

Avenues Amid Advertising Regulations for socially Unacceptable products with special focus on alcohol

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Abstract

Brand Communication! Product Communication! This is much heard and has become the order of the day. Advertising and Promotion have become an integral part of our social and economic systems. More so, the ability to communicate prepared messages to the target audience has evolved as a major role of the marketing domain. 'Come what may' is the type of mindset through which the market players are trying hit hard as to get through the competition.

'Freedom of Expression' is one of our Fundamental rights under chapter III of Indian Constitution, which apply to the market players also. To Society's wellbeing fortune and market player's misfortune, the products like Liquor and Tobacco are refrained from this fundamental right. In such situation, how are these players manufacturing the socially un-acceptable products combating the competition?

This article is intended to present a report on comparative study of advertising regulations pertaining to countries four countries, India, USA, Canada, and New Zealand considering one or more statutory or advisory bodies which regulate the advertising on alcohol. The scope of the article is restricted to knowing about the Avenues through which the liquor manufacturers can reach the target groups in spite of Advertising Regulations. The TV media is considered by and large for this study. However, an overall picture of different countries on advertising regulations and their bodies is also included in the article.

About The Present Study

Objectives

- Understanding the affect of alcohol advertisements,
- Understanding the Regulatory Codes of different countries with a holistic perspective,
- Understanding the Advertising Regulations of select four countries,
- Finding the avenues through which the market players can approach the target groups in these four countries.

Scope

- Study is focused on restrictions on TV advertisements in India, USA, Canada and New Zealand pertaining to alcohol.
- Study is limited to the regulatory / advisory organizations, their regulations code stated. The organizations covered are Advertising standards Authority(ASA) of New Zealand as per 1st, sep, 2003, The Distilled Spirits Council of United States (DISCUS) as per 1934(referred the article published in 2003), Advertising Standards Council of India (ASCI) as per June 1999, Canadian Radio-Televisions and Telecommunications commission.(CBC) as per 1st August, 1996.

Influence of Advertising

Advertisements tell us stories effectively stuffed in a few seconds. But two famous quotes confuse the ideology behind advertising. Thomas Jefferson, the founding father said, "Advertisements contain the only truth to be relied on in a newspaper" and famous British author, H.G. Wells said, "Advertising is legalized lying."

On the positive side, for the corporate plane, advertising enhances market performance by providing useful information to consumers and by enabling firms to promote the attributes of their products and services and, thereby, to compete better with each other. Advertisements providing truthful information about the price of a product and its attributes reduce the time and effort that consumers need to expend searching for the products that best satisfy their needs.

Advertising can also provide for greater rivalry among firms because the greater flow of information brings more firms into competition with each other. Finally, the ability to advertise new products and services encourages innovative activity by firms by providing firms with an effective way of informing consumers about the availability of new products, or new applications of existing products.

On the customers' front, advertising plays a dominant role in personality creation which is evident in the consumer behavior theories which talk about customer emulating brand personalities. The psychographic variables like emotions associated with the brand image constitute the personality of a brand. The experience of the consumers with such brand cultivates personality. This logically flows from the fact that personalities are particularly useful for the creation of brand associations. Brand associations influence the evaluation of alternatives. In this stage, and for these goals, advertising is considered to be most effective communication tool (Brassington & Pettit 2000). Perhaps, the most visible and best known way of personality creation is by the means of celebrity endorsers, public heroes, sports people, pop stars and movie stars are hired to lend their personality to a brand (Erdogan & Baker 2000). Many of the theories about the influence of advertising communications which would affect the customers mind if compared collectively, all result in action which in other words is the 'Purchase'.

Figure 1. shows the comparative picture of models which depict the influence of Advertising on individual.

