

**Note to Presenter:** This PowerPoint presentation is a tool for you to use to train the youth and/or adults who will be working with you on Let's Draw the Line Between Youth & Alcohol. It includes information on advertising awareness, as well as information on how the general media – and advertising by the tobacco and alcohol industry specifically – targets youth while marketing their products. It is intended to be a simple, fun and interactive tool that can be used to educate and increase awareness among youth, your coalition and within your community. For your convenience, most slides have informational “Notes to the Presenter” on how to present the information.

**Additional Note to Presenter:**

Keep in mind that as you read through the notes and instruction of this PowerPoint, they will not appear as you present it as a “slide show”. Furthermore, there are links and animations embedded in the presentation. We encourage you to make a copy of the notes for your reference and view the PowerPoint as a “slide show” prior to presenting, so that you can familiarize yourself with the transition of each slide. You will need access to speakers for the videos, and you may want to cue the videos ahead of time. In all, the presentation will take you about 30 minutes.

We hope you will find this PowerPoint meets your training needs and is useful to your coalition and community. If you have questions about the presentation or if you would like to make any changes to the presentation, please e-mail [LDTL@dshs.wa.gov](mailto:LDTL@dshs.wa.gov) or call Ray Horodowicz at (360) 725-1528



*First, a game. Let's go through the alphabet and call out the companies or products you recognize.*

Answers to American Alphabet:

A: App Store  
 B: Budweiser  
 C: Coke  
 D: Disney  
 E: ESPN  
 F: Facebook  
 G: GATORADE  
 H: Hulu  
 I: ICEE  
 J: Junior Mints  
 K: Kit Kat  
 L: Lowe's  
 M: McDonald's

N: Netflix  
 O: OREO  
 P: Pinterest  
 Q: Quiznos  
 R: Reese's  
 S: Skype  
 T: Twitter  
 U: UPS  
 V: Vine  
 W: Word  
 X: Xbox  
 Y: Yahoo!  
 Z: Dragonball Z

Brands are everywhere.



3

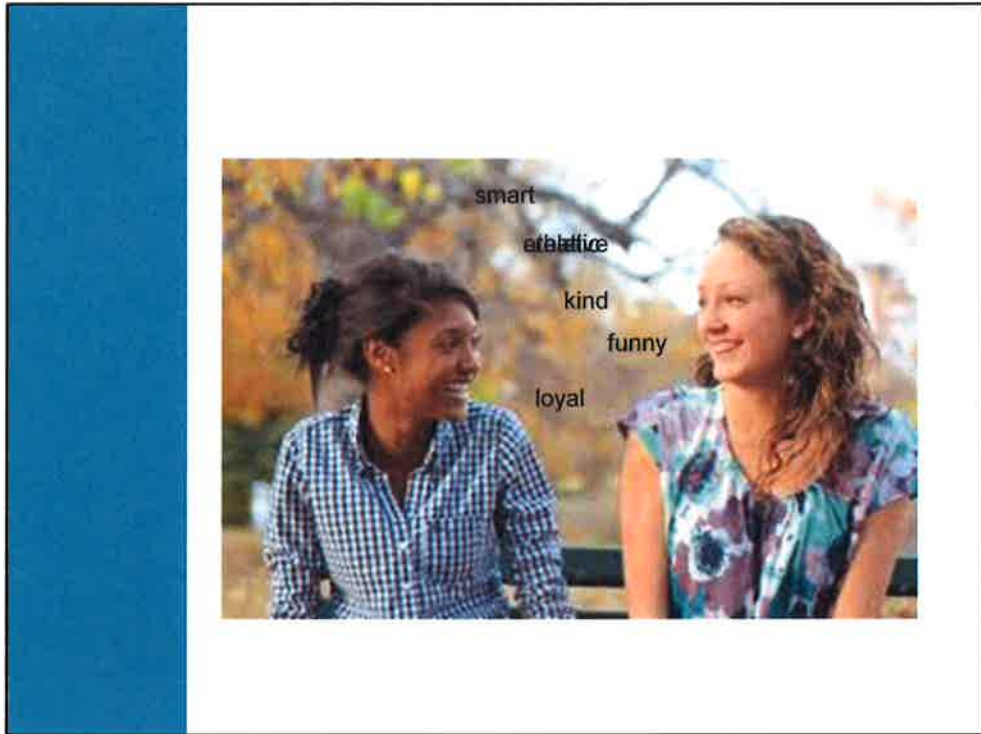
Why do we know these? Because we live in a world full of different brands fighting for our attention. They're on our clothes, on tv, in pictures we look at on Instagram... they're everywhere!

What is a brand?



4

What is a brand? A brand is all of the words and picture that come to mind when you think of a particular company. Any of those memories and mental pictures that come to mind when you think of a company is part of the brand. They might be convenient, or reliable. You might remember the free t-shirt they handed out at the mall.



*Just like when you talk to a person, you form a more developed opinion about them with every interaction. They might be smart, athletic, kind. And as you get to know them more you could add and subtract to that opinion.*

*The same thing happens with every interaction with a particular company. Every time you see the logo, hear the slogan or watch a commercial, you are forming an opinion about them...they are creating their brand. These companies work very hard to create a positive image, they even want you to think of them as a friend.*

## What is Apple's Brand? Disney?



*What does Apple's brand say about them? What are some of the mental pictures, feelings, or opinions you have about their products? What words think of when you think of this company? (People often say "easy to use", "convenient", "overpriced", "stylish", "trendy" ...)*

*What about Disney? (fun, family, princesses, vacation, etc...)*

*Nike? (athletic, swoosh, shoes, trendy, etc...)*

You know them so well,  
they're easily  
recognizable!

