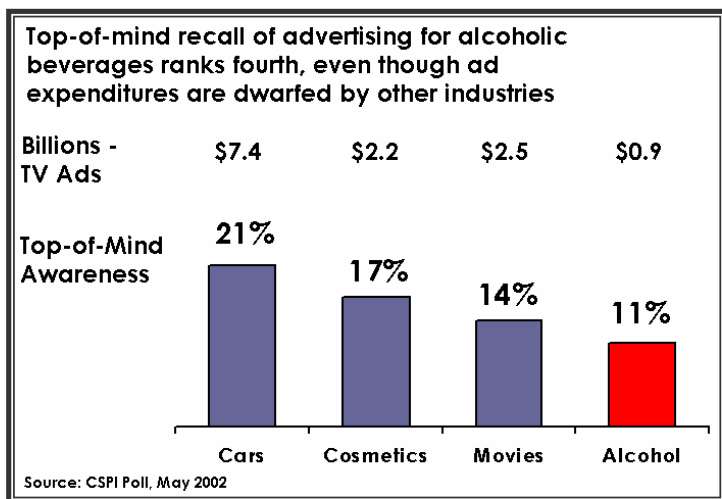


Alcohol Advertising Lures Underage Youth

Alcoholic-Beverage Companies Spent Millions on Advertising in 2001.¹

- Alcoholic-beverage industries spent more than \$970 million to advertise beer, more than \$400 million to advertise distilled spirits, and more than \$114 million to advertise wine.
- Almost 85% of beer advertising expenditures goes towards broadcast (TV, radio) ads.



Underage Youth Are Caught in the Advertising Web.

- Underage youth were exposed to more TV, magazine, and radio ads for beer and distilled spirit than adults in 2001. Only wine was advertised less to children than to adults.²
- CSPI found that most teens watch TV after 9 p.m. Although most teens do not pay much attention to commercials, their recollection of product and brand names – including those of alcoholic beverages – is high.³

Youth Find Ads Appealing and Attractive.

- Image advertising attracts youth to alcohol.⁴
- High school students find beer commercials more visually appealing than public service announcements (PSAs).⁵

Ads Sway Youth Awareness, Attitudes and Beliefs about Alcohol.

- Children make decisions to drink based on ads at an early age.
 - Attitudes about alcohol portrayals are already set in children’s minds by 6th grade.⁶
 - Media perceptions, often already intact by 3rd grade, contribute to youths’ decisions to drink.⁷
- Children’s awareness of alcohol ads influences their drinking beliefs, knowledge, and intentions to drink.
 - Children who are aware of beer ads know particular beer brands and slogans.⁸
 - Alcoholic-beverage logo on products that appeal to children (i.e. toy cars, beach balls, basketballs, toy cans, etc.) may prepare them for future drinking and can encourage brand recognition and loyalty.⁹
 - Young teens who held greater knowledge of beer advertisements had more positive views of drinking and anticipated drinking alcohol as adults.¹⁰
 - Watching television and sports contributes to youths’ intentions to drink as adults.¹¹
 - Media and alcohol advertisements significantly predict adolescents’ knowledge of beer brands, preference for beer brands, current drinking behaviors, beer-brand loyalty, and intentions to drink.¹²

Ads Influence Youth Alcohol Consumption.

- In 1999, the Federal Trade Commission (FTC) found that advertising can affect youth alcohol consumption:
 - “...the generally inconclusive nature of the empirical research does not rule out the existence of a clinically important effect of advertising on youth drinking decisions. This is consistent with previous findings.”¹³
- Television alcohol advertisements have a significant effect on increasing adolescent alcohol consumption.¹⁴
- Exposure to and enjoyment of alcohol ads influence alcohol consumption and alcohol-related problems.¹⁵
- More exposure to billboard alcohol ads is correlated with higher liquor drinking frequency and quantity consumed.¹⁶
- Evidence from other countries shows that complete bans on all alcohol advertising reduce alcohol misuse.¹⁷
- Even as the U.S. Supreme Court ruled that a Massachusetts ban on tobacco billboards was unconstitutional, it found that “[p]roduct advertising stimulates demand and the absence of it suppresses it.”¹⁸

Industry's Voluntary Advertising Codes Don't Work.

- Guidelines only vaguely prescribe limitations for ads.
- Industries don't follow their own codes.
 - CSPI found that teens and adults believe that alcopops producers target young people with their ads, despite industry claims to market the drinks to 21-30 year olds.¹⁹
 - BBB concluded that Coors' "Because We Can" ad violated Coors' own pledge to not condone overconsumption of alcohol. As a result of the finding, Coors has stopped airing this ad.²⁰
- Alcoholic-beverage companies' primary goal is to sell products, not spread responsibility messages.
 - Industry spent less than 3% of its TV advertising budget on responsibility ads in 2001.²¹
 - For every "just say no" or "know when to say when" PSA, teens view 25 to 50 beer and wine commercials.²²
 - Compared to PSAs, high school students rated beer commercials less trustworthy, less persuasive, and less memorable, yet exposure to beer commercials lead to higher levels of desirability, expectancies, and alcohol-related behaviors.²³

"We know that we have critics, but our consumers love our ads and that for us is very, very important." (Jeff Becker, president of the Beer Institute, in *Impact Magazine*, defending his industry's advertising campaigns.)

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