

ALCOHOL

Social Drinking in Cultural Context

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Chapter Six: Alcohol Advertising

Alcohol Advertising and Culture:

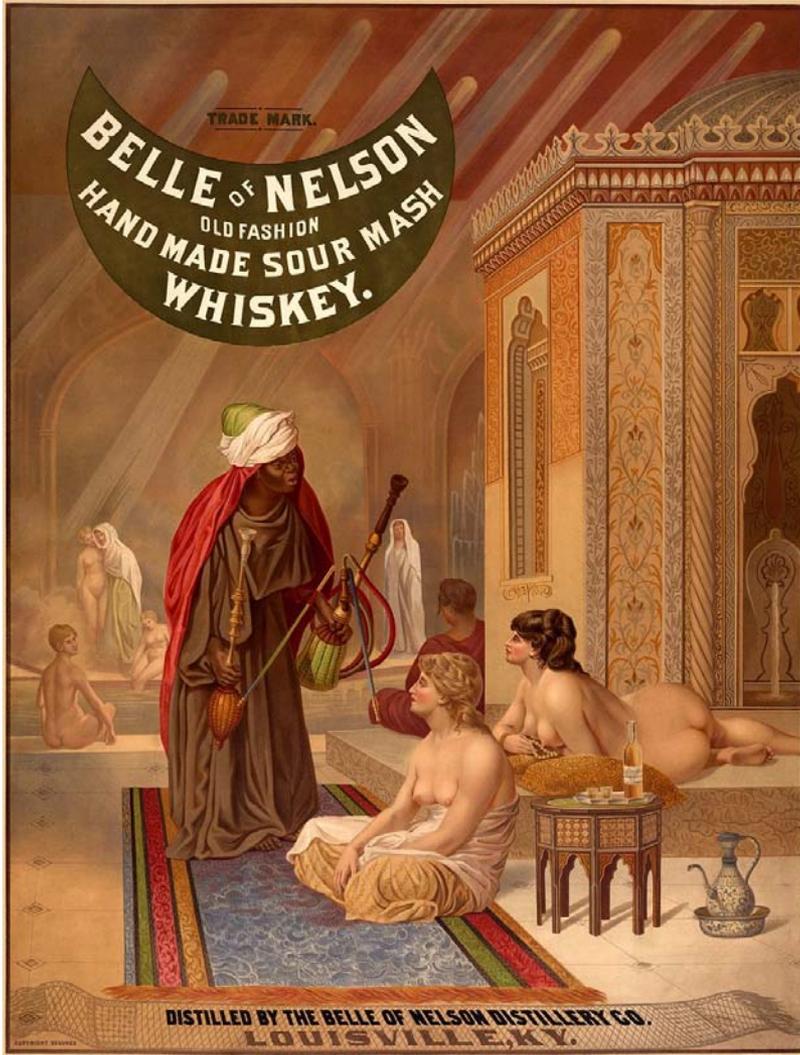
Alcohol use provides a 'deep structural model' of culture; if you understand the use and structure of the drinking occasions you understand the structures, actions, and values of the social world. Advertising campaigns rely on consumers' abilities to 'read' the cultural text of the ad, internalize it, and then want to buy the product. For that reason, alcohol advertising images and metaphors provide a strong and provocative means to better understand the social structures and belief systems of a particular drinking culture.





The rather naughty image on the previous slide is a tri-fold paper advertisement that opens to reveal this more innocent scene. The tri-fold advertises Indianapolis Brewing Company's Progress Brand beer and dates to approximately 1905 (Image used courtesy of the Roughwood Collection)

Alcohol Advertising uses ideas and images that mirror the social functions of alcohol (as outlined by Mary Douglas, see Chapter Three)



Reflects the world 'as it is': demonstrates social rules and belief systems about how the world works

Reflects economic patterns by supporting and encouraging consumerist views of use

Reflects cultural ideas about an ideal world by presenting fantasy images as attainable

Cultural Functions of Alcohol that are used as metaphors in advertising

Social facilitation

Religious ritual

**Economic relationships
and structures**

Political power structures

**Gender relationship
definitions**

Belief systems (ideology)



Structures of social life used in alcohol advertising: images and metaphors incorporating social structures are often depicted in alcohol advertisements. Can you think of alcohol ads that include ideas about each of these categories?

