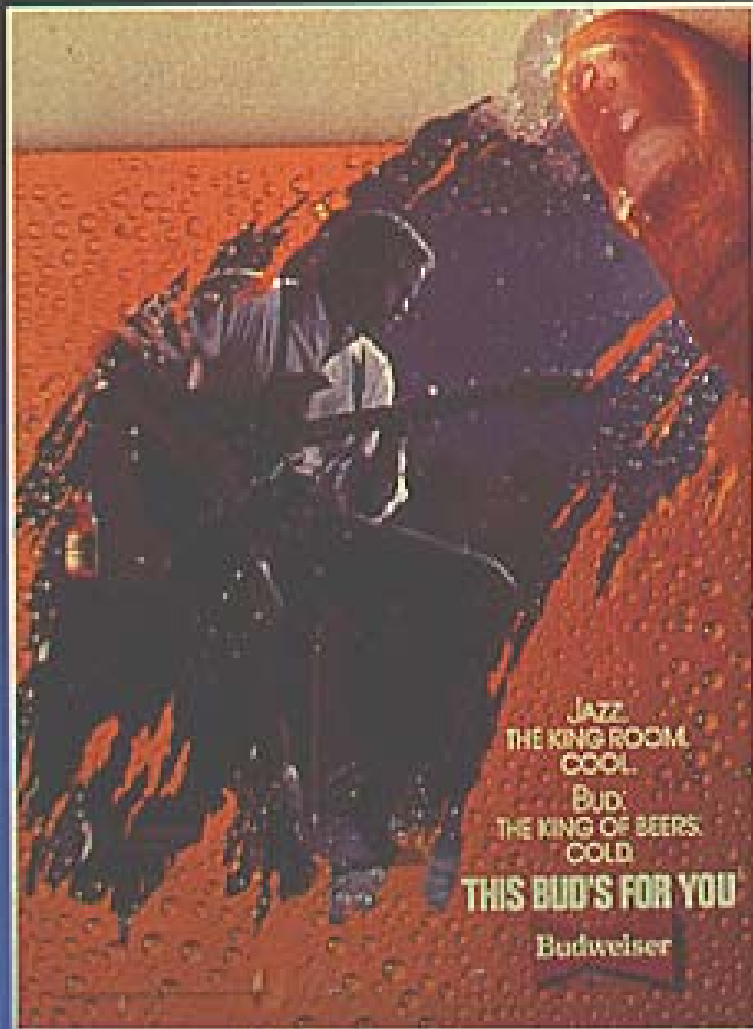
Since the 1970's, the top two advertisers on billboards has been the tobacco and alcohol beverage industry.

Like most alcohol advertising, billboards link alcohol use with economic, social, athletic, and sexual success, and do nothing to portray problems caused by alcohol consumption.

Source: Fact Sheet: Alcohol and Tobacco Advertising on Billboards. Coalition for Scenic Beauty, not dated.



## Alcohol Sponsorships



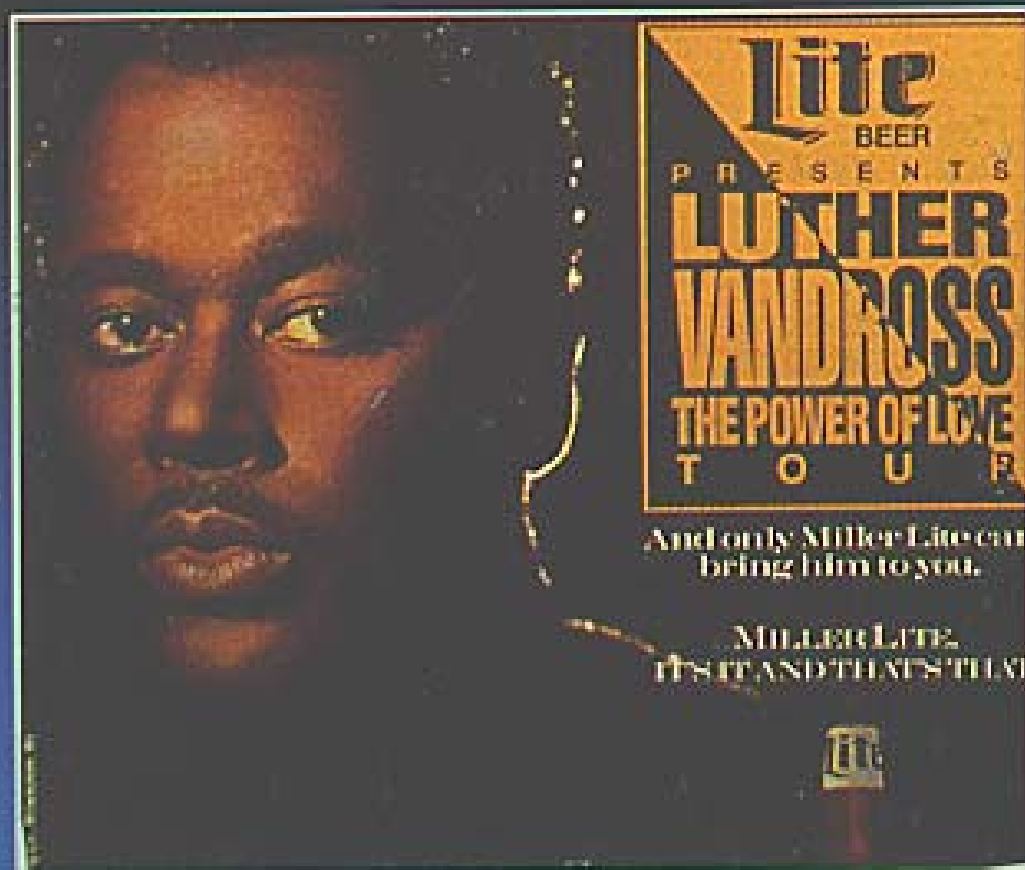
Source: Jet Magazine, June 2, 1986.

The number and range of black cultural, entertainment, sports, social and other events sponsored by major alcohol producers are staggering. They include:

- “Coors Presents” concert tour features top names in black music
- “Miller Sound Express”
- Budweiser’s “Superfest”



## Alcohol Sponsorships



Alcohol producers sponsor many independent artist tours. Exclusive sponsorship eliminates competition. As the ad states: "Only Miller Lite can bring him to you."



Source: Facing Alcohol Concerns through Education, April, 1994.

