

# MESSAGES FROM THE ALCOHOL INDUSTRY: THE TEXTUAL ANALYSIS OF 10 YEARS ALCOHOL ADVERTISING AMONG GLOBAL AND LOCAL BRANDS IN THAILAND



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# Introduction

- What is a symbolic meaning ?
- Why symbolic meaning is important to study ?
- Why we should study symbolic meaning in alcoholic beverage advertisements especially in Thai society ?

## Constructionist Approach

Things don't mean, We construct meaning

**Perception is Reality**

We are **What we Think**



# Introduction

- Alcoholic beverage companies spend a lot of budget on advertising especially on TV. and print media. (more than 2,000 million bath per year)
- Ads are not only to create brand awareness but to construct meanings by verbal and nonverbal (slogan/caption actor/actress prop/setting)



# Research Objectives

- To analyze the symbolic meaning of alcohol advertising, both print ads and television ads, during 1998-2008.



# Research Methodology

- Qualitative Research
  - ▣ Textual Analysis
    - 343 TV commercials and Print ads. from alcoholic beverage companies that were broadcasted or published between 1998 and 2008 and other documents related to alcohol beverage advertising

# Research Methodology

Beer and  
Liquor

Local Brands

International  
Brands

Beer and  
Liquor



Singha

Heineken



Chang

Tiger



Regency

Johnnie  
Walker

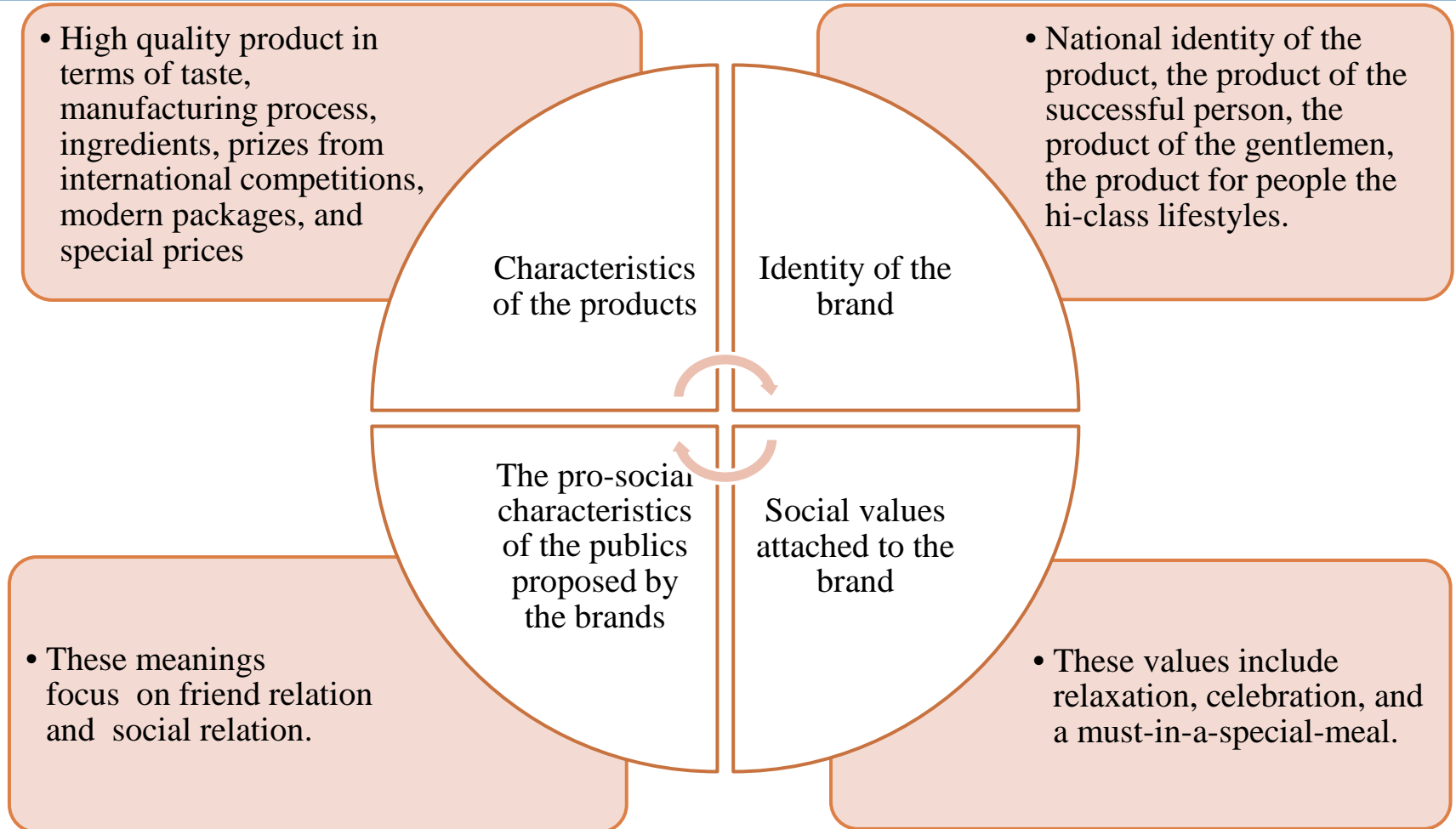


Sangsom

100  
Pipers



# Research Results



## Four sets of Symbolic Meanings

# Discussion

- The power of symbolic meanings.
- The complexity of brand meanings.
- How the society should strongly restrict the alcohol control bills.







**THANK YOU**