BRANDS
- Absolut
- Bacardi (Bacardi Rum and Bacardi Silver)
- Coors Light
- Heineken
- Smirnoff (Smirnoff Ice and Smirnoff Vodka)

CHANNELS
- Brand websites
- Social media (Facebook, MySpace, YouTube, Twitter, Flickr, etc.)
- Mobile platforms (Apple iOS, Google Android)

FINDINGS
- Display advertising across the web
- Brands driving traffic to social media
- Abundance of user-generated content
- Inconsistent age restrictions

PRESENTATION
- Trends in media usage
- Observed brand behavior
- Youth access and exposure
- Potential for regulation
Digital Advertising Holds Great Promise

“Digital advertising is capable of delivering not double, but triple digit growth if everyone can play their role to the best of their ability.”

Jeff Vandecruys, Global Project Leader, Anheuser-Busch InBev

Photo Credit – Fan Photo on Budweiser Facebook Page
With the Help of the Most Interesting Man in the World Dos Equis Becomes the First Beer Brand Globally to Reach 1 Million ‘Likes’ on Facebook

The brand has experienced incredible growth in the social media space over the past 16 months, particularly on Facebook, where Dos Equis added over 800,000 fans in 2010 alone. Even though Dos Equis is sold in a number of other countries including Mexico, Australia, and Canada, 95% of the Facebook fans are US residents.

Providing rewarding content that builds on the brand’s iconic and award winning Most Interesting Man in the World campaign has been a critical component of the success.

The Dos Equis fans are incredibly active, generating between 100 and 1000 wall posts per day most of which are linked directly to the Most Interesting Man in the World campaign.


Center on Alcohol Marketing and Youth • Johns Hopkins Bloomberg School of Public Health • 4
In 2008, Soco spent $6 million on cable TV and another $1.5 million on magazine ads. This year, both those numbers will drop to zero in favor of online properties such as Facebook Spin, Fader, Pitchfork, Thrillist and Hulu.

According to AdAge, this strategy allows Soco to advertise on network programs that the brand would’ve been forbidden from touching on TV.

Lena DerOhannessian, the brand’s U.S. marketing director, said SoCo’s tight focus on the youngest legal-drinking-age consumers drove the shift.

“As we’ve focused more on 21 to 29, TV becomes less and less effective at reaching that audience. It was getting harder and harder to hit our target without so much waste.”


“As a 20-year-old college student, I cannot agree more with their targeting and subsequent media alignment. I am on the computer (and those sites which they chose to use) probably 4 or 5 hours a day, compared to maybe 30 minutes or an hour watching TV.”
Emerging Trend: Alcohol Brands Shifting to Social Media

Over the next one to two years, it is believed that Bacardi will shift up to "90%" of its digital spend to Facebook as it no longer deems dotcom sites relevant. (Marketing Magazine, 2011)
Teens and Young Adults Are the Heaviest Internet Users

93% 95% 87% 78% 42%

Teens 12-17 Young adults 18-29 Adults 30-49 Adults 50-64 Adults 65+

Source: Pew Research Center 2010
Promotion of More Social Media Content on BACARDI.com
Bacardi Has 7 Facebook Pages With Over 700,000 Fans
Facebook Integration on Other Brand Sites
Social Media is Growing in Popularity

Globally, 313 million unique visitors spent an average of 6 hours on social networking sites in March 2010. (Nielsen)

In the U.S.

127 million people spent an average of 6 hours 2 minutes on Facebook in June 2010. (Nielsen)

98 million people spent an average of 1 hour 12 minutes on YouTube in June 2010. (Nielsen)

8 million people spent an average of 2 hours 12 minutes on Twitter in November 2010. (Experian)
Teens and Young Adults Most Likely To Be on a Social Network

- Teens 12-17: 73%
- Young adults 18-29: 72%
- Adults 30 and older: 40%

Source: Pew Research Center 2009
RESULTS

Lifetime drinking had a significant difference on social network, $F(1, 196) = 5.25, p<.05$, (average of 3.87 for ever users $[n = 99]$ versus 3.46 for never users $[n = 96]$). Finally, lifetime drinking had a significant difference on listen to/download music, $F(1, 196) = 4.66, p<.05$, (average of 4.12 for ever users $[n = 99]$ versus 3.84 for never users $[n = 97]$) and drinking in the past month also had a significant difference on this variable, $F(1, 191) = 5.98, p<.05$ (average of 4.23 for past month drinkers $[n = 64]$ versus 3.86 for those who did not drink in the past month $[n = 133]$).

DISCUSSION

Lifetime drinkers social networked more frequently than never drinkers.

Lifetime drinking and past month drinking was related to greater frequency of listening to/download music.

Facebook Features and Advertising Guidelines

MAIN ELEMENTS
Newsfeed, Profile

ADDITIONAL FEATURES
Ads, Pages, Groups, Applications, Events

AVAILABLE MEDIA
Photos, Videos, Polls, Games

BRAND GOALS
Engagement, Interaction, Virality, Purchase Intent

ADVERTISING GUIDELINES
“…ads may only be targeted to…[individuals] 21 years or older in the US.”

“You must ensure that your ads…comply with all applicable local laws and required or recommended industry codes…”

“You must ensure that your alcohol ads never…include content that is intended to appeal to anyone younger than the permissible targeted age group…”

Center on Alcohol Marketing and Youth • Johns Hopkins Bloomberg School of Public Health • 14
Industry Codes Dictate 70% of Audience Must Be Above LPA

**DISCUS Internet/Digital Buying Guideline**

“...applies to all paid and unpaid (including value-added) placements made by or under the control of the advertiser, including advertising on third-party websites, video advertisements, audio mentions, internet banners, pop-ups, sponsorships, user-generated content (including blogs)...”

**Beer Institute Internet Buying Guidelines**

“The demographic standard in Guidelines 3c of the Code applies to all paid and bonus placements by brewers on internet Web sites operated by others.”
35,603,160 (23.9%) of Facebook’s 148,867,700 users in the United States are between 13 and 20 years old.
Changing Your Age on Facebook (Video)
“Of the 20 million minors who actively used Facebook in the past year, 7.5 million – or more than one-third – were younger than 13 and not supposed to be able to use the site.”

“Among young users, more than 5 million were 10 and under, and their accounts were largely unsupervised by their parents.”


“ComScore, a firm that measures Internet traffic, estimates that 3.6 million of Facebook’s 153 million monthly visitors in this country are under 12.”

“Parents regularly go along with the age inflation, giving permission and helping children set up accounts. They often see it as a minor fib that is necessary to let their children participate in the digital world.”

