

ALCOHOL INDUSTRY “RESPONSIBILITY” ADVERTISING ON TELEVISION, 2001 TO 2003

Executive Summary

From 2001 to 2003, product advertisements for alcoholic beverages overwhelmed the alcohol “responsibility” messages aired by alcohol companies on television. Young people were far more likely to see ads promoting drinking than messages from the alcohol industry warning about alcohol consumption and its consequences.

- Alcohol companies placed 761,347 product ads on television from 2001 to 2003, compared to 24,161 “responsibility” ads.
- Spending on alcohol product advertising on television totaled more than \$2.5 billion over the three-year period; spending on “responsibility” ads was less than \$92 million.
- Only four alcohol companies placed “responsibility” ads on television in all three years analyzed for this report; in contrast, 31 companies put alcohol product ads on television in all three years.
- Over the three years, young people ages 12 to 20 were 96 times more likely to see a product ad for alcohol than an alcohol industry ad about underage drinking. They were 43 times more likely to see a product ad than an alcohol company ad about drunk driving.
- While the number of product ads for distilled spirits exploded—from 645 to 29,396—on cable networks during this period, “responsibility”

ads bought by distillers on cable grew from 188 (29% of spirits product ads on cable) in 2001 to 5,634 (19% of spirits product ads on cable) in 2003.

Clearly, televised alcohol industry messages about responsibility do not come close to countering the weight of young people’s exposure to product commercials for alcohol. These findings underscore the need for an independently funded national media campaign to reduce and prevent underage drinking, the central recommendation of the National Research Council and Institute of Medicine’s report on underage drinking released in September 2003.¹

¹ National Research Council and Institute of Medicine, *Reducing Underage Drinking: A Collective Responsibility*, R.J. Bonnie and M.E. O’Connell, eds. (Washington, DC: National Academies Press, 2004), 3.

Table of Contents

EXECUTIVE SUMMARY	1
INTRODUCTION	2
METHODS	3
FINDINGS	4
CONCLUSION.	10
ABOUT THE CENTER ON ALCOHOL MARKETING AND YOUTH	10

The Center on
Alcohol Marketing and Youth

July 20, 2005

Center on Alcohol Marketing and Youth
Georgetown University
2233 Wisconsin Avenue, N.W., Suite 525
Washington, D.C. 20007
(202) 687-1019
www.camy.org

Introduction

Alcohol is the leading drug problem among America's youth.² Every day, 7,000 young people under age 16 take their first full drink.³ Nearly 11 million young people between the ages of 12 and 20 are drinkers, and more than 7 million of them are binge drinkers, having consumed five or more drinks at least once in the past 30 days.⁴ The federal Centers for Disease Control and Prevention (CDC) estimates that alcohol causes more than 4,500 deaths per year among persons below the legal drinking age.⁵ Thirty percent of high school students have ridden with a drinking driver, and 12% have driven drunk.⁶ Underage drinking costs the nation \$53 billion a year in medical care, lost productivity, and pain and suffering caused by the actions of young drinkers.⁷

Previous studies by the Center on Alcohol Marketing and Youth have documented a persistent and pervasive pattern of overexposure of young people to alcohol product advertising. For instance, in 2003 youth ages 12 to 20 were exposed in magazines to 48% more beer advertising and 20% more distilled spirits advertising per capita than legal-aged adults 21 and over.⁸ An analysis of a sample of 51,883 radio advertisements placed in 104 markets in 2003 for the 25 largest alcohol brands found that youth ages 12 to 20 heard more alcohol advertising per capita than adults in 14 of the 15 largest markets, and more alcohol advertising per capita than young adults 21 to 34 in five of the 15 largest markets.⁹ And on television, from 2001 to 2003, nearly a quarter of alcohol advertisements appeared during programs that young people ages 12 to 20 were more likely to have seen per capita than adults 21 and over.¹⁰ In September 2003, trade associations for the brewers and distillers announced a reduction from 50% to 30% in the maximum threshold for youth audiences for media in which their advertising would appear. Movement toward this threshold in 2004 was uneven, and overexposure of youth to alcohol advertising continued to be extensive.¹¹

In defense of their advertising practices, alcohol companies routinely point to their efforts to promote responsible drinking and to prevent underage drinking. The Anheuser-Busch company Web site states that, "Anheuser-Busch and its wholesalers have invested nearly \$500 million since 1982 on a broad portfolio of programs to help fight alcohol abuse, especially underage drinking and drunk driving, and to promote responsible alcohol consumption by adults."¹² Diageo has written that it spends 20% of its broadcast dollars in the United States on "responsibility" advertising.¹³

In their Congressionally mandated review of programs to prevent and reduce underage drinking, the National Research Council and Institute of Medicine concluded that "in the absence of documented evidence of effectiveness from independent evaluation, skepticism about the value of industry-sponsored programs is likely to continue."¹⁴ A study of brewer- and distiller-sponsored versus non-profit-sponsored alcohol moderation television commercials found that the alcohol-company-sponsored commercials

² National Research Council and Institute of Medicine, *Reducing Underage Drinking*, 1.