## Alcohol Billboards in Minority Communities



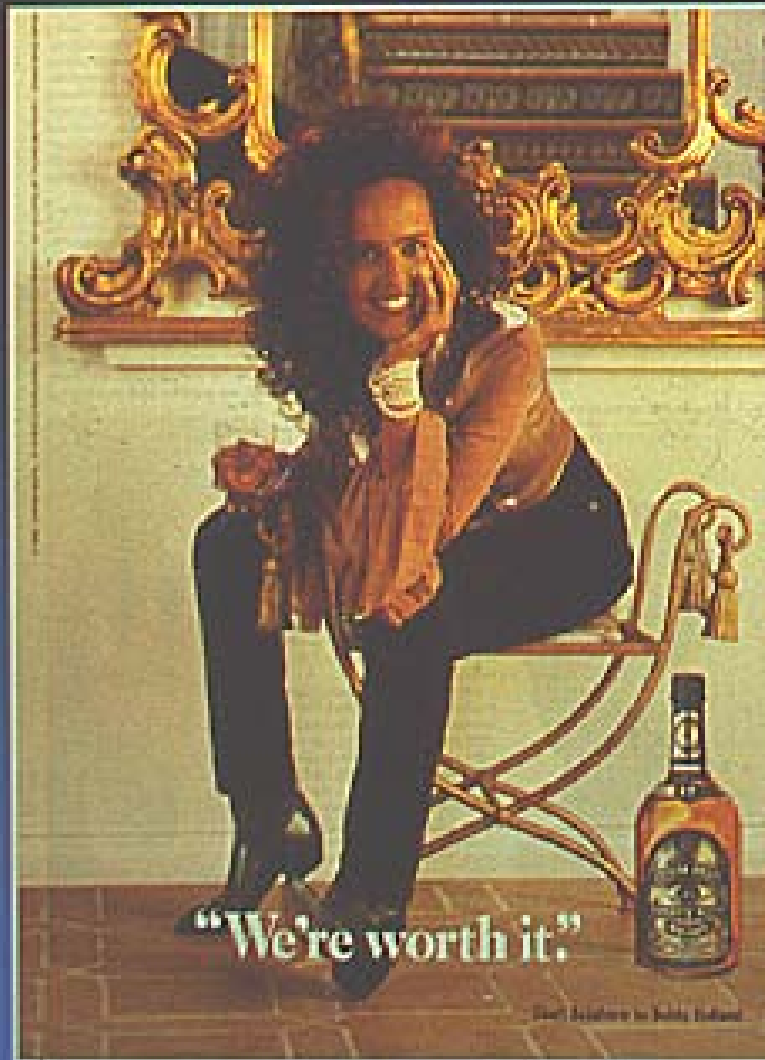
Surveys in San Francisco, Boston, and Detroit have shown up to 62% of billboards in minority neighborhoods advertised tobacco or alcohol much more than in other nearby areas.

Source: Edward McMahon and Patricia Taylor, *Citizens' Action Handbook on Alcohol and Tobacco Billboard Advertising*. Center for Science in the Public Interest, Washington DC and Scenic America, Washington DC, 1999. pp. 6, 7.





## The Challenge of Change



**“It’s tough to change attitudes about alcohol in communities that are immersed in seductive, pro-alcohol messages.”**

Source: Peter Bell, Executive Director, Minnesota Institute on Black Chemical Abuse.







## Power

Linking alcohol consumption with power and authority is misleading. Drinking has nothing to do with healthy power. It is associated with violence in many forms.

Source: "Images About Alcohol," Facing Alcohol Concerns Through Education, April 1991.





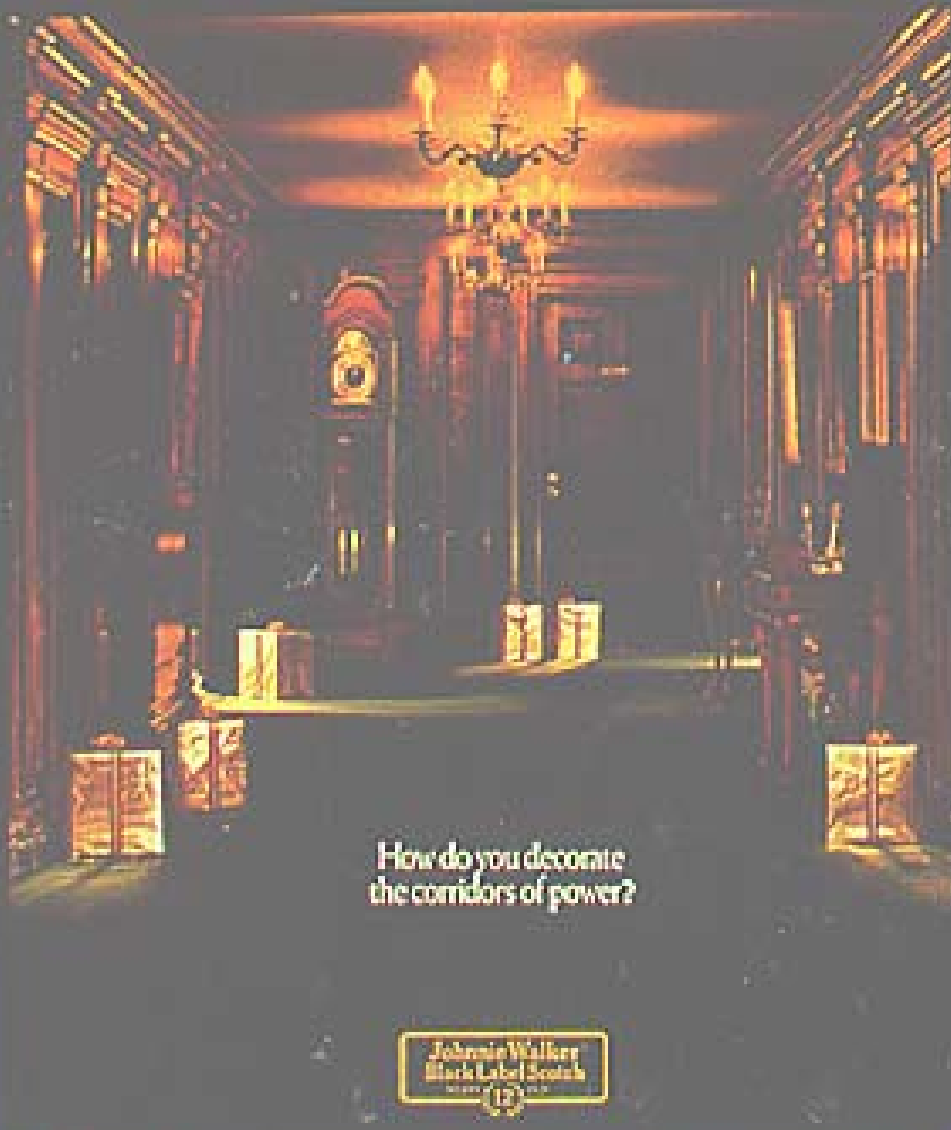
It's enough to make you want to get lost.

## Comfort

**Alcohol does not create comfort or safety. Turning to alcohol for feelings of comfort, safety, security, reassurance or to solve problems is a sign of problem drinking.**

Source: "Images About Alcohol," Facing Alcohol Concerns Through Education, April 1991.





How do you decorate  
the corridors of power?

Johnnie Walker  
Black Label Scotch  
15

## Money / Success

Alcohol does not bring financial or other success. Its excessive use has contributed to the failure of thousands of individuals and businesses. Using alcohol as a reward for success is inappropriate since alcohol is a potentially addictive drug and one of the biggest problems for business and industry in the United States today.

Source: Penny Norton, FACE Project Director, "Images About Alcohol," Facing Alcohol Concerns Through Education, April 1991.

FACE

How to pack for the weekend.

1.



2.