STAGES OF IMPACT & MODELS	AIDA Model	Hierarchy of Effects	Innovation Adoption Model	Communications Model
Cognitive Stage	ATTENTION	AWARENESS KNOWLEDGE	AWARENESS	EXPOSURE RECEPTION COGNITIVE RESPONSE
Affective Stage	INTEREST DESIRE	LIKING PREFERENCE CONVICTION	INTEREST EVALUATION	ATTITUDE INTENTION
Behavior Stage	ACTION	PURCHASE	TRIAL ADOPTION	BEHAVIOR

Figure 1: Models showing the Influence of Advertising on the individual at different Stages

And all the processing of thoughts is done in the individual's Black box.

To appreciate couple of changing trends, the New York Times published a detailed article "Consumers, Long the Targets, Become the Shapers of Campaigns" by Louise that quoted number of examples on advertising campaigns and effect created by them in terms of customer spending.

The transition from 'one way communication' which is a traditional way of advertising to 'Interactive advertising campaigns' is proving to be effective in the current order. A study at the Yale Center for Customer Insights found that people who are told that a product is popular will buy it over a competing product. Mr. Dhar, Director of Yale School of Management, Professor of Marketing said 'interactive marketing helps companies identify the consumers who care about their products and are most likely to buy them. Making that connection has been a challenge for companies that manufacture products and sell them through retailers rather than directly to consumers'.

Mr.Parag, a member of 'Consumer International' talks about the shifting target of the advertising industry. Through the 1960s and 1970s it was the house-wife but this gave way to youth being the

target of the ads. The focus then shifted to children, which continues even today. He says that, today children can be seen in ads which are not child-products. He cites the Maruti Esteem ad in which two children compare whose daddy has the bigger car. "In fact, today 84% of parents take their children along when buying products which are not child-products simply because children have a big say in buying decisions,"

Advertising Expenditure in India

Pitch with Madison Media on 'ad spend estimates' show that the advertising industry in India grew by 21.7% in 2006 to touch a healthy figure of Rs.14,505 crore against Rs.11,915 crore in 2005. If the breakup among different media is considered as shown in Figure 2, These figures show that Industry believes in Influencing individuals through advertising.

Figure 2: Total Media Spend in India

Medium	2005 (Rs. in crore)	2006 (Rs. in Crore)	% Growth in 2006
TV	5,003	6,000	19.9
Print	5,700	7,000	22.8
Radio	200	285	42.5
Cinema	32	55	70.8
Outdoor	870	1,000	14.9
Internet	110	165	50.0
TOTAL	11,915	14,505	21.7

Source: Pitch, January 2007

Affect of Alcohol Advertising

Can advertising influence people's minds to an extent such as inducing them to smoke, drink etc? Yes indeed, says, Parag Paul Choudhury of 'Voluntary Organization in Interest of Consumer Education (VOICE)', a Delhi-based NGO and who is also a member of 'Consumer International'. Choudhury cites the example of Rajnikant, the popular actor of films in the south, who had a particular style of flipping a cigarette to his lips. Boys in the south unconsciously started trying to flip the cigarette in the same manner and many took to smoking through this playful, imitative initiation.

According to a study done on 'Alcohol Advertising: Its Impact on Communities, and what Coalitions can do to Lessen that Impact' conducted by the Community Anti-Drug Coalitions of America in collaboration with the Center for Science in the Public Interest, alcohol advertising is especially attractive to younger people. This attraction has the potential for encouraging underage drinking, with lethal effects for the future of these children. In America, too many young people begin drinking in junior high school, 32 percent of them are binge drinkers by the time they are high school seniors. Children who are alcoholics or problem drinkers number is more than four million. Alcohol is the most used and abused drug among young people. It is a factor in four leading causes of death (motor vehicle crashes, unintentional injuries, suicide and homicide) of youth and young adults from 10 to 24 years of age.

