

**Targeting Gender:
A Content Analysis of Alcohol Advertising in
Magazines**

A Thesis Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

A-Reum Jung
August 2012

ACKNOWLEDGEMENT

I would like to express thanks to major advisor, Dr. Roxanne Hovland, and committee members, Drs. Eric Haley and Jin Seong Park. Their guidance and support were very valuable to complete this thesis. Also, I wish to acknowledge my family and friends. I appreciate your patience and for reminding me to rest. Thank you all for your help.

ABSTRACT

Advertisers use different advertising strategies depending on their target audiences in order to maximize advertising effects. In general, the most frequently used target segmentation is gender because it meets requirements for successful advertising implementation. Thus, the focus of this study is to find whether advertisements contain ingredients that are likely to have special appeal for target audiences.

The study analyzed message strategy and creative strategy of alcohol advertising in magazines. For the analysis, from January 2004 to December 2011, a total number of 474 alcohol advertisements were examined from six magazines divided by three categories: men (*Playboy and Sports Illustrated*), women (*Southern Living and Vogue*), and gender-neutral (*Gourmet and Gentlemen's Quarterly*).

The results of this study point out that alcohol advertising appeals to gender differences through different creative strategies rather than through message strategies. However, regardless of gender, the most commonly used strategies in alcohol advertising are to appeal to target audience's emotional aspects, especially within social situations. Also, results reveal several characteristics of alcohol advertising in magazines such as women's increasing socio-economic aspects and magazines' media characteristics.

TABLE OF CONTENTS

CHAPTER I Introduction and General Information	1
CHAPTER II Literature Review	4
Target segmentation and advertising effectiveness	4
Advertising effectiveness and contents.....	5
Alcohol advertising and contents.....	6
Framework of advertising strategies.....	10
Advertising message strategy: Six-Segment Message Strategy Wheel.....	10
Advertising creative strategy	13
Research Questions	14
CHAPTER III Materials and Methods.....	16
The sample	16
The development of the coding frame	18
The procedure of analysis	19
CHAPTER IV Results and Descussions	21
Results.....	21
Message strategy differences	22
Creative strategy differences.....	24
Discussion.....	27
CHAPTER V Conclusions and Recommendatoins	31
LIST OF REFERENCES	33

APPENDIX.....	41
Coding sheet I	42
Message strategies coding guideline II	43
Creative strategies coding guideline III	44
Message strategies by alcohol types IV	45
Creative strategies by alcohol types V	46
Post-hoc test of creative strategies by alcohol types VI.....	47
Drinkers by alcohol types VII	47
Vita.....	48

LIST OF TABLES

Table	Page
Table 1. Sample magazines and readerships.	17
Table 2. Advertising frequency by alcohol types.	22
Table 3. Message strategies.	23
Table 4. Creatives strategies.	25
Table 5. Post hoc test of creative strategies.	26

LIST OF FIGURES

Figure 1. Six-Segment Message Strategy Wheel.....	11
---	----

CHAPTER I

INTRODUCTION AND GENERAL INFORMATION

Advertisers use different advertising strategies depending on their target audiences in order to maximize advertising effects. Past studies supported the idea that segment-specific advertisements elicit a more positive response from its intended audiences than general advertisements (Feldman, 1975).

In general, the most frequently used target segmentation is gender because it meets requirements for successful advertising implementation (Meyers-Levy & Sternthal, 1991). Thus, it can be assumed that different advertising strategies are used for each gender. Also, understanding gender is vital for advertisers to design gender-specific advertisements.

Research on gender differences in advertising has been continuously explored in several categories such as information processing (for example, Darley & Smith, 1995; Meyers-Levy & Mathewaran, 1991), advertising response (for example, Bellizzi & Milner, 1991), gender-role portrayals or stereotyping (for example, Klassen et al., 1993; Knupfer, 1998; Sexton & Haberman, 1974), and gender brand positioning (for example, Alreck et al., 1982). Although research that supports gender differences exists, it is hard to find studies of how advertisers actually apply gender differences in their advertising.

Thus, this study explores how different strategies are used for gender, especially focusing on advertising contents. This is because previous research found that message content is a crucial element that influences belief and attitude formation as well as behavioral intent (Wolin & Korgaonkar, 2003), generally considered as the purpose of advertising. Therefore, analysis of advertising content is one way of determining whether

advertisements contain ingredients that are likely to have special appeal for target audiences.

In this study, gender differences are explored in alcohol advertising. There are four reasons to choose alcohol advertising: 1) the gender gap in the alcohol consumption rate has changed remarkably, 2) alcohol advertising is considered to have an important role in inducing alcohol consumption, 3) increasing numbers of alcohol problems, especially related to women, have been reported, and 4) gender differences in alcohol advertising context are not commonly dealt with as a research topic.

Alcohol consumption has gradually increased after 2000. According to OECD (Organization for Economic Co-operation and Development, 2011), alcohol consumption above 15 years old has increased from 8.2 liters in 2000 to 8.8 liters in 2008. In 2010, 65% of adults aged 18 years and over were drinkers (National Center for Health Statistics, 2012). Historically, more men than women are drinkers, and men consume more alcohol than women among drinkers (Fillmore, 1984). However, the proportions of female drinkers have rapidly increased compared with that of men drinkers. The gender gap was 25% in 1939 when 70% of men drank and 45% of women drank, (Liquor Handbook, 1988), but in 2010, the gender gap was decreased to 10% (69% of men drank, 59 % of women drank (National Center for Health Statistics, 2012).

One means of inducing alcohol consumption seems to be through alcohol advertising. Research has shown that advertising can induce alcohol consumption although the results of studies about the relationship between alcohol consumption and advertising exposure have been controversial (for example, Wilcox, 2001; Wilcox & Gangadharbartia, 2006).

Also, in response to women's increasing socio-economic power, alcohol product companies started to target women. This has involved two kinds of corporate strategy: generating new brands such as light drinks (less alcohol and fewer calories) and new flavor drinks, or retargeting already launched products (Robinson & Kenyon, 2009).

To sum up, the purpose of this study is to find how differently advertising contents are used for men and women. Contents in advertising are usually expressed as so called message and creative strategies. Thus, analysis of advertising is focused on message and creative strategies.

For this analysis, advertising in magazines is used. This is because magazine attracts distinctive audience groups (Lane, King, & Reichert, 2009), and magazine is a frequently used medium in which alcohol advertising is placed (Ad \$pender, 2011). For the last five years (2007 to 2011), \$185,839,800 were spent in magazine alcohol advertising, ranking second to television. Also, as frameworks to analyze alcohol advertising, Six-Segment Message Strategy Wheel (Taylor, 1999) and multiple-typology (Laskey, Day, & Crask, 1989) were used.

This study focuses on how alcohol advertising is designed and presented depending on different target audiences, particularly men and women. Therefore, the current study has an opportunity to review how men and women are differently targeted.

CHAPTER II LITERATURE REVIEW

Target segmentation and advertising effectiveness

Variables currently used in consumer markets to segment audiences range from demographics such as age, gender, education, and income, to behavioral characteristics such as loyalty to products, brands, or services (Kristina et al., 2008). Among them, gender is the most frequently-used means of market segmentation because it meets several requirements for successful advertising implementation in that it is identifiable, accessible through information provided by media, and widespread enough to be profitable (Darley & Smith, 1995). Thus, gender is considered as a key variable for marketing analysis.

To get the best response from target audiences, advertisers need to ensure the message is relevant and clear to gain the attention of customers. This is because many marketing researchers have found that customizing messages to a particular audience maximizes their strength and influence (Schmid et al., 2008). Feldman (1975) found that segment-specific advertising obtain more positive responses from its intended audiences than general advertisements. Also, advertisers who recognize that gender differences exist assume that different kinds of images will be judged desirable by men and women (Barthel, 1988; Meyers-Levy, 1984; Vestergaard & Schroder, 1988). In addition, research indicated that media effect variables such as belief, attitude, and behavior are significantly different for men and women (Hirschman & Thompson, 1997; Prakash, 1992).

Advertising effectiveness and content

Obviously, the ultimate goal of advertising is to produce sales. However, all advertising is not designed to produce immediate purchases on the part of all who are exposed to it. In other words, the effects of much advertising are "long-term." Immediate sales results are a criterion of advertising effectiveness in the "short-term," but "long-term" advertising effectiveness can be expressed by qualitative factors such as belief, attitude and behavioral intent (Lavidge & Steiner, 1961).