## Fun

**Alcohol may be associated with fun activities, but alcohol itself does not create or guarantee fun. Relying on alcohol to make fun happen is a sign of an unhealthy reliance on alcohol.**

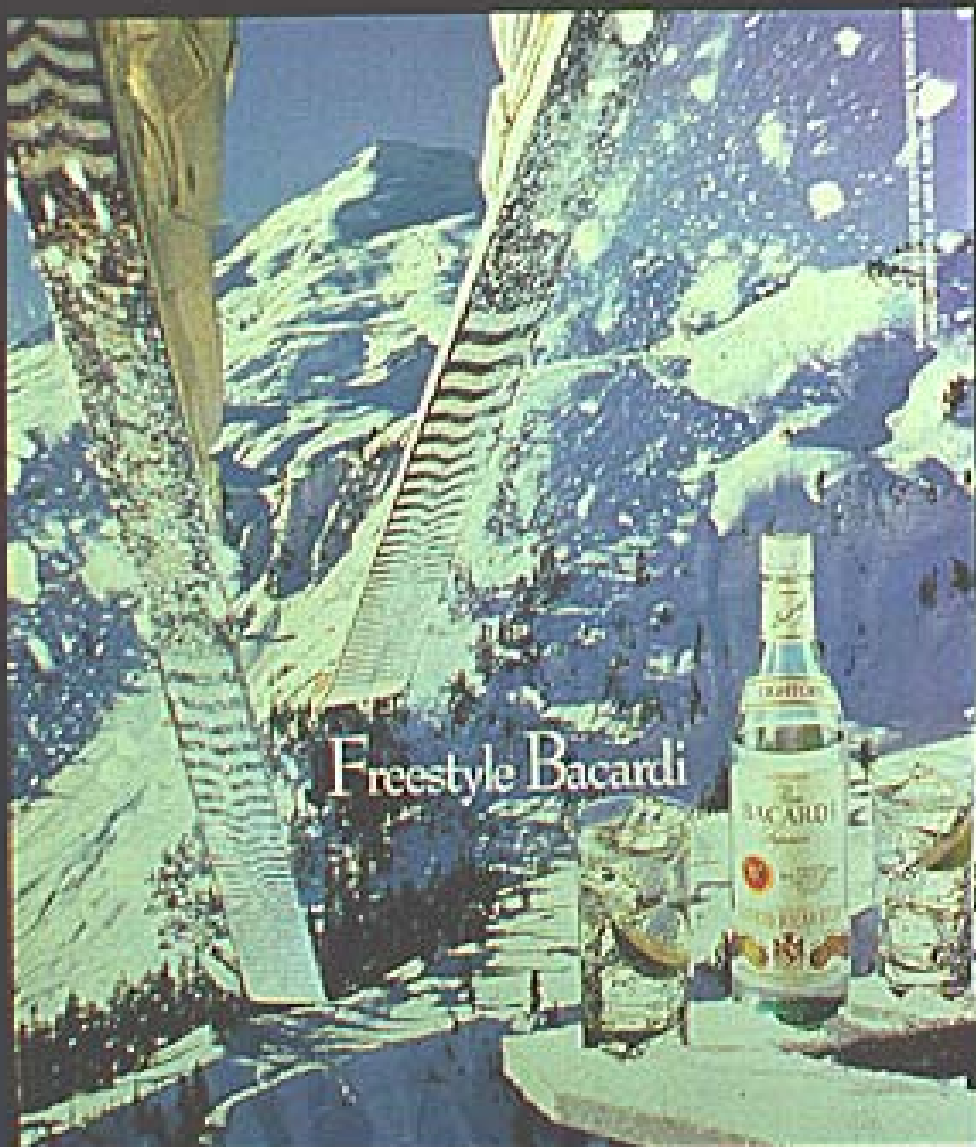
Source: "Images About Alcohol," Facing Alcohol Concerns Through Education, April 1991.



# Adventure



FACE

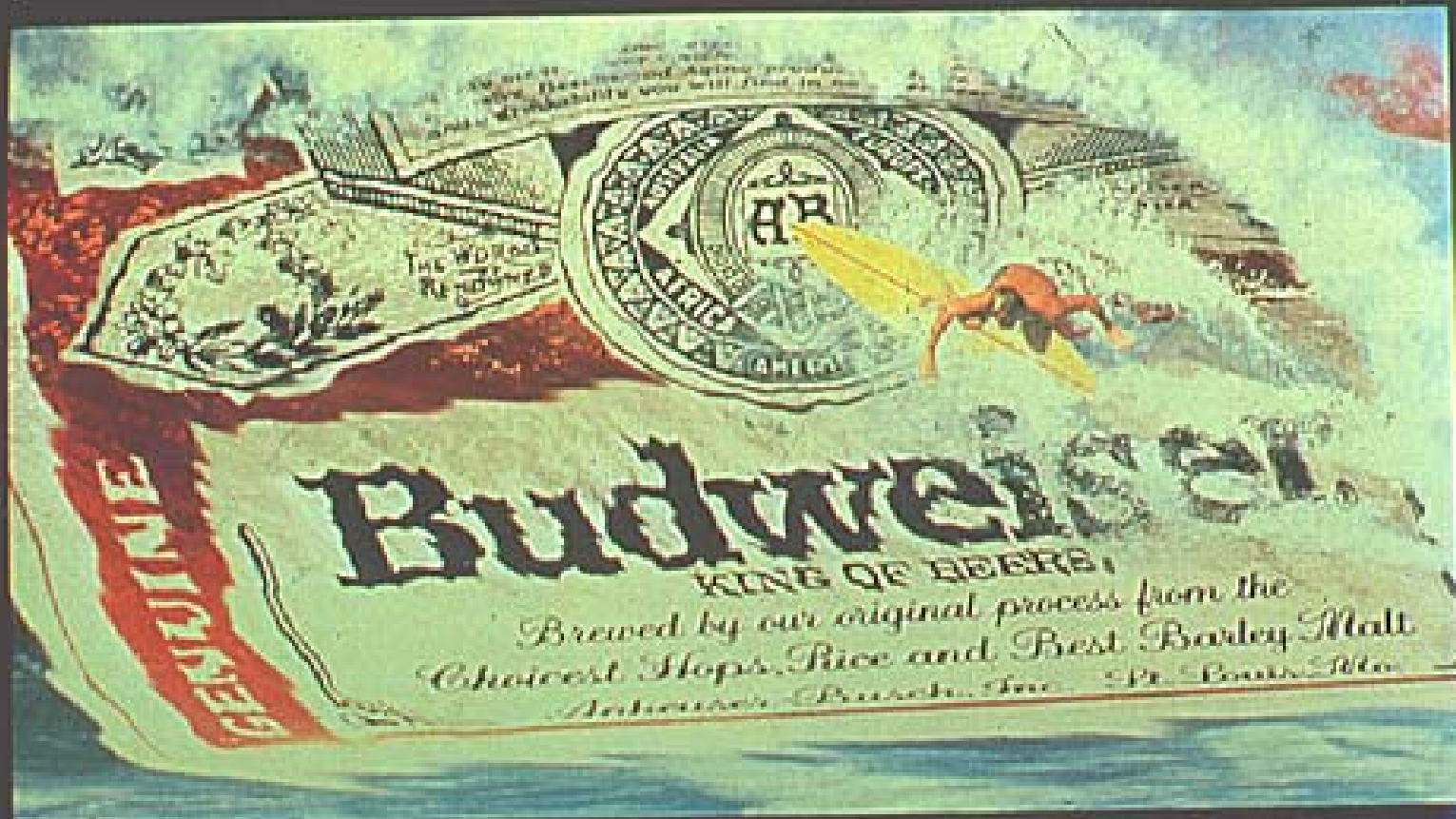


## Risk

Alcohol is an unsafe addition to any risky activity.