Time

Space

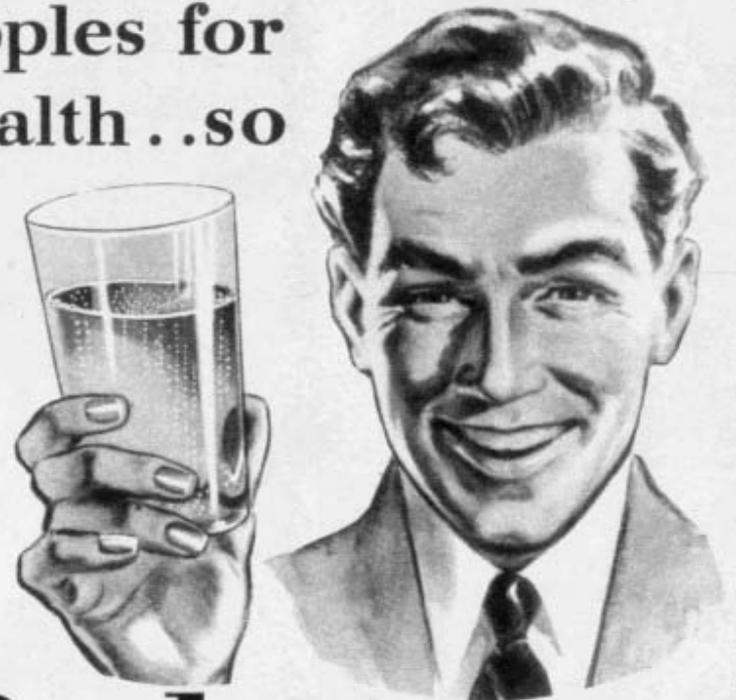
Gender/Age/Cohort

Social Group

Personal Identity

Inclusion/Exclusion

Apples for health . . . so



Bulmer's
for me

An apple a day is the first rule of good health. Bulmer's cider is made from the juice of ripe fresh apples; to drink it each day is a pleasant way of keeping fit. When you are tired or thirsty you will be delighted to feel how a glass of Bulmer's refreshes you.

Bulmer's—the most popular cider of all

H. P. BULMER & CO. LTD., HEREFORD

Examples of advertisements that use social belief systems and structures to sell alcohol

Social facilitation:

<http://www.camy.org/gallery/ad/9E7A7BBDA707957484F9396652AEA89E>

<http://www.camy.org/gallery/ad/CDA25E7D5549C5AAC577D9001C437667>

<http://www.camy.org/gallery/ad/5641E9DFC20F11556194CFF0C028321B>

Religious ritual

<http://www.camy.org/gallery/ad/0283E86936E0F89F3363856C25191997>

<http://www.camy.org/gallery/ad/49BF85334A7F5FC5DD1C4F113A1F02EC>

Economic relationships and structures

http://www.metacafe.com/watch/350385/sagres_bohemia_beer/

<http://www.greygoose.com/Advertising#video=tKt3v8ATyIY>

Political power structures

<http://www.youtube.com/watch?v=jZsfB0ycfMo>

Gender relationship definitions

<http://www.bing.com/videos/search?q=james+bond+alcohol+advertisement&view=detail&mid=09F0A79B940AC601525509F0A79B940AC6015255&first=0&FORM=NVPFVR>

<http://www.camy.org/gallery/ad/C015880251A019766B9169857F7E6114>

<http://www.camy.org/gallery/ad/742B539C8A32C875795042AB9D5720E9>

<http://www.camy.org/gallery/ad/36CB113576D885151FFB607DDD743163>

Belief systems (ideology)

<http://media-cache-ak0.pinimg.com/550x/8c/01/ea/8c01ea790397aa83934afacaa9b6d5eb.jpg>

<http://www.camy.org/gallery/ad/3EC716D563CAC48C1405E311880294EF>

<http://www.camy.org/gallery/ad/AE3B57C74B5A9B635701821E6EDE52F6>

http://www.actionagainsthunger.org/sites/default/files/styles/blog_post/public/ultimat-vodka-header-500x333_0.png?itok=sdp4xQF0