An important point in advertising research is that message content in advertising influences consumers' belief and attitude formation as well as behavioral intent (Brown & Stayman, 1992; Lavidge & Steiner, 1961; Palda, 1966). Another study also found that the content or execution of an advertisement have an impact on the eventual effectiveness of that advertisement at least to some degree (MacKenzie, Lutz, & Belch, 1986). Even in alcohol advertising, previous studies found that the content is a critical element to influence audiences, particularly when it is characterized by promotional ingredients and production treatments (Grube, 1993; Madden & Grube, 1994)

Therefore, it can be assumed that different content would be used for different targets, particularly gender in this study, to get maximized advertising outcome. This leads to the idea that by analyzing advertising content, it can be induced how advertisers target different audiences.

Alcohol advertising and content

According to Gunter, Hansen, and Touri (2009), in alcohol advertising, it is important to know whether certain forms of advertising are particularly likely to have an effect rather than whether advertising (in general) has an effect on alcohol consumption. This much of the alcohol research has tried to find certain elements that affect consumers' evaluations of advertising.

Previous content analysis research has pointed out that alcohol advertising has projected particular images in alcohol consumption, particularly images that people value such as sociability, elegance, and physical attractiveness and desirable outcomes such as success, relaxation, romance, and adventure (for example, Grube, 1993; Madden & Grube, 1994; Strickland, Finn, & Lambert, 1982).

Moreover, adults, even adolescents reacted more positively when they are exposed to lifestyle or image-oriented alcohol advertising than alcohol advertisements that focus only product quality (Covell, Dion, & Dion, 1994; Kelly & Edwards, 1998; Kelly, Slater, & Karan, 2002). In addition, people showed more favorable attitudes toward alcohol brands with the lifestyle or image-oriented advertising compared with strictly product-oriented or informational advertising (Kelly et al., 2002).

In alcohol advertising studies about themes, alcohol advertising has largely used two types of themes: product-related themes and lifestyle themes. Product-Related themes include quality, tradition, and taste. Lifestyle themes cover attractive and popular images associating alcohol with fun, humor, celebration, pleasant socializing and gender stereotypes, as well as with sexual and other prowess such as sports. Despite continuous

research about alcohol advertising contents, findings showed no difference from previous results.

The most cited research is Breed and DeFoe's (1979) study. They divided advertisements by direct appeals and indirect appeals. Most prominent were advertisements with indirect appeals related to desired outcome with alcohol such as wealth, prestige, success, social approval, relaxation-leisure, hedonistic pleasure, exotic associations, individualistic behavior, and sex. Also, covert symbol and history, tradition, and heritage were found in direct appeals.

A study based on Breed and DeFoe's categorization (Minkler, Wallack, & Madden, 1987) analyzed alcohol and cigarette advertisements in *Ms.* magazine. They divided themes into lifestyle and product-related. Major lifestyle themes used in advertisements were success, camaraderie, social activity, sex, romance and hedonistic pleasure, and product-related themes was good taste, tradition, taste disguises, and party ideas.

Strickland, Finn, and Lambertt (1982) indicated that appeal to the quality of the product is more commonly presented than any other theme, and heritage and tradition, product information, foreign setting, and special occasion are also mainly used in magazine alcohol advertisements. Finn and Strickland (1982) also conducted alcohol advertising analysis in television. Camaraderie was the most common theme, and relaxation, humor, information, and quality were also dominant. In addition, physical activity was one of the most frequently used themes, and advertisements depicting men engaged in some type of sports.

Finn and Strickland (1982) compared the thematic content of advertisements in magazine and television, and they found two different aspects in the frequency and

homogeneity of themes. First, magazines are dominated by product-related themes whereas television commercials contain a moderate number of product-oriented appeals. Second, the television commercials are more strongly characterized by the homogeneity of appeals than are magazine advertisements. The researchers explained that this relative homogeneity of themes in television commercials is partially the result of the number of beer commercials with very similar, prototypical sequences; no such similarity was found in the magazine advertisements.

In addition, Zwarun and Farrar (2005) assessed alcohol advertisements from television sports programs divided by two periods: 1999-2002 and 1994-1997. Humor, friendship, love/sex/romance, escape/adventure, and surreal fantasy/fiction were the most common themes in both periods.

According to Gunter and co-workers (2009), lifestyle themes are the most frequently used topic in alcohol advertisements. They contain the possibility of short-term and long-term rewards or gratifications associated with drinking alcohol such wealth and success, social approval among friends or acquaintances, relaxation, purely hedonistic pleasure, exotic travel and experiences, individualism and selfish experiences, and sexual success. Particularly, scotch advertisements were usually associated with wealth and success; vodka advertisements were closely connected with social approval and relaxation; tequila was linked to hedonistic pleasure and sexual success; and beer and tequila were related with exotic life styles.

In related to gender differences in alcohol advertising, Lyons, Dalton, and Hoy (2006) found that alcohol advertisements in magazines targeted women and men respectively, and affected women's and men's drinks and drinking behaviors along with

particular gender-stereotypes. Researchers also found that drinking was depicted as traditional masculine images, so a masculinity and machismo discourse was found to be prominent. Particularly, many alcohol advertisements projected masculinity image into alcohol consumption associated with sports or adventure (Hill, 1999). However, new alcohol products were described with traditional feminine images.

The other study about gender differences in alcohol advertising analyzed relative frequencies of cognitive and emotion-inducing themes in the magazines. In both men's and women's magazines, emotion-inducing themes such as personal satisfaction predominated. However, in a women's magazine, alcohol was presented as a means of emotion-management whereas, in a men's magazine, alcohol more often associated with hazardous activities (Walker, 1992).

If these treatments associate alcohol with attributes that have special appeals to men and women, it can be possible to conceive the potential reasons of advertising impact on alcohol consumption. Although studies about alcohol advertising contents have been explored for long time, it is hard to find the studies whose purpose was to find particular elements that appeal to men and women.

Therefore, this study attempts to find factors that appeal to men and women. The variables used in previous research are related to the strategies found in the current study. However, central to the present study is research about the strategies that companies use for different genders in alcohol advertising. Since the purpose of the present study is to analyze the message and creative strategies used in alcohol advertisements, it is expected to extend research that has already been conducted in this area.

Framework of advertising strategies

Many studies use message strategy and creative strategy interchangeably. However, some studies (Frazer, 1983; Laskey, Day, & Crask, 1989; Taylor, 1999) distinguished the two terms in that the message strategy refers to "what to say" whereas the creative strategy is about "how to say it." Previous studies suggested that both message strategy and creative strategy can be dichotomized into two basic approaches depending on whether the appeal focuses on product attributes and benefits, or on the creation of a brand image.

In the next section, two kinds of strategies are explored. First, Taylor's (1999) Six Segment Message Strategy Wheel focuses primarily on message strategy (what to say). Second, creative strategy (how to say it) is a summary of key research on multi-category typologies.

Advertising message strategies: Six-Segment Message Strategy Wheel

The Six Segment Advertising Strategy Wheel (Taylor, 1999) is based on the theoretical work of James Carey, Vaughn's FCB Grid, Kotler's buying models, the ELM, and Frazer's creative strategy. Taylor's model begins by dividing message strategies into transmission and ritual views of communication suggested by Carey (1975). Each of those views has three sub-segments for a total of six strategic approaches.

Kim, Mcmillan, and Hwang (2005) explained two reasons that Taylor's model is valuable. First, the message strategy explains how people make buying decisions and how advertising works. Also, because the model was developed based on consumers' motivational behaviors, the model can be applied in traditional media as well as non-

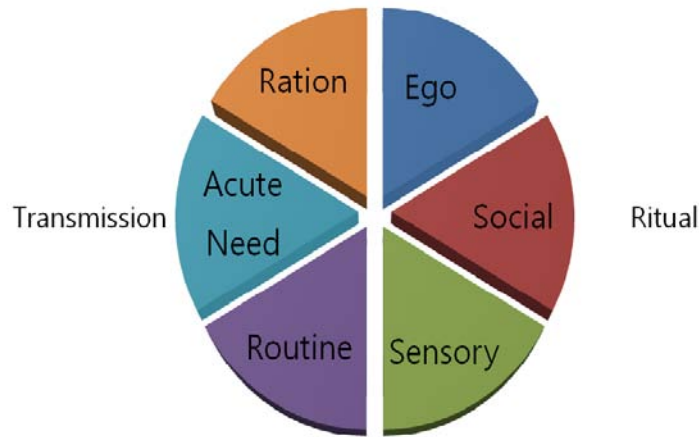


Figure1. Six Segment Message Strategy Wheel (Taylor, 1999)

traditional media. Second, the model illustrates detailed reasons how sub-segments are developed, and Taylor puts the same weight on transformational advertisements as informational advertisements.