Source: "Images About Alcohol," Facing Alcohol Concerns Through Education, April 1991.





**Beer advertisements should not associate or portray beer drinking before or during activities in situations that require a high degree of alertness.**

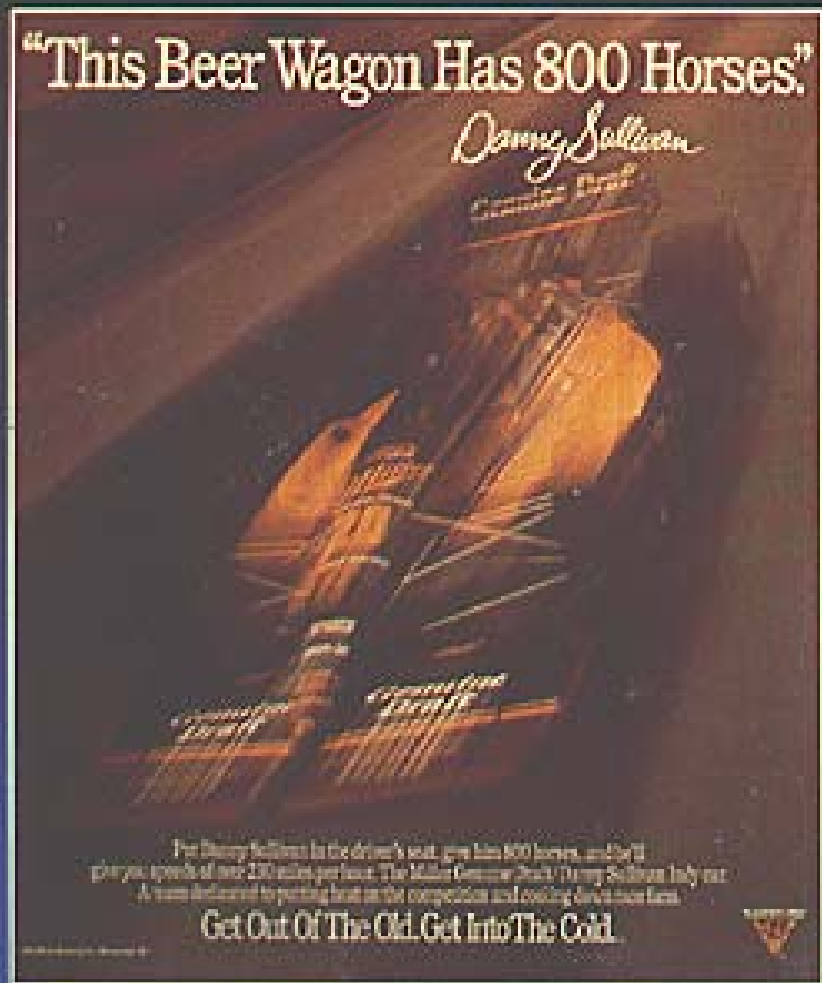
Source: Brewing Industry Voluntary Advertising Guidelines, December 1994.





## Alcohol and Fast Cars

"This Beer Wagon Has 800 Horses."



**Many beer commercial scenes associate beer with:**

- Fast moving cars
- The excitement of speed
- Tests of manhood
- Tests of self control
- Few if any consequences

Source: Johnson, "Sports & Soda," *Sports Illustrated*, August 8, 1988, p.78



## Alcohol Promotion in Motor Sports

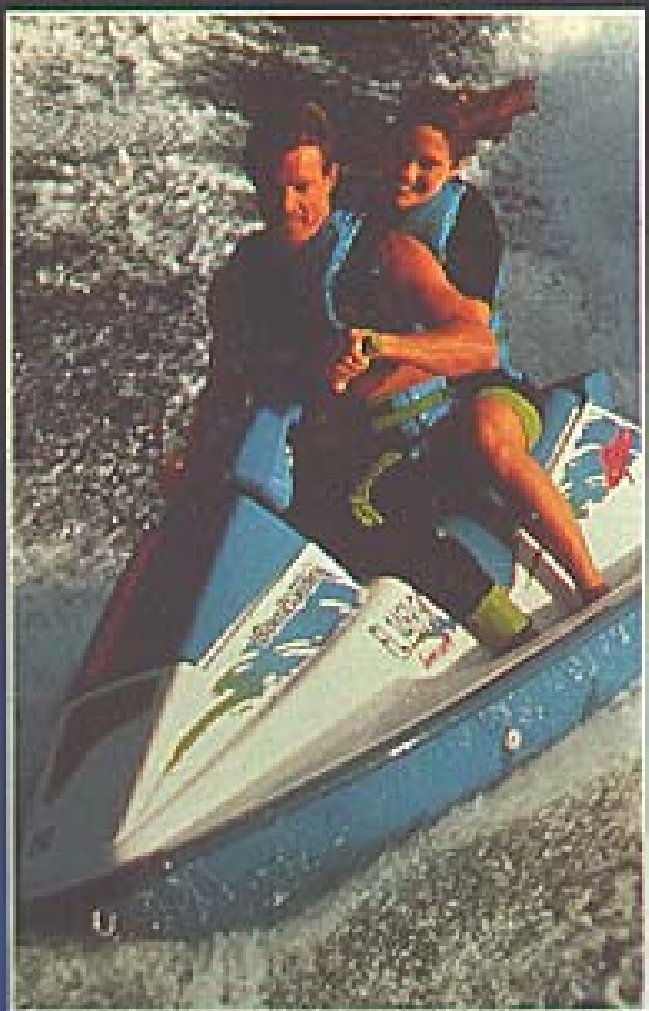


Motor sports receive the most money of all sports. Beer producers spend close to \$50 million per year on motor sports sponsorships.

Source: U.S. Department of Justice. "Drunk Driving." *Bureau of Justice Statistics Special Report*, February, 1998.