³ Calculated using the 2003 National Survey on Drug Use and Health. J. Gfroerer of the Substance Abuse and Mental Health Services Administration, e-mail to David H. Jernigan, PhD, 14 Sept 2004.

⁴ Substance Abuse and Mental Health Services Administration, *Overview of Findings from the 2003 National Survey on Drug Use and Health* (Rockville, MD: Office of Applied Studies, 2004), 14. Available at <http://oas.samhsa.gov/NHSDA/2k3NSDUH/2k3OverviewWV.pdf> (cited 27 June 2005).

⁵ L.T. Midanik et al., "Alcohol-Attributable Deaths and Years of Potential Life Lost—United States, 2001," *MMWR Weekly* 53, no. 37 (24 Sept 2004): 866-870.

⁶ Centers for Disease Control and Prevention, *Youth Online: Comprehensive Results*, using the Youth Risk Behavior Surveillance System. Available at <http://apps.nccd.cdc.gov/yrbss> (cited 27 June 2005).

⁷ National Research Council and Institute of Medicine, *Reducing Underage Drinking*, 1; D.T. Levy, T. Miller, and K.C. Cox, *Costs of Underage Drinking* (Calverton, MD: Pacific Institute for Research and Evaluation, 1999).

⁸ Center on Alcohol Marketing and Youth, *Youth Overexposed: Alcohol Advertising in Magazines, 2001 to 2003* (Washington, DC: Center on Alcohol Marketing and Youth, 2005), 1.

⁹ Center on Alcohol Marketing and Youth, *Youth Exposure to Radio Advertising for Alcohol—United States, Summer 2003* (Washington, DC: Center on Alcohol Marketing and Youth, 2004), 1.

¹⁰ Center on Alcohol Marketing and Youth, *Alcohol Advertising on Television, 2001 to 2003: More of the Same* (Washington, DC: Center on Alcohol Marketing and Youth, 2004), 8.

¹¹ Center on Alcohol Marketing and Youth, *Striking a Balance: Protecting Youth from Overexposure to Alcohol Ads and Allowing Alcohol Companies to Reach the Adult Market* (Washington, DC: Center on Alcohol Marketing and Youth, 2005), 2.

¹² Anheuser-Busch Companies, "Corporate Citizenship." Available at <http://www.anheuser-busch.com/Citizenship/default.htm> (cited 7 July 2005).

¹³ Diageo plc, *Diageo is ... acting with integrity. Diageo Corporate Responsibility Report 2004* (London: Diageo plc, 2004), 9.

¹⁴ National Research Council and Institute of Medicine, *Reducing Underage Drinking*, 130.

were less likely to mention negative consequences of drinking.¹⁵ In the past, public health experts have criticized beer industry “responsible drinking” commercials for undermining their own moderation messages by glamorizing alcohol consumption, using themes and images similar to the beer companies’ regular brand promotions.¹⁶

As a companion to its reports on youth exposure to alcohol product advertising on television, in magazines and on the radio, the Center on Alcohol Marketing and Youth commissioned Virtual Media Resources, Inc. (VMR), a media planning and research firm in Natick, Massachusetts, to analyze the alcohol industry’s televised “responsibility” ads in 2001, 2002 and 2003. For the purposes of this report, “responsibility” ads had as their primary focus a message about drinking responsibly, not drinking and driving, or discouraging underage drinking. While many alcohol product ads have included brief or small voluntary warning messages, which research has found to be ineffective,¹⁷ these were classified as product ads as long as the “responsibility” message was not the primary focus of the ad. There has been no attempt by CAMY to assess the effectiveness of the “responsibility” messages in the ads.

Methods

All spending and occurrences for this report were tracked by TNS Media Intelligence (formerly Competitive Media Reporting), an industry-standard source for advertising tracking and reporting. Television audience data for this analysis were provided by Nielsen Media Research, the industry-standard source for ratings, audience composition and population/universe estimates.

“Responsibility” ads in this report were selected using a two-stage method. First, an initial set of commercials was identified using the summaries of ad creative copy provided by TNS Media Intelligence. A second stage of verification was accomplished by obtaining actual commercials from both TNS and Video Monitoring Service (VMS) and subjecting them to review by staff at VMR. To validate and, when necessary, correct the classification of creative executions into either the product category or the “responsibility” category, VMR staff viewed all alcohol industry television creative tracked by TNS Media Intelligence for the years 2001 to 2003. This validation process led to reclassification of a total of 18,072 occurrences (2.3% of all alcohol product and “responsibility” advertising occurrences) for the period from 2001 to 2003. As a result, the numbers of product and “responsibility” ads given in this report differ from figures published by CAMY in earlier reports on alcohol advertising on television.¹⁸

