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
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

Sports Channel
Beijing Beer
Beijing Beer
2. Examples of alcohol advertisement

Utilizing of

*Sports event*
Jin Liu Fu
参与是福・金六福
2. Examples of alcohol advertisement

Displaying

*Nationalistic theme*
Won Golden Medal in 1915 at Panama Expo
Nationalistic theme of China

Chinese alcohol

Chinese history

Chinese culture
品位 431 年历史

1573年 泸州老窖开始兴建
The First Cellar in China
2. Examples of alcohol advertisement

exising

Problematic ads
“Jin Liu Fu” = “Golden Six-Felicity”

- Six saporens:
  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

参与是福·金六福
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
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