Despite this evidence, the placement, timing and themes of alcohol advertising continue to be geared to young people in large degree. As known, advertising serves three major purposes. First, it introduces a product and generates new consumers for it, second, it attempts to convince people to switch from one product to another, third, it attempts to stimulate and sustain consumer consumption. Alcohol advertising is true to those principals. Ads often feature trendy and attractive young people to attract new consumers who also wish to appear "cool." The message generated is that drinking is okay, everyone does it and it is a great way to meet new people and really fit in.

In a report released in September 1999, by the Federal Trade Commission found that, alcohol industry voluntary advertising standards provided excessive access to underage persons. Those standards, which were sometimes violated, allow ads to target audiences comprised of 50 percent underage youth. The Commission also concluded that even where the majority of the audience were of legal age, large numbers of children could still be watching. The Commission recommended stronger standards to protect young people, as well as third-party independent review systems to insure industry compliance with its own rules.

Certainly the integral part of effective advertising involves targeting the markets in which one hopes to gain consumers, increase sales and instill brand loyalty. In the case of alcohol advertising, those targets are too often kids, college students and minorities. Statistics on underage drinking in the country are frightening. Underage youth consume in excess of a billion beers each year. Every week, more than 100,000 elementary school age children get drunk as US Survey.

Recent research from the Center on Alcohol Marketing and Youth (CAMY) in US points to deliberate and focused alcohol advertising to minors. CAMY found that alcohol ads aired on 13 of the 15 most popular teen shows. Interestingly, “7th Heaven” was the most popular teen show featuring beer advertising. Other top-rated shows include “Friends” and “ER.” CAMY also found that almost 25 percent of all alcohol ads were more effectively delivered to youth than adults. America’s youth saw more beer commercials than ads for sneakers, gum, jeans, crackers, cookies or fruit juice.

The European Union and World Health Organization (WHO) specified that the advertising and promotion of alcohol needs to be controlled. In September 2005, the WHO Euro Region adopted a Framework for Alcohol Policy for that region. This has 5 ethical principles which include "All children and adolescents have the right to grow up in an environment protected from the negative consequences of alcohol consumption and, to the extent possible, from the promotion of alcoholic beverages".

Contradicting the belief that advertising influences individuals, a report prepared by International Center for Alcohol Policies (ICAP) for World Health Organization, the following facts were revealed.

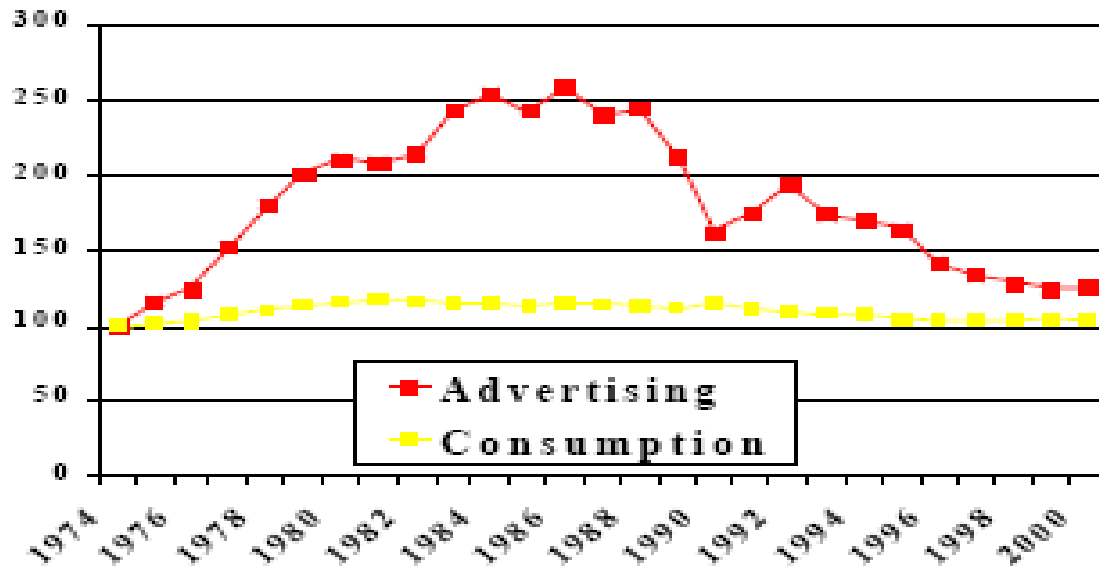
- Market data from a various countries support the inconclusiveness of the research literature on the effect of alcohol advertising on aggregate demand for or consumption of beverage alcohol. For example, In the Netherlands, Germany and the United Kingdom, alcohol consumption has declined despite increases in advertising expenditure (Calfee and Scheraga 1994).
- Although the amount of advertising for all beverage types has increased dramatically over the past century, data show that the consumption of beer, wine, and spirits in the United States has remained relatively constant. In fact, per capita consumption levels for 2000 do not differ dramatically from those of 1900.
- Data from the U.S. Bureau of the Census also show that increases in advertising within individual sectors of the beverage alcohol industry have no impact on consumption. Despite a significant increase in advertising expenditure during the period 1974-1989 by the brewing industry, the beer market has remained constant.