The “responsibility” advertisements were analyzed in terms of spending and youth and adult audiences reached for each of the years from 2001 to 2003 as well as for the entire period. Delivery of the two audiences was measured using gross rating points, an industry-standard measure of audience exposure. Gross rating points are the product of “reach” times “frequency.” Reach describes the percentage of a given demographic group that has the opportunity to see a given advertisement or campaign through exposure to specific media. Frequency indicates the number of times individuals have an opportunity to see a given advertisement or campaign through exposure to specific media and is most often expressed as an average number of exposures.¹⁹

This report includes all advertising bought on network, national cable, and local broadcast stations. It does not include advertising bought directly on regional/local cable networks, Spanish-language networks, and miscellaneous other sources, none of which are covered by either TNS Media Intelligence or Nielsen. It also does not include television advertising paid for by alcohol industry associations or funded organizations, nor does it include alcohol company expenditures on alcohol education in venues outside of television advertising.

¹⁵ A.M. Lavack, “Message content of alcohol moderation TV commercials: Impact of corporate versus nonprofit sponsorship,” *Health Mark Quarterly* 16, no. 4 (1999): 15-31.

¹⁶ W. DeJong, C.K. Atkin, L. Wallack, “A critical analysis of ‘moderation’ advertising sponsored by the beer industry: Are ‘responsible drinking’ commercials done responsibly?” *Milbank Quarterly* 70, no. 4 (1992): 661-78

¹⁷ R.J. Fox et al., “Adolescents’ attention to beer and cigarette print ads and associated product warnings,” *Journal of Advertising* 27, no. 3 (1998): 57-68.

¹⁸ CAMY would like to thank Gaye Pedlow and Carolyn Panzer of Diageo for providing information about Diageo’s responsibility advertising that allowed CAMY to classify more accurately the industry’s responsibility ads.

¹⁹ “Gross rating points” or “GRPs” measure how much an audience segment is exposed to advertising per capita. Another way of measuring advertising exposure is “gross impressions” (the total number of times all the members of a given audience are exposed to advertising). The adult population will almost always receive far more “gross impressions” than youth because there are far more adults in the population than youth.

Findings

As Table 1 shows, over the period from 2001 to 2003, televised alcohol product advertising overwhelmed televised “responsibility” messages paid for by alcohol companies. Alcohol producers spent 27 times as much money to place 32 times as many product ads on television as “responsibility” ads during this three-year period. “Responsibility” messages accounted for only 3% of alcohol industry dollars and ads placed over this period.

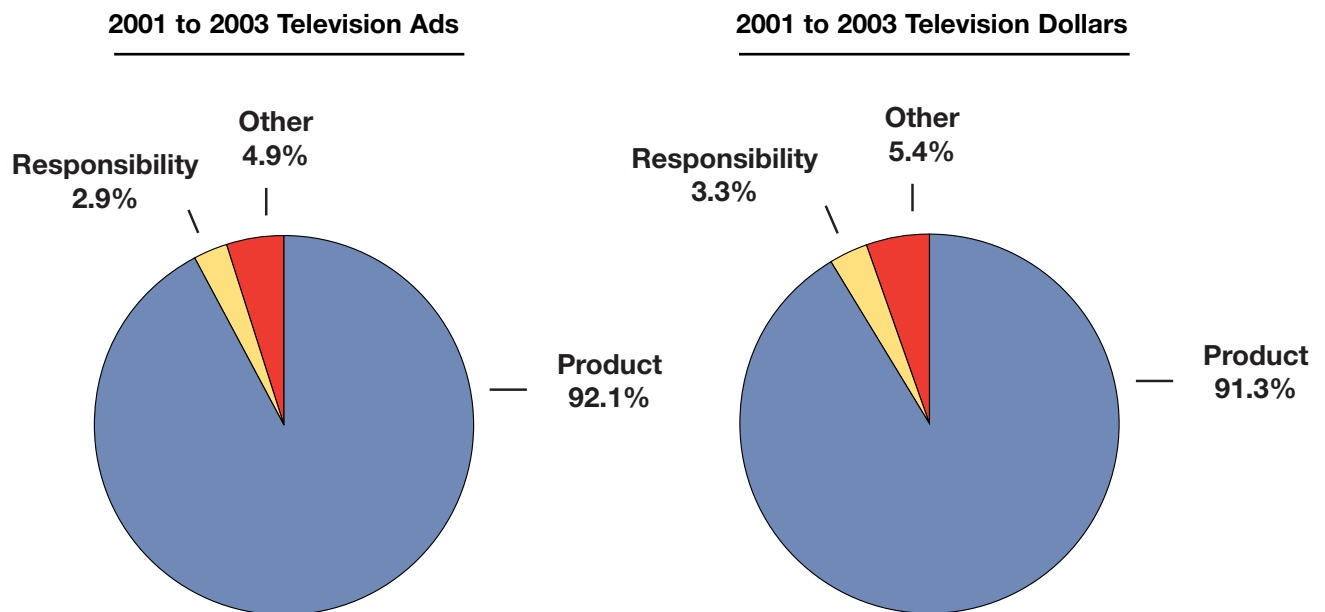
On a year-by-year basis, the gap between alcohol product and “responsibility” advertising was substantial in 2001 but grew even more in 2002 in both absolute and relative terms, as product advertising increased significantly while “responsibility” advertising declined. The gap narrowed again in 2003, when alcohol companies placed 286,651 product ads and 8,638 “responsibility” ads on television.

