

# Branding Youth Identity: Alcohol Marketing and Youth Voices

Hector Kaiwai

Te Rōpu Whāriki  
(Whāriki Research Group)  
Massey University  
Auckland

# Alcohol marketing in Aotearoa...

- Liberalisation of alcohol environment in the 1990's
- Included alcohol advertising and marketing
- Casswell & Zhang (1998); Babour *et al* (2003):

Exposure to repeated high-level promotion inculcates pro-drinking attitudes and increases the likelihood of heavier drinking... Alcohol advertising predisposes minors to drinking well before legal age of purchase...

*(Babor et al, 2003: 183)*

# Marketing does matter...

... you see like slaughtered people, absolutely trolleyed and its just awesome,... and that [advertising] reminds you of that occasion.

*Mark (Tauivi male) 17yrs*

... whenever the flyers come through the mail, you like pick it up, the first page you're looking at is the page where the alcohol is at. So that's like that.

*Belinda (Māori female) 16yrs*



# Advertising, promotion, merchandise....

Tim: If you buy two Tuis you get a prize,  
little hats.

Pip: Export did that for a while... if you  
bought 10 handles of Export you got a  
shirt... if you guessed who scored the  
first try in a game you got a Steinlager  
shirt-

Ron: No, if you bought a Steinlager you got a  
sticker with a number of someone like 13  
and if no. 13 scored you got a shirt-

Pip: That was Export Gold-

Ron: No, I think Steinlager, people who were  
sponsoring the All Blacks.

*Mixed gender Taiwi group of 17yrs*



... just like in the ads

...with that Export ad... they got the bus like I'd love to do that. Just like grab a whole lot of people and go... But you'd need Export to do it as well.

*Tim (Tauiwī male) 17yrs*



**WIN A ROAD TRIP FOR YOU AND 20 FRIENDS.**  
5 TRIPS TO BE WON.

*Cruise for a day with Export Gold. You choose where you want to go, we'll put on the food and beers.*

**BUY EXPORT GOLD AND GO INTO THE DRAW TO WIN**

 **export gold**

The advertisement features a white and blue bus driving on a road, with several Polaroid-style photos floating above it, showing people enjoying a trip. The background is a bright yellow gradient.

# 'Unmeasured'/Viral Marketing: Saturating youth environments...



Vodka Mudshake



J-Kwon – (Gettin) Topsy 

- Txt/Pxt/Video messaging
- Music artists promoting the consumption of alcohol brands
- Sponsoring and advertising at youth events (Big Day Out; Edgefest)
- Internet sites (i.e. [www.tui.co.nz](http://www.tui.co.nz); [www.lionred.co.nz](http://www.lionred.co.nz))

# Get sponsored by Coruba...

<http://www.coruba.co.nz/>



**AN EXCITING OPPORTUNITY**  
exists for a legendary party figure to be sponsored for a year by a well known brand.

You will be expected to have a wicked time, cultivate and entertain a wide circle of mates in your area, with the ultimate goal of becoming known as 'The Man' or 'The Woman'.

You will be given a whole lot of free stuff to help make this happen.