Youth on Smirnoff US Facebook Page

Fan photos from Smirnoff US

Photo 31 of 411  Back to Profile • See All Photos

Biggest Smirnoff Fan!

Added June 27

Smirnoff US likes this.

Added by Rachel Hancock to "Smirnoff US"

Share

Report This Photo
Fan photos from Smirnoff US

Photo 315 of 411  Back to Profile - See All Photos

2 people like this.

Andrew Orthwein vanilla...my favorite!
April 21 at 3:24am

Added by Cheri McBride
to "Smirnoff US"

Share
Report This Photo

Added December 28, 2010
Youth on Captain Morgan USA Facebook Page

Fan photos from Captain Morgan USA
Photo 44 of 3741  Back to Profile - See All Photos

In this photo: Forrest Hancock, Captain Morgan USA, Matthew Alofs
Added October 31, 2010

Added by Britny Irwin to "Captain Morgan USA" from the album My life lately
Youth on Captain Morgan USA Facebook Page
Youth on Captain Morgan USA Facebook Page

Fan photos from Captain Morgan USA
Photo 538 of 3741  Back to Profile - See All Photos

This is how we soliders finish off a good captain morgan style weekend!

Added by Lance Biddle to “Captain Morgan USA”
Youth on Captain Morgan USA Facebook Page

Fan photos from Captain Morgan USA
Photo 694 of 3741  Back to Profile · See All Photos

Got a little Captain in ME!!!

Added by Ashley Ziehe to "Captain Morgan USA"
Youth on Budweiser Facebook Page

Fan photos from Budweiser
Photo 503 of 2661  Back to Profile - See All Photos

Check out more photo's here:

Added by Beer Loves Athens to "Budweiser" from the album 6/16 Bud Concentration Week at 9d's, JR's, City Bar and Sandbar
Youth on Budweiser Facebook Page

Fan photos from Budweiser
Photo 1149 of 2662  Back to Profile - See All Photos

Check out more photo's here:
http://lincoln.uhaps.com/events/BudLightBlackLightPartyatHourLounge/18179/Slideshow.htm

In this photo: Budweiser
Added June 3

Added by Beer Loves Lincoln to "Budweiser" from the album 5/27 Bud Light Black Light Party at Hour Lounge
Share
Report This Photo
Fan photos from Budweiser

Photo 1392 of 2662  Back to Profile - See All Photos

See entire album at:

In this photo: Budweiser
Added May 24

Added by Beer Loves Athens to "Budweiser"
from the album 5/21 Grab Some Buds at Sidway's, Genco, General's & 9d's

Share
Report This Photo
Youth on Budweiser Facebook Page

Fan photos from Budweiser
Photo 31 of 2660  Back to Profile  See All Photos

good times ftw

In this photo: Cassie Pfeiffer, Brandon Bouthier, Budweiser, Jacob King, Nick Benson, Lauren Wells, Beast Mode

Added by Nick Benson to "Budweiser" from the album Wall Photos
Fan photos from Captain Morgan USA

just one of the best baseball teams around...

In this photo: Drake Carruthers, Justin Mackenzie, Greg Scott, Luigi, Aidan Phagura, Bhavan Dhaliwal, Captain Morgan USA, Captain, Gollum, Thomas Greene, Thomas, Thomas Franklin, IHOP, Theodore, Ole Hatlelid, Vincent, Josh Robinson, Doris, Helen Keller, Mack Falk, Zach Plett, Rayrayboutique.com, Braxton

Added by Ole Hatlelid to "Captain Morgan USA" from the album Wall Photos

Also in:
Pages: IHOP, Rayrayboutique.com
“The Facebook ad targeted Lawrence area youths who might be looking for a fake ID. A total of 5,246 people between the ages of 16 and 20 clicked on the ad…”

“Coalition members said interest in the Facebook ad clearly illustrates the demand for fake IDs and the prevalence of underage drinking in Lawrence, particularly among Kansas University students.”


“All the 225 profiles that were examined belonged to male undergraduate students…More than 68% of the profiles belonged to students who were under the legal U.S. drinking age…”

“References to alcohol were present on 85.33% of the profiles…The average number of alcohol references per profile was 8.5…”

"Facebook claims the information they surrender to these companies is anonymous, but it’s not. Companies can combine the ‘anonymized’ information from your profile with personal data gleaned from tracking cookies and other online traces to create dossiers about you that offer a level of personal detail the National Security Agency would envy."


"Information about an individual’s place and date of birth can be exploited to predict his or her Social Security number (SSN). Using only publicly available information, we observed a correlation between individuals’ SSNs and their birth data and found that for younger cohorts the correlation allows statistical inference of private SSNs."

Fan Recruitment and Permission Marketing
### Number of Fans for Top Alcohol Brands on Facebook

<table>
<thead>
<tr>
<th>Brand</th>
<th>Fans</th>
<th>Growth (Last Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heineken</td>
<td>1,308,995</td>
<td>+11.48%</td>
</tr>
<tr>
<td>Jack Daniel's Tennessee Whiskey</td>
<td>1,126,286</td>
<td>+7.35%</td>
</tr>
<tr>
<td>Bud Light</td>
<td>1,068,945</td>
<td>+4.18%</td>
</tr>
<tr>
<td>Dos Equis</td>
<td>1,051,066</td>
<td>+0.63%</td>
</tr>
<tr>
<td>Budweiser</td>
<td>735,073</td>
<td>+6.27%</td>
</tr>
<tr>
<td>Jim Beam</td>
<td>707,338</td>
<td>+14.90%</td>
</tr>
<tr>
<td>Smirnoff Ice</td>
<td>619,736</td>
<td>+0.64%</td>
</tr>
<tr>
<td>Captain Morgan USA</td>
<td>602,668</td>
<td>+3.94%</td>
</tr>
<tr>
<td>Absolut</td>
<td>595,534</td>
<td>+2.12%</td>
</tr>
<tr>
<td>Corona</td>
<td>484,356</td>
<td>+2.79%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,299,997</strong></td>
<td><strong>+5.72%</strong></td>
</tr>
</tbody>
</table>

Source: Facebook, April 2011
Captain Morgan USA Brand Wall

Wall

Captain Morgan USA
Need some new tunes. What’s good?
2 hours ago

119 people like this.
View all 394 comments

Captain Morgan USA
Congrats @AnyoneWhoGuessedAToweringHeight. You guessed right. Now where should I ship this trophy?
20 hours ago

139 people like this.
View all 50 comments

Patrón Cocktail Lab
TEQUILA
PATRÓN
Get Patrón cocktail ideas and expert mixology tips. Share your best tequila recipes for a chance to win!
Conversations With Joose

JOOSE

Yesterday, we asked about your first time.. with JOOSE. Now we want to hear about the morning after..JOOSE. Walk of shame anyone? Tell us a good morning after story with JOOSE

December 23, 2010 at 11:13am

John Ware

Ahhh yess, the morning after. When you wake up to see you brought home two EMPTY cans of Joose from the bar with you, and there's a text from your friend waiting for you stating "Dude, do you have any clue how ****ed up you were last night, and do you have any more of a clue as to what you did?!" :)

December 23, 2010 at 11:29am

JOOSE

LOL What did you do?!

