



## A Closer Look at Sex Appeal used in Alcohol Ads Brooke Creef



Advertising agencies have longed relied on sex appeal in ads. The **assumed relationship** between drinking alcohol and sex appeal has been evident in ads for some time. And although the alcohol industry asserts that advertising aims only to increase market share and not to encourage underage persons to drink, research suggests otherwise. Alcohol advertisements overwhelmingly connect consumption of alcohol with attributes particularly important to youth, such as friendship, prestige, sex appeal and fun (1). In all the ads that I have located, this is true. In all but one, a woman is portrayed sexually and the man in the Bombay Sapphire ad still exhibits sex appeal. Moreover, the copy speaks directly to this and invites the viewer to indulge. This is clearly evident in the Level Vodka "Hello Delicious Campaign". Each ad depicts self-indulgence and escapism and only the one Kahula ad directs the viewer to enjoy responsibly. The Bacardi ad even goes as far to show the woman with a tattoo, asserting even more about the sexual stereotypes, partying and alcohol. While the industry maintains their assertion, these ads speak to the contrary and can be very damaging to youth who **partake in risky behaviors**.

### Images

Bombay Sapphire Ad | Six Degrees Mag March 2009

Level Vodka Ad | Food and Wine September 2008

Level Vodka Ad | [www.thedeliciouslife.com](http://www.thedeliciouslife.com)

Kahula Ad | Food and Wine December 2008

Freixenet Ad | Food and Wine December 2008

Gloria Ferrer Ad | Food and Wine December 2008

Prairie Vodka Ad | Food and Wine September 2008

Bacardi Ad | [www.stanford.edu](http://www.stanford.edu)

1. Grube JW, Wallack L. Television beer advertising and drinking knowledge, beliefs, and intentions among schoolchildren. *Am J Public Health* 1994;84(2):254-59.