7

*When we think of these words, we often have a lot of feelings attached to the products. We know these brands so well because we have grown up with them!*

Think outside the bun. \_\_\_\_\_

Taco Bell



Taste the rainbow. \_\_\_\_\_

Skittles



You're in good hands. \_\_\_\_\_

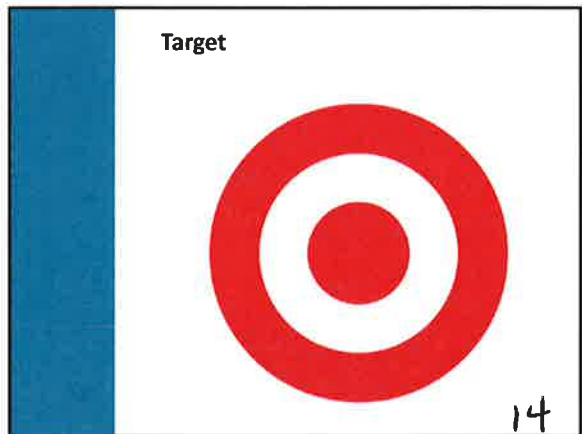
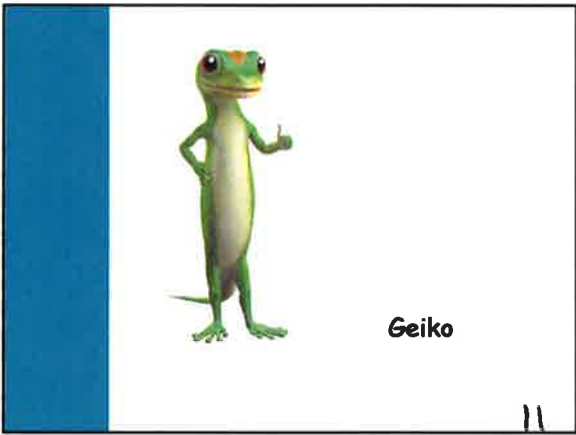
Allstate



*Now we're going to play another game. I'll read the slogan, you say the product or company.*

8

For slides 8-14, just read the slogan or show the logo and let your audience guess the company.



## How many ads do you see

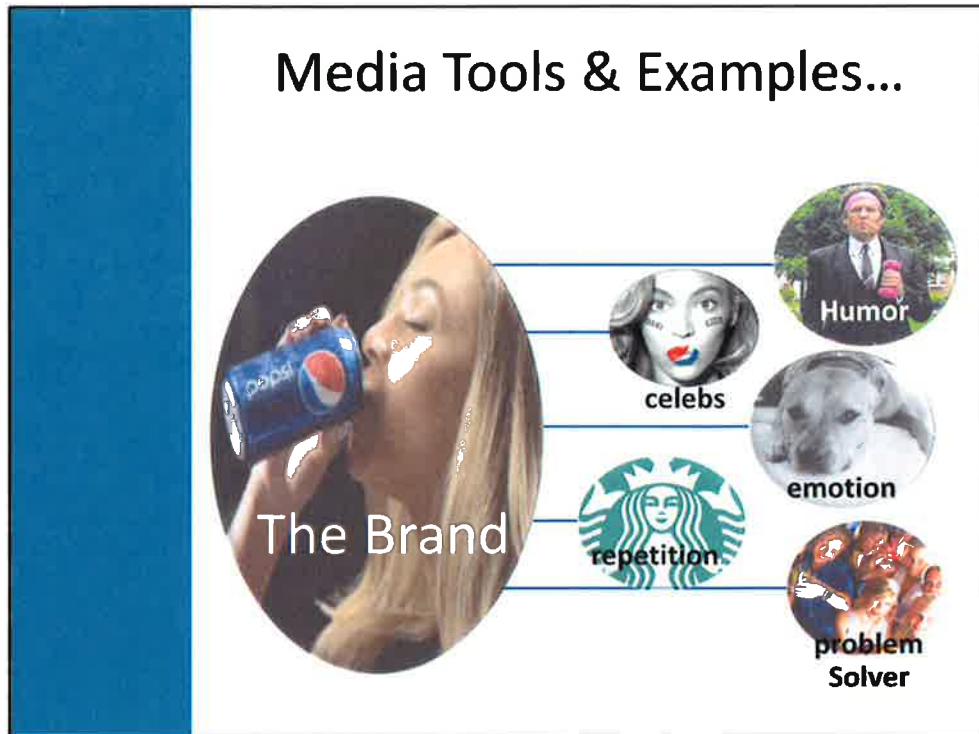


*You see over 5,000 brand messages everyday. Logos, commercials, product placement...And companies spend a lot of money putting those ads out! Last year companies spent nearly 500 billion dollars on advertising. But the best advertising is free! And it comes from you guys. Young people take pictures of their products and post them to Instagram, Facebook, Pinterest and twitter. That's why so many companies take care to cover their products in logos.*

*Nike is one of the best! These Nike High Tops have six ads on the outside of the shoe, and two on the inside. This is not an accident! Nike has made sure that from every angle the shoes are photographed, the swoosh will appear. If this person walks past you, you've already seen 12 out of your 5,000 logos for the day!*



## Media Tools & Examples...



*We know that companies spend a lot of money on creating their brand with advertising. But what kind of tools do they use to do this?*

**Humor:** *It is easy to sell something when people are happy and laughing because of the product.*

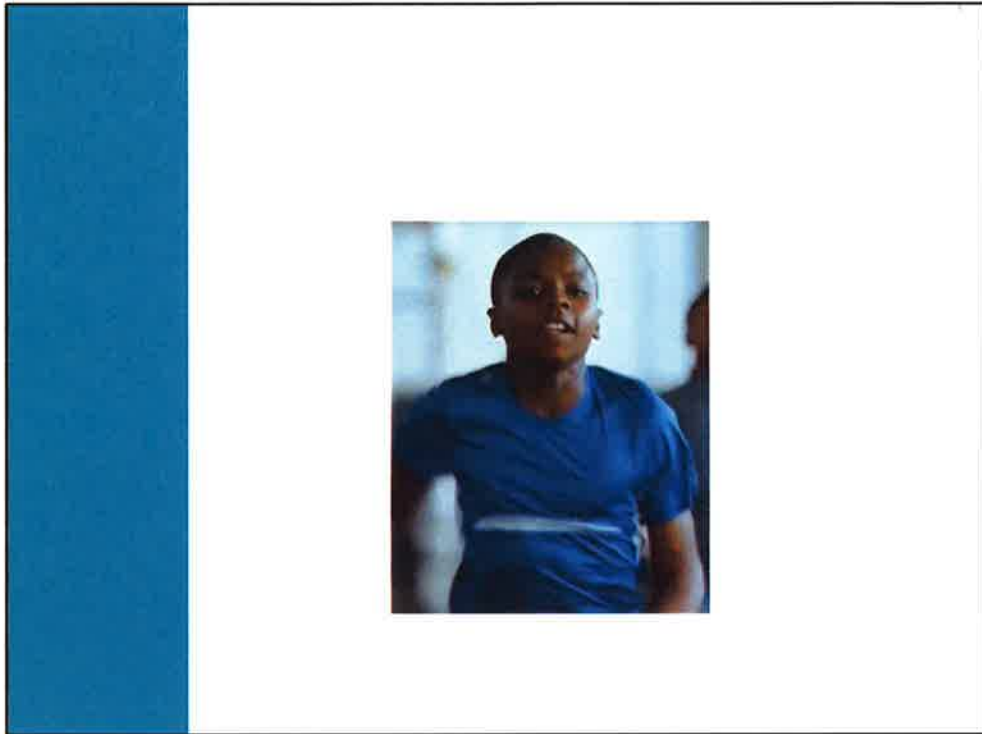
**Celebrities:** *Using famous people to draw attention and promote their product.*