December 23, 2010 at 11:32am

Adam Rood

In the past 6 years I've made spaghetti two times. One of the best Joose nights ever I woke up naked on my couch with a full plate of spaghetti and half a Joose in front of me. Trashed the spaghetti, finished the Joose.

December 23, 2010 at 11:42am • 1 person
Conversations With Joose (continued)

JOOSE Should have saved the spaghetti for the inevitable fourth meal cravings! And... how did half a Joose get you naked on the couch?!
December 23, 2010 at 11:48am

Adam Rood Let's just say the said "half Joose" wasn't Joose #1 of the night...
December 23, 2010 at 11:49am · 1 person

Jgentleman Joose Neon green pours out of me the next morning.
December 23, 2010 at 1:06pm

JOOSE is that why your tongue is greenish blue in your profile picture?!
December 23, 2010 at 1:11pm

Tyler Jamison Duncan midnight vomit all over the wall and not knowing about it till the next day and having to clean it up with a major hang over.
December 23, 2010 at 3:40pm
Conversations With Joose (continued)

**JOOSE** EW @Tyler! LOL. I once had someone tell me they threw up underneath their bed and didn't know about it until months later!

December 23, 2010 at 4:02pm

**Tyler Jamison Duncan** lol! its not as bad as drinking an entire bottle of vodka and not knowing that vodka kicks in later and falling between your desk and bed not able to get up profusely vomiting red vines and blacking out and coming to while vomiting lol. Worst night of my life.

December 23, 2010 at 4:37pm

**Aaron Shoemaker** This has happened a couple of times: woke up to find that there was a JOOSE unfinished. So I had it for breakfast.

December 23, 2010 at 6:48pm
### Interactions on Alcohol Brand Walls in January 2011

<table>
<thead>
<tr>
<th>Brand</th>
<th>Brand Posts</th>
<th>User “Likes”</th>
<th>User Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Daniel’s Tennessee Whiskey</td>
<td>9</td>
<td>9,211</td>
<td>1,544</td>
</tr>
<tr>
<td>Bud Light</td>
<td>16</td>
<td>12,611</td>
<td>2,405</td>
</tr>
<tr>
<td>Heineken</td>
<td>13</td>
<td>21,070</td>
<td>6,400</td>
</tr>
<tr>
<td>Absolut</td>
<td>8</td>
<td>1,845</td>
<td>248</td>
</tr>
<tr>
<td>Captain Morgan USA</td>
<td>51</td>
<td>23,677</td>
<td>9,010</td>
</tr>
<tr>
<td>Jim Beam</td>
<td>16</td>
<td>8,076</td>
<td>1,465</td>
</tr>
<tr>
<td>Corona</td>
<td>3</td>
<td>2,191</td>
<td>438</td>
</tr>
<tr>
<td>Miller Lite</td>
<td>4</td>
<td>1,329</td>
<td>334</td>
</tr>
<tr>
<td>Hennessy</td>
<td>11</td>
<td>6,812</td>
<td>1,431</td>
</tr>
<tr>
<td>Smirnoff US</td>
<td>27</td>
<td>11,483</td>
<td>2,677</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>158</strong></td>
<td><strong>98,305</strong></td>
<td><strong>25,952</strong></td>
</tr>
</tbody>
</table>

Source: Facebook, February 2011
## Annual Value of Facebook Fans for Top Alcohol Brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>Fans</th>
<th>Annual Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heineken</td>
<td>1,308,995</td>
<td>$4,712,382</td>
</tr>
<tr>
<td>Jack Daniel's Tennessee Whiskey</td>
<td>1,126,286</td>
<td>$4,054,629</td>
</tr>
<tr>
<td>Bud Light</td>
<td>1,068,945</td>
<td>$3,848,202</td>
</tr>
<tr>
<td>Dos Equis</td>
<td>1,051,066</td>
<td>$3,783,837</td>
</tr>
<tr>
<td>Budweiser</td>
<td>735,073</td>
<td>$2,646,262</td>
</tr>
<tr>
<td>Jim Beam</td>
<td>707,338</td>
<td>$2,546,416</td>
</tr>
<tr>
<td>Smirnoff Ice</td>
<td>619,736</td>
<td>$2,231,049</td>
</tr>
<tr>
<td>Captain Morgan USA</td>
<td>602,668</td>
<td>$2,169,604</td>
</tr>
<tr>
<td>Absolut</td>
<td>595,534</td>
<td>$2,143,922</td>
</tr>
<tr>
<td>Corona</td>
<td>484,356</td>
<td>$1,743,681</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>8,299,997</strong></td>
<td><strong>$29,879,989</strong></td>
</tr>
</tbody>
</table>

*Based on $3.60 annual value of Facebook fan (Source: Virtrue)
Brand-Uploaded Photo Albums on Captain Morgan USA Page

- **Wall Photos**: 84 photos
- **Captain Morgan Georgia III**: 139 photos
- **Captain Morgan Massachusetts: Part 3**: 93 photos
- **Captain Morgan Gainesville, FL: Part 2**: 178 photos
- **Captain Morgan Pennsylvania: Part 3**: 36 photos
- **Captain Morgan Seattle Album 2**: 23 photos
- **Oklahoma City Thunder Game**: 4 photos
- **Captain Morgan in Denver**: 4 photos
- **Pose Challenge Winners - One Million Poses**: 10 photos
- **BracketMaster Final Four**: 5 photos
- **Captain Morgan Colorado**: 45 photos
- **Captain Morgan Madison, WI**: 161 photos

Created by the Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health.
Brand-Uploaded Videos on Captain Morgan USA Page

Videos Posted by Captain Morgan USA

Displaying 1 – 15 of 45 videos by Captain Morgan USA.