Table 1: Alcohol Industry Product, “Responsibility” and Other Advertising on Television, 2001 to 2003

	2001-2003		2003		2002		2001	
	Ads	Dollars (000)	Ads	Dollars (000)	Ads	Dollars (000)	Ads	Dollars (000)
Product	761,347	\$2,514,832	286,651	\$813,181	282,273	\$927,916	192,423	\$773,735
“Responsibility”	24,161	\$91,743	8,638	\$30,524	6,217	\$24,686	9,306	\$36,533
Other ²⁰	40,837	\$147,966	13,240	\$53,620	13,148	\$55,194	14,449	\$39,152
Total	826,345	\$2,754,541	308,529	\$897,325	301,638	\$1,007,796	216,178	\$849,420

Source: TNS Media Intelligence

Figure 1: Alcohol Industry Television Advertising, 2001 to 2003



Source: TNS Media Intelligence

²⁰ “Other” refers to civic advertising not related to alcohol and to other corporate and community advertising purchased by alcohol companies.

Messages

For the purposes of this analysis, the messages in alcohol industry “responsibility” ads were divided into two categories: underage drinking and drunk driving/safety. In the former category, messages ranged from Pete Coors saying that underage drinking is no joke and that his company will “wait for your business,” to parents preparing to talk with their child about drinking, to two young women dressing maturely to buy beer in a convenience store but being discouraged by a sign in the store’s refrigerator case saying “We I.D.” In the latter category were numerous “designated driver”²¹ messages, such as an ad in which a group of young people hijack a subway car to throw a Smirnoff Ice party, followed by the message, “Find your own designated driver;” various warnings against drinking and driving; and more general messages such as boxer Fernando Vargas talking about his life followed by the words “Live responsibly” and the Miller beer logo.

Table 2: Alcohol Industry Product and “Responsibility” Advertising by Message on Television, 2001 to 2003

Message Type	2001-2003		2003		2002		2001	
	Ads	Dollars (000)	Ads	Dollars (000)	Ads	Dollars (000)	Ads	Dollars (000)
Product	761,347	\$2,514,832	286,651	\$813,181	282,273	\$927,916	192,423	\$773,735
Underage Drinking	10,230	\$37,781	1,943	\$7,901	1,314	\$6,521	6,973	\$23,359
Drunk Driving/Safety	13,931	\$53,961	6,695	\$22,622	4,903	\$18,165	2,333	\$13,174
Ratios								
Product:Underage Drinking	74	67	148	103	215	142	28	33
Product:Drunk Driving/Safety	55	47	43	36	58	51	82	59

Source: TNS Media Intelligence

From 2001 to 2003, alcohol companies aired 74 times more product ads than ads warning about underage drinking. The ratio reached a low point in 2002, when there were 215 times as many product ads for alcohol as alcohol-industry-sponsored ads warning about underage drinking. In the best year, 2001, there were 28 times as many alcohol product ads as alcohol-industry-sponsored ads about underage drinking. In 2003, there were 148 times more product ads than alcohol industry-sponsored messages about underage drinking.

Drunk driving and safety ads fared better. Between 2001 and 2003, alcohol companies placed 55 times as many product ads as messages about drunk driving or responsible drinking. The ratio in this category improved from 82 times more product ads than “responsibility” messages in 2001 to 43 times more product ads in 2003.

Audiences

Adults should be the primary audience for product commercials about alcohol. However, many “responsibility” messages have youth as their principal target, particularly messages about underage drinking and the legal drinking age. In its 2003 report to Congress, the National Research Council and Institute of Medicine found “limited direct evidence of effectiveness” of mass media campaign approaches to affect youth alcohol consumption, and concluded that “an adult-oriented campaign holds more promise than a campaign directed at youth.”²²

²¹ A review of the research literature on the effects of both population-based and drinking-establishment-specific efforts to promote designated driver programs on alcohol consumption and alcohol-impaired driving concluded that, “The present evidence is insufficient to draw conclusions about the effectiveness of either type of designated driver promotion program evaluated.” S.M. Ditter, R.W. Elder, R.A. Shults, D.A. Sleet, R. Compton, and J.L. Nichols, “Effectiveness of designated driver programs for reducing alcohol-impaired driving,” *American Journal of Preventive Medicine* 28, no. 5S (2005): 280-287.