## Alcohol and Recreational Vehicles

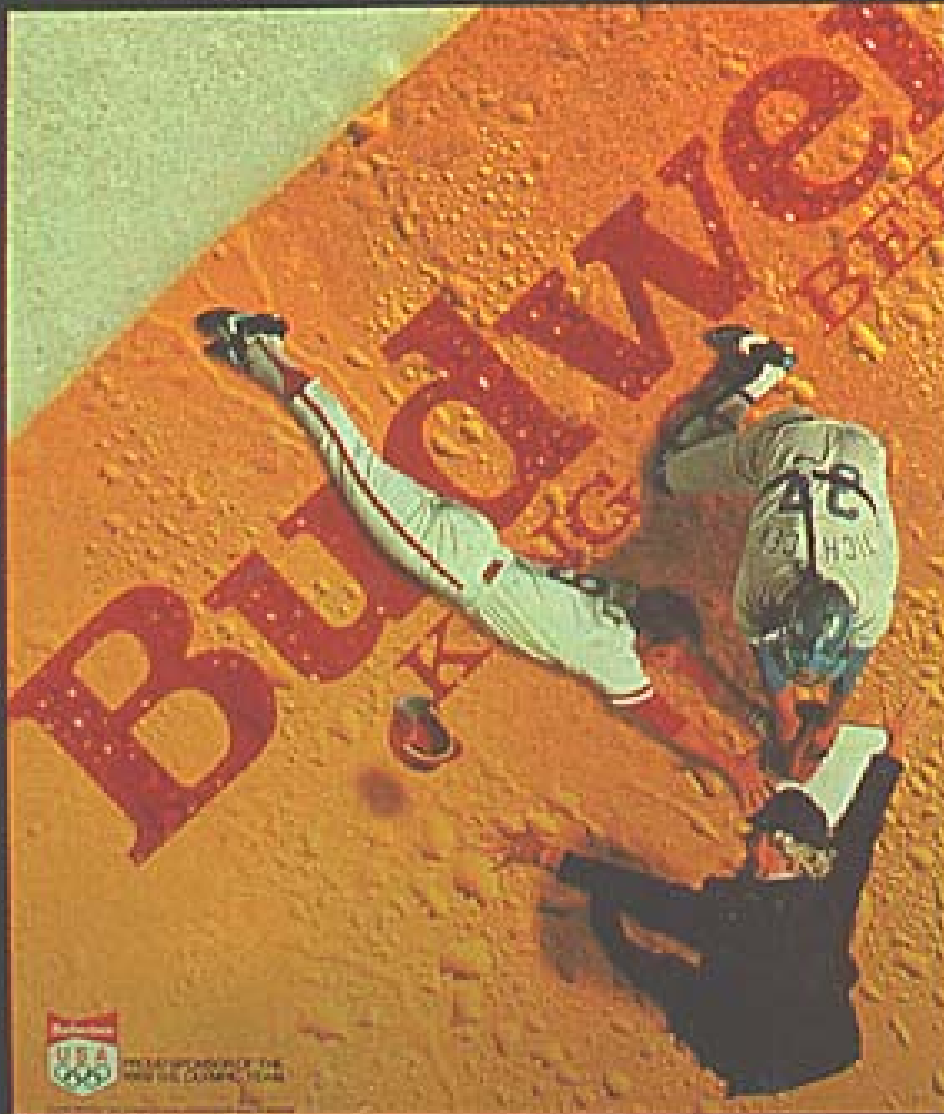


Education and policy efforts on drinking and driving must expand to include other vehicle issues like:

- Motorcycles
- Snow Mobiles
- Any type of Watercraft including Jet Skiis
- All Terrain Vehicles

Source: F.A.C.E. Facing Alcohol Concerns Through Education, August 1993.



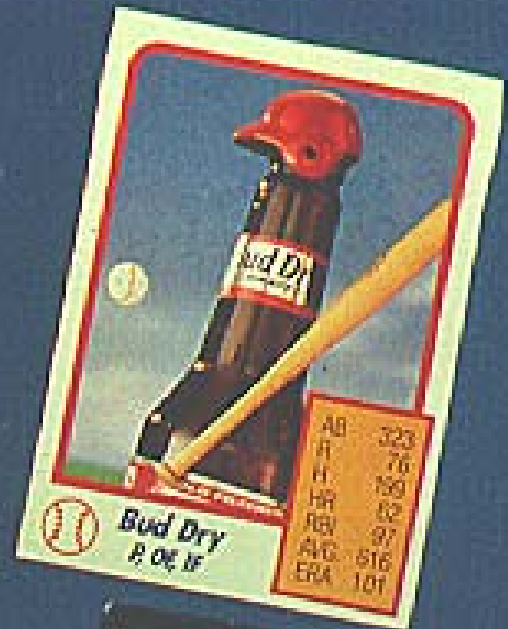
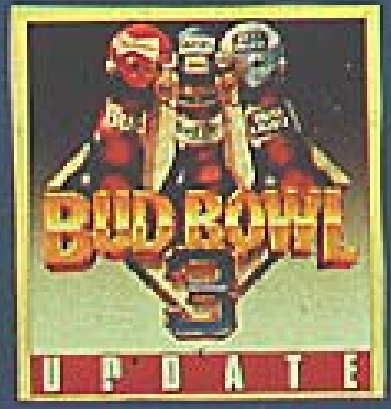


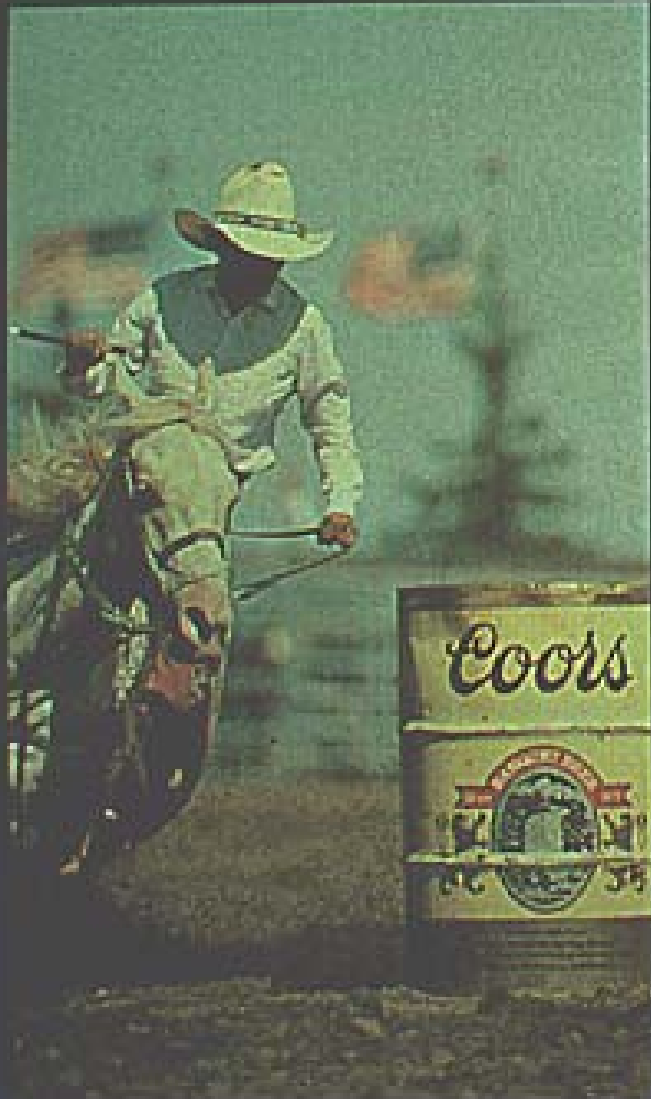
## The Paradox of Alcohol Advertising in Sports

Alcohol ads frequently use sports images to promote consumption. Mixing alcohol with athletic excellence is hypocritical, irresponsible and hazardous to the nation's health.

Source: "Images About Alcohol," Facing Alcohol Concerns Through Education, April 1991.