1. **Captain Morgan for Mayor of Chicago [HD]**
   - 0:22 Added about 2 months ago
   - 11 Comments

2. **Preview Captain's Workout [HD]**
   - 0:15 Added about 3 months ago
   - 1 Comment

3. **Nov 24, 2010 3:30pm**
   - 0:29 Added about 4 months ago
   - Check it out, a video from me, your favorite (and only) Captain.

4. **One Million Poses -- Giant Human Pose at New Meadowlands Stadium [HD]**
   - 1:00 Added about 5 months ago
   - I've seen some handsome devils in my day, but not at 185 feet tall. Check out this time-lapse video from my big event yesterday, the kickoff to my One Million Poses challenge. Here's the app link to send in your own Pose, and to learn more about my effort to support responsible drinking initiatives: http://tinyurl.com/33hx64m Keep 'em coming.
User-Uploaded Videos on Captain Morgan USA Page

Videos Posted by Fans of Captain Morgan USA

Displaying all 5 videos.

- Dunkin Doing The Captain Stance [HD]
  by Tiffany Griffin (videos)
  0:38 Added about 2 months ago

- Hey captian can you guide your friends this way. [HQ]
  by Paul Raz Rasmussen (videos)
  4:51 Added about 4 months ago

- Dec 5, 2010 1:10pm
  by Pete Dalton (videos)
  1:00 Added about 4 months ago

- Captain Morgan Inspires Soca Jukebox [HQ]
  by Jason Riley (videos)
  1:57 Added about 7 months ago

- Captain Morgan Coconut Party [HQ]
  by Barret B Burlage (videos)
  0:33 Added over a year ago
## Photos and Videos on Alcohol Brand Pages

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Brand Photos</th>
<th>Fan Photos</th>
<th>Brand Videos</th>
<th>Fan Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Daniel’s Tennessee Whiskey</td>
<td>784</td>
<td>2,142</td>
<td>40</td>
<td>8</td>
</tr>
<tr>
<td>Bud Light</td>
<td>656</td>
<td>1,116</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td>Heineken</td>
<td>7,400</td>
<td>625</td>
<td>65</td>
<td>0</td>
</tr>
<tr>
<td>Absolut</td>
<td>427</td>
<td>101</td>
<td>25</td>
<td>3</td>
</tr>
<tr>
<td>Captain Morgan USA</td>
<td>2,108</td>
<td>1,743</td>
<td>44</td>
<td>4</td>
</tr>
<tr>
<td>Jim Beam</td>
<td>121</td>
<td>534</td>
<td>33</td>
<td>0</td>
</tr>
<tr>
<td>Corona</td>
<td>20</td>
<td>1,204</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>Miller Lite</td>
<td>605</td>
<td>412</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Hennessy</td>
<td>1063</td>
<td>516</td>
<td>56</td>
<td>7</td>
</tr>
<tr>
<td>Smirnoff US</td>
<td>1576</td>
<td>121</td>
<td>50</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>14,760</strong></td>
<td><strong>8,514</strong></td>
<td><strong>363</strong></td>
<td><strong>55</strong></td>
</tr>
</tbody>
</table>

Source: Facebook, February 2011
Fan Photo on Bud Light Lime Facebook Page
Brand-Uploaded Photo on Miller Lite Facebook Page

Added August 2

From the album:
1 Million Vortex™ Bottles of Beer on the Photo Wall – Green Bay by Miller Lite
Fan photos from Jack Daniel's Tennessee Whiskey

Photo 265 of 1904  Back to Profile  ·  See All Photos

Added October 29 · Like · Comment

Added by Maria Palma Palmarucci to “Jack Daniel's Tennessee Whiskey”

Share
Brand Evangelism

Photo Credit – Fan Photo on Coors Light Facebook Page
Driving Purchase Intent With Peer Advertising

This is the NEW word of mouth - it is twice as effective

160% lift in brand recall

200% lift in message awareness

400% lift in purchase intent

Source: http://www.slideshare.net/360digitalinfluence/facebook-state-of-the-union

Erik Bahr, Tom Arrix and 14 other friends like Budweiser.
Peer Advertising = Social Proof

Photo Credit – Fan Photo on Jim Beam Facebook Page
Thousands of User-Generated Alcohol Brand-Oriented Pages

Page
I guarantee more kisses begin with Bud Light, not Kay
156,263 people like this.

Team Bud Light
Page
7,499 people like this.

Bud Light México
Page
2,619 people like this.

Bud Light Dubuque
Page
1,548 people like this.

bud light commercials :-)
Page
916 people like this.

Expertos Bud Light
Page
609 people like this.

10oz Bud light!
Page
622 people like this.

Bud Light Beer
Page
698 people like this.
Team Bud Light Facebook Page

Basic Information

Founded: 1982
About: For the taste that won't fill you up and never let you down, make it a Bud Light.
Company Overview: Selling the #1 Light Beer in America
Mission: To deliver the most drinkable beer on the market
Products: Anheuser-Busch: Bud Light, Budweiser, Budweiser American Ale Bud Select, Bud Light Lime, Bud Ice, Bud Ice Light, Busch, Busch Light, Busch Ice, Busch N/A, Amberbock, Michelob, Michelob Light, Michelob Golden, Michelob Golden Light, Rolling Rock, Red Hook, Landshark, Goose Island, Beck's, Bass, O'Douls, Stella Artois, Hoegaarden
Website: http://www.budweiser.com

Sponsored
Launching Fab.com
fab.com
Up to 70% off design objects not found on other private sales sites.

Need Graphic Design?
99designs.com

American Wind Energy
Did you know driving an electric car on wind power is like paying $0.70 a gallon at the pump? Learn more today.

Like · 21,636 people like this.

Future Affiliate Tracking
hasoffers.com
Learn about the only affiliate tracking solution on the Cloud.
Come join us tonight at Prime Time for Stella Artois sampling from 4:30-5:30, Mulligan's to try out Bud Light Golden Wheat from 7-8, and then off to the Dance Competition at Volume from 11:30-1! Don't miss your chance to dance your way to a VIP party and great prizes from Bud! Including an iPod stereo dock! See you there!! :)
Thousands of User-Generated Alcohol Brand-Oriented Groups
Thousands of User-Generated Alcohol Brand-Oriented Events

- **BUD LIGHT KISSFEST**
  - Friday, April 29, 2011 at 4:30pm
  - RSVP

- **Bud Light Kissfest**
  - Friday, April 29, 2011 at 4:30pm
  - 2 confirmed guests
  - RSVP

- **bud light bus**
  - Yesterday at 8:30am
  - 1 confirmed guest
  - RSVP

- **Bud Light KissFest**
  - Friday, April 29, 2011 at 6:00pm
  - 1 confirmed guest
  - RSVP

