My friends Bundy, cruiser and VB: alcohol marketing on facebook

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**Recommended Citation**

Jones, Sandra C.; Robinson, Laura; Barrie, Lance; and Davroen, Sondra, "My friends Bundy, cruiser and VB: alcohol marketing on facebook" (2013). *Faculty of Social Sciences - Papers*. 549.

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Abstract
Abstract presented at the Australasian Professional Society on Alcohol and other Drugs Conference 2013, 24-27 November 2013, Brisbane, Australia

Keywords
bundy, friends, cruiser, vb, alcohol, marketing, facebook, my

Disciplines
Education | Social and Behavioral Sciences

Publication Details

This journal article is available at Research Online: https://ro.uow.edu.au/sspapers/549
using positively-valanced words and/or playing on the theme and imagery in the advertisement. Fifty-five percent included the word ‘enjoy’ in the responsibility message and 24% linked the wording of the responsibility message to the theme of the advertisement. In all cases the responsibility message was in substantially smaller font than other writing in the advertisement, and placed at the bottom and/or margin.

**Discussion and Conclusions:** It appears that responsibility messages in alcohol advertisements are designed not to be noticed by consumers and, if they are noticed, to further promote and encourage consumption by reiterating the key advertising messages.

**Introducing and Aims:** Research into the extent and nature of alcohol advertising in Australian magazines has predominantly focused on ‘lifestyle/entertainment’ magazines. ‘Health’ magazines are often perceived as an appropriate source of information on health and nutrition. It is reasonable to expect that advertisements in these magazines would predominantly be for health-promoting (or at least not health-damaging) products.

**Design and Methods:** We audited three ‘health’ magazines (Men’s Health, Women’s Health and Prevention) for the presence and nature of alcohol advertisements for the period 2010–12 (102 of 108 issues published).

**Results:** Over the three years there were 30 alcohol advertisements in Men’s Health; seven in Women’s Health and 10 in Prevention. There was considerable variation across years, with over half of the advertisements in Men’s Health appearing in 2010 and the number in Prevention increasing over time. Advertisements in Men’s Health were predominantly for beer (76.7%); and in Women’s Health and Prevention for wine/champagne. What was particularly concerning was the frequent presence of a ‘health’ message in advertisements appearing in these magazines, with 17 (36.1%) including a claim about low calorie or low carbohydrate content, but only two promoting low(er) alcohol content.

**Discussion and Conclusions:** Consumers are presented with a wide range of conflicting messages about alcohol, the majority of which encourage consumption. We find alcohol advertisements are present in ‘health’ magazines in similar frequencies to other magazine genres, but are often positioned in such a way as to suggest a health benefit or minimise the perception of a health risk.