²² National Research Council and Institute of Medicine, *Reducing Underage Drinking*, 108.

The Center used the same tools employed in its analyses of alcohol product advertising on television²³ to estimate levels of adult and youth exposure to “responsibility” messages funded by alcohol producers. Across the entire period from 2001 to 2003, young people ages 12 to 20 were 30 times more likely to see an alcohol product ad on television than an alcohol-company-sponsored “responsibility” ad. They were 96 times more likely to see a product ad for alcohol on television than an industry-sponsored ad about underage drinking, and 43 times more likely to see a product ad than an alcohol-industry-sponsored ad about drinking-driving and safety.

Adults were slightly more likely than young people to have seen the industry’s messages, but exposure to “responsibility” messages was still far lower than the likelihood of adults seeing alcohol product advertising. From 2001 to 2003, adults 21 and older were 27 times more likely to see an alcohol product ad on television than an alcohol-company-sponsored “responsibility” ad. They were 80 times more likely to see an alcohol product ad than an industry-sponsored ad about underage drinking, and 41 times more likely to see an alcohol product ad than an industry-sponsored ad about drinking-driving/safety.

From 2001 to 2003, product advertising for alcohol reached 91% of young people ages 12 to 20 and 96% of adults 21 and over. During this time period, the young people who saw these ads were exposed to an average of 779 product ads, while adults were exposed to an average of 1,128 ads. Messages about underage drinking reached approximately 78% of young people ages 12 to 20. These young people were exposed to an average of nine ads with these messages. In contrast, these messages reached 90% of adults, who saw an average of 15 ads on underage drinking. Messages about drunk driving and safety reached 82% of youth during the three-year period, with youth who saw them being exposed to an average of 20 ads of this type. These messages reached 91% of adults; adults who saw them viewed an average of 29 drunk-driving and safety ads.

Table 3: Exposure of Youth and Adult Audiences to Alcohol Industry Product Advertising and “Responsibility” Advertising on Television, 2001 to 2003

2001-2003						
AD TYPE	12-20			21+		
	GRPs	REACH	FREQ	GRPs	REACH	FREQ
Product	70,647	91%	779.2	108,830	96%	1,128.1
Underage Drinking	739	78%	9.5	1,367	90%	15.2
Drunk Driving/Safety	1,641	82%	20.1	2,664	91%	29.1
“Responsibility”- Total	2,380	84%	28.2	4,031	93%	43.3
2003						
AD TYPE	12-20			21+		
	GRPs	REACH	FREQ	GRPs	REACH	FREQ
Product	23,874	90%	266.1	36,411	96%	379.3
Underage Drinking	158	53%	3.0	337	77%	4.4
Drunk Driving/Safety	792	77%	10.3	1,193	88%	13.6
“Responsibility”- Total	950	78%	12.1	1,529	90%	17.0
2002						
AD TYPE	12-20			21+		
	GRPs	REACH	FREQ	GRPs	REACH	FREQ
Product	25,842	90%	286.6	39,802	96%	413.6
Underage Drinking	104	43%	2.4	235	70%	3.3
Drunk Driving/Safety	552	71%	7.7	906	84%	10.8
“Responsibility”- Total	657	75%	8.8	1,141	87%	13.1
2001						
AD TYPE	12-20			21+		
	GRPs	REACH	FREQ	GRPs	REACH	FREQ
Product	20,931	90%	232.6	32,617	96%	339.5
Underage Drinking	477	71%	6.7	795	85%	9.4
Drunk Driving/Safety	296	65%	4.6	565	80%	7.1
“Responsibility” - Total	773	77%	10.1	1,360	89%	15.3

Sources: TNS Media Intelligence, Nielsen Media Research

²³ See, for example, Center on Alcohol Marketing and Youth, *Alcohol Advertising on Television, 2001 to 2003: More of the Same.*

Parent Companies

Of the more than 80 alcohol marketers advertising their products on television from 2001 to 2003, eight placed “responsibility” advertisements. Anheuser-Busch spent the most on product ads and “responsibility” ads on television during the three-year period. However, by 2003, Diageo had begun spending more than Anheuser-Busch on “responsibility” advertising.

Diageo stated in its 2004 Corporate Citizenship Report that it devoted 20% of its broadcast advertising expenditures in the United States to “branded responsibility messages.”²⁴ According to the analysis of data available to CAMY, in 2001 the company spent 9% of total television advertising expenditures on “responsibility” messages. This rose to 11% in 2002 and 20% in 2003, giving the company an average of 14% over the three-year period. In addition to being the only distilled spirits marketer (out of 13 distilled spirits companies placing product advertising on television) to sponsor televised “responsibility” ads in 2003, Diageo was the only alcohol product advertiser to devote this high a percentage of its television spending to “responsibility” messages.