- **Bud Light KissFest**
  - Friday, April 29, 2011 at 7:00pm
  - 1 confirmed guest
  - RSVP

- **Bud Light Bleacher Blackout**
  - Friday, August 19, 2011 at 10:00am
  - 12 confirmed guests
  - RSVP

- **BUD LIGHT HOTEL HUSTLIN.**
  - Saturday, April 16, 2011 at 10:00pm
  - 101 confirmed guests
  - RSVP

- **Bud Light Draft Party**
  - Thursday, April 28, 2011 at 6:30pm
  - 198 confirmed guests
  - RSVP
YouTube Demographics

Audience & Targeting

Demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Users (M)</th>
<th>Percentage of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Ages</td>
<td>101.0</td>
<td></td>
</tr>
<tr>
<td>2 – 18</td>
<td>23.2</td>
<td>23%</td>
</tr>
<tr>
<td>18–34</td>
<td>37.8</td>
<td>37%</td>
</tr>
<tr>
<td>35–44</td>
<td>18.7</td>
<td>19%</td>
</tr>
<tr>
<td>45–54</td>
<td>13.0</td>
<td>13%</td>
</tr>
</tbody>
</table>

Age

Gender

Male 55.4 55%
Female 45.6 45%

With over 300 million users worldwide, your audience is on YouTube.

Demographic Targeting
Our registered users have told us demographic information that will enable your media to reach its intended audience.

Interest-Based Targeting
Target visitors by what they are watching and doing on YouTube.

Content Targeting
YouTube has truly become the world's largest magazine rack... video style.

Buzz Targeting
Looking to run against the hottest content on YouTube? Target buzz videos.
Heineken Aims Its Ads at Young Digital Devotees

In December, Heineken began running the initial commercial in a new campaign on Web sites first rather than on television. The humorous spot, which carried the theme “Open your world,” made its way onto TV in about 30 countries three months later, but not before being viewed frequently online.

“The Date” has a different cast from “The Entrance,” and the plots diverge. The new spot is about a young man on a wild date and the previous one is about a young man’s show-stopping arrival at a wild party.

The change in how advertisers and agencies approach media choices is being driven of course by the increasing propensity of consumers to consume media digitally as well as through – or in place of – traditional means.

This is particularly true for a beer brand like Heineken. Its intended target audience is men ages 18 or 21 (depending on a country’s legal minimum drinking age) to 34…Making that even more appropriate for Heineken is a goal to reach a subset of younger men who are “worldly, cosmopolitan,” Mr. Nasard said, who “over-index in Internet usage.”

Alcohol Brand Channels on YouTube
## How Many People Are Visiting Alcohol Brand Channels?

<table>
<thead>
<tr>
<th>Brand</th>
<th># of Videos</th>
<th>Channel Views</th>
<th>Upload Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malibu Rum</td>
<td>43</td>
<td>13,962</td>
<td>153,114</td>
</tr>
<tr>
<td>Absolut Vodka</td>
<td>39</td>
<td>1,299,817</td>
<td>3,757,718</td>
</tr>
<tr>
<td>Grey Goose Vodka</td>
<td>33</td>
<td>44,118</td>
<td>383,600</td>
</tr>
<tr>
<td>Heineken USA</td>
<td>21</td>
<td>119,931</td>
<td>381,953</td>
</tr>
<tr>
<td>Bacardi Superior</td>
<td>14</td>
<td>250,493</td>
<td>206,017</td>
</tr>
<tr>
<td>Captain Morgan</td>
<td>13</td>
<td>575,040</td>
<td>603,057</td>
</tr>
<tr>
<td>Smirnoff</td>
<td>12</td>
<td>279,708</td>
<td>456,692</td>
</tr>
<tr>
<td>Bud Light</td>
<td>5</td>
<td>26,665</td>
<td>2,679,065</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>180</strong></td>
<td><strong>2,609,734</strong></td>
<td><strong>8,621,216</strong></td>
</tr>
</tbody>
</table>

Source: YouTube, February 2011
Smirnoff Tea Partay – Forbes #14 Best-Ever Social Media Campaign
This Porn's for You: Budweiser’s Racy Web Ad

As marketers struggle to find ways to make an impression on a population saturated in all kinds of media, the too-hot-for-TV online-only video has become an increasingly common device. And in order to get customers to seek out and recommend the straight-to-YouTube video, marketers often reach for comedy from the appropriateness hinterlands. Especially when trying to reel in young men. And they're being lauded for it.

Last year, Budweiser's advertising agency, DDB in Chicago, won an Emmy for its Internet-only spot "Swear Jar," which depicts office workers having to pay a quarter every time they curse, with the money being used to buy Bud Light. The commercial turns into a bleepfest as the cubicle mates indulge their inner sailors. But is bleeping curse words the same thing as pixelating graphic sexual toys? "Porn is the next logical step," says Solomon.

Bud Light Videos Shared on Blogs

Swear Jar Bud Light TV commercial from Bud.TV

by FUNNYLADY on OCTOBER 3, 2010

Found on www.bud.tv – Swearing for Bud Light.

Related posts:

Categories
Banned Commercials
Funny Commercials
Television Commercials

Tags
2009 2010 ads advert advertisement Banned

Recent Posts
PreRoll Ads Suck Funny Rant by HappyCabbage
Geico Commercial Spoof
Black Ops Commercial Spot: Kobe & Kimmel “There is a Soldier in All of Us”
Funny thai commercial...english...
Bud Light Videos Shared on Facebook

Marc Fusciello
Bud Light Lime "In The Can"...Banned Commercial
www.youtube.com
Do you take it in the can? Surprising & cheeky commercial that introduces Bud Light Lime beer in a can. Found September 2009 in U.S. only.

31 minutes ago

Daniel Batchelor
Classic
Bud Light Swear Jar
www.youtube.com
Swear Jar to get Bud Light.
www.beerclubseattle.com www.miketown.com

28 minutes ago

Reggie Magalings
Bud Light Commercial - The Elevator
www.youtube.com
Bud Light Commercial directed by Christopher D'Elia. With Sha-Hei Ealy, Krizia Bajos, Katy Metz.