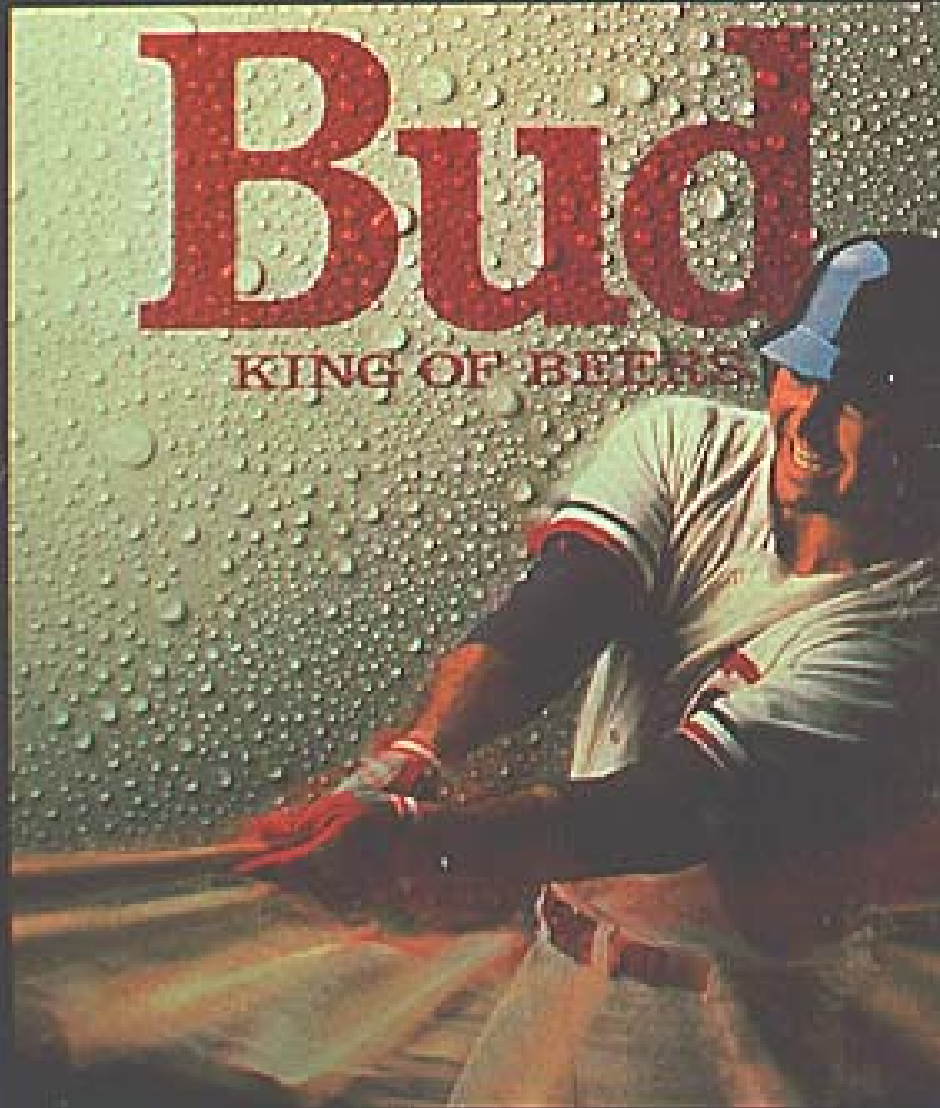


## Diversity of Beverage Industry Sponsorships

**"Coors alone has sponsorship involvements in 108 categories of sporting events, running the gamut from fishing, skydiving and water skiing to all types of road racing events."**

Source: Buchanan and Lev, *Beer and Fast Cars: How Brewers Target Blue-Collar Youth Through Motor Sport Sponsorships*. Marin Institute for the Prevention of Alcohol and Other Drug Problems, San Rafael, CA, AAA Foundation for Traffic Safety, Not Dated, 1989 or 1990, p. 25.





Source: Sports Illustrated, August 8, 1988.

## Anheuser-Busch Helps Finance:

- All 24 major league baseball teams
- 20 of 28 NFL teams
- More than 300 college teams
- About 1,000 other sporting events







- **Event sponsorship increased 700 percent during the 1980s.**
- **The brewing industry is the second biggest spender in sponsorship events.**
- **Auto racing is the second largest spectator sport in America.**
- **Motor sports receive more sponsorship money than any other sport.**

Source: "Beer & Fast Cars: How Brewers Target Blue-collar Youth through Motor Sport Sponsorships," 1989




# The Beverage Industry's Love Affair With Sports

"Coors is sold on sports because sports sells Coors.' We hum that on our way to work ..."

Steve Shafer of Coors.

Source: Buchanan and Lev, Beer and Fast Cars: How Brewers Target Blue-Collar Youth Through Motor Sport Sponsorships. Marin Institute for the Prevention of Alcohol and Other Drug Problems, San Rafael, CA, AAA Foundation for Traffic Safety, Not Dated, 1989 or 1990, p. 29.

**Coors LIGHT**  
**MS. FITNESS USA FINALS**  
*\$23,000.00 In Cash & Prizes*  
December 15, 1990 • Tropicana Hotel, Las Vegas, Nevada



**COORS LIGHT**  
COORS LIGHT IS THE OFFICIAL BEVERAGE OF THE MS. FITNESS USA FINALS.

**December 15, 1990**  
The winner of the Ms. Fitness USA Finals will receive \$23,000.00 in cash and prizes. The winner will also receive a Coors Light trophy and a Coors Light sash.

**December 16, 1990**  
The runner-up will receive \$10,000.00 in cash and prizes. The runner-up will also receive a Coors Light trophy and a Coors Light sash.

**December 17, 1990**  
The third-place finisher will receive \$5,000.00 in cash and prizes. The third-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**December 18, 1990**  
The fourth-place finisher will receive \$2,500.00 in cash and prizes. The fourth-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**December 19, 1990**  
The fifth-place finisher will receive \$1,250.00 in cash and prizes. The fifth-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**December 20, 1990**  
The sixth-place finisher will receive \$625.00 in cash and prizes. The sixth-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**December 21, 1990**  
The seventh-place finisher will receive \$312.50 in cash and prizes. The seventh-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**December 22, 1990**  
The eighth-place finisher will receive \$156.25 in cash and prizes. The eighth-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**December 23, 1990**  
The ninth-place finisher will receive \$78.12 in cash and prizes. The ninth-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**December 24, 1990**  
The tenth-place finisher will receive \$39.06 in cash and prizes. The tenth-place finisher will also receive a Coors Light trophy and a Coors Light sash.