However, in view the negative impact of liquor advertising, there have been increasing efforts to protect the public interest and societal safety by regulating the content and the reach of advertising by various countries. Many regulatory and advisory bodies like Advertising standards Authority(ASA) of New Zealand, The Distilled Spirits Council of United States (DISCUS), Advertising Standards Council of India (ASCI), Canadian Radio-Televisions and Telecommunications commission etc., and many other such organizations for each country.

Above all, most of the Self-Regulation Organizations around the world, base their work on the Codes prepared and published by the International Chamber of Commerce (ICC).

The ICC is the world business organization, the only representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world. International Center for Alcohol Policies (ICAP) gave a holistic picture of different policies on advertising restrictions pertaining to various countries. The following tables will depict that.

Figure 3. 1974-2000 Beer advertising vs. per capita beer consumption
(Indexed 1974 Figures=100)



Source: Leading National Advisors Index; Bureau of the Census

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS						
Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Africa & Middle East						
Bahrain				X		
Benin						X
Botswana	X					
Cameroon		X				
Ethiopia					X	
Gabon		X				
Ghana	X					
Israel						X
Jordan					X	
Egypt				X		
Kenya	X					
Kuwait				X		
Lebanon						X
Madagascar						X
Malawi						X
Mauritius	X					

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS CONTINUED

Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Namibia						X
Nigeria			X			
Reunion		X				
Senegal				X		
South Africa	X					
Syria				X		
Gambia						X
The Seychelles		X				
Togo					X	
Uganda						X
Zaire						X
Zambia						X
Zimbabwe	X					
Asia						
Bangladesh						X
Cambodia						X
China		X				
Hong Kong			X			
India		X				
Indonesia			X			
Japan			X			
Kazakhstan		X				
Korea (North)		X				
Korea (South)		X				
Kyrgyzstan						X
Laos						X
Malaysia			X			
Mongolia		X				
Nepal		X				
Pakistan		X				
Papua New Guinea		X				
Singapore	X					
Sri Lanka			X			
Taiwan		X				
Tajikistan						X
Thailand		X				
The Philippines	X					
Turkmenistan		X				
Uzbekistan						X
Vietnam						

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS CONTINUED

Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Australia						
Australia	X					
New Zealand	X					
Europe						
Armenia		X				
Austria			X			
Azerbaijan						X
Belarus				X		
Belgium			X			
Bulgaria		X				
Croatia						X
Cyprus			X			
Czech Republic			X			
Denmark			X			
Estonia		*				
Finland		X				
France		X				
Georgia						X
Germany	X					
Hungary		X				
Greece		X				
Iceland		X				
Ireland			X			
Italy			X			
Latvia	**				X	
Lithuania		X				
Luxembourg			X			
Macedonia						X
Malta		X				
Moldova						X
Norway		X				
Poland	**	X				
Portugal			X			
Romania						X
Russia		X				
Slovak Republic		X				
Slovenia	**	X				
Spain			X			
Sweden		X				