5 minutes ago
### Number of Views for “Unofficial” Bud Light Videos on YouTube

Source: YouTube, April 2011

<table>
<thead>
<tr>
<th>Title</th>
<th>Username</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bud Light Super Bowl Commercial Too Racy for TV</td>
<td>1togrowon</td>
<td>3,276,358</td>
</tr>
<tr>
<td>Bud Light Super Bowl Commercial Too Controversial for TV</td>
<td>1togrowon</td>
<td>3,108,084</td>
</tr>
<tr>
<td>Banned Budlight 2006 superbowl commercial</td>
<td>nikkicoco777</td>
<td>2,200,193</td>
</tr>
<tr>
<td>Bud Light Swear Jar</td>
<td>miketown</td>
<td>2,179,164</td>
</tr>
<tr>
<td>Bud Light</td>
<td>“Clothing Drive” commercial</td>
<td>lemacedo2010</td>
</tr>
<tr>
<td>Funny BANNED Bud Light Superbowl 2010 Commercial</td>
<td>ablog4guys</td>
<td>1,246,801</td>
</tr>
<tr>
<td>Best Budlight Commercial Ever – Beer &amp; Porn</td>
<td>perrycomo92882</td>
<td>1,133,713</td>
</tr>
<tr>
<td>Bud Light “Cut The Cheese” secret TV spot not on Super Bowl</td>
<td>razzledog</td>
<td>737,928</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>15,654,689</strong></td>
</tr>
</tbody>
</table>
Alcohol Brands on Twitter
Tweets Driving Purchase Intent

We hope the @BACARDI White Lion #Cocktail will get your #summer #weekend roaring! http://ow.ly/2fPAd

less than a minute ago via HootSuite ★ Favorite ★ Retweet ★ Reply

BACARDI
BACARDI

Did you grab that $5 coupon for SKYY Infusions Dragon Fruit yet? It’s over on our Facebook http://on.fb.me/ihVbAA Tell us what you think!

less than a minute ago via HootSuite ★ Favorite ★ Retweet ★ Reply

SKYY Vodka
SKYYVodka
Tweets Driving Traffic to Other Social Media Content

Throwing a stoop party this wknd? Share your pics on Flickr and tag them #ABSOLUTBROOKLYN!

<3 RT @jackiesorkin: I posted 81 photos on Facebook "Perez's Blue Ball Birthday Bash! Sponsored by HPNOTIQ" http://fb.me/YGhKNh2l
Last month, Tennessee-based distillery Jack Daniel’s became the first alcohol beverage brand to buy ad space on Twitter. It did so to build hype around the launch of its new Tennessee Honey whiskey product.

Marjorie Dufek, interactive marketing director at Brown Forman, said Twitter reported “significantly higher than average” engagement rates for the campaign, as well as greater use of the brand name within tweets than its advertisers usually experience.

Dufek declined to specify how much her company paid for the three days of promoted trends, or how much it has invested in digital marketing around the launch of the product. The company did say, however, that digital spend was roughly equal to that of TV.

Alongside the social aspects of the campaign Jack Daniels will continue to invest heavily in digital media over the coming year, including integrations with properties and services including AOL, ESPN, Pandora, Gawker and AOL. It also plans to run mobile ad campaigns.


“The advantage for us is that people see Jack Daniel’s as a friend, it’s a very social brand by nature. We have an unprecedented opportunity to have real conversations with our consumers via social media.”

Marjorie Dufek, Brown Forman
### Direct Impressions Generated by Alcohol Brands on Twitter

<table>
<thead>
<tr>
<th>Brand</th>
<th># of Tweets</th>
<th>Following</th>
<th>Followers</th>
<th>Estimated Impressions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pabst Blue Ribbon</td>
<td>4,543</td>
<td>349</td>
<td>1,754</td>
<td>3,984,211</td>
</tr>
<tr>
<td>Smirnoff</td>
<td>2,048</td>
<td>16,631</td>
<td>15,140</td>
<td>15,503,360</td>
</tr>
<tr>
<td>Stolichnaya</td>
<td>1,590</td>
<td>1,642</td>
<td>1,857</td>
<td>1,476,315</td>
</tr>
<tr>
<td>HPNOTIQ</td>
<td>1,460</td>
<td>1,775</td>
<td>893</td>
<td>651,890</td>
</tr>
<tr>
<td>Skyy Vodka</td>
<td>851</td>
<td>387</td>
<td>2,057</td>
<td>875,254</td>
</tr>
<tr>
<td>Bacardi</td>
<td>569</td>
<td>17,985</td>
<td>20,451</td>
<td>5,818,310</td>
</tr>
<tr>
<td>Bacon Vodka</td>
<td>436</td>
<td>2,044</td>
<td>3,577</td>
<td>779,786</td>
</tr>
<tr>
<td>Dolce Touch Vodka</td>
<td>407</td>
<td>1,512</td>
<td>1,655</td>
<td>336,793</td>
</tr>
<tr>
<td>Don Q Rum</td>
<td>353</td>
<td>1,617</td>
<td>1,322</td>
<td>233,333</td>
</tr>
<tr>
<td>Absolut Vodka</td>
<td>288</td>
<td>327</td>
<td>1,531</td>
<td>220,464</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>12545</strong></td>
<td><strong>44,179</strong></td>
<td><strong>48,483</strong></td>
<td><strong>29,879,715</strong></td>
</tr>
</tbody>
</table>

*Based on linear follower growth

Source: Twitter, February 2011
50 Bud Light-Related Tweets Reaching Over 12,000 People in 1 Hour

According to new "Are you in?" Bud Light commercial: Drink Bud Light or be loser with no friends or rich experiences.

Wes Murray
thetoshio

Bud Light and Facebook are teaming up 2 give somebody 10 million dollars 2 guess the exact picks of the 1st round of the NFL Draft, possible?

K.J. The Great
Kjthegreat

The new personalized bud light bottles require keys to scratch in your name. #promotionaldrunkdriving

Brother Chad
kubromosexual

Pub Trivia at 8pm tonight! We have $3 Smithwicks, $2 Bud Light and $2 Coors Original pints all evening as well as... http://fb.me/SwiLeYCe

Ri Ra Irish Pub
riraevansville

If the bud light app on the iPhone worked like on that commercial my life would be complete- well I might need a vodka and wine app too :)

Kimber Gibb
Klgibb89

Check this video out -- Funny BANNED Bud Light Superbowl 2010 Commercial http://t.co/zwrr9Rr via @youtube almost the same as the other one!

hs
bigBeaner101

Just saw a commercial for new "my bud light" bottles. #herewego!

Michael Driscoll
mdriscoll89

http://twitpic.com/3bx8u2/full On Tuesday night, sing along with Two Buck Chuck, and enjoy $2 Bud and Bud Light bottles!