**Emotions:** *Like the ASPCA commercials with the sad dogs, companies use things like happiness, sadness, or anger to relate to you. They will often tie it in with relatable situations to "tug at your heartstrings" and make their message hit home.*

**Repetition:** *Using a particular slogan, symbol or logo over and over.*

**Problem solver:** *Show you how good your life can be with their product. It can solve your problems, you will have more money, more girls, more power.*

*The purpose of creating this brand??*



**Note to presenter:** When presented as a slide show, click on the picture to link to the You Tube video of the commercial. The link is at: <http://youtu.be/0ruHOaHrGnQ>

\*\*\* There may be a short ad when you open the video on you tube.

*This is a great example of emotional branding. The first time around I didn't even notice the product. P&G makes laundry detergent, personal hygiene products and dishwasher soap. But did you notice the products? They only flash on the screen for brief moments. The biggest purpose of this commercial is to build an emotional connection with people, not show off their product. Everyone can relate to striving for their dreams. Especially kids! Adults are the main consumers of this products, but even kids can comprehend this commercial. This commercial can help build a relationship with anyone at any age.*

**PICK ME! PICK ME!**



*Companies create brands so that every time you go to the store and see all of the other brands, you will select them. Although we don't think of it, we will naturally gravitate to things that we trust and that we have a personal connection with.*



**Who are brands targeting  
with their ads?**

**YOUTH**

The next few slides provide information on who the target audience is in most advertising (youth) and how the alcohol companies are no exception in their marketing strategies. They will provide facts on teens and advertising, and provide statements made by specific alcohol & tobacco companies that support the claim that these companies do purposely target youth in their advertising strategies.

Source: The Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health; [www.Camy.org](http://www.Camy.org)

## Why?

**YOUTH = \$\$\$**

20

*There is a larger teen population today than ever before. Teens are exposed to many more media influences than ever before. Teens have disposable income and are able to spend money on whatever they want to spend it on. They are also highly influential in getting their families and peers to spend money.*

## Teens & Advertising

There are 33 million teenagers in the U.S.  
The largest generation ever.

- Each year U.S. teens spend an estimated **\$100 billion** and influenced others to spend an additional **\$50 billion**.

2011 WGBH Educational Foundation

21



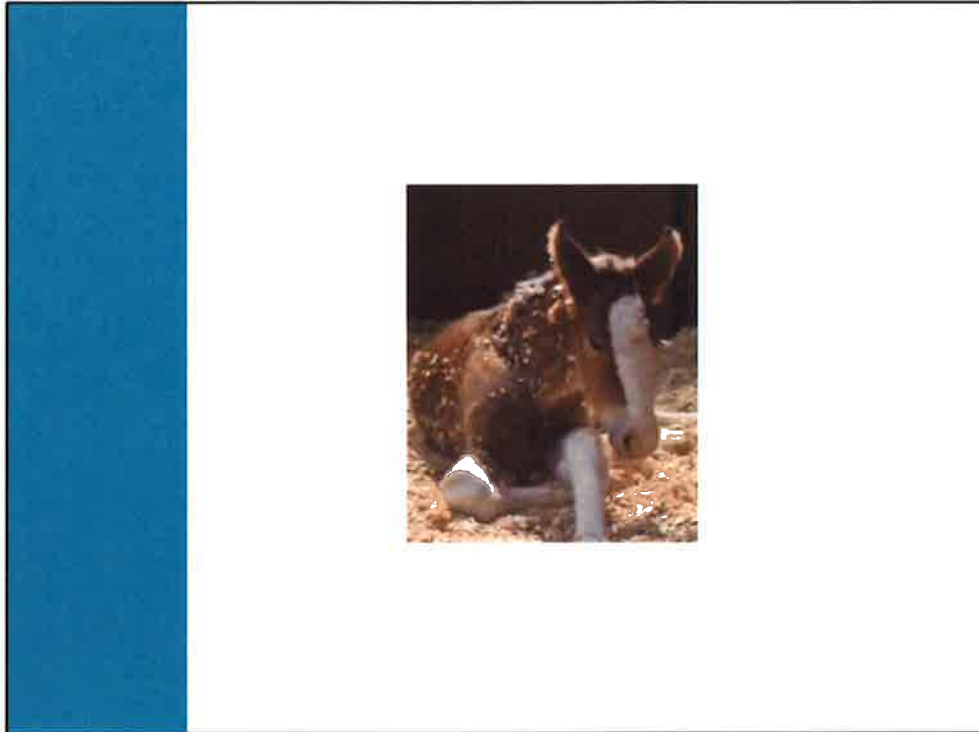
**Alcohol & Tobacco companies are**  
**NO**  
**different in their Advertising Strategies...**

**No matter what they say in**  
**public, the truth is...**  
**YOUTH**  
**are their market!**

From 2001 through 2003, youth in the United States were 96 times more likely per capita to see an ad promoting alcohol than an industry ad discouraging underage drinking.

In fact, compared to underage youth, adults age 21 and over were nearly twice as likely per capita to see advertising discouraging underage drinking.

Source: The Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health; [www.camy.org](http://www.camy.org)



**Note to presenter:** When presented as a slide show, click on the picture to link to the You Tube video of the commercial. The link is at: <http://youtu.be/tTbLBL2P6YA>

\*\*\* There may be a short ad when you open the video on you tube.