TABLE 1: POLICIES ON ALCOHOL ADVERTISING RESTRICTIONS CONTINUED						
Country	Self-Regulation	Statutory Legislation	Combination	Banned	Some Controls	No Controls
Switzerland		X				
The Netherlands	X					
Turkey		X				
Ukraine				X		
United Kingdom	X					
North America						
Canada		X				
Mexico		X				
USA			X			
South America						
Argentina	X					
Barbados	X					
Bolivia					X	
Brazil			X			
Chile	X					
Colombia		X				
Costa Rica		X				
Ecuador		X				
Guadeloupe		X				
Guatemala		X				
Guyana						X
Honduras		X				
Jamaica			X			
Martinique		X				
Panama		X				
Paraguay		X				
Peru		X				
Puerto Rico			X			
Uruguay	X					
Venezuela			X			

*Statutory legislation is pending in Estonia

**Self-regulation is under consideration in Latvia, Poland, Slovenia

Note: Any inconsistencies with Table 2 reflect the different dates when the data was collected.

The Regulatory Bodies Of Select Four Countries

The following section will give a detailed report on analysis of four countries, India, USA, Canada, and New Zealand considering one or more statutory or advisory bodies which regulate the advertising on alcohol.

Indian Regulatory Body for Advertising - ASCI

The Indian Advertising Regulatory code on the socially unacceptable products and unfair practices in promoting is safe guarded by Advertising Standards Council of India which is a statutory body which has as its members from the 'Indian Society of Advertisers', the advertising agencies' association, namely 'The Advertising Agencies

Association of India', and the media owner's association, namely 'The Indian Newspapers Society'. The Council's Code for Self-Regulation in Advertising specifies that all advertising should be truthful, honest, decent, legal, safe for consumers particularly minors, and fair to the competition. The Council has been in existence since October 1985 (regd. as a not-for-profit company u/s 25 of the Indian Companies Act)

So as to protect against the indiscriminate use of advertising in situations of the promotion of products which are regarded as hazardous or harmful to society or to individuals, particularly minors, to a degree or of a type which is unacceptable to society at large, ASCI laid advertising code under Chapter III.

Ironically, in spite of these efforts by regulatory bodies, a market survey pertaining to India conducted in 2001 revealed that advertising has a direct influence on the consumption habits of 431 million people in India and an indirect impact on 275 million where the 'aspirants' from the lower income group are predominant. Survey showed that nearly 50 per cent of the television owners have access to cable channels. Certainly, the hidden call for alcohol consumption behind the surrogate advertisements is not escaping the eyes of viewers in the world's fourth highest liquor-consuming country. The very purpose of banning liquor advertisements is defeated by surrogate advertising.

There were couple of instances in the market pertaining to the players who approached the target groups through Surrogate advertisements. In 2002, for example, Jagatjit Industries, the maker of Aristocrat Whisky, advertised a product called 'Aristocrat Apple Juice.' The company reportedly confirmed availability of the fruit juice in Delhi, Haryana, Punjab and Rajasthan, yet, no reputed shop in Delhi had ever seen it. Similarly, McDowell & Company Limited (McDowell's No.1) released an advertisement about its new product Soda in which mere mention of the word 'soda', in an inconspicuous manner, totally delinked from the Brand name, or from the individual claims stated conspicuously in the advertisement, whilst boldly stating the brand name, "McDowell's No.1", and the slogan, "Mera No. 1", misleading by its ambiguity. "HUM, tum aur mera Bagpiper" the Bagpiper club soda advertisement, featuring cine celebrities, was similar to the earlier one for Bagpiper whisky including the back ground music. Some more players in this account were Charms cigarette, Smirnoff Vodka (both of which sell audio cassettes and CDs), Haywards 5000 (darting kits), Royal Challenge Whiskey (golf accessories) and Kingfisher beer (water) etc.,

So to say, in India, the trend of surrogate advertisement gathered momentum with the Cable TV Network Regulation Act, which prohibits tobacco and liquor advertisements on TV channels. The liquor industry has intentionally blurred the line between products, advertising 'old wine' in a 'new bottle,' only this time with a soft-drink label.