Time

<http://www.camy.org/gallery/ad/0DA4F158076DF6A20D4FDBE29EC8BF10>

<http://www.camy.org/gallery/ad/1AA81695AFC2638CE8A053D0CFF888F2>

Space

http://www.absolutad.com/absolut_gallery/singles/pictures/?id=266&_s=singles

http://www.absolutad.com/absolut_gallery/singles/pictures/?id=1819&_s=singles

Personal Identity

<http://www.camy.org/gallery/ad/33CBFC1EB6B2F224567E4EAAA94ADABF>

<http://www.cabaretcaryl.com/wp-content/uploads/2012/07/ADVERTISING-Ulmat-neil-duerden.jpg>

Inclusion/Exclusion

http://www.youtube.com/watch?feature=player_embedded&v=U18VkI0uDxE

<http://www.camy.org/gallery/ad/1F06488842A13B9EC295B4EB9918EAA5>

<http://www.camy.org/gallery/ad/5B7433B8C87A88D94686067A4521FD45>

A note about alcohol advertisements mentioned in the text

The author was unable to gain permission to use any advertisements for alcohol in the book. There were many conversations with representatives of the various alcohol brands, but in the end, no brand was willing to have their advertisements printed in the text. Their reason was interesting: all stated that they could not allow the ads to be printed in a place where underage readers might see them. Given that the print ads to be used had all been sourced from magazines that were popular among younger readers (such as Maxim, Sports Illustrated and Vogue), this seemed rather disingenuous, if not outright hypocritical. Oh well. For readers wanting to view alcohol ads, these websites may help:

Center on Alcohol Advertising and Youth (CAMY) : <http://camy.org/>

Visit 4 Ads: <http://www.visit4ads.com/>

New Evolution: 70 Modern Alcohol Advertisements: <http://newevolutiondesigns.com/70-modern-alcohol-advertisements>

Creative Alcohol Advertising: <http://inspiredology.com/creative-alcohol-advertising/>

Vintage Advertisements: Alcohol: <http://www.vintageadbrowser.com/alcohol-ads>

Absolute Vodka Advertisement Gallery: http://www.absolutad.com/absolut_gallery/singles/

Links to alcohol advertisements mentioned in the text

- Three Olives Vodka: <http://www.camy.org/gallery/ad/67403B912405AE2E994F3B5AF935665E>
- Patron Tequila: <http://www.camy.org/gallery/ad/17D57D1636ED6BD3FA88099DD02C06B2>
- Grey Goose: <http://hansdrukker.nl/wp-content/plugins/grey-goose-vodka-ad-563.jpeg>
<http://www.greygoose.com/Advertising>
- Skyy Vodka: <http://www.camy.org/gallery/ad/75A5382779385F36E77D2A3C41E39F2A>
- Corona Beer: <http://www.camy.org/gallery/ad/E2A0CEACC79D7FA1CAAC20FD101D8344>
<http://www.camy.org/gallery/ad/9AFD30D725ADB4C098BDABF63629EE7C>
- Canadian Club: <http://www.camy.org/gallery/ad/F6E45945540C9858FDF48ACCE0BCF65D>
<http://www.camy.org/gallery/ad/60675ADE6460629DED53B2181DFB9A68>
- Bacardi Rum: <http://www.camy.org/gallery/ad/B6D5B615D897EBD40092948049CF4D85>
<http://www.camy.org/gallery/ad/742B539C8A32C875795042AB9D5720E9>
<http://www.camy.org/gallery/ad/C015880251A019766B9169857F7E6114>
- Ultimat Vodka: http://www.essentialstyleformen.com/wp-content/uploads/2011/11/UltimatVodka_ad.jpg
<http://www.cluey.com.au/copywriter/copywriting-images/2011/09/amalgamat.png>
<http://www.luxurydaily.com/wp-content/uploads/2012/08/ultimat-print-ad.jpg>
<http://www.cabaretcarol.com/wp-content/uploads/2012/07/ADVERTISING-Ultimat-neil-duerden.jpg>

Alcohol Advertisements reflect Economic Structures

Alcohol plays many roles in the economic life of the United States as an economic commodity that creates jobs across many sectors, from farming to trucking to entertainment. It also supports alternative economies (moonshine, underage drinking IDs, etc.). But perhaps its greatest socio-economic contribution is the use of alcohol to perform selfhood through commoditized consumerism. By far the greatest effort in advertising is to convince potential buyers that the alcohol purchased will contribute to how others see the self, and how the individual perceives himself or herself. Consumerism might be defined as people's tendency to identify strongly with products or services they consume, especially those with commercial brand names. Identity construction through consumerism requires that the buyer identify with the brand and wish for others to also identify him or her with the brand; using that brand of alcohol becomes a social signaling mechanism about the self. Using becomes a social performance made possible by semiotic reading of the social text.

