



**For Immediate Release**  
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### **CHILDREN VOTE BEER COMMERCIALS AMONG THEIR FAVORITE SUPER BOWL ADS**

(Columbus, Ohio) The National Football League Championship game, the Super Bowl, is almost as famous for its commercials and halftime show as it is for the game itself. At an estimated \$3 million per :30 second advertisement, these are big investments for advertisers. In a survey conducted by Drug-Free Action Alliance, Ohio youth selected commercials for alcohol, specifically beer commercials, among their favorites.

More than 8,400 youth in middle and high school participated in this year's survey. Of those expressing a favorite commercial, the top two spots are for Doritos followed by three ads for Anheuser-Busch alcohol products. Doritos *Crystal Ball* ad and their *Power of Crunch* ads were the clear favorites garnering a majority of youth votes. The beer ads featuring the famous Clydesdale Horses and the one titled *The Meeting* were voted as the favorite ad claiming the next three spots.

Research has shown the negative impact that alcohol marketing has on youth. A study published in *Pediatrics and Adolescent Medicine* found that youth who saw more alcohol ads on average drank more than those who did not see the ads. It is noteworthy that for last year's game, Anheuser-Busch is estimated to have spent nearly \$20 million on commercials that aired during the Super Bowl according to the Center for Science in the Public Interest.

"Scientific research shows the serious and damaging effects of alcohol on the developing brain of youth under the age of 21," says Patricia Harmon, Executive Director of Drug-Free Action Alliance. "Teen alcohol consumption is unhealthy, unsafe and unacceptable. Additionally, the ads that aired this year added violence to the mix. Punching a koala bear and getting thrown out of a window does not send good messages to our children."

Youth exposure to alcohol ads is a year round concern and the Super Bowl is an event that delivers record-breaking audiences nearly every year. This year was no exception as 98.7 million viewers tuned in to watch the game and commercials. With a large number of viewers under the age of 21 watching the championship game this year, it is not surprising that these witty and clever advertisements are remembered most often by youth.

Drug-Free Action Alliance encourages parents to talk to their children about what they see on television and help them understand how commercials are used to sell products, services and images that are not always realistic.

Drug-Free Action Alliance is a not-for-profit organization that provides leadership to promote safe and drug free communities throughout Ohio. Programs and initiatives include Know!, *Parents Who Host, Lose The Most: Don't be a party to teenage drinking*, the Ohio College Initiative to Reduce High-Risk Drinking and the Ohio Red Ribbon Celebration. More information can be found at the website [www.DrugFreeActionAlliance.org](http://www.DrugFreeActionAlliance.org).

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Red Ribbon Celebration

College Initiative to Reduce  
High Risk Drinking

Ohio Resource Network  
Clearinghouse

Statewide Prevention  
Coalition Association

Parents Who Host, Lose The Most:  
Don't be a party to teenage drinking

Ohio Center for  
Coalition Excellence

Know!

Youth Philanthropy  
Council

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