

# Coming of Age

## Movie Advertising Techniques for the 21+ Crowd

In the United States, alcohol advertising is currently self-regulated. Many of the restrictions involve the management of the content along with an explicit desire to limit the overall exposure of this advertising to those above the legal drinking age (LDA). Currently in the United States, this age is 21. Some of the restrictions of this advertising content include:

- The message cannot be specifically designed for a younger-than-21 audience.
- It cannot promote brands based on the effects of the product.
- It must not encourage irresponsible drinking.

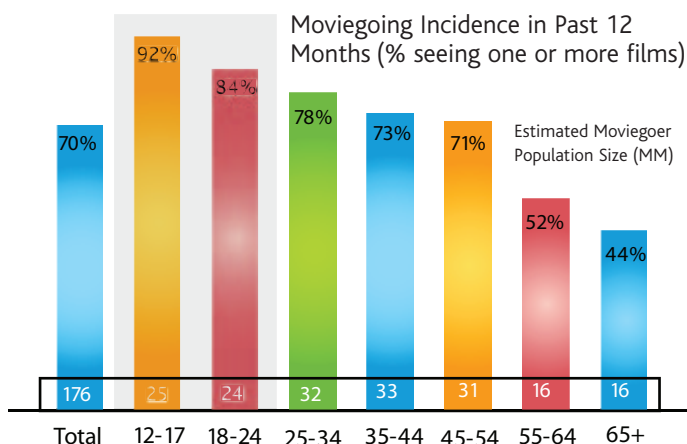
However, probably the most difficult aspect of the self-regulation is not the content of the commercials so much as their delivery.

Current restrictions state that 70% of the audience must be above the LDA of 21 years, which means that the opportunity afforded many advertisers is simply not allowed for this industry. In a world where the fragmentation of media requires companies to aggressively pursue new methods of engagement with prospective consumers, many beverage/alcohol companies, because of the above restrictions, are forced to scrutinize any changes to the marketing program much more carefully than the average brand. This delay in execution, while warranted, continues to run the risk of this industry falling behind in resonance with their target consumers.

Here we explore such a case, and potentially how to move forward. In this brief, we ask the question: How might alcohol/beverage clients more efficiently advertise in the world of cinema while acknowledging their unique level of restrictions?

### ABOUT TODAY'S MOVIE CONSUMER

According to Nielsen's American survey of moviegoers, the highest incidence of moviegoing is attributed to the youngest of consumers, a point not lost on beverage/alcohol brands.

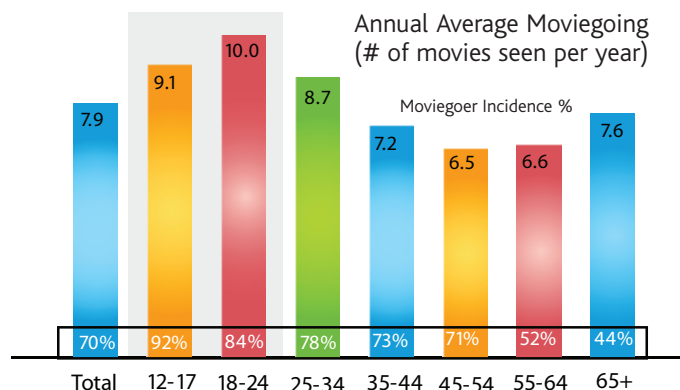


### Incidentally speaking

92% of consumers 12 to 17 attended a movie in a theatre during 2007. For consumers aged 18 to 24, that number is 84%. As age increases, the incidence of moviegoing continues to decline.

### The strongest contenders

With average movie theatre visitation at 10 times per year in 2007, the 18- to 24-year-old represents the strongest moviegoer among all Americans.



### KEY INSIGHT:

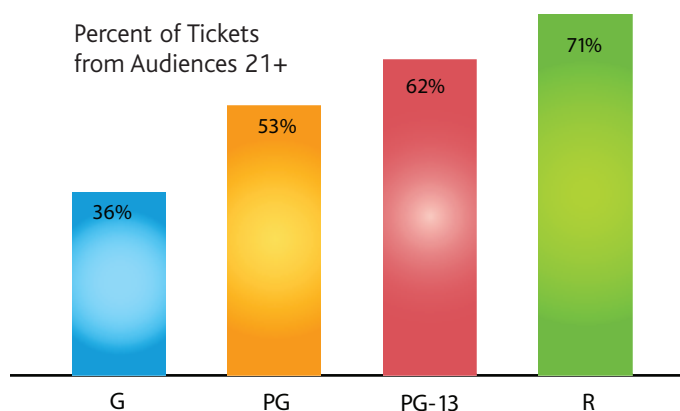
The LDA demarcation of 21 is situated amongst the highest number of impressions (admissions) of any demographic. Utilizing these impressions will require careful targeting.

### ABOUT THE RATINGS

To some extent, MPAA ratings provide some insight into which movies can effectively reach out to our 21+ segment. R ratings are best suited, G-rated movies are least, but in many ways, the MPAA is not effectively designed for this targeting.

### Rating the ratings

While it makes sense that R-rated films come in as the top-rated for reaching 21+ individuals, this number is not statistically different than that of PG-13. In essence, PG-13 films are just as likely to bring in a 21+ audience as an R-rated movie is, since much PG-13 content appeals to older consumers as well.



### KEY INSIGHT:

Beverage/alcohol marketers and agencies looking to harness the power of cinema advertising need to look beyond just the MPAA rating to effectively harness this medium.

This article is adapted from a report published by Nielsen PreView. For more information on this and other Nielsen research, visit [more.preview@nielsen.com](http://more.preview@nielsen.com).