Sociological studies have shown that, in India, a significant share of income of a large section of the population is spent on liquor, potentially leading to financial distress and health hazards. According to the International Wine and Spirit Board, a liquor industry publication, there will be a jump in the number of people reaching the legal drinking age of 25 within the next few years.

Analyzing the gravity of such situation, the Indian Broadcasting Foundation (IBF) has started to take on the surrogate liquor advertisements. In June 2002, the Information and Broadcasting (I&B) Ministry of India ordered leading television (TV) broadcasters to ban the telecast of surrogate ads of liquor brands. Now, the advertisement should be approved both at the 'storyboard stage' and after the production of the commercial.

American Regulatory Body for Advertising - Discus

The Distilled Spirits Council of the United States, Inc. (DISCUS) is a Self-Regulatory national trade association representing producers and marketers of distilled spirits sold in the United States. DISCUS members encourage responsible decision-making regarding drinking, or not drinking, by adults, and discourage abusive consumption of their products. DISCUS members

urge that adults who choose to drink, do so responsibly. The code of DISCUS is given in Figure 3.

Since 1936, the Council had imposed members not to advertise on radio and extended the ban in 1948 to television. During 1996, since the voluntary ban was lifted, expenditures for broadcast liquor advertising have climbed about 1000%, even though the TV networks still refuse such ads. At the end of 1998, 'USA Today' reported that the Budweiser lizard commercials were the most popular ads on television. Since 1996, Budweiser beer ads have topped the charts as the ads consumers, including teenagers, liked the most. Miller Lite beer commercials were third in the 1998 survey. Alcohol advertising on television and radio totaled more than \$787 million in 1998 alone. Clearly these ads generate considerable interest in the youth market. However, the national television networks still do not accept liquor advertising but independent stations and cable systems are now showing advertising for one liquor producer.

Canadian Regulatory Body for Advertising – CBC & CRTC

To ensure that commercial messages broadcast on its television or radio stations are not false, misleading or unfair, and do not exploit children, the Canadian Broadcasting Corporation (CBC) follows a set of guidelines which are its Advertising Standards. Advertisements must also comply with the broadcasting regulations of the Canadian Radio-television and Telecommunications Commission (CRTC).

The CBC's Advertising Standards code contains general principles regarding truth in advertising, standards of taste, and advocacy advertising; and also guidelines for political advertising, the advertising of alcohol, commercial contests, testimonials or endorsements, and advertising aimed at children.

New Zealand Regulatory Body for Advertising – ASA

Advertising Standards Authority Inc, (ASA) (previously known as Committee of Advertising Practice) was formed early in 1973, and incorporated in late 1990 in which the members are from various organizations like, Radio Broadcasters Association, Association of New Zealand Advertisers, New Zealand Marketing Association and like 10 other organizations.

The three main objectives are:

- a. To seek to maintain at all times and in all media a proper and generally acceptable standard of advertising and to ensure that advertising is not misleading or deceptive, either by statement or by implication.
- b. To establish and promote an effective system of voluntary self-regulation in respect to advertising standards.
- c. To establish and fund an Advertising Standards Complaints Board.

Pertaining to regulation on liquor advertising, approval of the advertisement by the Liquor Advertising Pre-vetting System (LAPS) is strongly recommended by ASA.

Analysis on Select Countries' Advertising Regulations

The summary of crux of the present study is depicted in Table 2 which is a comparative analysis of select four countries indicating the features pertaining to Advertising Regulations.