The transmission view includes three segments: Ration, Acute Need, and Routine. Characterized by the Marshallian Economic Model (Taylor, 1999), the Ration segment is based on consumers' rational thought. In the segment, consumers are considered to be rational, conscious, calculating and deliberative individuals. Consumers' desire for product information is high, and information seeking is important when consumers make purchase decisions. Therefore, the Ration segment emphasizes providing detailed economic information in advertising. The Acute Need segment is characterized by unexpected events (consumers' acute need to buy a product) and easily available options. (Taylor, 1999). Because of limited time for considering information, consumers are more likely to choose available products. Therefore, in the Acute Need segment, increasing

brand familiarity is the most important role of advertising. In the Routine segment characterized by the Pavlovian Learning Model (Taylor, 1999), consumers' purchase decisions are based on rational buying motives, but consumers do not spend much time on the deliberation of information, rather buy according to habit. Therefore, in the Routine segment, the role of advertising provides a reminder, or appeals to convenience and trivial interests, ease of use, and product efficacy.

The ritual view also includes three segments: Ego, Social, and Sensory. Characterized by the Freudian Psychoanalytic Model (Taylor, 1999), the Ego segment is based on the consumers' images about themselves. Consumers' emotional needs are fulfilled by products that are ego-related. In the Ego segment, purchase decisions are emotionally and personally important to consumers and "allow the consumer to make a statement to him/herself about who he/she is" (Taylor, 1999). Therefore, advertising shows how the product fits a consumer's definition of who I am. The Social segment characterized by the Veblenian Social-Psychological Model (Taylor, 1999) is based on the connection with other people. While in the Ego segment, products are used to make statements to one's self, but in the Social segment, "products are used to make a statement to others." Therefore, the advertising appeals to consumers' desire to gaining social approval and recalling and reliving social experiences through product consumption. The Sensory segment is characterized by Cyrenaics philosophy (Taylor, 1999). In the Sensory segment, products provide consumers with "a moment of pleasure" based on any of the five senses: taste, sight, hearing, touch, or smell. Therefore, advertising appeals to the relationship between product usage and pleasurable moment.

The strategy wheel has been applied to a variety of research topics, including cross-cultural research (Lee, Nam, & Hwang, 2001; Wolburg & Venger, 2009), Web-based campaigns (Kim, McMillan, & Hwang, 2005), and viral advertising (Golan & Zaidner, 2008). Among them, the study conducted by Wolburg and Venger (2009) compared alcohol advertising in the U.S. magazines with that of Ukrainian magazines. They found that alcohol advertising in the U.S. appealed to Ego (43%), Sensory (31%), and Social (24%) segment, but in the Ukrainian advertisements, Social (31%), Sensory (31%), or both ego and sensory (19 %) segments were usually used. They explained that message strategies based on different cultures that reflect the different ideologies, therefore specialized advertising approaches are needed for each country.

Advertising creative strategies

Frazer (1983) identified a typology of creative strategies: Generic, Preemptive, Unique Selling Proposition, Brand Image, Positioning, Resonance, and Affective based on the order of historical development in consumer goods. The typology is appealing because of the familiarity of the terminology used. However, Frazer's typology was difficult to apply to television commercial, specifically between the Unique Selling Proposition and Preemptive categories, and between Brand Image and Resonance categories (Laskey, Day, & Crask, 1989). Therefore, Laskey, Day, and Crask (1989) developed a revised multi-category typology dividing creative strategies into informational and transformational approaches.

The informational strategies category includes five segments: Comparative, Unique Selling Proposition, Preemptive, Hyperbole, and Generic Information. Comparative strategy is to compare with other brands by showing or explicitly mentioning competing brands in an advertisement. USP strategy refers to explicit claims of uniqueness which involve a product attribute or benefit-in-use. Preemptive strategy is the objectively demonstrable nature of the claimed attribute or benefit-in-use described. Hyperbole strategy is the general appearance of being factually based on inspection built around exaggerated or extravagant claims or assertions. Generic-information does not focus on a particular brand but on the product class in general.

The transformational strategies category includes four segments: User Image, Brand Image, Use Occasion, and Generic Transformation. User image messages primarily focus on the users of a brand and their lifestyles rather than on the brand itself. Brand Image focuses primarily on the image of a brand itself, not the users in an attempt to convey a brand “personality.” Use occasion focuses primarily on the experience of using the brand, or on situations where use of the brand is most appropriate. Use occasion attempts to create an association between situations where the product might be used, or between particular experiences of use and the advertised brand. Generic Transformation focuses on the product class rather than on a specific brand related to emotion.

Research questions

Literature reviewed 1) the relationship between target segmentation and advertising effectiveness, 2) previous content research in alcohol, and 3) advertising message and

creative strategies. From this, it can be assumed that different advertising strategies are used for different target segments: because customized advertising to men and women gets more positive responses (Feldman, 1975).

This study is different from previous studies in gender in that this study explores how gender differences are applied in advertising. Also, different from previous alcohol themes research, current study analyzes target specific advertising appeals. Finally, the study is meaningful in that message strategies are applied separated from creative strategies by using the Six-Segment Wheel and multiple-typology.

Therefore, the purpose of this study is to answer the following questions based on a content analysis of selected advertisement samples.

RQ1: Are there differences in advertising message strategies (as defined by Taylor's Six segment Wheel) used in alcohol advertising for men and women?

RQ2: Are there differences in advertising creative strategies (as defined by Laskey, Day, & Crask typology) used in alcohol advertising for men and women?

CHAPTER III MATERIALS AND METHODS

The samples

Advertising samples for content analysis were selected from leading magazines for men and women based on the 2008 data from Simmons Choice 3. Magazines whose readership of men or women was over 60% were filtered as a first step, and then available magazines were selected in libraries in the University of Tennessee at Knoxville. Despite the prevalence popular gender oriented magazines, the magazines are excluded if there is no alcohol advertising. Finally, the sampling strategy was based on a study by Strickland, Finn, and Lambert (1982). The study explains sampling strategy attempts to maximize two analytic goals: 1) to secure advertisements reaching the largest possible audience (and with the widest exposure), 2) to secure advertisements from magazines primarily directed target audiences of relevance. The first consideration suggested sampling the largest circulation magazines, while the second consideration necessitated stratifying the sampling frame by magazine audiences and topic characteristics.

A study divided men's and women's magazines by topic (Strickland, Finn & Lambert, 1982). The topics of magazines aimed at men are entertainment, sports and automobiles. Women's magazines are primarily oriented to fashion and beauty or home and family. Finally, women's issues (*Gourmet*, *Southern Living*, and *Vogue*) and men's issues (*Gentlemen's Quarterly*, *Playboy*, and *Sports Illustrated*). However, two magazines (*Gourmet* and *Gentlemen's Quarterly*) whose readership does not definitely lean toward men or women were re-categorized as the "gender-neutral". Therefore, as

gender oriented popular magazines, a total number of six magazines were divided by three categories: men, women, and gender-neutral, table 1 shows selected magazines and categories.

SRDS provides the editorial descriptions of each magazine. *Playboy* is a general-interest, lifestyle magazine for men. Editorial covers all the interests in men’s lives: movies, music, sports, cars, fashion and sophisticated entertaining. *Sports Illustrated* reports on the world of sports through in-depth articles, photography and stories. *Southern Living* covers today’s South. Editorial highlights foods, travel, homes and gardens. *Vogue* reports on the changing roles and concerns of women in fashion, beauty, style, and important issues such as arts, health care, politics, and world affairs. *Gourmet* addresses the lifestyle interests of epicurean and travel enthusiasts covering subjects from food and travel to cooking, restaurants, and entertaining. *Gentlemen's Quarterly* focuses on men’s personal style and taste from what he wears to the way he lives his life. *G.Q.* covers subjects ranging from finance, food, travel, entertainment, celebrities, sports, grooming and fashion.