**COORS LIGHT**  
COORS LIGHT IS THE OFFICIAL BEVERAGE OF THE MS. FITNESS USA FINALS.

FACE



SEAGRAM'S 7 AND 4 ON THE FLOOR

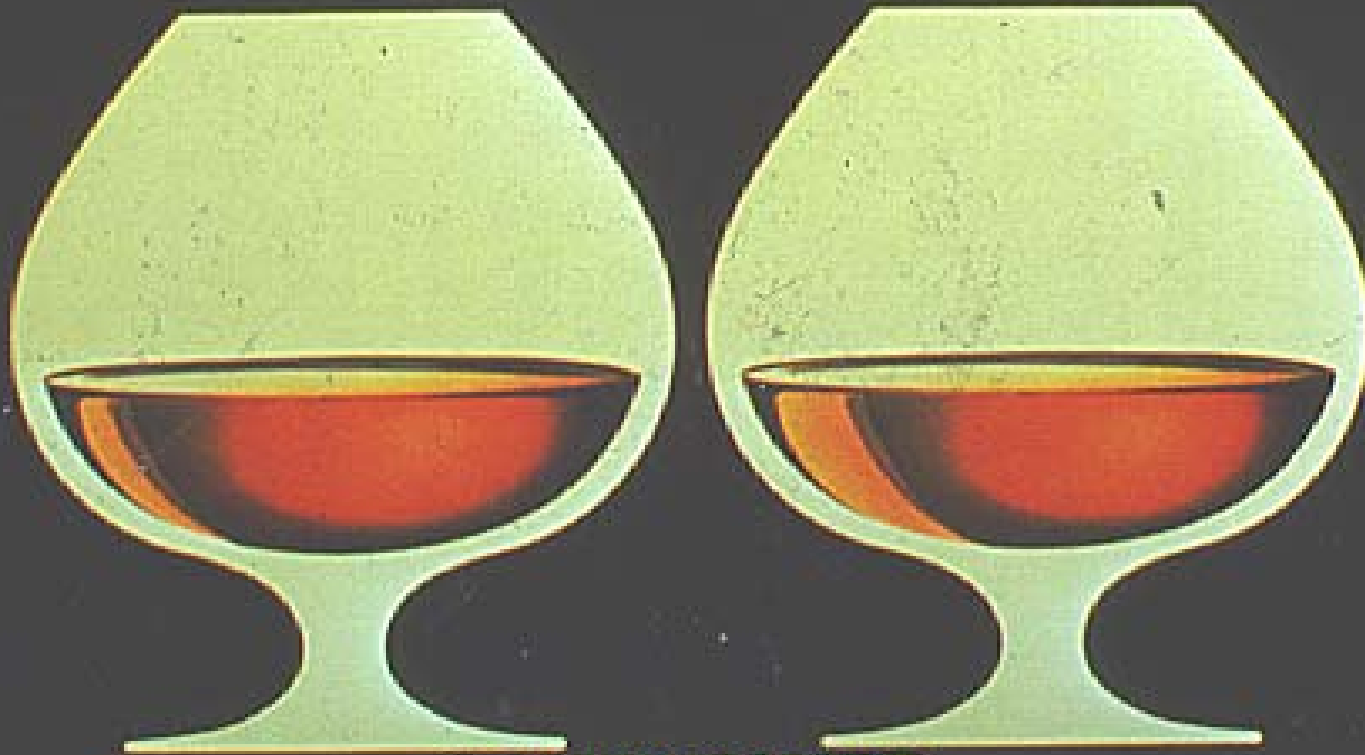
## Sex

**Alcohol does not create healthy, positive sexual attractiveness. Alcohol impairs sexual performance. It also plays a significant role in unwanted and unplanned sexual encounters, rapes and other sexual violence.**

Source: "Images About Alcohol," Facing Alcohol Concerns Through Education, April 1991.

FACE

Sometimes, romance needs a little nudge.



COURVOISIER

*Le Cordon de Napoléon*

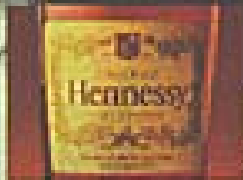
FACE



"When I said vodka  
I meant Denaka."

FACE

You don't look comfortable  
in that tie.



Cognac  
Hennessy

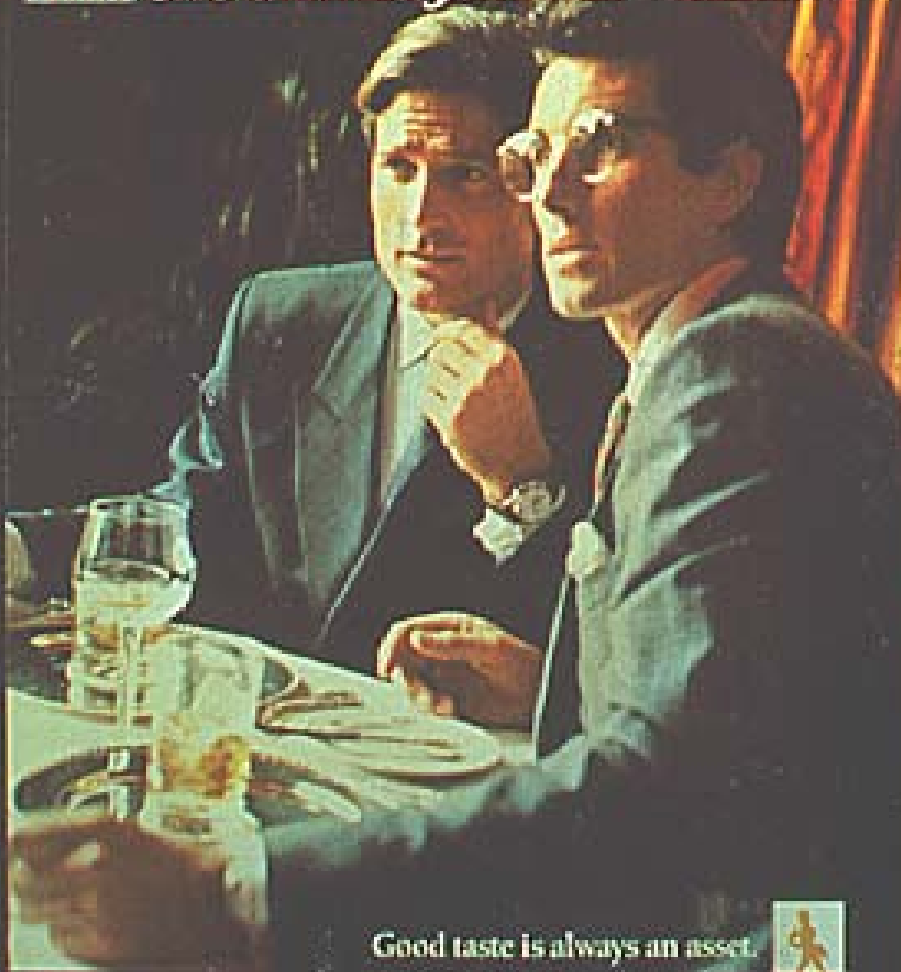
You can tell a lot  
about a man by the way  
he moves.  
Want to dance?



Cognac  
Hennessy

FACE

**“She was Law Review  
And she drinks Johnnie Walker”**



Good taste is always an asset.



## **Marketing Alcohol to Women**

**Women are now heavily targeted for marketing of alcoholic beverages. According to *Impact*, a liquor industry newsletter, women will spend \$30 billion on alcoholic beverages in 1994, compared with \$20 billion in 1984.**

Source: "Betty Briefcase Buys More Bottles," *Advertising Age*, Thursday, September 12, 1985.