*We're going to watch another commercials. Look for similarities from the last commercial.*

- \* *What is this commercial about?*
- \* *What is the age target for this commercial?*
- \* *Do you have to be 21 to relate to this commercial?*

*This is a very sweet commercial. They're using the same tactics as the other commercial. But do you have to be 21 to get this commercial? If you asked a child what it is about, they would say a horse. Most of them would probably not be able to say Budweiser. But that's what these companies do, they get your attention young. What is more appealing to a child than an animal? At the end there is even a website you can access to help name the baby Clydesdale pony. While you may not notice the brand at first, they become integrated into your life. They become not just a company, but something you trust and recognize. That's why these companies are wealthy. We are buying what they are selling.*

## Examining Advertisements



- **What messages are the alcohol companies sending with these ads?**

- **What do the models look like?**



- **What colors and/or images are being used?**



- **Who is the target?**

The next several slides are advertisements to examine. Ask your audience:

*What messages are the industry attempting to send with these ads?*

*What do the models look like?*

*What colors and/or images are being used?*

*Who is being targeted with these messages?*

*What are the messages behind the slogans?*

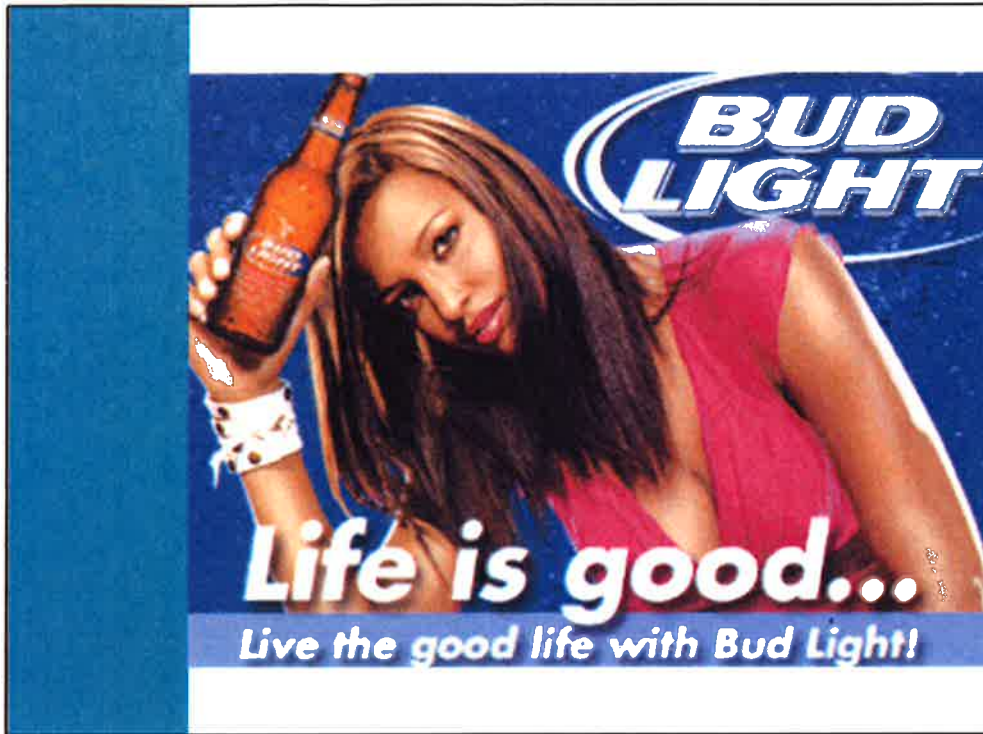
*What technique is being used?*





*Who likes video games? Who are the advertisers targeting?*

*What message are they sending?*

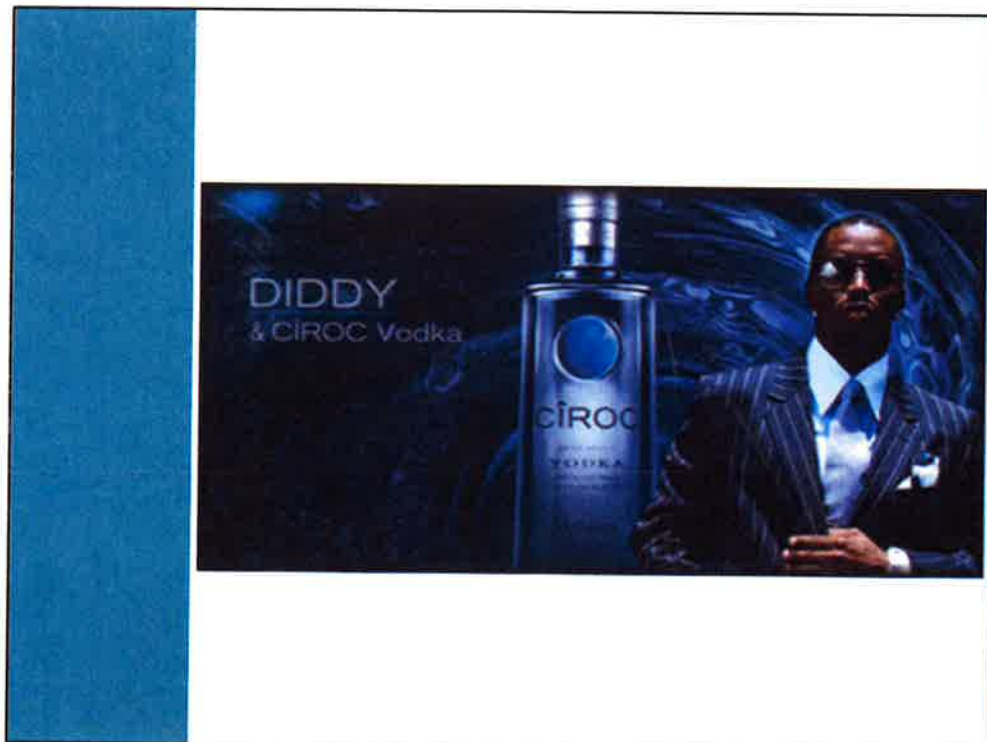


26

Who is the advertiser targeting?