Table 1. Sample magazines, readerships and drinker percentage

	Title	Circulation	Readership (%)		Drinker (%)	Publish
			Men	Women		
M	<i>Playboy</i>	1,509,982	83	17	82.2	monthly
	<i>Sports Illustrated</i>	3,207,861	82	18	78.8	weekly
W	<i>Southern Living</i>	2,830,179	19	81	69.6	monthly
	<i>Vogue</i>	1,248,121	19	81	78.6	monthly
N	<i>Gourmet</i>	200,000	34	66	83.2	monthly
	<i>G.Q.</i>	939,067	64	36	84.4	monthly

From January 2004 to December 2011, a total of six magazines were examined. The period was based on a FTC (Federal Trade Commission) report “*Alcohol Marketing and Advertising*” (2003) which reviewed overall alcohol marketing condition, advertising self-regulations and practices, and provided recommendations. Because the focus of alcohol advertising self-regulation is related to content, the report was considered to affect alcohol advertising content. Therefore, the year the report was published becomes the period creation.

A total number of 2673 alcohol advertisements are included in the magazines (1332 advertisements from men’s magazines, 224 advertisements from women’s magazines, and 1117 advertisements from gender-neutral magazines). When duplicated advertisements were excluded, 761 advertisements in men’s magazines, 158 advertisements in women’s magazines, and 768 advertisements in gender-neutral magazines remained. Among original advertisements, 158 advertisements from each magazine group are selected by the random sampling method. Therefore, the final sample size is 474 advertisements.

The development of the coding frame

The coding frame is largely divided by two parts: message strategies and creative strategies. Before other coding processes, magazine title, magazine issue, and product brand and alcohol type were recorded (see Appendix I for a copy of coding form). Specific guideline of the message strategy model (Taylor, 1999) and the creative strategy typology (Laskey, Day, & Crask, 1989) are presented in Appendix II and III. This study used guidelines in a previous study conducted by Kim, Mcmillan, and Hwang (2005).

However, in the creative strategies, the classifications of informational and transformational were ignored because some of strategies were considered to belong to both categories. Finally, the coding process allowed coders to note all the multiple message and creative strategies commonly used in advertising.

The procedure of analysis

The unit of analysis was an advertisement or promotion for an alcoholic product or for an alcohol company. First, two coders were carefully trained based on a defined codebook. Then practice coding was placed for increasing the understanding of the coders. After practice coding, coders discussed any uncertainties. After training, coders analyzed randomly selected 30 advertising samples as a pre-test. In the pre-test, inter-coder reliability was 0.53.

Inter-coder reliability was assessed by using Cohen's Kappa Value which is considered a conservative method (Lombard, Snyder-Duch, & Bracken, 2002) and which is one of the most frequently used tests to determine category values and account for chance agreement for a reliability assessment (Riffe, Lacy, & Fico, 1998). Cohen's Kappa ranged from 0.73 to 1.00 scores that are generally considered to be acceptable for content analysis.

In the pre-test, because low inter-coder reliability was achieved, two coders discussed specific items about which they disagreed. After discussing, they performed second pre-test in which inter-coder reliability 0.89 was achieved. So, each coder independently began actual coding. After finishing coding, two coders compared their coding for each item, assessing any inconsistencies between the two sets of data. Any

inconsistent parts combined one set of data by discussion. Final inter-coder reliability is 0.85 on the average ranging from 0.67 to 0.95. The inter-coder reliability of each variable is presented in Table 3 and 4.

Variables were analyzed by using One-Way ANOVA. Once differences exist among the means, post hoc test was performed by using Tukey because it makes all pairwise comparisons between groups (Maxwell & Delaney, 2003)

CHAPTER IV RESULTS AND DISCUSSION

Results

The focus of this study was to learn how men and women are targeted by alcoholic beverage advertisers by examining message and creative strategies in alcohol advertising. Through a content analysis of 474 alcohol advertisements (respectively 158 advertisement from three groups: men, women, and gender-neutral), the current study attempts to determine whether advertisements contain ingredients that are likely to have special appeal for target audiences.

Almost all advertisements included in magazines were advertising among all three groups. In a total number of 474 advertisements, 13 were promotions, 461 were advertising in three groups: 96.2% (n=152) in women's magazines, 97.0% (n=154) in men's magazines, and 98.1% (n=155) in gender-neutral magazines. Among advertisement samples, 4 advertisements were company advertisements rather than single brand advertisement.

Table 2 shows the most frequently placed alcohol product types depending on magazine groups. Regardless of gender categories, beer, vodka, and tequila advertisements were frequently placed in magazines. Women's and gender neutral magazines contained the most predominately vodka advertisement each 36.1% (n=57) and 22.2% (n=35), and men's magazines included beer advertisements (n=55, 34.8%) the most frequently.

Table 2. Advertising frequency (%) by alcohol types

	Women	Men	Neutral
1	Vodka (36.1)	Beer (34.8)	Vodka (22.2)
2	Liqueur (14.6)	Whisky (27.2)	Whisky (14.6)
3	Wine (13.9)	Vodka (20.9)	Tequila (14.6)
4	Tequila (10.8)	Tequila (16.5)	Beer (12.7)
5	Beer (9.5)	Liqueur (0.6)	Cognac (8.9)

Message strategy differences

Research question 1 assumed that message strategies in alcohol advertising would be different depending on gender. As explained in Table 3, research question 1 was not supported. Women’s magazines used ego, social, sensory, and ration strategies more than men’s magazines, but the percentage differences were not great to reveal statistical significance. This means that there is no message strategy difference across gender groups.

Appeal to the Sensory strategy was the most frequently used than any other strategies in all three groups: men (54.4%), women (57.6%), and neutral (34.7%). The second largest strategy was the Ration strategy in nearly 45% in women’s magazines, 38% in men’s magazines, and 27.2% in neutral magazines. The Ego and the Social strategies accounted for 24.7% and 15.2% in women’s magazines. Men’s magazines included 16.5% of the Ego and 13.3% of the Social strategies. In neutral magazines, the Social (24.7%) strategy was more frequently used than the Ego (12.9%). The Routine and the Acute Need strategies hardly used in all magazine groups. Only two advertisements used the Routine, and none used the Acute Need in women’s magazines. In man’s and neutral magazines, the Acute Need strategy was used in two advertisements, and no advertisements used the Acute Need strategy within women's magazines.

Table 3. Message strategies

	Women	Men	Neutral	df	F	Sig.	Inter-Coder Reliability
	N (%)	N (%)	N (%)				
Ego	39 (24.7)	26 (16.5)	19 (12.0)	2	4.528	.011	.900
Social	24 (15.2)	21 (13.3)	39 (24.7)	2	4.081	.017	.924
Sensory	91 (57.6)	86 (54.4)	69 (34.7)	2	3.399	.034	.928
Routine	2 (1.3)	0 (0.0)	0 (0.0)	2	2.013	.135	.666
Acute Need	0 (0.0)	2 (1.3)	2 (1.3)	2	1.006	.366	.784
Ration	70 (44.3)	60 (38.0)	43 (27.2)	2	5.167	.006	.945

There was only one statistically significant difference in the Ration segment ($p=.006$) among three groups with regard to message strategy used in alcohol advertising. However, post hoc tests revealed that the difference was not between men's and women's magazines, but rather between ads directed to women and those targeted to a gender-neutral group ($p=.004$).

After finding that different message strategies were not included depending on gender groups, message strategies in three alcohol types were analyzed which were the most frequently placed advertising in three groups: vodka, tequila, and beer (see Appendix IV/Message strategy by alcohol type). Message strategies showed little differences in proportions depending on alcohol type compared with the overall alcohol advertising. In contrast to the overall results, men's magazines had more the Social and Ration segments in beer advertising, more the Ration segment in tequila advertising, and more the Sensory and Ration segments in vodka advertising than women's magazines. In addition, in beer advertising, women's magazines showed much less based on the Ration segment (6.7%) than average (44.3%). Tequila advertising used the Ration strategy most frequently regardless of gender group: women (82.4%), men (92.3%), and neutral

(69.6%).

However, message strategies by each alcohol type also did not reveal gender differences. Almost all advertisements belonged to the Ego, Social, Sensory, and Ration strategies, and no one alcohol type showed statistically significant differences between men's and women's magazines. Although two segments (Ego: $p=.011$, Social: $p=.012$) showed statistical significance in vodka, these differences were between women and neutral in the Ego segment ($p= .009$), and between men and neutral in the Social segment ($p= .010$).

Creative strategy differences

Research question 2 predicted that different creative strategies would be used across gender. Although research question 2 was partially supported, more differences in creative strategies were found than in message strategies. Table 4 indicates the result of creative strategy differences among three gender groups. USP, Preemptive and Brand Image were more in men's magazines and User Image, Use Occasion, General Information, and General Transformation were more in women's magazines. Although Comparative and Hyperbole were more frequent in women's magazines, the sample size was too small.

