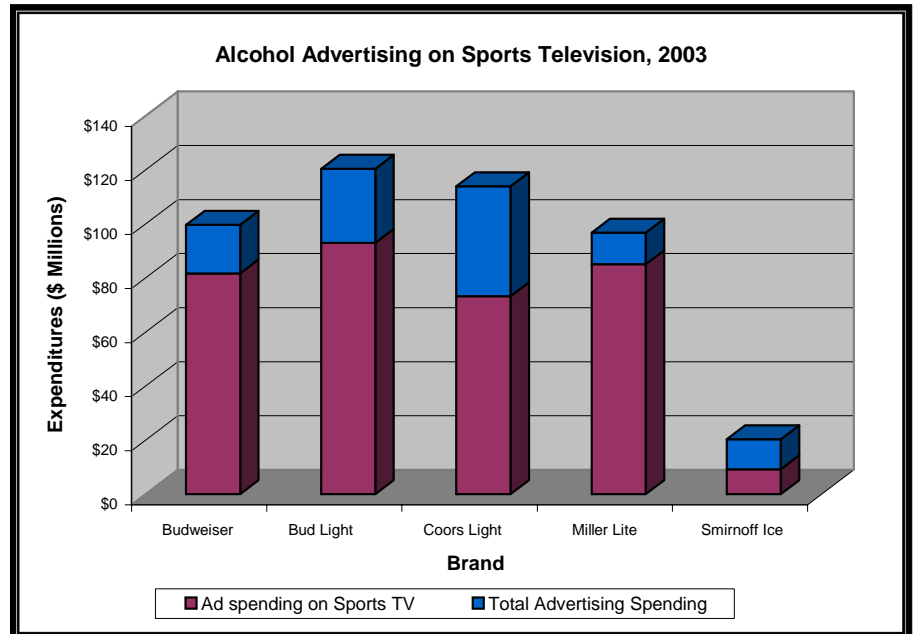




Alcohol Advertising, Televised Sports, and Underage Youth

Alcoholic-Beverage Companies Spent Millions on Sports Television Advertising in 2003¹

- 61.5 percent of all alcohol advertising expenditures went towards ads during televised sporting events.
- Alcoholic-beverage industries spent \$540.8 million to advertise their products during sports programming on TV.
- Between 2001 and 2003, the liquor industry increased its advertising spending during televised sports by 350 percent.
- Four brands spent more than half of their advertising dollars during sporting events between 2001 and 2003: Bud Light, Miller Lite, Coors Light, and Budweiser.
- Alcoholic-beverage industries spent over \$52 million on advertising during televised college sporting events in 2003.
- Alcoholic-beverage industries spent more than \$21 million on ads in 2003 during the NCAA basketball tournament and more than \$5 million during college bowl games.



“Budweiser and Anheuser-Busch’s other products are everywhere, thanks to a[n]...ad budget devoted almost solely to sports. We mean everywhere....While no other single sponsor bought more than two minutes of time on last January’s broadcast of the Super Bowl, A-B was there with one 60-second commercial and eight 30-second spots.... If it isn’t the Bud Bowl, it’s talking frogs. If it isn’t talking frogs, it’s the catchword of the year: Whazzup. Now in 36 languages.” (Anthony T. Ponturo, Anheuser-Busch VP of corporate media and sports marketing, in “100 Most Powerful People in Sports,” *The Sporting News*, 2000)

Underage Youth Are Caught in the Advertising Web

- Underage youth were exposed to more TV (2001-2005), magazine (2001-2004), and radio (June-August 2004) ads for beer and distilled spirit than adults. Only wine was advertised less to children than to adults.²
- CSPI found that most teens watch TV even after 9 p.m. Although most teens say they 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

- Sports content in beer ads increases advertising appeal to white male underage youth.⁴
- Image advertising attracts youth to alcohol.⁵
- High school students find beer commercials more visually appealing than public service announcements (PSAs).⁶
- Youth likeability of beer ads is strongly associated with a greater intention to purchase the brand and its products.⁷

Ads Affect Youth Awareness, Attitudes and Beliefs about Alcohol

- Watching television and sports contributes to youths' intentions to drink as adults.⁸
- 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.⁹
 - Alcoholic-beverage logos 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.¹⁰
 - Young teens who had greater knowledge of beer advertisements had more positive views of drinking and anticipated drinking alcohol as adults.¹¹
 - Exposure to 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

“You may not buy a brand because of association with an event, but it serves to support an image.” (John Eckel, senior VP for sports and automotive marketing for Hill & Knowlton, in “Naming game slips product in fan's brain,” *The Commercial Appeal*, July 6, 2003.)

Ads Influence Youth Alcohol Consumption

- In 1989, Dick Schultz, then the Executive Director of NCAA, recognized the appeal of beer advertisements to young people, and tried unsuccessfully to push for a ban on beer commercials from televised NCAA events.
- In 1998, Donna Shalala, U.S. Secretary of Health and Human Services called for a ban of alcohol advertising at intercollegiate sporting events. She announced, “*There has been stiff resistance, both inside and outside the NCAA, to these kinds of tough guidelines in the past. But the time has come to seriously reconsider them, especially in light of the recent alcohol-related deaths and the research suggesting that advertising may influence adolescents to be more favorably disposed to drinking.*”
- 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
- Positive responses to beer advertising in sports and entertainment programming predicted alcohol use among both male and female adolescents.¹⁴
- Television alcohol advertisements have a significant effect on increasing adolescent alcohol consumption.¹⁵
- Exposure to and enjoyment of alcohol ads influence alcohol consumption and alcohol-related problems.¹⁶
- Evidence from other countries shows that complete bans on all alcohol advertising reduce alcohol misuse.¹⁷
- Youth who saw more alcohol ads and lived in markets with greater alcohol advertising expenditures drank more.¹⁸
- Several recent studies link increased exposure to alcohol advertising with increased quantity and frequency of drinking and intentions to drink among teenagers.¹⁹

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