

Advertising of alcohol in China

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1. Alcohol advertising in China

- **The earliest alcohol ad in China:
1529, Luzhou, Shanxi province**
- **The first alcohol ad on TV:
28 Jan 1979, Shanghai TV Station
“Shengui Bujiu”**

1. Alcohol advertising in China

- **The main media that contains alcohol ads are:
TV, newspaper, radio, magazine.**
- **The total expenditure of alcohol ads on TV is:
US\$268 millions in 2000.**

1. Alcohol advertising in China

- The number of brands that appears on alcohol ads on TV is over **1000**.
- The total times of alcohol ads on TV is over **500000** in 2000.
- The total length of alcohol ads on TV is over **1800 hours** in 2000.

2. Example of alcohol advertisement

Aimed at

young people



Hu Bin

Good taste, fresh style! 来自美国的好味道!

生活更轻松

Life is more easy!

Landmark Beer:

- Hu Bin: a very famous **movie star**, **singing star** and a **No.1 male model** in China.
- This ad was appeared on various occasions, eg, Hu Bin's **vocal concert** at many cities, many **webs**, local **newspapers**, many body of **buses** in many cities, etc.
- So many youngling *love Hu Bin*, consequently, so many young people *like Landmark Beer*, and including female youngling.



Snow Beer

CCTV 5



Sports
Channel



雪花
啤酒

畅享成长

Beijing Beer



BTV-1

Beijing Beer



2. Examples of alcohol advertisement



Utilizing of

Sports event





Jin Liu Fu

金六福中国奥委会合作伙伴

奥运福 · 金六福

五粮液集团优质产品

CCTV 1

参与是福 · 金六福

2. Examples of alcohol advertisement



Displaying

Nationalistic theme

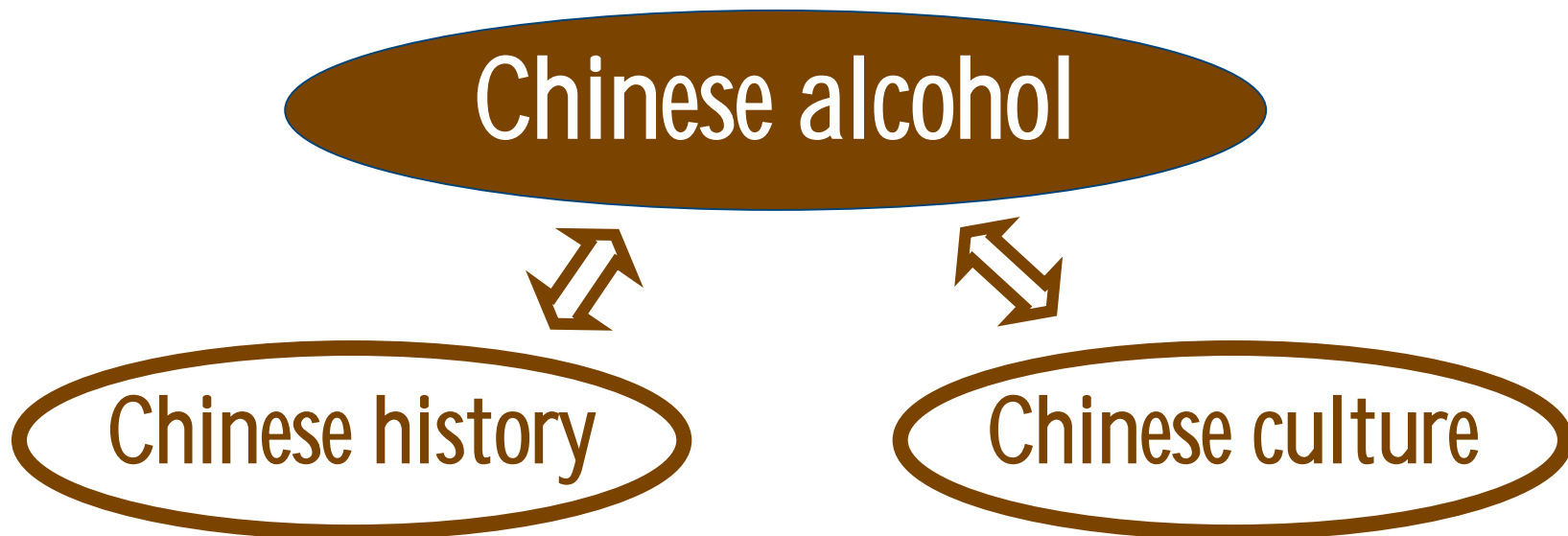


B.C.135



Won Golden Medal in 1915 at Panama Expo

Nationalistic theme of China



CCTV 1

源于盛唐
古酒文化

yuanyu sheng tang
gu jiu wen hua

招商电话: 0311-6819038

CCTV 5



國
喻

國
喻

1573年 泸州老窖开始兴建

CCTV 5



泸州老窖股份有限公司

CCTV 5



品位431年历史

1573年 泸州老窖开始兴建

CCTV 5



THE FIRST
CELLAR IN CHINA

國
窖

The
First
Cellar
in
China

2. Examples of alcohol advertisement



existing

Problematic ads



“Jin Liu Fu” = “Golden Six-Felicity”

- Six sapes:
aromatic, mellow, full-bodied, sweet, continuous, purity.
- Six felicities:
wealth, longevity, health, virtue, harmony, fealty.
- “Six-felicity is the basic behaved rule for man,
Six-sapor is the basic demanded quality for alcohol”