In all three groups, Brand Image was the most common strategy presented 43.7% in women's magazines, 68.4% in men's magazines and 58.9% in neutral magazines, respectively. The second largest group was User Image in women's (35.4%) and neutral (25.9%) magazines and Preemptive in men's (32.3%) magazines. In addition, Preemptive and Generic Information which rank third and fourth in women's magazines, account for

Table 4. Creative strategies

	Women		Men		Neutral		df	F	Sig.	Inter - Coder Reliability
	N (%)		N (%)		N (%)					
Comparative	4	(2.5)	0	(0)	0	(0)	2	4.078	.018	.888
USP	13	(8.2)	27	(17.1)	6	(3.8)	2	8.502	.000	.838
Preemptive	39	(24.2)	51	(32.3)	39	(24.7)	2	1.682	.187	.876
Hyperbole	1	(0.6)	0	(0.0)	0	(0.0)	2	1.000	.369	.666
User Image	56	(35.4)	41	(25.9)	41	(25.9)	2	2.308	.101	.924
Brand Image	69	(43.7)	108	(68.4)	93	(58.9)	2	10.365	.000	.876
Use Occasion	23	(14.6)	18	(11.4)	31	(19.6)	2	2.118	.121	.920
Information	37	(23.4)	21	(13.3)	26	(16.5)	2	2.926	.055	.886
Transformation	13	(8.2)	0	(0.0)	2	(1.3)	2	10.505	.000	.818

24.2% and 23.4%. In men's magazines, User Image (25.9%) and USP (17.1%), Preemptive (24.7%) and Use Occasion (19.6%) in neutral magazines were also frequently used.

Compared with women's magazines, men's magazines used Brand Image about 25% more, USP about 10%, and Preemptive about 8% more. However, User Image and General information were used about 10% less, and General Transformation about 8% less than women's magazines. Use Occasion appeals showed similar usage in groups, and Comparative and Hyperbole did not be used frequently. As shown in table 4, four strategies revealed statistically significant differences in .05 level: Comparative ($p=.018$), USP ($p=.000$), Brand Image ($p=.000$), and Generic Transformation ($p=.000$).

Table 5 shows post hoc test in four creative strategies that revealed significant differences. Differences between men and women existed in all four variables. USP ($p=.02$) and Brand Image ($p=.000$) were more likely to appear in man's magazines, but Generic Information ($p=.000$) and Generic Transformation ($p=.000$) were used in women's magazines more than men's magazines. Also, Brand Image ($p=.016$) and Generic Transformation ($p=.001$) showed differences between women's and neutral

Table 5. Post-Hoc test of creative strategies

	Magazine	Magazine	Mean difference	Sig.
USP	women	men	-.089	.020
	women	neutral	.044	.386
	men	neutral	.133	.000
Brand Image	women	men	-.247	.000
	women	neutral	-.152	.016
	men	neutral	.101	.048
Generic Information	women	men	.203	.000
	women	neutral	.070	.239
	men	neutral	-.044	.471
Generic Transformation	women	men	.082	.000
	women	neutral	.070	.001
	men	neutral	-.013	.790

magazines, but USP ($p=.000$) and Brand Image ($p=.048$) revealed differences between men's and neutral magazines.

User Image, Brand Image, Preemptive, and Use Occasion were still frequently used across all three alcohol types, beer, tequila, and vodka. However, there was little difference in patterns of creative strategies in each alcohol type (see Appendix V Creative strategy by alcohol type). Also, the most distinctive difference was decreasing variables that showed statistically significant differences between gender groups: from four variables to one in beer and in tequila advertising (see Appendix VI Post hoc test of creative strategies by alcohol types). Therefore, it is seemed to be that there are other factors that make overall creative strategy differences between men's and women's magazines.

In beer advertising, Use Occasion was used about 10% more than overall result, and Preemptive were more use in women's magazines different from overall result. In

addition, there were no statistically significant differences except USP. This difference also revealed between men's and neutral magazines.

In tequila advertising, the most distinctive difference was that almost all tequila advertising used appeal to Brand Image regardless of gender. Also, men's magazines showed about double usage in Preemptive strategy than women's magazines.

In vodka advertising, in contrast to overall results, the Preemptive strategy was two times more used, and Generic Information was two times less used in women's magazines than men's magazines. In addition, men's magazines used USP five times more, User Image three times more, and Brand Image two times more than women's magazines.

Discussion

This study examined what different kinds of message and creative strategies are used to target men and women. The results of this study point out that alcohol advertising appeals to gender differences through different creative strategies rather than through message strategies. Also, the results show several features in alcohol advertising in magazines.

First, regardless of gender, the most commonly used strategies in alcohol advertising are appeals to the target audience's emotional aspects. The Ego, Social, and Sensory segments in message strategies, User Image and Brand Image in creative strategies were the most frequently used in alcohol advertising. This coincides with the product characteristics mentioned in FCB Grid model. The model explains that the primary advertising strategy for alcohol, particularly beer, is to appeal self-satisfaction

based on feeling as a representative low involvement product. This means that these advertisers appear to believe that emotion acts as the most important factor when people drink alcohol.

This is also consistent with the reasons that people drink alcohol. The main reasons that people drink alcohol are to celebrate special events, relax, socialize, and add pleasure to a meal (Straight DUI, 2007). These reasons also agree with the communication role mentioned in Six-Segment Message Strategy Wheel. Taylor explained that the role of communication is to provide pleasurable moments in the Sensory segment, and to create appropriate social situations in the Social segment. In addition, Use Occasion and Preemptive (e.g., appeals to taste) in creative strategies are also in the similar contexts.

Particularly, the proportion of the Social or Use Occasion strategies in targeting women in comparison with similar with that of men reflects women's increasing socio-economic power. This means that as women work more outside the home, they have more opportunities to socialize with co-workers and friends like men. Also, the proportion of the Ego strategy shows liberal societal environment. Free from traditional social pressures on women, women express themselves through alcohol products. Advertising creates and reflects a common culture in a society (Vestergaard & Schroder, 1988). In contrast to the historical view that gave men the right to consume alcohol (Fillmore, 1984), advertising strategies for women show changes that may affect socially approved patterns of drinking such as women's alcohol consumption.

In addition, the high proportion of the use of the Ration and General Information strategies would be reflected by the characteristics of magazine. Different from broadcasting media such as television and radio, magazines can deliver much information.

Sample advertisements in this study include usually two kinds of information: product benefits such as taste or manufacturing process and recipes for mixed drinks.

Moreover, one reason that it is hard to find the Routine and Acute Need strategies is related to alcohol advertising regulation. In the regulation, alcohol advertising is prohibited from showing excessive or inappropriate alcohol consumption. Routinized alcohol consumption is related to excessive drinking. Also, in normal living situations, it is hard to occur the acute need of drinking alcohol.

Another feature of alcohol advertising is the predominant image related strategies. Covell and co-workers (1994) found that appeals to image are more effective in increasing an intention to drink alcohol products. Therefore, appeals to consumer or brand images help achieve the ultimate advertising goal: to increase profit. Particularly, in a competitive marketplace, developing brand image is highly emphasized as a basis for consumer discrimination (Meenaghan, 1995). Developing brand image has a capability to increase product loyalty and habitual buying by imbuing the brand with symbolic values and meanings relevant to the consumer.

Product specific strategies, such as USP and Preemptive were more often presented in men's magazines. This is consistent with the idea that men prefer item-specific information processing that emphasizes on the product's distinctive and unique attributions (Putrevu, 2001), such as alcohol cooling system and distinctive taste in case of alcohol advertising.

Gender neutral magazines showed only one particular advertising strategy: the Social and Use Occasion strategies were used the most frequently in three gender groups.

This means that regardless of gender, advertisers appeal to situations where people drink and try to suggest possible situations when people can drink.

Finally, creative strategies for each alcohol - beer, vodka, and tequila - showed little differences from overall alcohol creative strategies. This means that other factors may affect creative strategies besides gender. One possible element is alcohol product type. This can be supported by the result that alcohol types that are most popular for men or women are similar based on the percentage of advertising placed the most in the magazines (see Appendix *VIII*. Drinkers by alcohol types). Because men and women usually drink different types of alcohol, advertisers placed their advertising in magazines based on men's or women's drinking habit. Therefore, it can be concluded that alcohol advertising is designed based on the different product type of alcohol. However, because men and women have different preferences in alcohol product type, this makes the proportion of creative strategies between men's and women's magazines different.