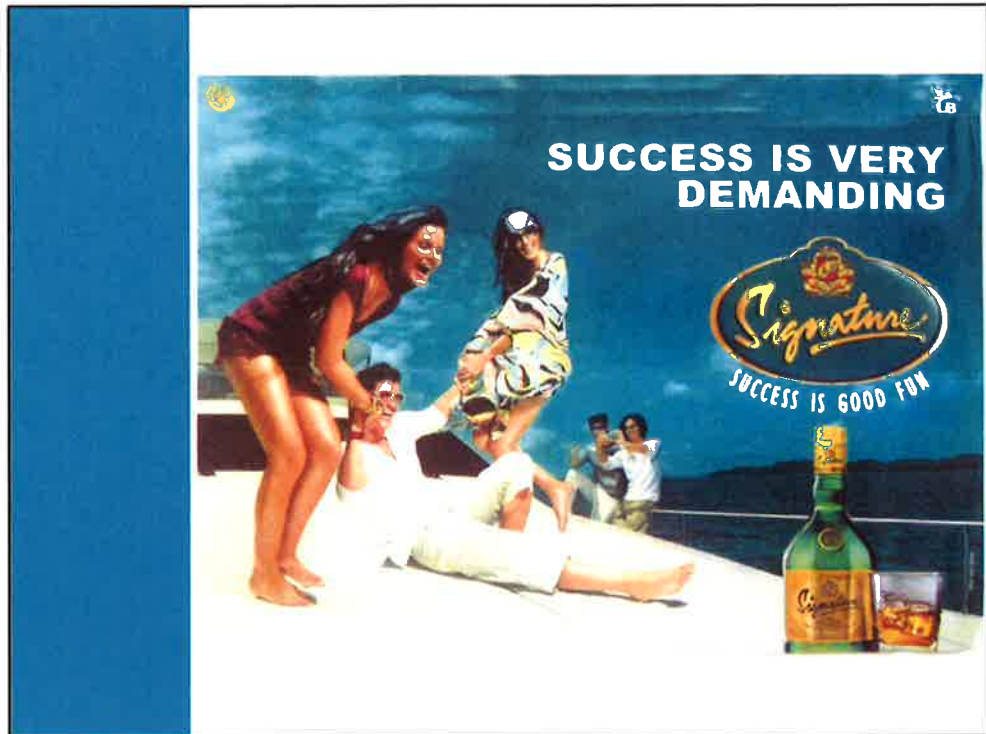
The slogan is "Life is good..." and "Live the good life...". What do they want us to believe about their product?

Good example of the "problem-solving" technique as mentioned in slide 16



27

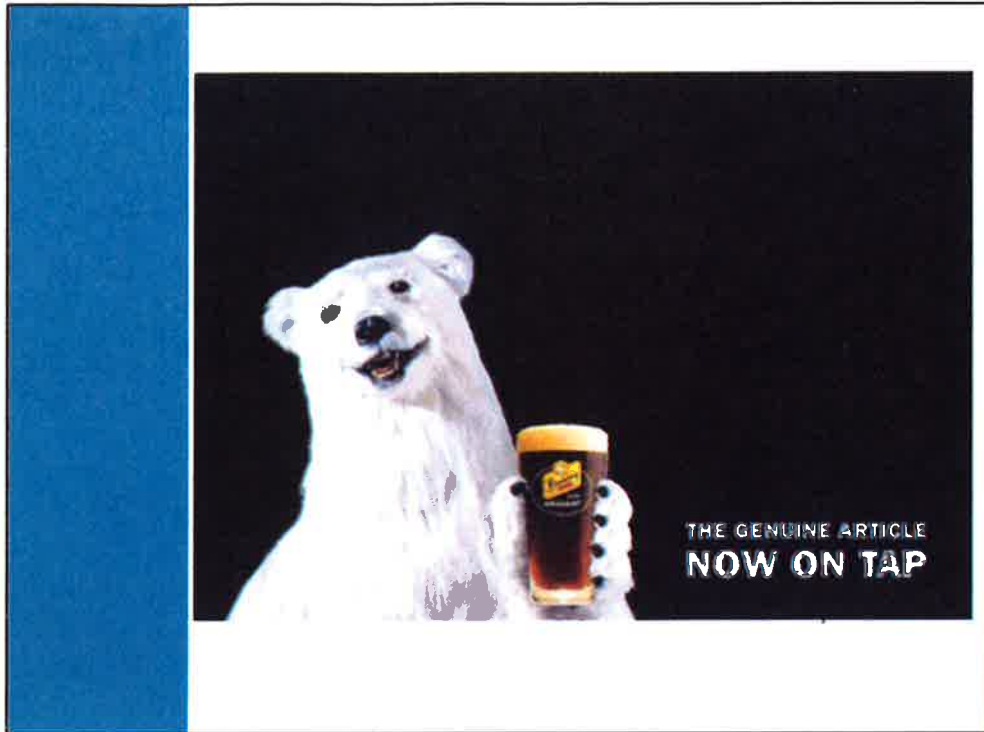
Who is this? P Diddy. Which technique are they using here? (Celebrity endorsement)