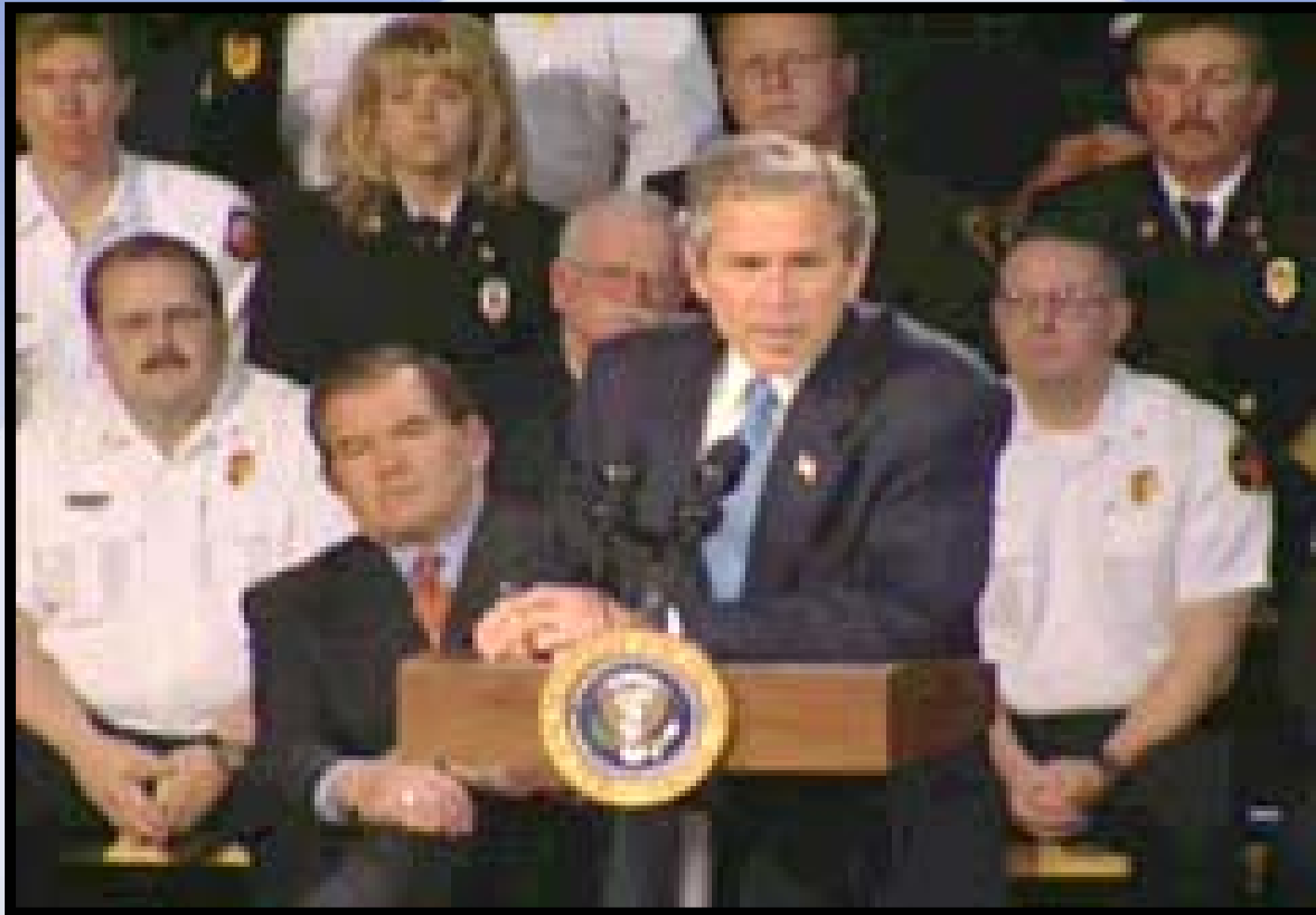
Work from home.

To apply, visit  
[www.get-sponsored-by-coruba.co.nz](http://www.get-sponsored-by-coruba.co.nz)



- Uses popular youth mediums (*Multimodal*: internet, txt-ing etc.)
- Myth-making (Where is Coruba?)
- Easily accessed
- Has 'whats in it for me' factor (heaps of free stuff)
- *Commercialisation* of 'private space'
- How do you regulate this?

# ... Coruba ... (continued)



# Youth as a market...

... the whole alcopop craze, which really for the first time blatantly targeted under age drinkers and early adopters... for a 15 year old it wasn't too far off Fanta, Coke, lemonade... [youth want to know] yes but what's the alcohol percentage, how much [it cost], and that was how they judged it ... and then how cool was it, which is about the label and if there was a campaign in place.

*Former alcopop brand manager*

# Conclusions

- Growing exposure in youth environments
- Diversification of sites for alcohol promotion (txt-ing, pxt-ing, internet...)
- ‘Naturalisation’ of alcohol promotion in youth cultures (*viral marketing* i.e. youth talk about the ‘funny Tui ad’ in their ‘everyday’ conversations...)
- Commercialisation of ‘Public’ and ‘Private’ spaces. How do we combat this?

# Food for thought...

... it's like squeeze the juice out of all the suckers with power to pour some back out such as to water the flowers. Which means like get all the knowledge out of older people and put it back into the youth so they will grow and like be smart. And like change the next generation.

*Adam (Tauivi Male) 17 yrs*

# Discussion...

- How do we combat viral marketing?
  - What sorts of ‘counter-marketing’ strategies/tactics could we develop?
  - Is policy keeping up with todays technology. How do we make policy more responsive to a dynamic youth culture?
  - How does my ‘\$1000’ budget compete against a ‘\$4b’ marketing budget (NOT ACTUAL FIGURES, JUST HYPOTHETICAL)?
  - How do we measure/regulate the alcohol marketing that occurs in peoples ‘private space’ (i.e. txt-ing, music, internet...)?
  - Are we providing alternatives for youth in our own communities (i.e. things other than drinking in their spare time; will this need to go beyond just injecting more money into sports (i.e. diverse activities for our diverse young people)?