The comparative analysis was done on the various points of emphasis pertaining to each country's regulatory code. 'Yes' indicates that the law explicitly states.

COMPARATIVE PICTURE OF ADVERTISING REGULATIONS IN SELECT COUNTRIES					
S.No	Points of Emphasis in the Regulatory codes	INDIA	USA	CANADA	NEW ZEALAND
1	Emphasis on adult target group	Major	18 yrs	Yes	Yes
2	Emphasis on not touching children related programs	Yes	Yes	Yes	Yes
3	Rule on not Influencing non drinkers	Yes	Yes	Yes	No
4	Annual check of the age of Target group	NA	Yes	No	No
5	Emphasis on not advertising near colleges	NA	Yes	No	No
6	Ban on usage popular brand ambassadors, models and characters close to children's heart	Yes	Models and actors should be over 25 years	No	Models should not be young
7	Should not be messaging that drinking is 'rite to adulthood'	NA	Yes	No	No
8	Ban on ads with misleading description	Yes	Practical statements	No	Yes
9	Portraying religion, cast, color, Nationality	Yes	Religious themes should be avoided	No	Yes
10	Sexually oriented messages	Implicit	Yes	Expression of any feeling due to alcohol	Yes
11	Should drinking in reasonable manner	NA	Yes	Yes	Yes
12	Therapeutic Claim	NA	Yes	No	No
13	Communicating that it is the secret behind success or answer to problems	NA	Yes	Yes	Yes
14	Should not be associated with masculine or unruly behavior	NA	Yes	No	Yes
15	Ban on Urge to use	NA	No	Yes	No
16	Ban on Communicating Product Strength, Package	NA	Factual	Yes	Yes
17	Ban on communicating that product makes the person involved in any immediate activity	NA	Yes	That it is essential for any activity	Yes
18	Ban in scenes of consuming alcohol	NA	No	Yes	No
19	Ads should observe high end of social responsibility	NA	No	No	Yes
20	Ban on mimic containers or shapes that are associated with anti social behavior.	NA	No	No	Yes
21	Confusing with confectionery and soft drinks	NA	No	No	Yes

Findings from Overall Study

General

1. Liquor Industry spends more on sponsorship.
 2. From the report of WHO, the following stated countries absolutely have no ban on alcohol advertising.
 - Africa & Middle East: Benin, Israel, Lebanon, Madagascar, Malawi, Namibia, Gambia, Uganda, Zaire and Zambia.
 - Asia: Bangladesh, Cambodia, Kyrgyzstan, Laos.
 - Europe: Azerbaijan, Croatia, Georgia, Macedonia, Moldova, Romania
 - South America: Guyana
 2. Countries with Alcohol Advertising Ban on Broadcast : Bulgaria, Croatia, Denmark, Estonia, France, Iceland, India, Lithuania, Norway, Poland, Russia, Sweden, Switzerland, Taiwan, Turkey, Ukraine and Muslim countries and Ireland.
 3. Some countries have partial bans eg Belgium bans advertising on State TV and all radio, Denmark bans ads for alcohol over 2.25%, Portugal bans TV ads before 10pm.
- Specific to the comparative analysis, by large all in the sample protect underage individuals exposure. In Specific,

India

1. India does not allow any sort of broadcast advertising on liquor.
2. Ban on surrogate advertisements also.
3. The Liquor shop have bright name painted on bright back ground which is very conspicuous.
4. Sponsorship of sports and cultural events is widely being undertaken by alcohol companies in India. “Royal stag” sponsors Indian cricket matches and cricket players. “Shaw Wallace” sponsored the Indian open golfing event as the Royal Challenge Indian open and the Kenya cricket team. “Seagram” sponsors events such as “Chivas Regal Polo championships” and “Chivas Regal Invitational golf challenge” for corporates.