While Anheuser-Busch was the largest spender on televised “responsibility” advertising, the largest percentage of its total television advertising budget that the company spent on such ads was 6% in 2001; in 2002 and 2003 the company spent 3% and 4% respectively of its total television advertising budget on “responsibility” ads. For the entire period from 2001 to 2003, Anheuser-Busch spent 20 times more on product ads than on “responsibility” ads, and placed 30 times as many product ads as “responsibility” ads.

Table 4: Alcohol Product and “Responsibility” Advertising on Television by Parent Company, 2001 to 2003

PARENT COMPANY	2001-2003					
	Expenditures			# Ads		
	Underage Drinking	Drunk Driving/ Safety	Product	Underage Drinking	Drunk Driving/ Safety	Product
ADOLPH COORS CO	\$9,600,298	\$4,433,951	\$487,175,239	3,878	1,365	117,005
ANHEUSER-BUSCH COS INC	\$25,192,234	\$14,625,218	\$812,557,981	2,559	1,545	123,802
DIAGEO PLC	\$1,339,759	\$29,166,246	\$180,946,510	1,493	9,444	90,163
FORTUNE BRANDS INC	\$0	\$141,304	\$0	0	140	0
INTERBREW	\$1,649,054	\$17,079	\$29,132,080	2,300	77	31,297
MIKE'S HARD LEMONADE CO	\$0	\$2,361	\$5,123,132	0	8	7,229
PABST (S&P CO)	\$0	\$2,897	\$0	0	49	0
SABMILLER PLC	\$0	\$5,572,090	\$496,680,700	0	1,303	108,870
Subtotal of selected companies	\$37,781,345	\$53,961,146	\$2,011,615,642	10,230	13,931	478,366
PARENT COMPANY	2003					
	Expenditures			# Ads		
	Underage Drinking	Drunk Driving/ Safety	Product	Underage Drinking	Drunk Driving/ Safety	Product
ADOLPH COORS CO	\$54	\$1,722,278	\$138,659,928	3	926	47,376
ANHEUSER-BUSCH COS INC	\$6,916,290	\$5,992,038	\$287,647,249	1,027	541	44,089
DIAGEO PLC	\$985,105	\$14,903,185	\$62,177,064	913	5,182	41,933
MIKE'S HARD LEMONADE CO	\$0	\$2,361	\$5,123,132	0	8	7,229
SABMILLER PLC	\$0	\$2,249	\$143,570,344	0	38	32,243
Subtotal of selected companies	\$7,901,449	\$22,622,111	\$637,177,717	1,943	6,695	172,870

CONTINUED

²⁴ Diageo plc, *Diageo is...acting with integrity*, 9. According to personal communication from Gaye Pedlow of Diageo to David Jernigan (e-mail, 9 December 2004), the 20% referred to the 2004 Diageo fiscal year (July 1, 2003–June 30, 2004).

Table 4 CONTINUED

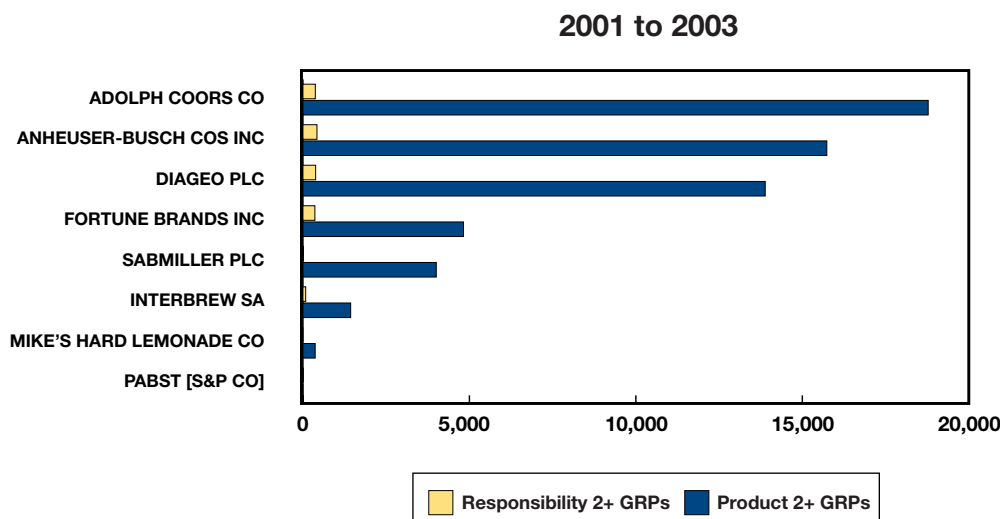
2002						
PARENT COMPANY	Expenditures			# Ads		
	Underage Drinking	Drunk Driving/ Safety	Product	Underage Drinking	Drunk Driving/ Safety	Product
ADOLPH COORS CO	\$170,036	\$268,003	\$175,141,664	140	66	35,821
ANHEUSER-BUSCH COS INC	\$6,118,187	\$4,328,212	\$291,803,413	761	454	46,199
DIAGEO PLC	\$230,647	\$10,167,374	\$79,591,316	402	3,685	33,364
INTERBREW	\$1,991	\$0	\$20,699,637	11	0	19,949
PABST (S&P CO)	\$0	\$2,897	\$0	0	49	0
SABMILLER PLC	\$0	\$3,398,666	\$177,488,708	0	649	46,391
Subtotal of selected companies	\$6,520,861	\$18,165,152	\$744,724,738	1,314	4,903	181,724