*Another example of the problem solver.*

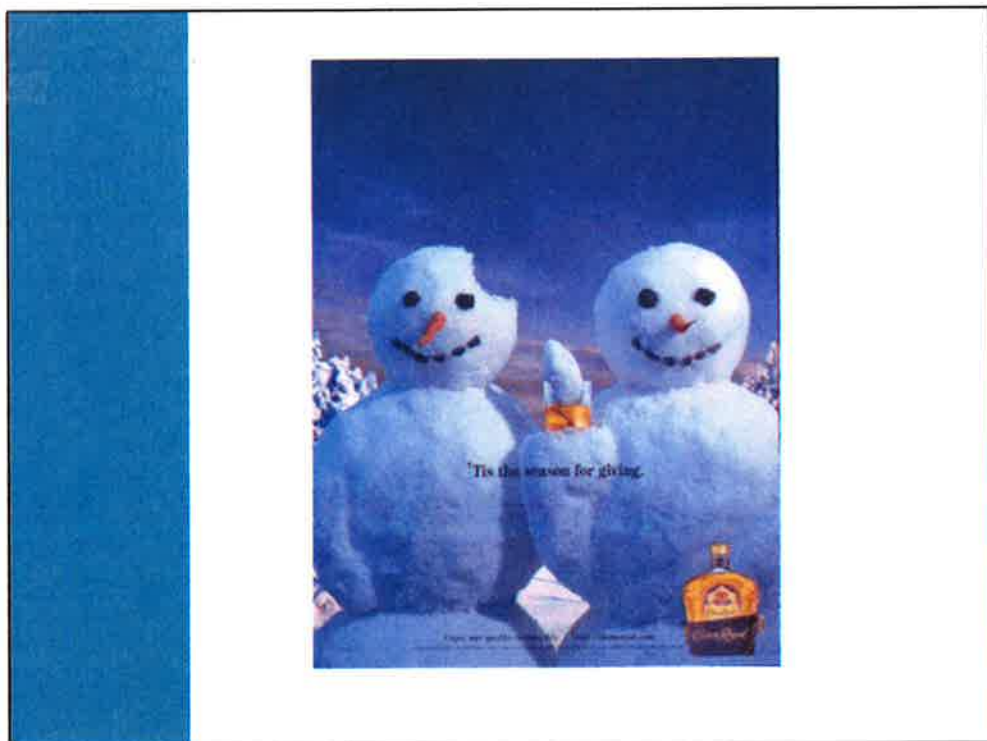
*In this image, what is the problem? Success is very demanding.*

*What does the company want us to believe? That success will be even sweeter with their product. Look at how much fun they are having. Who wouldn't want to live that life?*



29

*Why would they use a polar bear to sell the product?  
Who might this ad appeal to?  
Which technique did they use?*



30

*These advertisements use cute, funny pictures that can grab even a young child's attention.*

## They said what???

- “Cigarettes are no more addictive than gummy bears.”  
(Bennett LeBow, Tobacco CEO)
- “If you are really & truly not going to sell to children, you are going to be out of business in 30 years.” (Same)
- “It’s one of the few drinks where you don’t necessarily know you’re drinking alcohol and that’s a conscious effort to make those drinks more appealing to young people.”  
(Marketing Director- Absolute Vodka)
- “Today’s teenager is tomorrow’s potential regular customer.”  
(Phillip Morris)
- “It’s the parents responsibility to ensure that their kids aren’t drinking, not ours.” (Anheuser-Busch)

31

**Note to Presenter:** These are direct quotes from tobacco & alcohol companies that contradict their claims that they don’t purposely target youth when marketing their products!

And They Say They Don’t  
Target Youth!!!

32

## The Truth & Nothing But the Truth!!!

- **Teens who start drinking before the age of 15 are 5 times more likely to become alcoholics than those who wait until the age of 21.**
- **Alcohol is connected to the top three causes of teen death: accidents, homicide, and suicide.**
- **The average age for youth to use cigarettes in WA state is 12.**
- **“Every single day, 7,000 kids under age 16 take their first drink, and \$6 billion of alcohol advertising and marketing each year isn't helping.” -Jim O'Hara, the Center on Alcohol Marketing and Youth**

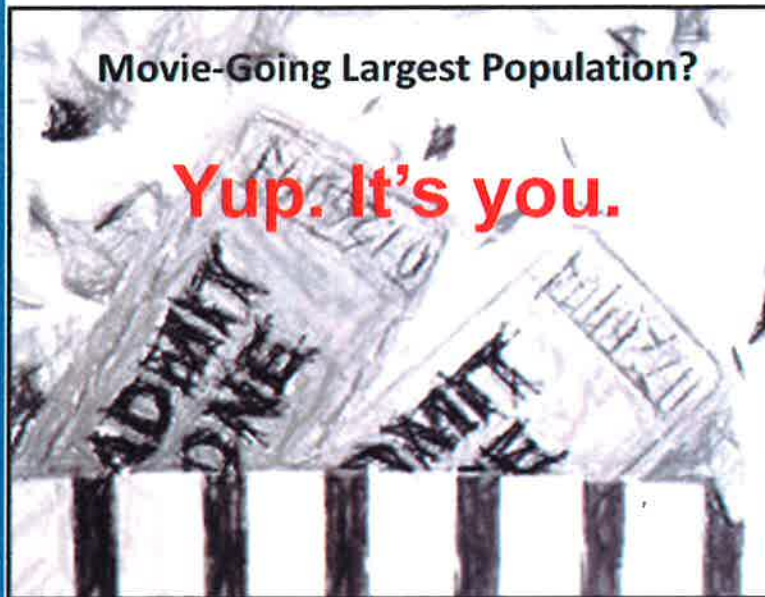
**Note to Presenter:** There are incredibly important reasons to do everything we can to keep kids from drinking or using tobacco products, at least until legal age.

- According to National Institute on Alcohol Abuse and Alcoholism those who begin drinking by age 15 are five times more likely to have alcohol problems when they are adults.
- Alcohol has a greater impact on the developing teen brain.
- Drinking can be fatal. Alcohol is connected to the top three causes of teen death: accidents, homicide, and suicide.
- The earlier youth begin smoking, the more likely they are to become strongly addicted to nicotine. 9 out of 10 adult smokers began when they were teens or younger. (Healthy Youth Survey, 2012)
- We know alcohol is #1 drug of choice for Washington's youth.

**Instruction:** Read the content of slide to audience.

Source: Institute of Medicine National Research Council, Washington State Healthy Youth Survey and CAMY.

## Product Placement



34

*Product placement is another way youth are exposed to alcohol. Products are placed where they know youth will see them- for instance in movies.*

## Top Grossing Films of 2013

1. Iron Man 3
2. Despicable Me 2
3. Hunger Games: Catching Fire
4. Man of Steel
5. Monsters University
6. Gravity
7. Fast & Furious 6
8. Oz The Great and Powerful
9. Star Trek Into Darkness
10. World War Z

35

*These are the top 10 grossing films from 2013. Only one of these films does not have any reference to alcohol or tobacco. Any guesses which one?*

## Even in the animated films...



*Alcohol use is even depicted in animated films. In the image of Monsters University, drinking culture is shown. Look for the red cups and other indications of binge drinking.*

*The second clip is from Despicable Me 2.*

*While the alcohol brands are not specifically identified, the industry still benefits from exposure and normalizing alcohol use.*



**Alcohol & tobacco purposely placed on store shelves next to other products that are popular with youth...**



*Alcohol & tobacco products are often purposely placed on store shelves at eye and access level of youth and right next to other products (such as soda & candy) to evoke curiosity.*

**Note to Presenter:** As your teams conduct the CANS surveys, you will be looking for this within the stores you survey.