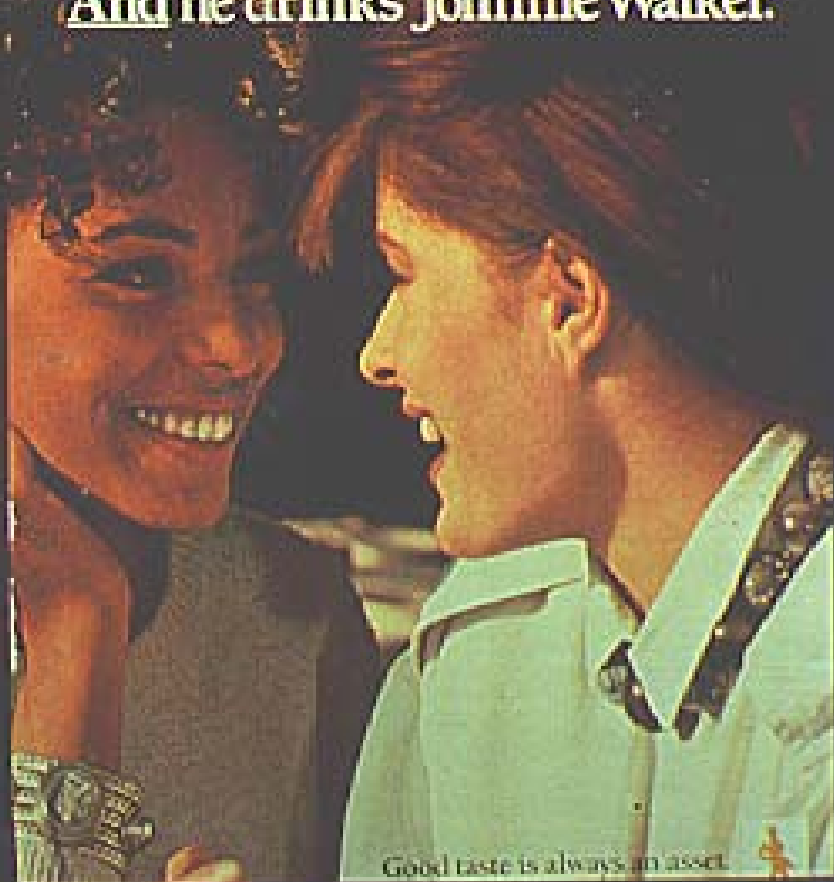


**"He's not married or anything.  
And he drinks Johnnie Walker Red."**



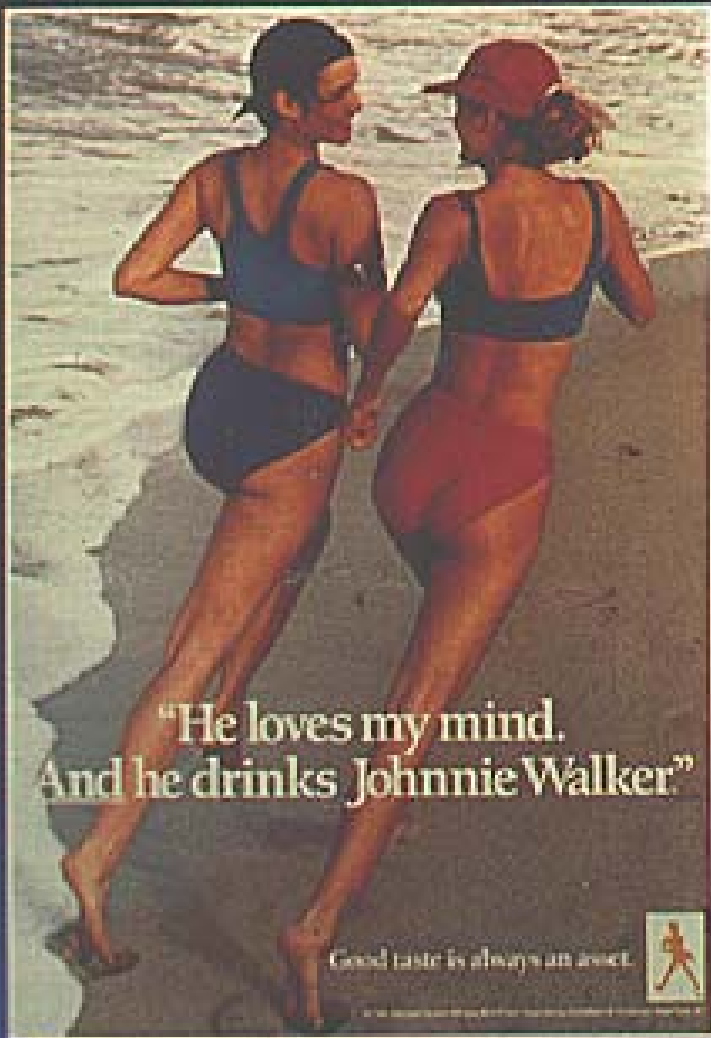
Good taste is always an asset.

**"He's crazy about my kid.  
And he drinks Johnnie Walker."**



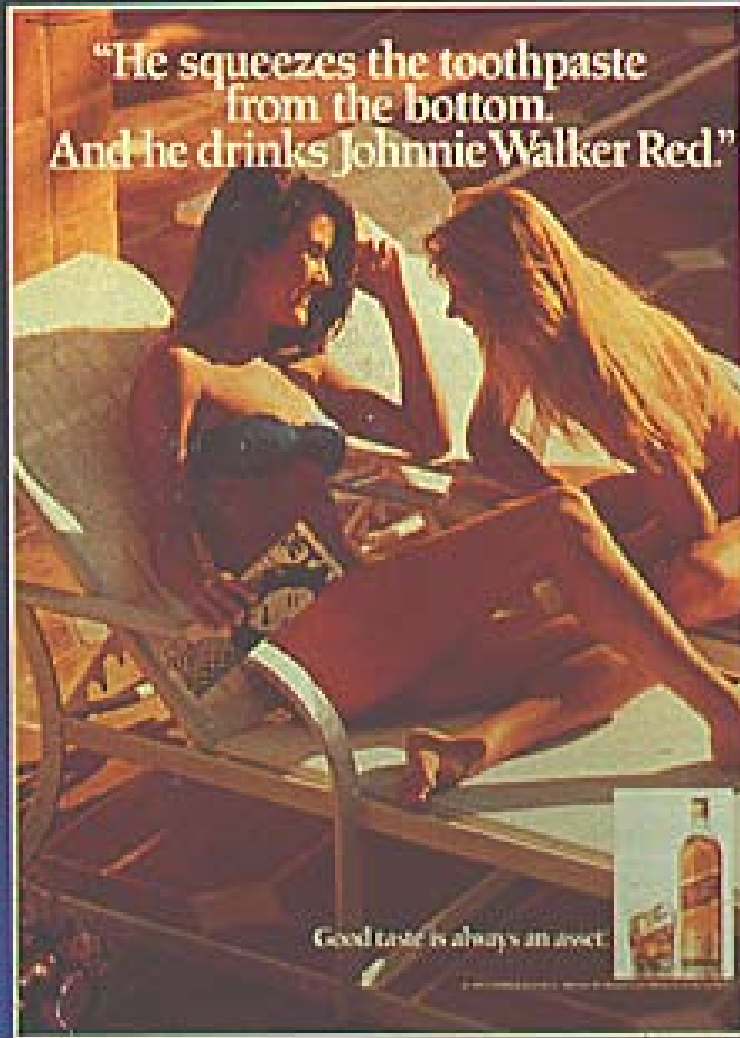
Good taste is always an asset.

FACE



"He loves my mind.  
And he drinks Johnnie Walker"

Good taste is always an asset.



"He squeezes the toothpaste  
from the bottom.  
And he drinks Johnnie Walker Red."

Good taste is always an asset.



FACE

THE NIGHT REVEALS  
WHAT THE DAY HIDES.  
EXPLORE IT.

BACARDI BLACK  
THE TASTE OF THE NIGHT.



SOME PEOPLE FEAR THE NIGHT  
BECAUSE IT LIBERATES  
THE OTHER SENSES.





SOME PEOPLE EMBRACE THE NIGHT  
BECAUSE THE RULES OF THE DAY  
DO NOT APPLY



BACARDI BLACK  
THE TASTE OF THE NIGHT



SOME PEOPLE FEAR THE NIGHT  
BECAUSE IT LIBERATES  
THE OTHER SENSES.



SOME PEOPLE EMBRACE THE NIGHT  
BECAUSE THE RULES OF THE DAY  
DO NOT APPLY



BACARDI BLACK  
THE TASTE OF THE NIGHT