2001						
PARENT COMPANY	Expenditures			# Ads		
	Underage Drinking	Drunk Driving/ Safety	Product	Underage Drinking	Drunk Driving/ Safety	Product
ADOLPH COORS CO	\$9,430,208	\$2,443,670	\$173,373,647	3,735	373	33,808
ANHEUSER-BUSCH COS INC	\$12,157,757	\$4,304,968	\$233,107,319	771	550	33,514
DIAGEO PLC	\$124,007	\$4,095,687	\$39,178,130	178	577	14,866
FORTUNE BRANDS INC	\$0	\$141,304	\$0	0	140	0
INTERBREW SA	\$1,647,063	\$17,079	\$8,432,443	2,289	77	11,348
SABMILLER PLC	\$0	\$2,171,175	\$175,621,648	0	616	30,236
Subtotal of selected companies	\$23,359,035	\$13,173,883	\$629,713,187	6,973	2,333	123,772

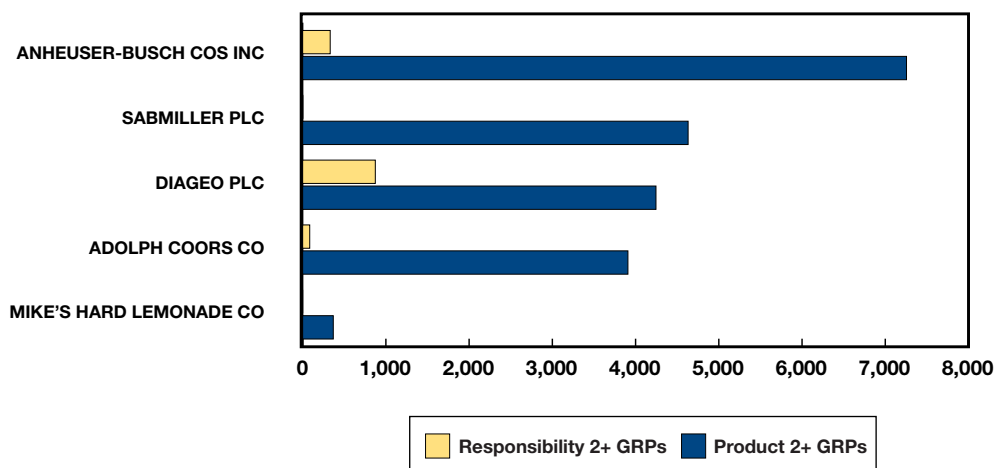
Source: TNS Media Intelligence

Using gross rating points (GRPs), an industry-standard measure of comparative audience exposure to advertising, Figure 2 illustrates the degree to which the exposure of the general population measured by Nielsen (age 2 and above) to alcohol product advertising overwhelmed the population's exposure to "responsibility" advertising placed by alcohol companies.

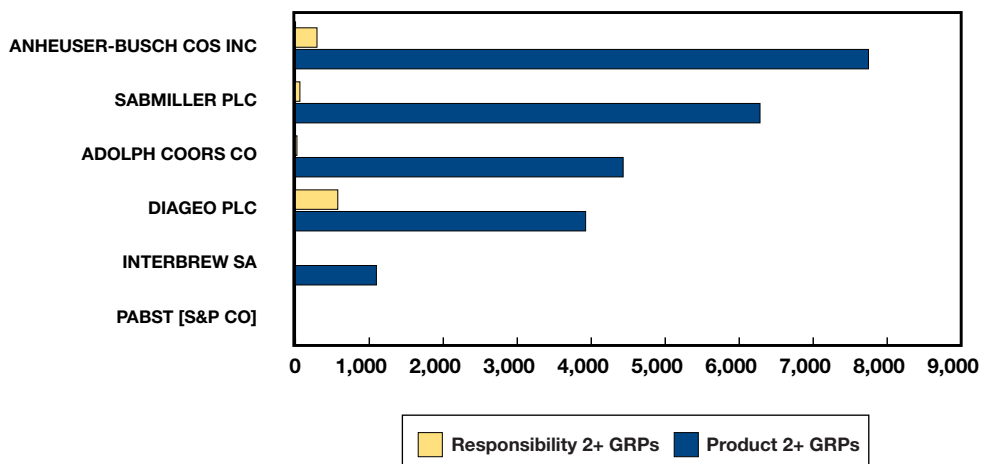
Figure 2: Exposure to Product Advertising vs. "Responsibility" Advertising on Television by Parent Company, 2001 to 2003 (GRPs for Population Aged 2+)