## **Tobacco Products... Marketed Intentionally to Youth!!!**



*Tobacco products are packaged in bright wrappers that mimic popular candy. They can come in flavors that appeal to youth.*

**Note to Presenter:** Flavored tobacco was heavily introduced to the public in the early 2000's by the tobacco industry as an attempt to market a product that would be enticing to youth. This strategy was implemented following strictly enforced marketing laws and regulations enforced under the Master Settlement Agreement, which was imposed in 1998 after all 50 States sued (and won) the tobacco industry for purposely marketing tobacco products to youth. In 2009 research identified that many of these products were indeed enticing youth to trying tobacco products. Because of this, the FDA banned certain flavored tobacco.

According to the act

...a cigarette or any of its component parts (including the tobacco, filter, or paper) shall not contain, as a constituent (including a smoke constituent) or additive, an artificial or natural flavor (other than tobacco or menthol) or an herb or spice, including strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee, that is a characterizing flavor of the tobacco product or tobacco smoke. Any company who continues to make, ship or sell such products may be subject to FDA enforcement actions. You are encouraged to report any company that sells cigarettes with these certain characterizing flavors.

There is no such ban or regulation of flavors in e-cigs which often contain addictive nicotine.

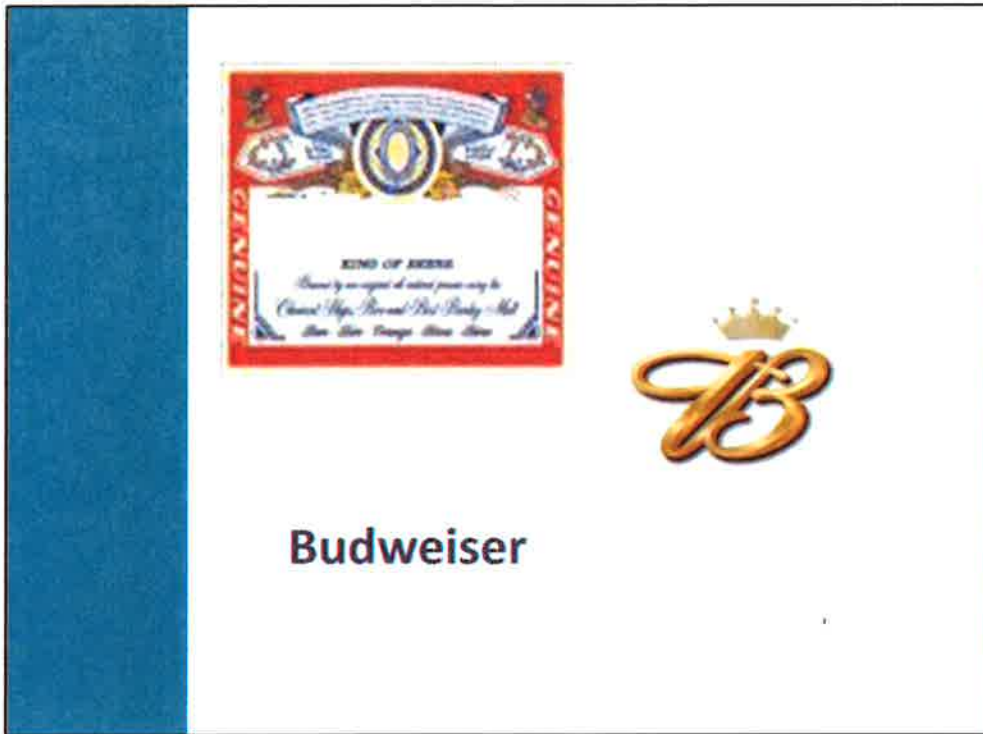
Although traditional tobacco products have been banned in our state, many of the products are still being found on store shelves, primarily the flavored cigars and cigar wraps (also known as blunt wraps). As you conduct your CANS survey you will be looking to see if these products exist in the stores you survey.

Source: [www.fda.gov](http://www.fda.gov)

Which of these contain alcohol?

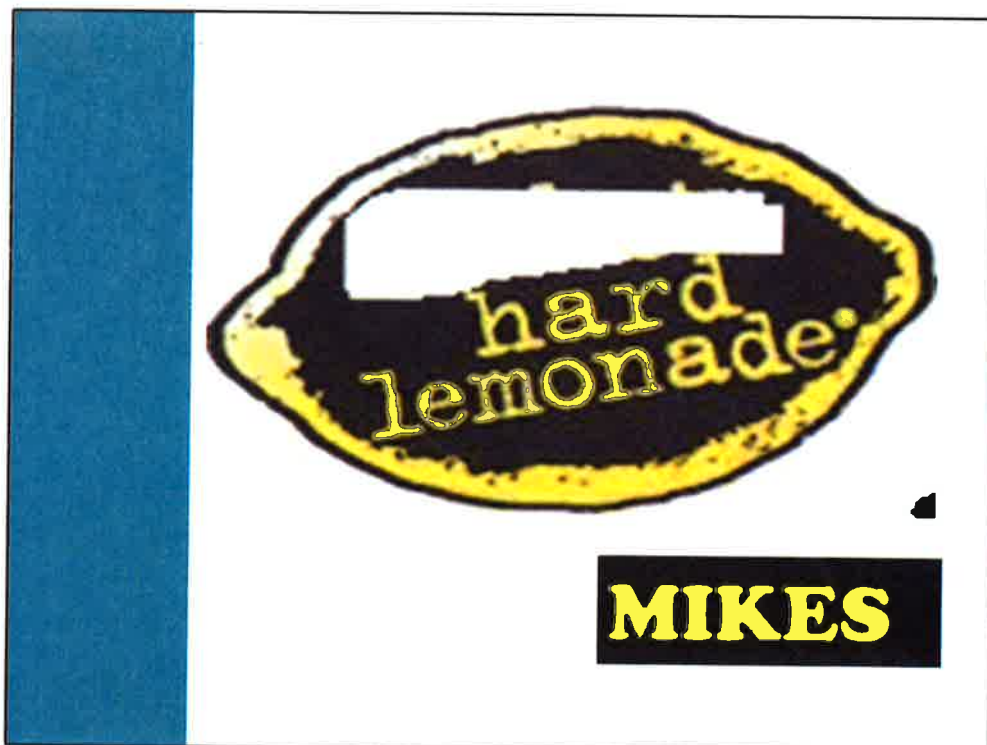


*3 of these 6 energy drink products contain alcohol. Can you spot them? It is difficult to tell which contain alcohol. Using colorful packaging and products you already know is an intentional marketing strategy. The point is not to make you accidentally grab the product with alcohol, but rather to seem appealing because it is related to something you already know and use.*



40

The following are more examples of how easily youth can recognize products that they are not legally able to use. Most youth recognize these products as easily as they recognize the candy, fast food, and shopping centers from the previous slides 8-14.



