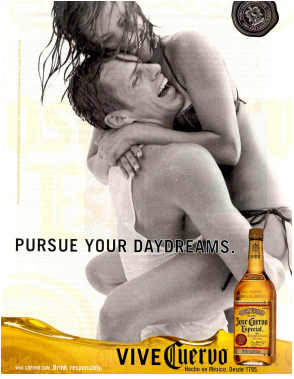
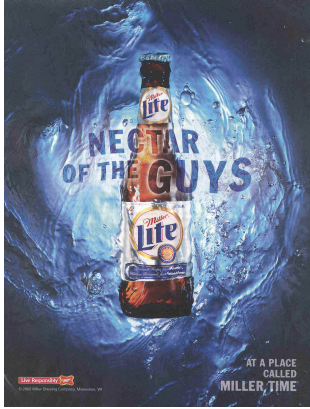


# Alcohol and Music

	<p><b>Analyzing Alcohol Advertisements &amp; Marketing</b></p> <p>A resource for educators</p> <p>©2004, Frank Baker, media educator</p>	
---	--	---

## Alcohol & Music

Another way to market alcohol to young people is to sponsor music concerts and related events. That way, you can be assured your name will be seen by lots of people who not only read the magazine, but also who attend the music event.

**Kenny Chesney promotes beer for his 2008 concert tour.** Here is a photo I snapped in April near the University of SC, where the tour bus was parked in front of a popular bar. Apparently Corona fits the lifestyle conveyed by the singer. Here is a quote from [a news story](#) announcing their partnership: “If you want to capture my audience, the thing that stands out is their ability to have more fun in a single day than most people have in a month, and Corona is part of those kinda lazy, hanging out with your buddies kinda days,” Chesney said in a statement.



Here is an ad from a recent People magazine.



**JIM BEAM**  
LIVE  
CONCERT SERIES

FEATURING

# MAROON 5



**GAVIN DeGRAW & Special Guests**

9.25 SAN DIEGO	CANE'S	11.3 CLEVELAND	ODEON
9.27-28 LOS ANGELES	HOUSE OF BLUES	11.4 DETROIT	ST. ANDREW'S
10.4 DALLAS	GYPSY BALLROOM	11.6 CHICAGO	HOUSE OF BLUES
10.7 NEW ORLEANS	HOUSE OF BLUES	11.7 INDIANAPOLIS	KNIGHTS OF COLUMBUS
10.16 TAMPA	TWILIGHT		FILLMORE
10.17 ORLANDO	HOUSE OF BLUES	11.17 DENVER	HOUSE OF BLUES
10.19 MYRTLE BEACH	HOUSE OF BLUES	11.25 ANAHEIM	HOUSE OF BLUES
10.31 PHILADELPHIA	THEATRE OF LIVING ARTS (TLA)	11.26 LAS VEGAS	HOUSE OF BLUES

maroon5.com



PURCHASE TICKETS AT  
**hob.com**  
IT IS LIVE.

Songs About Jane CD  
In Stores now





Here is an ad from a recent USA Today newspaper promoting a music concert. Website: <http://www.summeroflive.com/sweepstakes.asp>

Here is a full page ad from Columbia (SC) Free Times weekly newspaper:

**ARE YOU GETTING  
FRESH WITH ME?**

**+TIM MCGRAW**  
**BUD LIGHT**

**COLONIAL  
CENTER**  
HOME OF THE CAROLINA GAMECOCKS

**FOR THE FIRST TIME IN  
COLUMBIA**

**BORN ON DATE: FRIDAY, SEPTEMBER 10**

BORN ON FRIDAY MORNING AND  
DELIVERED FRESH TO YOU AT THE

COLONIAL CENTER

**FRESH BEER  
TASTES BETTER**

**RESPONSIBILITY  
MATTERS**