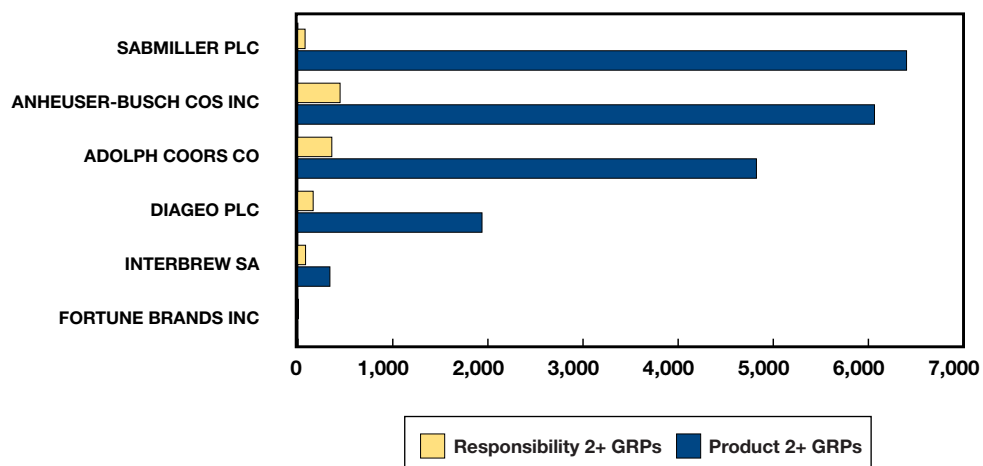
2003



2002



2001



Sources: TNS Media Intelligence; Nielsen Media Research. GRPs for Fortune Brands (2001) and Pabst (2002 and totals) were too low to show on charts.

Conclusion

This report documents that, on television from 2001 to 2003, alcohol-industry-sponsored “responsibility” messages were drowned out by the flood of alcohol product advertising that appeared on television each year. Only a small minority of alcohol product advertisers placed “responsibility” messages on television during these years. The end result was that both young people and adults were far more likely to see a product commercial for alcohol than a message sponsored by the alcohol industry about alcohol and “responsibility.” This imbalance in exposure to messages on television about alcohol underscores the need for a national media campaign on underage drinking, as recommended by the National Research Council and Institute of Medicine in 2003.

Last year, Congress appropriated \$800,000 for the Department of Health and Human Services to work with the Advertising Council to produce a public service advertising campaign about underage drinking, aimed at adults. This budget would fund production of television, radio, print and Internet ads. Legislation introduced in the 109th Congress would make available an additional \$1,000,000 to the Secretary of Health and Human Services to “continue to fund and oversee the production, broadcasting, and evaluation of the Ad Council’s national adult-oriented media public service campaign” on underage drinking.²⁵

The National Research Council and Institute of Medicine called for a media campaign that would be “designed to animate and sustain a broad, deep, societal commitment to reduce underage drinking.”²⁶ It recommended that this campaign be funded at a level roughly equivalent to the \$100 million per year being spent on the Office of National Drug Control Policy’s anti-drug campaign and the American Legacy Foundation’s anti-tobacco campaign.²⁷

The findings of this report underscore the need for such a campaign, as America’s youth are currently far more likely to see paid messages promoting alcoholic beverages than public-health-funded or industry-funded messages about the dangers of underage drinking.

About the Center on Alcohol Marketing and Youth

The Center on Alcohol Marketing and Youth at Georgetown University (www.camy.org) monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America’s youth. Reducing high rates of underage alcohol consumption and the suffering caused by them requires using the public health strategies of limiting the access to and the appeal of alcohol to underage persons. The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.

Acknowledgments

The Center on Alcohol Marketing and Youth would like to thank the following researchers for their independent review of this report. The opinions expressed in this report are those of the authors and do not necessarily reflect those of the funders or reviewers.

William DeJong, Professor of Social and Behavioral Sciences, Boston University School of Public Health; Director, Center for College Health and Safety, Education Development Center, Inc.

Sam Sotiriou, Former Chairman of the AAAA Media Research Committee, Past Member of the Board and Executive Committee of the Traffic Audit Bureau, Past Chair of the Media Rating Council’s Radio Committee and Member of the Executive Committee of the MRC.

Richard Zackon, Principal, Media Edge, Inc. Media Consultancy; Adjunct Professor, New York University; Former Research Director for the Cabletelevision Advertising Bureau and Court TV.

²⁵ Sober Truth on Preventing Underage Drinking Act, 109th Congress, S. 408 and H.R. 864.

²⁶ National Research Council and Institute of Medicine, *Reducing Underage Drinking*, 105.

²⁷ National Research Council and Institute of Medicine, *Reducing Underage Drinking*, 247.