Semiotics: the study of codes de Saussure vs. Peirce

de Saussure

A code is a gesture or other action/sign that serves as a symbol for an object, an action, or an idea.

Signifiers (sounds, images)

Signified (concepts, ideas)

Relationship is arbitrary

Peirce

A code is a figure or device that stands for a word, phrase, or operation or an action or gesture used to convey an idea; it can be an icon, an index or a symbol:

Icons (resemblance)

Indexes (cause and effect)

Symbols (convention; arbitrary)

Symbol

**Pierce Sign
Diagram**

SIGN

Object

Interpretant (effect
of a sign on someone who
reads or comprehends it)

What is a semiotic code?

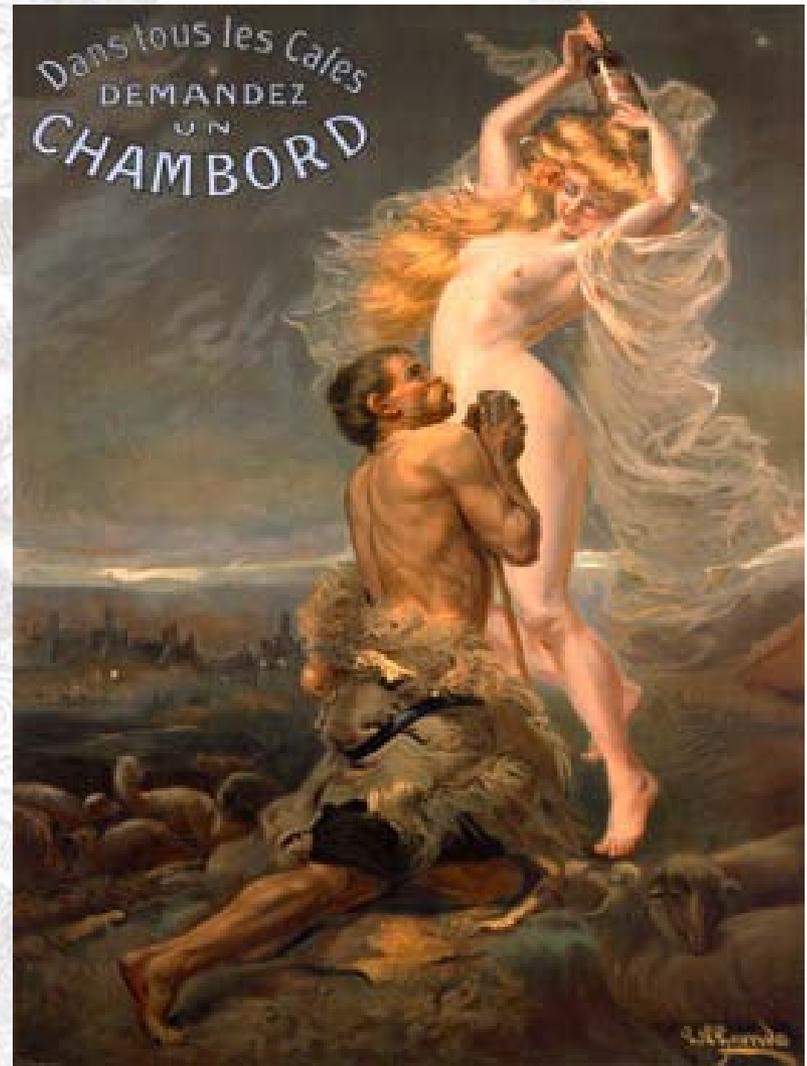


Codes are systems of symbols, letters, words, sounds, or other components that generate meaning. Language is a code. It uses combinations of letters that we call words to mean certain things. The relation between the word and the thing it stands for is, as Saussure argued, arbitrary – based on convention. In some cases the term code is used to describe hidden meanings and disguised communication

Baudrillard: Modernity is defined by state of hyper-reality formed by a disconnect between symbol and object

Lotman: Everything in a text is important and the more you know the more you see

Berger: Publicity proposes to each of us that we transform ourselves, or our lives, by buying something more



How does advertising work?