New Zealand

1. Though New Zealand kept a time limit for advertising alcohol between 8.30 pm and 6.00pm, the exposure of 5 – 17 years old children is 400 to 500 alcohol commercials/year. On Friday nights, 51% of children watch TV from 8.30pm and 62% on Saturday night and 31% watch from 10pm on Saturday.
2. A survey done in Dunedin found that children at 13 who drank alcohol in larger amounts were larger in number than 18 years old boys.
3. 14 – 17 years old drank 2-3 drinks in 1990 which double to 5-6 drinks by 1999. This period coincides with the introduction of alcohol advertising on TV and Radio.
4. No control on who sees the Billboards.
5. Sometimes during Sponsorship programs, Sport in NZ is associated with the “binge-drinking culture”.
6. Giveaway competitions of clothing or accessories with their brand-name on, like t-shirts, caps or bags which is one of the major influencers.

USA

1. There is no restriction of time of telecasting the advertisements. All cable channels except kids channels and programmes.
2. The restrictions on balancing the emotional front of viewers of the liquor ads is quite robust, but as there are no restrictions on time and channels, the effect is diluted.
3. A US survey of 10 and 11 year olds found that those who could identify more beer ads tended to drink more frequently as adults.
4. Billboards and other public signage are the most pervasive and intrusive types of advertising for alcohol.
5. Advertising over Internet of alcohol products has increased tremendously.

Canada

1. The findings 1 and 2 mentioned in case of USA hold good for Canada too.

Conclusions

Though the liquor market is growing at promising levels, the market players are facing stringent restrictions in terms of communicating with their customers in some of the countries. Urge for complete information prior to purchase is increasing in multiple proportions day by day among the customers.

Through the analysis done among the four countries, the following conclusions can be drawn:

India:

- Though there is a strict ban on broadcast advertising in TV and Radio, the market growth rate is quite promising. The fact that 'Habits Dye Hard' is encouraging the players to go ahead. Ironically, with such restriction, still the country is standing fourth in place in terms of alcohol consumption in the world which speaks volumes about the market potential.
- For the market players in India, still there are many avenues to reach the target group. Posters and Billboards are allowed inside Hotels and Bars. This has a chance of tapping the potential future drinkers who come to these places on different purposes.
- Sponsorship is proven to be one of the effective avenues. Couple of examples are cited in the findings pertaining to India.

USA:

- The approach of USA regarding protecting the fundamental right of 'Freedom of expression' especially in the free market economy for liquor manufacturers is showing its negative repercussions evident through the increasing number of underage drinkers.
- However, the 'annual check of the target age', 'emphasis on not advertising near colleges' and 'ban of messaging out as 'right to adulthood' principle would help in checking the above stated situation.
- The advertising code laid by DISCUS does not ban advertisements communicating about
 - 'Urge to use' which is a chance that can be taken up by the market players to increase the market share and increase the consumption levels. However, a statement of 'Responsible Drinking' is quoted in all ads which might trigger the logical thinking.
 - 'Scenes of Consuming alcohol', 'Confusing with softdrinks and confectionery' which might be a great appeal that can be used as a part of their message strategy.
 - Not communicating about 'Social Responsibility', 'anti social Behavior' through ads might increase the consumption levels of youngsters. The emotions of logical drinkers will anyways be taken care by 'Responsible Drinking' statement.

Canada:

- Canadian Radio-Telecommunications Commission is the only organisation among the four countries which does not explicitly ban on 'usage popular brand ambassadors, models and characters', 'Ban on ads with misleading description', 'Portraying religion, cast, colour, Nationality', which might be appealing for the market players to influence more to advertise in Canada.
- The commission explicitly states that there should be 'no scenes of drinking alcohol' in the ads which might push back the instant purchase appeal. However, this point is not encouraging for market players.

New Zealand:

- Of the four countries, this country does not state explicitly about ban on 'Influencing non drinkers' and 'Urge to use' which would again be a great opportunity for market players to increase the customer base.

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