Luck



Jin Liu Fu



CCTV 1

参与是福 · 金六福

CCTV 5



CCTV 5



man

alcohol

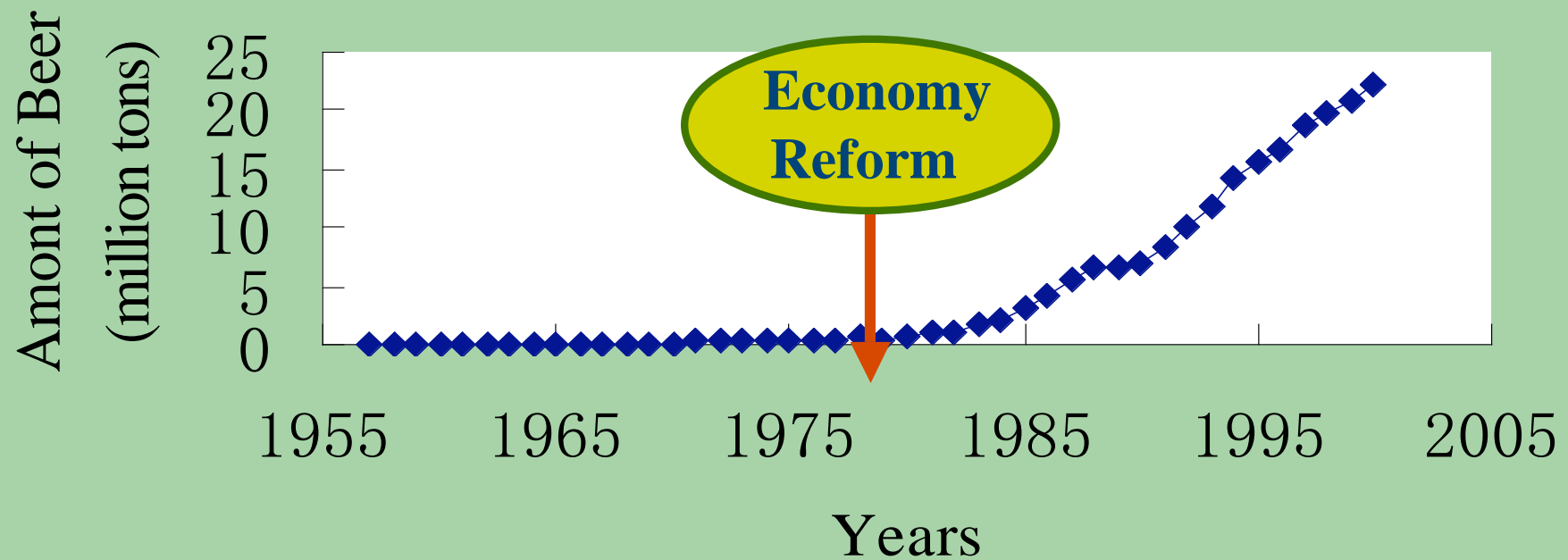
spirits



3. Alcohol consumption in China

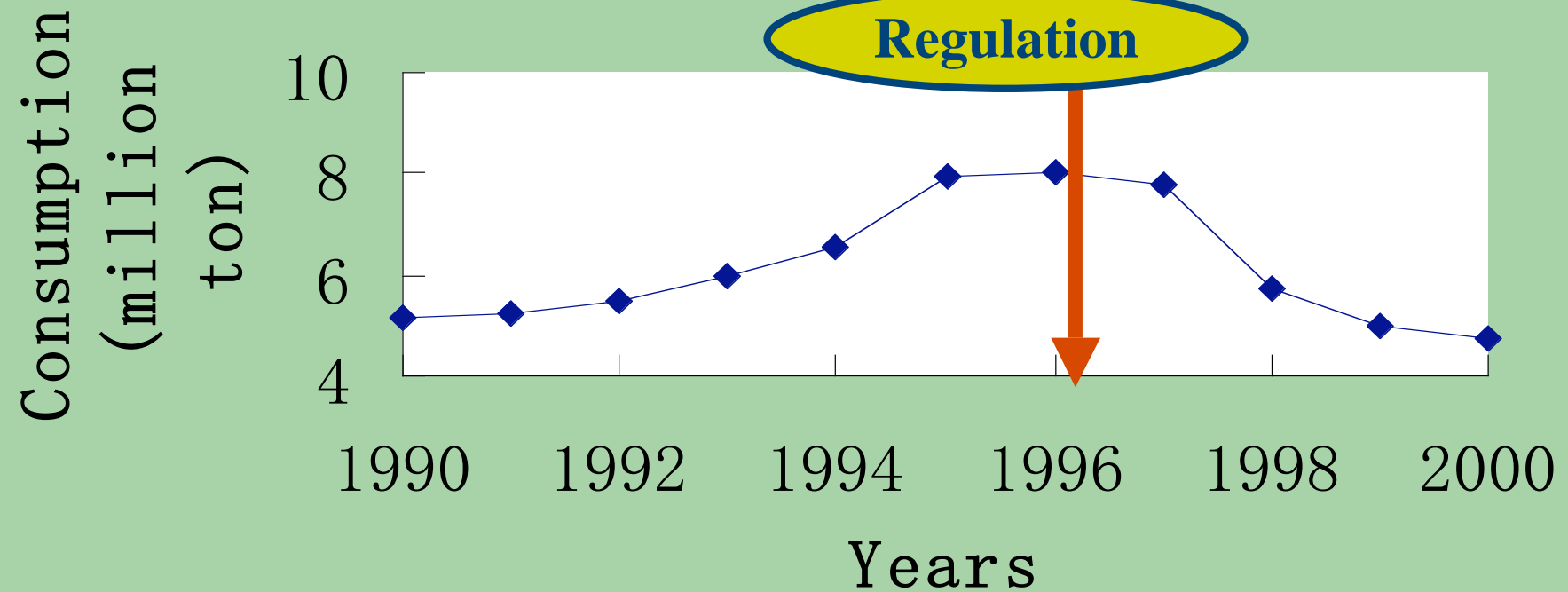
- Population: **1267** millions in 2000
- Alcohol drinkers: over **500** millions in 2000
- Overall consumption: **30** million tons in 2000
- Average consumption per adult: **31** kg in 2000
- Per adult citizen: 80kg alc bev. or **8L** abs. alc.

Consumption of beer in China



* Proportion of beer to total alcohol beverage consumption =78% in 2000

Consumption of Spirits in China



Summary

Establishing a reasonable policy for alcohol advertisement and reducing the number of alcohol abusers are necessary task for China, and it will be benefit for the whole population in the world.

Thanks