CHAPTER V CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS

Creating target specific advertising is fundamental to maximizing advertising effectiveness. When crafting an advertisement, message and creative strategies are considered the most important because these are the factors that affect target audiences' attitudes toward advertised products. Because of the importance, advertising strategies have been studied for several decades. However, it is hard to find studies about advertising strategies in alcohol advertising, particularly, studies that can explain gender differences in drinking patterns. Therefore, this study tries to find advertising strategies that are likely to have special appeal for men or women by examining alcohol advertising in magazines. For the advertising analysis, this study employed Taylor's Six-Segment Message Strategy Wheel and creative strategies defined by Laskey, Day, and Crask.

The results show that advertisers differentiate creative strategies to appeal to their target audiences instead of different message strategies usage. Although there were no statistical differences in message strategies, four creative strategies showed significant differences. However, regardless of gender group, emotional factors are the most frequently used in alcohol advertising, the results reveals several characteristics of alcohol advertising in magazines.

Future studies in alcohol advertising should compensate for the limitations of the current study. First, as other content analysis studies, this study is descriptive, so the results do not provide in-depth explanations of other factors that explain distinctive gender differences in advertising strategies. In future studies, analyzing more detail and context would be helpful.

Also, the current study used only magazine advertisements. Expanding media categories for advertising analysis in future studies increases the accuracy of studies' results and elevate the effectiveness of advertising analysis frameworks. The other limitation is that there were difficulties categorizing advertisements according to Taylor's Six-Segment Strategy Wheel and the Laskey, Day, and Crask's main message typologies. Although coding sheets allowed coders to choose multiple choices, advertising content is not always obvious in the sample advertisements, even if the contents are identifiable, in some cases, the contents did not exactly belong to variables in frameworks.

In addition, the sample of so-called gender-neutral magazines was less representative of publications truly targeted to both genders. Although there was significant representation of both genders among readers, there was still a strong majority of one sex or the other. This seems to be considered as the reason that gender-neutral magazines did not show specific advertising strategies.

Finally, the application of Six Segment Message Strategy Wheel and multiple typologies for analysis of message and creative strategies provided understanding about how advertisers design their advertising contents in an attempt to reach their target audiences. Clearly, this result can be helpful for advertisers when they find appropriate approaches to target segments. However, it is necessary to carefully consider when the strategies are applied in actual advertising, because appeals to encourage drinking alcohol could make serious problems both personally and socially.

LIST OF REFERENCES

- Alreck, P. L., Settle, R. B., & Belch, M. A. (1982). Who responds to gendered ads, and how? *Journal of Advertising Research*, 22(2), 25-32.
- Ad \$pender. (2011). Alcohol advertising expenditure depending on media 01/01/2007 to 12/31/2011. (<http://products.kantarmediana.com/security/>)
- Barthel, B. (1988). *Putting on Appearance: Gender and Advertising*. Philadelphia, PA: Temple University Press.
- Beer Institute. (2009). Advertising and Marketing Code. (available at <http://www.beerinstitute.org/BeerInstitute/files/ccLibraryFiles/Filename/000000001166/BI%20Ad%20Code%20Text%20w-Logo%20-%20FINAL%202011a%20-%20Upddated%20Census.pdf>)
- Bellizzi, J. A., & Milner, L. (1991). Gender positioning of a traditionally Male-Dominant Product. *Journal of Advertising Research*, 31(1), 72-79.
- Breed, W. & DeFoe, J. R. (1979). Themes in magazine alcohol advertisements: A critique. *Journal of Drug Issues*, 9, 511-522.
- Brown, S. P., & Stayman, D. M. (1992). Antecedents and consequences of attitude toward the ad, a meta-analysis. *Journal of Consumer Research*, 19(1), 34-51.
- Carey, W. J. (1975). A cultural approach to communication. *Communication*, 2,1-22.
- Covell, K., Dion, K. L., & Dion, K. K. (1994). Gender differences in evaluations of tobacco and alcohol advertisements. *Canadian Journal of Behavioural Science*, 26, 404-420.
- Darley, W. K., & Smith, R. E. (1995). Gender differences in information processing strategies: An empirical test of the Selectivity Model in advertising response. *Journal of Advertising*, 24 (1), 41-56.

- Feldman, W. (1975). *The Value of Segmented Advertising Appeals: An Exploratory Study*. No. 75-103. Cambridge, MA: Marketing Science Institute.
- Fillmore, K. M. (1984). When angles fall: Women's drinking as cultural preoccupation and s reality in Wilsnack, S. C., & Beckman, L. J. (Ed.), *Alcohol Problems in Women*. New York, NY: The Guilford Press.
- Finn, T. A., & Strickland, D. E. (1982). A Content analysis of beverage alcohol advertising: Television advertising. *Journal of Studies on Alcohol*, 43(9), 964-989.
- Frazer, C. (1983). Creative strategy: A management perspective. *Journal of Advertising*, 12(1), 36-41.
- FTC (Federal Trade Commission). (2003). *Alcohol Marketing and Advertising: A Report to Congress*. FTC: Washington, DC, September 2003. (Available at: <http://www.ftc.gov/os/2003/09/alcohol08reprot.pdf>)
- Golan, G., & Zaidner, Lior. (2008). Creative strategies in viral advertising: An application of Taylor's Six-Segment Message Strategy Wheel. *Journal of Computer-Mediated Communication*, 13, 959-972.
- Grube, J. W. (1993). Alcohol portrayals and alcohol advertising on television: Content and affects on children and adolescents. *Alcohol Health Research World*, 17, 54-60.
- Gunter, B., Hansen, A. & Touri, M. (2009). Alcohol advertising and young people's drinking. *Young Consumers*, 10(1), 4-16.
- Hill, L. (1999). What it means to be a Lion Red man: Alcohol advertising and Kiwi masculinity. *Women's Studies Journal*, 15(1), 65-83.

- Hirschman, E.C., & Thompson, C. J. (1997). Why media matter: toward a richer understanding of consumers' relationships with a richer understanding of consumers' relationship with advertising and mass media. *Journal of Advertising*, 26(1), 43-60.
- Kelly, K. J., & Edwards, R. W. (1998). Image advertisement for alcohol products; Is their appeal association with adolescents' intention to consume alcohol? *Adolescence*, 33(129), 47-59.
- Kelly, K. J., Slater, M.D., & Karan, D. (2002). Image advertisements' influence on adolescents' perceptions of the desirability of beer and cigarettes. *Journal of Public Policy and Marketing*, 21(2), 295-304.
- Kim, J., McMillan, S. J., & Hwang, J. S. (2005). Strategies for the Super Bowl of advertising: An analysis of how the web is intergrated into campaigns. *Journal of Interactive Advertising*, 6(1), 59-78.
- Klassen, M. L., Jasper, C.R., & Schwarts, A. M. (1993). Men and women: images of their relationships in magazine advertisements. *Journal of Advertising Research*, 33(2), 30-39.
- Knupfer, N. (1998). Gender divisions across technology advertisements and the WWW: Implications for educational equity. *Theory into Practice*, 37(1), 54-63.
- Kristina, S. L., Rivers, E. S., Latimer, E. A., & Salovey, P. (2008). Targeting or tailoring? Maximizing resources to create effective health communications. *Marketing of Health Services*, 28(1), 32-37.
- Lane, R. W., King, W. K., & Reichert, T. (2009). *Kleppner's Advertising Procedure* (18th Ed.). Upper Saddle River, NJ; Prentice Hall.

- Lambiase, J., & Reichert, T. (2003). Promises, promises: Exploring erotic rhetoric in sexually oriented advertising. In L. M. Scott & R. Batra (Eds.), *Persuasive imagery: A consumer response perspective*. Mahwah, NJ: Lawrence Erlbaum.
- Laskey, A. H., Day, E., & Crask, R. M. (1989). Typology of main message strategies for television commercials. *Journal of Advertising*, 18(1), 36-41.
- Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, 25(4), 59-62.
- Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002). Content analysis in mass communication: Assessment and reporting of intercoder reliability. *Human Communication Research*, 28, 587-604.
- Lyons, A. C., Dalton, S. I., & Hoy, A. (2006). Hardcore drinking: Portrayals of alcohol consumption in young women's and men's magazines. *Journal of Health Psychology*, 11(2), 223-232.
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of Marketing Research*, 23(2), 130-143.
- Madden, P. A., & Grube, J. W. (1994). The frequency and nature of alcohol and tobacco advertising in televised sports, 1990 through 1992. *American Journal of Public Health*, 84(2), 297-299.
- Maxwell, S. E., & Delaney, H. D. (2003). *Designing Experiments and Analyzing Data: A Model Comparison Perspective* (2nd ed.). Mahwah, NJ: Erlbaum.
- Meenaghan, T. (1995). The role of advertising in brand image development. *Journal of Product & Brand Management*, 4(4), 23-34.

