

## Advertising Campaign

### The regulations prohibit

- Statements that are False or Untrue
- Statements that are Inconsistent with
- Approved Product Labels
- False or Misleading Statements that are Disparaging of a Competitor's Product
- Health-Related Statements that are False or Misleading
- Misleading Guarantees (Money back guarantees are not prohibited)

Now that you have an exciting wine brand to sell, create a series of three advertisements. They can be meant for a magazine, newspaper, online... Create a campaign: it means that these advertisements work together so you have to come up with three related ideas, not just tweak one and apply it to different media/formats. Please take the ads further than just displaying the bottles on the page. You can show the product in use, create a story, show a setting, make a promise, educate, ...

Your headlines (and copy) will be very important. They cannot be an afterthought but have to come into the equation as early as your sketches.

The following information is required for wine advertising:

Name and address (city and State) of the permittee responsible for the advertisement; and

Class, type or distinctive designation to which the product belongs, corresponding with the information shown on the approved label. For example:

Red wine, White wine, Sparkling wine; or  
Cabernet Sauvignon, Chardonnay; or  
Champagne, Bordeaux; or  
Red wine with natural flavors.

### Timeline

March 20 Review 20 sketches and headlines

March 22 Translate Advertisement layouts to computer

March 27 Review illustrations or images for your ads

March 29 Review copy, last-minute touches, print

April 3 Critique

April 10 Hand in project

### **Alcohol advertising**

The First Amendment provides substantial protections to speech, and thus substantially limits the government's ability to regulate truthful, non-deceptive alcohol advertising based on concerns about underage appeal. For this reason, the Federal Trade Commission has long encouraged the alcohol industry to adopt and comply with self-regulatory standards to reduce the extent to which alcohol advertising targets teens, whether by placement or content.

Where are alcohol companies spending their marketing dollars? 31.9% were spent in traditional media – TV, radio, print, and the like. 28.6% helped wholesalers and retailers promote sales. 17.8% went toward sponsorships and public entertainment. 7.9% were directed to online and digital marketing. And outdoor and transit ads accounted for 6.8%. The major story in this fourth FTC industry study: Online and digital expenditures showed a four-fold increase since the 2008 report.

Are companies meeting industry standards on ad placement? Since only those over 21 can buy alcohol, the age of the viewing audience is an issue. In the first half of 2011, 93.1% of all measured media – traditional media and online/other digital – met the alcohol industry's placement standard at the time, which required that at least 70% of the audience viewing the ads be 21 or older. (Since then, the industry has adopted a new ad placement standard, requiring that at least 71.6% of the audience be 21 or older.)