41

## Counter Ads



- **What should the messages really be saying?**
- **Tell us the truth about how alcohol impacts a young person's life!!!**



*What would advertising look like if the companies had to tell the truth about their products?*

*These images are examples of counter advertising- a strategy used to balance the effects that alcohol and tobacco advertising may have on consumption and related problems. Such measures can take the form of print or broadcast advertisements (e.g., public service announcements [PSAs]) as well as product warning labels. They are also a fun and interactive way in which youth can identify what messages are being portrayed through the media and then identify the "truth" about what these messages "should" be saying!*

The picture is of Jacqueline Saburido who was in a car that was hit by a drunk driver in 1999. The driver of the car that hit her car was an 18 year old high school student. He was sentenced to 7 years in prison and fined \$20,000.

## Reasons to Wait?

43

### Safety.

- **Each year 40,000 people die in car accidents. But 900,000 people die of alcohol and substance abuse related deaths.**
  - Depression and Suicide
  - Assault
  - Accidents

44

## Gateway Drug

- Alcohol users **6 times** more likely to become drug dependent.
- Kids who drink before 18, **13X more likely to abuse prescription drugs**, use cocaine and smoke cigarettes.
- Most “harmful” drug to others around user.
- It kills more teens than all other drugs combined.

45

Citation: Lancet Medical Journal

## MIP

- Up to \$500 fine
- Driver’s license revoked 1 year or 17<sup>th</sup> birthday, whichever is longer (1<sup>st</sup> offense)
- Community service and alcohol class
- Can affect scholarships. Especially athletic and ROTC.



46

## Family



**Note to presenter:** Click on the picture to link to the You Tube video of the commercial. The link is at: <http://www.youtube.com/watch?v=jUe0GWsHZdg>

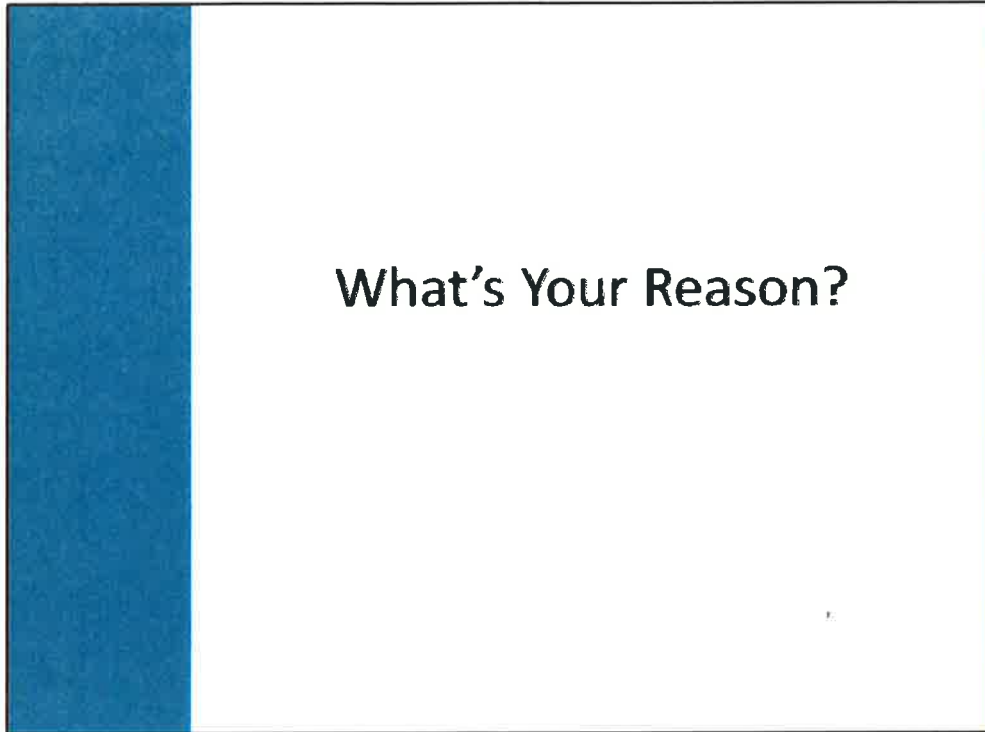


## What ~~Reality~~ Reality You...



*Youth are surrounded by all kinds of advertising that paints drinking in a really positive light. They make it seem like anytime someone uses their product they're going to have a great time... that they'll will always look good and feel good. And in reality, it's just not that cool!*

**Note to presenter:** This last image is intentionally used to “break the tension” that builds towards the end of the presentation and to lighten the mood so youth can more easily participate in discussion about why they should wait to use alcohol. Consider your audience of the presentation. If the picture does not make sense to show, you can skip this slide.



49

At this point, if appropriate, share any personal reasons for not using alcohol until 21. Encourage discussion from youth to share their reasons for waiting.



50

Here are two sites with prevention information.

## Resources

- Center on Alcohol Marketing and Youth  
[www.camy.org](http://www.camy.org)
- Alcohol Justice  
[www.alcoholjustice.org](http://www.alcoholjustice.org)
- Counter Tobacco  
[www.countertobacco.org](http://www.countertobacco.org)

51

Here are three sites with more detailed information about advertising awareness.

## Questions?

For general questions about Let's Draw the Line 2014, including reporting requirements, e-mail: [LDTL@dshs.wa.gov](mailto:LDTL@dshs.wa.gov)  
or  
call Ray Horodowicz at: (360) 725-1528

52