1. Media Aperture (where the ad is placed)

Time (season of year, month, etc.)

Place (magazine, TV, internet, movies, etc.)

Circumstances (reason for the ad, message of the ad)

2. What is the purpose of the advertising effort?

Awareness of the product

Maintain/continue use of the product

Encourage brand loyalty

Increased intake (widening the perception of how and when to use)

Encourage a switch in brand of alcohol type

3. ROI Stages (Relevance, Originality and Impact)

Awareness

Acceptance

Preference

Search

Selection

Use

Satisfaction

It is therefore important to consider ads as part of a carefully constructed strategy for creating specific effects in specific consumers at specific times.

(Thorson, 1995: 165)

Advertising and Branding (Creation of Product Story Lines)

New Brands need to create a story line about their product in order to know which aperture to use (where to advertise), define the purpose of the ad campaign, and apply the appropriate ROI. In effect, they must create an ideal customer and then construct the campaign to appeal to that person. Some of the considerations in creating an ad campaign include:

Market Segmentation

Geography (region, population size)

Demographics (gender, race, age cohort)

Behavior (occasion for, readiness and frequency of purchase)

Psychographics (values, attitudes, personality, lifestyle)

Creation of a branded product

Creation of new advertising for the brand



How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400

BLATZ
MILWAUKEE
Always the same good old *Blatz*



Storyboard your own ad using the tropes and myths most prevalent in alcohol advertising:

1. Define your product
2. Define your target audience
3. Decide where the ad will run (aperture)
4. Use ROI to define a message about the product
5. Create a story line about the product using the tropes, myths and desires listed on the next slide. Choose one from each column and design an advertising campaign!

Stories/Myths	Tropes	Emotions/Drives/Desires
Religious metaphors	Wealth/Status/Class	Envy
Historical Experience	Success	Fear
Elite Culture	Hedonistic Pleasure	Guilt
Everyday Life	Freedom	Fear of not belonging/desire to belong
Adventure	Consumption	The need for sex
Heritage	Sex	The need for social affiliation
Production Process	Fun	The need to nurture
Sports/Extreme sports	Companionship/Camaraderie	The need for guidance
Exotic Locations	Gender Identity (Femininity/Masculinity)	The need to be aggressive
Heroes/Heroines	Humor	The need to achieve
Good Times	Potency/power	The need to dominate
The Frontier	Uniqueness/individuality	The need for prominence
The Self-Made Man	Choice	The need for attention
The Melting Pot and Successful Assimilation	Social Approval	The need for autonomy
Time Out	Escape	The need for escape
Rock Music	Conformity	The need to feel safe
Celebrity	Quality	The need for aesthetic sensations
	Tradition	The need for satisfy curiosity
		Physiological needs

Online video advertisements of interest:

Fluffed and Whipped Vodka:

<http://www.youtube.com/watch?v=kIxYmdxo4UA>

Heineken 2011: <http://www.youtube.com/watch?v=dz-MJNMfLP4>

Heineken 2012: <http://www.youtube.com/watch?v=9VkggcawM-Y>

Heineken 2012 Skyfall:

<http://www.youtube.com/watch?v=jZsfB0ycfMo>

Budweiser black crown:

<http://www.youtube.com/watch?v=6Fa3EXngxTQ>

Anthropology and Alcohol: Discussion Questions

How do ads use ideas, metaphors, scenes, and images to ‘create specific use patterns in specific consumers at specific times’?

Can ads shift cultural meanings or only reflect them?

What are the differences in ads designed to appeal to different genders? What are the stereotypes students have about those differences and how they play out in advertising? Are any stereotypes particularly effective or ineffective and why?

What comes first, the metaphor (and the symbol) or the desire?

Does advertising create desire or merely reflect it?

What is the basic need on which publicity for a product “feeds”?

What are the aspects of pleasure imaged in ad campaigns and how is this pleasure prompted in the imaging?

What are the key elements of analysis in understanding advertising?

Why is it important to consider the text of advertising from differing viewpoints?