LoveWildeRover
LoveWildeRover
Smirnoff Photo Albums on Flickr
42,888 Image Results for “Bud Light” on Flickr
646,000 Results for “Bud Light” in Blogosphere
Search results for bud light girls on Flickr

WE ARE BACK, DRINKING MORE THAN EVER!
September 22nd, 2010 by budman
DonQ Rum Goes All Social With New Campaign

DonQ Rum is launching a digital contest dangling a trip to Puerto Rico as grand prize. Running through March, the campaign involves several social media Web sites, one for each of the areas in which consumers will compete. Participants can start the challenge within each partner site. The company will advertise the program at each of the sites, thus mining each of the Web property's installed fan base. When they answer correctly in the first quiz, they will be directed to DonQ.com/MasterofAllSkills.com. Once there, they have to create a profile to finish the rest of the challenges.

NotCot.com is the hub for the mixology-quiz part of the competition; BuzzFeed.com is for the humor competition; Foodspotting.com is the hub for the foodie competition; a test on humanitarian activity will be at Good.com; CoolHunting.com will house a culture battle Instructables.com will host the do-it-yourself part of the competition; Pitchfork.com will be the music-competition venue; technology tests will be hosted by Gizmodo.com; and a romance-savvy competition will be at OkCupid.com.

83% of Teens Own a Cell Phone by Age 17

Source: Pew Research Center 2009
Coors Light 1st and Cold iPhone Application

Coors Light 1st and Cold

Description

Take to the cold and drive the field in this high-flying offense-only football game from Coors Light.

You've got two minutes to rack up as many points as possible by repeatedly driving a 50-yard field in 4 downs to hit pay dirt. Can't go the distance? You can always test your kicking skills and go for 3.

Post scores to the global leaderboard and flaunt your score to buddies on Facebook to get some cold-hard competition going.

MillerCoors Web Site › Coors Light 1st and Cold Support ›

What's New in Version 2.1

Changes to graphic assets to address performance issues on some hardware.

You must be at least 17 years old to download this app.
- Frequent/Intense Alcohol, Tobacco, or Drug Use or References

Requirements: Compatible with Phone, iPod touch, and iPad. Requires iOS 3.0 or later

iPhone Screenshots

Run, pass, and kick your way across 50 yards to score!
Heineken Know The Signs Breathalyzer iPhone Application

Description

We all know someone who sometimes has one too many to drink on a night out. Whether they transform into a Fighter, an Exhibitionist, a Groper, a Flirt, a Sleeper, a Crier or a Stumbler, you can be sure they're going to cause you problems.

Now if your friend starts to show the signs of turning into one of these characters, you can use the Heineken Breathalyzer before things get out of hand.

All you need to do is pre-set it to one of the seven characters before handing the breathalyzer over to your friend. Ask them to blow into the phone's microphone and watch their face as they fail dramatically.

Not only will your friend get the message that they've had one too many, but they'll also know what you really think they're like on a night out!

For entertainment purposes only.

Golden Gekko Web Site > Heineken Know The Signs Breathalyzer Support >

What's New In Version 1.1

The application is now also available in Czech.

You must be at least 17 years old to download this application
- Frequent/Intense Alcohol, Tobacco, or Drug Use or References
- Infrequent/Mild Mature/Suggestive Themes
- Infrequent/Mild Cartoon or Fantasy Violence

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iPhone OS 3.0 or later.

More iPhone Apps by Golden Gekko
The top 10 beer and distilled spirits brands on Facebook have accumulated **8.3 million fans**. This is more than the population of 39 U.S. states.

Fans of the top 10 beer and distilled spirits brands on Facebook are worth an estimated **$30 million dollars** to these brands annually.

This does not account for the effect of thousands of user-generated, brand-oriented pages, groups, and events on Facebook which have no age restrictions.

In January of 2011, 10 other alcohol brands, selected on the basis of youth appeal, posted **158 times** to their Facebook walls. These posts generated **98,305 “likes”** and **25,952 comments**.

These 10 alcohol brands have uploaded a total of **14,760 photos** and **363 videos** to their Facebook pages.

Fans of these alcohol brands have uploaded **8,514 photos** and **55 videos** to the brand Facebook pages.

According to Consumer Reports, of the 20 million minors who actively used Facebook in the past year, 7.5 million – or more than one-third – were younger than 13 and not supposed to be able to use the site.
8 alcohol brands on YouTube have uploaded a total of **180 videos** to their brand channels, generating **2.6 million channel views** and **8.6 million upload views**.

This is not including “unofficial” brand videos such as those for Bud Light which have generated **15.6 million views**, those for Smirnoff which have generated **6.2 million views**, and those for Absolut Vodka which have generated **3.8 million views**.

10 alcohol brands on Twitter have generated **29.9 million direct impressions**.

This is not including indirect impressions generated from re-tweets and user-generated, brand-oriented tweets.

Twitter has no restrictions based on age.
Best Practices and Recommendations

Photo Credit – Fan Photo on Captain Morgan Facebook Page
**BEST PRACTICE**
Beam Global Spirits & Wine, Inc. adheres to a 75% LPA standard.
BEST PRACTICE
Pandora collects your year of birth at sign up and does not display alcohol advertisements to individuals below the age of 21.
Display Advertising **Worst Practice**

Pitchfork displays alcohol banner advertisements without verifying visitor age.
WORST PRACTICE
Hulu displays alcohol video advertisements without verifying visitor age.
BEST PRACTICE
If a visitor enters an age below the LPA, the Captain Morgan brand website stores this age and denies entry (re-directing to Century Council) upon subsequent visits.
**WORST PRACTICE**

If a visitor enters an age below the LPA, the Skyy Vodka brand website takes no action, allowing the visitor to immediately select a different age and enter the site.
BEST PRACTICE
If a visitor enters an age below the LPA, the Heineken brand website stores this age and denies entry upon subsequent visits.
**WORST PRACTICE**
If a visitor enters an age below the LPA, the Bud Light brand website displays a warning, allowing the visitor to easily close the warning and enter a different age.
Flavored Alcoholic Beverage Brand Website **Worst Practice**

**WORST PRACTICE**
If a visitor enters an age below the LPA, the Mike’s Hard Lemonade website takes no action, allowing the visitor to immediately select a different age and enter the site.
WORST PRACTICE
The Joose website does not ask visitors to enter a date of birth, instead asking if visitors are over 21, yes or no. Visitors are able to enter multiple ages.
BEST PRACTICES

Alcohol brand pages are not visible to individuals that state their age to be below 21.

Alcohol display advertising is not visible to individuals that state their age to be below 21.

Minors (Individuals below 18 years of age) are not able to change their age after signing up.