- Meyers-Levy, J., & Mahawaran, D. (1991). Exploring differences in males' and females' processing strategies. *Journal of Consumer Research*, 18(1), 63-70.
- Meyers-Levy, J., & Sternthal, B. (1991). Gender differences in the use of message cues and judgment. *Journal of Marketing Research*, 28(1), 84-96.
- Meyers, W. (1984). *The image-makers: Power and persuasion on Madison Avenue*. New York, NY: Times Books.
- Minkler, M., Wallack, L., & Madden, P. (1987). Alcohol and cigarette advertising in *Ms. Magazine*. *Journal of Public Health Policy*, Summer, 164-179.
- National Center for Health Statistics. (2012). *Summary Health Statistics for U.S. Adults: National Health Interview Survey, 2010*. Maryland: Schiller, J. S., Lucas, J. W., Ward, B. W., Peregoy, J. A. (DHHS Publication No. PHS 2012-1580).
- OECD. (2011). OECD Health Data 2011. (available at http://www.oecd.org/document/60/0,3746,en_2649_33929_2085200_1_1_1_1,00.html)
- Palda, K. S. (1966). The hypothesis of a hierarchy of effects: a partial evaluation. *Journal of Marketing Research*, 3(13), 245-261.
- Pinsky, I. & Silva, M. (1999). A frequency and content analysis of alcohol advertising on Brazilian television. *Journal of Studies on alcohol*. May, 394-399.
- Prakash, V. (1992). Sex roles and advertising preferences. *Journal of Advertising Research*, 32(3), 43-52.
- Putrevu, S. (2001). Exploring the origins and information processing differences between men and women: Implications for advertisers. *Academy of Marketing Science Review*, 10. (available at <http://www.amsreview.org/articles/putrevu10-2001.pdf>)

- Riffe, D., Lacy, S., & Fico, G. F. (1998). *Analyzing Media Message: Using quantitative content analysis in research*. Mahwah, N.J; Erlbaum.
- Robinson, S., & Kenyon, A. J. (2009). *Ethics in the Alcohol Industry*. New York, NY: Palgrave Macmillan.
- Schmid, K. L., Rivers, S. E., Latimer, A. E., & Salovey, P. (2008). Targeting or tailoring? Maximizing resources to create effective health communications. *Marketing of Health Services*, 28(1), 32-37.
- Sexton, D. E., & Haberman, P. (1974). Women in magazine advertisements. *Journal of Advertising Research*, 14(4), 14-22.
- Soley, L., & Kurzbard, G. (1986). Sex in advertising: A comparison of 1964 and 1984 magazine advertisements. *Journal of advertising*, 15(3), 46-64.
- Straight DUI (2007). Why Do People Turn To Alcohol? November, 7, 2007, from http://www.straightdui.com/dui_articles_why_turn_to_alcohol.asp
- Strickland, D. E., Finn, T. A., & Lambermt, D.A. (1982). Content analysis of beverage alcohol advertising. Magazine advertising. *Journal of Studies on Alcohol*, 43(7), 655-682.
- SRDS Media Solutions (<http://www.srds.com.proxy.lib.utk.edu:90/library/>)
- Taylor, R. E. (1999). A Six-Segment Message Strategy Wheel. *Journal of Advertising Research*, 39(6), 7-17.
- The Beverage Information Group. (1988). *Liquor Handbook*. New York, NY: Jobson.
- Vestergaard, T., & Schroder, K. (1988). *The language of advertising*. New York, NY: Blackwell.

- Walker, S. J. (1992). *Gender ideology and drinking norms: Content analysis of alcohol advertisements in selected magazines, 1973 to 1988* (Doctoral dissertation).
- Wilcox, G. (2001). Beer brand advertising and market share in the United States: 1977-1998. *International Journal of Advertising*, 20, 149-168.
- Wilcox, G, & Gangadharbartia, H. (2006). What's changed? Does beer advertising affect consumption in the United States. *International Journal of Advertising*, 25, 35-50.
- Wolburg, M. J. & Venger, O. (2009). "Regulating Sin" Across cultures: A comparison of alcohol ads in Ukrainian and American Magazines. *Journal of Advertising*, 38(4), 15-36.
- Wolin, D. L., & Korgaonkar, P. (2003). Web advertising: Gender differences in beliefs, attitudes and behavior. *Internet Research*, 13(5), 375-385.
- Zwarun, L., & Farrar, K. M. (2005). Doing what they say, saying what they mean: Self-regulatory compliance and depictions of Drinking in alcohol commercials in televised sports. *Mass Communication & Society*, 8(4), 347-371.

APPENDIX

I . Coding sheet

- Coder: _____
- Sample number: _____
- Magazine title: _____ • Magazine issue: _____
- Advertising type: Single brand _____ Corporation _____
- Brand or company name: _____
- Alcohol type
 - Beer _____ Cognac _____ Tequila _____
 - Wine _____ Gin _____ Liqueur _____
 - Vodka _____ Whiskey _____ Champagne _____
 - Rum _____ Cocktail _____

1. Message strategies (Check all that apply – at least one)

- Ration _____ Ego _____
- Acute Need _____ Social _____
- Routine _____ Sensory _____

2. Creative strategies (Check all that apply – at least one)

- Comparative _____ User Image _____
- Unique Selling Proposition _____ Brand Image _____
- Preemptive _____ Use Occasion _____
- Hyperbole _____ Generic Transformation _____
- Generic Information _____

II. Message strategies coding guideline (Kim, J., McMillan, S. J., & Hwang, J. S., 2005)

1. Ego

- Appeal to vanity, self-actualization (not corporate image but consumer image)
- Emotional needs relating to self are fulfilled
- Image based executions (visual dominance) with little or no factual information
- Unstructured and ambiguous enough so each person can fit him/herself into the ad
- Usual Strategy: User Image, brand Image
- Example: For the computer mania

2. Social

- Valuing on others' (thoughts, opinions, evaluations, etc.)
- Stating to others, not to self
- Showing social situation motivation consumers (Group identification)
- Showing target market member as socially important to others
- Usual Strategy: User Image (in a social situation), Use Occasion
- Example: Share it with a friend/ Sept. 11 Tragedy, our hearts and mind are burdened

3. Sensory

- Five senses emphasized
- Sensory gratification
- Pleasurable moments
- Usual Strategy: Moment of please
- Example: Yum! Feel the speed

4. Routine

- Habitual purchase / Don't need deliberation
- Serving a cue or a reminder (brand name and package emphasized)
- Appeal to convenience and trivial interests
- Usual Strategy: Hyperbole, Preemptive, Brand Familiarity
- Example: Future of memory / Welcome to Mesa Electronics

5. Acute need

- Limited time to make decision (timely decision)
- Serving a cue or a reminder in an urgent situation
- Requiring immediate action
- Usual Strategy: Brand Familiarity
- Example: Fall 2011 fashion / Call now to process the claim

6. Ration

- Rational consumers assumed
- Needs a large amount of deliberation (lots of corporate information)
- Problem solving offered
- Emphasizing the differences or competitive advantages
- Usual Strategy: Comparative, USP, Generic
- Example: Get the wider picture / faster Pentium 4 with 256MB memory under \$1500

* Usual strategies in each message strategy are not strictly fixed, since the Taylor's message strategy emphasizes the consumer motivation. These "usual strategies" are traditionally common in each cell.

** Examples here are text-based messages only but coder should consider the visuals as well as texts.

III. Creative strategies coding guideline (Kim, J., McMillan, S. J., & Hwang, J. S., 2005)

General direction: To get consistence, code the specific strategy (a) first followed by overall strategy (b).