WORST PRACTICES

Individuals between 18 and 20 can easily change their age, thus allowing access to alcohol brand content.

Alcohol-oriented and/or brand-oriented user-generated content is accessible to all users.

Alcohol brand-uploaded content contains repeated and egregious code violations.
BEST PRACTICES

Some alcohol brand content, specifically the brand channels for Bud Light, Coors Light, Grey Goose, and Heineken, requires visitors to sign in with an age over 18 in order to access.

WORST PRACTICES

The age required to view restricted alcohol content is 18 not 21.

Some alcohol brand content, specifically the brand channels for Malibu, Absolut, Bacardi, Captain Morgan and Smirnoff, is accessible without signing in.

“User-uploaded” alcohol brand-oriented videos do not require visitors to sign in before viewing.
BEST PRACTICES

Certain alcohol brand Twitter pages, such as the page for Absolut Vodka, contain disclaimers stating that this content is only intended for viewing by those above the LPA.

Jack Daniel's promoted tweets each contain an age disclaimer stating that the messages are intended for individuals over the LPA.

WORST PRACTICES

Certain alcohol brand Twitter pages, such as the page for Bacardi, do not contain disclaimers stating that this content is only intended for viewing by those above the LPA.

Twitter does not collect age at sign up, and anyone can view alcohol brand pages and tweets.

Most tweets do not contain an age disclaimer stating that they are intended for individuals over the LPA.
Mobile Marketing Best Practices

BEST PRACTICES

Foursquare collects user age at sign up and does not allow users below the age of 21 to access alcohol brand content and promotions.

Certain iPhone applications, such as the Order Up! Coors Light application, specify in their descriptions that they are only intended for download and use by those above the LPA.

Certain iPhone applications, such as the Heineken Green Alert application, force the user to quit the application upon entry of an age below the LPA.

WORST PRACTICES

The iTunes store contains a standard disclaimer for applications with alcohol content which states that “You must be at least 17 years old to download this application.”

Certain iPhone applications, such as the Coors Light 1st and Cold application, do not contain age disclaimers in their description stating that they are only intended for download and use by those above the LPA.

Certain iPhone applications, such as the Order Up! Coors Light application, do not ask users to enter their age in order to launch and enter the application.
WHO IS MINDING THE STORE?

THE FEDERAL COMMUNICATIONS COMMISSION?

THE FEDERAL TRADE COMMISSION?

PARENTS?

THE INDUSTRY?
Models and actors employed to appear in beer advertising and marketing materials should be a minimum of 25 years old, substantiated by proper identification, and should reasonably appear to be over 21 years of age.
Beverage alcohol advertising and marketing materials should not contain the name of or depict Santa Claus.

Brand photos on Captain Morgan Facebook Page
Accordingly, advertising and marketing materials should not contain or depict:
• sexually lewd or indecent images or language
User-Generated Content

“First, user-generated content of any kind – comments, images, videos and more – when placed on the websites of regulated industry companies, immediately become marketing messages of said company.”

Jason Falls, Social Media Overseer, Doe-Anderson
Beer advertising and marketing materials should not depict Santa Claus.

Fan Photo on Bud Light Facebook Page
Advertising or marketing materials should avoid elements that appeal primarily to persons under the legal drinking age.

In considering whether beer advertising and marketing materials appeal primarily to persons under the legal drinking age, brewers should take into account the following elements among others:

• Cartoon characters
Driving while intoxicated is against the law. Beverage alcohol advertising and marketing materials should not portray, encourage or condone driving any motor vehicle while intoxicated.
Beverage alcohol advertising and marketing materials should not contain the name of or depict Santa Claus.
Beverage alcohol advertising and marketing materials should not depict a child or portray objects, images or cartoon figures that primarily appeal to persons below the legal purchase age.
Recommendations to Brands

**BRAND WEBSITES**
- Institute consistent and improved age verification process for all brand websites.

**DISPLAY ADVERTISING**
- Require brands to report all placements and expenditures to facilitate third-party review of compliance with LPA standard.
- Institute guidelines which require brands to advertise only on websites that collect visitor age and restrict alcohol content to individuals over the LPA.

**SOCIAL MEDIA MARKETING**
- Due to potential dangers of youth engagement with alcohol brands on social media platforms, institute guidelines which require alcohol brands to only market on social media websites that collect visitor age and restrict alcohol content to individuals over the LPA.
- Require brands to report all social media accounts in order to facilitate third-party review of compliance with industry codes.
FACEBOOK
- In order to address children lying about their age to join Facebook, institute more stringent age verification process.
- Do not allow individuals between 18 and 20 years of age to change their date of birth.
- Address alcohol-related, user-generated content in the Terms and Conditions and restrict access to this content by individuals below the LPA.
- Institute repeat offender policy for alcohol brand content which is accessible to individuals below the LPA.

YOUTUBE
- Address alcohol-related content in Community Guidelines.
- Require login with age over LPA in order to access all alcohol-related content.

TWITTER
- Collect age at sign up and restrict alcohol brand pages to individuals below the LPA.
- Address alcohol-related content in Terms and Conditions.
FTC SHOULD COLLECT DATA ON:

Companies’ policies on how bloggers or other third-party posters on internet sites may use trademarked or copyrighted material, and the data related to that.

Companies’ policies on pre-approval of posts on corporate sponsored social media sites, and the data related to that.

Companies’ policies on personal information obtained about viewers of corporate-sponsored social media sites, and the data related to that.

Companies’ policies on actions taken against posts on corporate-sponsored social media sites that violate voluntary advertising codes, and the data related to that.

Companies’ policies on marketing and promotional statements made by company employees on corporate social media sites, and the data related to that.
<table>
<thead>
<tr>
<th>Recommendations to Parents and Other Concerned Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let’s talk about alcohol marketing!</td>
</tr>
<tr>
<td>Educate the policy makers.</td>
</tr>
<tr>
<td>Let the Federal Trade Commission know you are concerned.</td>
</tr>
<tr>
<td>Use the news media to start a public conversation.</td>
</tr>
</tbody>
</table>
COMING CAMY PRODUCTS

BROCHURE HIGHLIGHTING FINDINGS OF INTERNET SCAN, AS WELL AS OTHER RECENT CAMY REPORTS.

YOUTUBE MOVIES

CDC/CADCA ACTION GUIDES:
- Reducing alcohol outlet density
- Increasing alcohol excise taxes
- Strengthening commercial host liability

CAMY MONITORING REPORTS:
- Radio
- African-American Youth
- Television 2001-2010, including local market data
Together we can make a difference - thank You!