1. Comparative
<ul style="list-style-type: none">- Showing or explicitly mentioning competing brands- Comparing with other brand name clearly- Not implicitly referring to competing brands- Example: "None of these cereals gives you more fiber than (Brand Name)"
2. Unique Selling Proposition
<ul style="list-style-type: none">- Claims or assertions of uniqueness- Uniqueness involving a product attribution or benefit-in-use- Objectively verifiable- No comparison to other brand- Example: "Introducing the only compact disc player that can six discs at one time"
3. Preemptive
<ul style="list-style-type: none">- Contain the objectively demonstrable attribute or benefit-in-use- No claim of uniqueness- No mention of competing brands- Example: "(Brand Name) contains pure vitamin E and able to keep your skin looking good"
4. Hyperbole
<ul style="list-style-type: none">- Exaggerated claims and assertions- No objectively verifiable- Not refer to a measurable attribute- Example: "Best darn hamburger in the whole wide world"
5. Generic-information
<ul style="list-style-type: none">- Focusing on product class in general- Not focus on a particular brand- Informational- Example: "It does the body good" in milk
6. User Image
<ul style="list-style-type: none">- Focus primarily on the users of a brand and lifestyles (i.g. User's activities, interests, jobs, or lifestyles)- Focus on persons who use the brand, not the brand itself- Convey the notion that a certain type of person always chooses a particular brand- Example: Beer and wine company ads which define people types (party animals, warm romantic meals, sporting females)
7. Brand Image
<ul style="list-style-type: none">- Focus primarily on the brand (image) itself, not user- Convey a brand "personality" (i.g. quality, status, prestige)- Example: luxury personalities of automobiles
8. Use Occasion
<ul style="list-style-type: none">- Focus primarily on the experience of using the brands- Focus primarily on the situation where use the brand is appropriate- Creates an association between experiences of use and the brand- Creates an association between situations of use and the brand- Example: an association of the brand of beer and the night
9. General-Transformational
<ul style="list-style-type: none">- Focus on product class in general- Not focus on a particular brand- Transformational- Example: "Don't forget the cheese", "reach out and touch someone"

IV. Message strategies by alcohol types

Beer	Women	Men	Neutral	df	F	Sig.
	N (%)	N (%)	N (%)			
Ego	6 (40.0)	12 (21.8)	6 (30.0)	2	1.059	.351
Social	0 (0.0)	6 (10.9)	2 (10.0)	2	.873	.421
Sensory	9 (60.0)	32 (58.2)	8 (40.0)	2	1.079	.344
Routine	1 (1.7)	0 (0.0)	0 (0.0)	2	2.289	.081
Acute Need	0 (0.0)	1 (1.8)	0 (0.0)	2	.313	.732
Ration	1 (6.7)	16 (29.5)	2 (25.0)	2	1.611	.206

Tequila	Women	Men	Neutral	df	F	Sig.
	N (%)	N (%)	N (%)			
Ego	6 (40.0)	12 (21.8)	6 (30.0)	2	1.955	.150
Social	2 (11.8)	2 (7.7)	5 (21.7)	2	1.042	.359
Sensory	4 (23.5)	3 (11.5)	3 (13.0)	2	.619	.541
Routine	0 (0.0)	0 (0.0)	0 (0.0)	2	-	-
Acute Need	0 (0.0)	0 (0.0)	0 (0.0)	2	-	-
Ration	14 (82.4)	24 (92.3)	16 (69.6)	2	2.167	.123

Vodka	Women	Men	Neutral	df	F	Sig.
	N (%)	N (%)	N (%)			
Ego	18 (31.6)	6 (18.2)	2 (5.7)	2	4.729	.011
Social	8 (14.0)	2 (7.7)	5 (21.7)	2	4.567	.012
Sensory	34 (59.6)	24 (72.7)	21 (71.4)	2	1.069	.346
Routine	0 (0.0)	0 (0.0)	0 (0.0)	2	-	-
Acute Need	0 (0.0)	1 (3.0)	0 (0.0)	2	1.403	.250
Ration	11 (19.3)	7 (21.2)	2 (5.7)	2	1.956	.146

V. Creative strategies by alcohol types

Beer	Women		Men		Neutral		df	F	Sig.
	N (%)		N (%)		N (%)				
Comparative	0	(0.0)	0	(0.0)	0	(0.0)	2	-	-
USP	1	(6.7)	17	(30.9)	1	(5.0)	2	4.341	.016
Preemptive	8	(40.0)	22	(34.5)	13	(40.0)	2	0.133	.876
Hyperbole	0	(0.0)	0	(0.0)	0	(0.0)	2	-	-
User Image	6	(40.0)	19	(34.5)	7	(35.0)	2	.076	.927
Brand Image	7	(46.7)	34	(61.8)	12	(60.0)	2	.553	.577
Use Occasion	4	(26.7)	14	(25.5)	1	(5.0)	2	2.033	.137
Information	5	(33.3)	10	(18.2)	2	(10.0)	2	1.548	.219
Transformation	0	(0.0)	0	(0.0)	0	(0.0)	2	.313	.732

Tequila	Women		Men		Neutral		df	F	Sig.
	N (%)		N (%)		N (%)				
Comparative	0	(0.0)	0	(0.0)	0	(0.0)	2	-	-
USP	0	(0.0)	0	(0.0)	0	(0.0)	2	-	-
Preemptive	8	(47.1)	22	(84.6)	13	(56.5)	2	4.056	.022
Hyperbole	0	(0.0)	0	(0.0)	0	(0.0)	2	-	-
User Image	2	(11.8)	1	(3.8)	0	(0.0)	2	1.587	.213
Brand Image	15	(88.2)	22	(96.2)	18	(95.7)	2	.363	.697
Use Occasion	3	(17.6)	2	(7.7)	2	(8.0)	2	.588	.558
Information	3	(17.6)	1	(7.7)	6	(13.0)	2	2.474	.092
Transformation	0	(0.0)	0	(0.0)	0	(0.0)	2	-	-

Vodka	Women		Men		Neutral		df	F	Sig.
	N (%)		N (%)		N (%)				
Comparative	4	(7.0)	0	(0.0)	0	(0.0)	2	2.504	.086
USP	2	(3.5)	7	(21.2)	2	(5.7)	2	4.585-	.012
Preemptive	12	(21.1)	3	(9.1)	5	(14.3)	2	1.159	.327
Hyperbole	0	(0.0)	0	(0.0)	0	(0.0)	2	-	-
User Image	8	(14.0)	15	(45.5)	12	(34.3)	2	5.996	.003
Brand Image	25	(43.9)	29	(87.9)	19	(54.3)	2	9.607	.000
Use Occasion	9	(15.8)	1	(3.0)	14	(40.0)	2	8.794	.000
Information	4	(7.0)	5	(15.2)	6	(17.1)	2	.133	.288
Transformation	7	(23.3)	0	(0.0)	1	(2.9)	2	3.227	.043

VI. Post-hoc test of creative strategies by alcohol types

		Magazine	Magazine	Mean difference	Sig.
Beer	USP	women	men	-.242	.095
		women	neutral	-.017	.992
		men	neutral	-.259	.037
Tequila	Preemptive	women	men	-.376	.029
		women	neutral	-.095	.796
		men	neutral	.281	.090
Vodka	USP	women	men	-.177	.012
		women	neutral	-.022	1.000
		men	neutral	.155	.068
	User Image	women	men	-.314	.003
		women	neutral	-.203	.080
		men	neutral	.112	.540
	Brand Image	women	men	-.440	.000
		women	neutral	-.104	.549
		men	neutral	.336	.101
Use Occasion	women	men	.128	.265	
	women	neutral	-.242	.008	
	men	neutral	-.370	.000	

VII. Drinkers by alcohol types

		Women		Men		Neutral	
1	Wine	38.2%		Beer	58.1%	Beer	45.6%
2	Beer	33.8%		Wine	28.9%	Wine	33.7%
3	Vodka	22.7%		Whiskey	28.5%	Vodka	23.0%
4	Tequila	17.9%		Vodka	23.3%	Whiskey	20.8%
5	Rum	17.8%		Rum	21.6%	Rum	19.6%
6	Champagne	17.3%		Tequila	20.4%	Tequila	19.1%

Vita

A-Reum Jung was born in Seoul, South Korea on June 8, 1982. In February 2003, she entered Dankook University, South Korea, and received bachelor degrees in August, 2006 from the Department of Journalism and Communication and the Department of Broadcasting and Multimedia. She reentered Dankook University in March, 2007 and received a master degree from the Department of Journalism and Communication in February 2009. She entered The University of Tennessee, Knoxville in August, 2010 and received a Master of Science degree in Communication and Information in August, 2012.