BIG BOWL
VOTE 2020
PLAYBOOK
Last year, more than 98.2 million people watched the Super Bowl. The Super Bowl also draws in more than 30 percent of teenagers in the U.S., according to Nielsen, a data analytics company. That means millions of teenagers then watch the game and its ads for everything from soft drinks and detergents to cars and alcohol.

With all those teens consuming ads for alcohol, it poses a question: What effect do these ads have on young people?

According to the Center on Alcohol Marketing and Youth, young people on average see 23 ads for alcohol each month. CAMY found that this increased exposure led to a better opinion of alcohol and to higher rates of underage and binge drinking.

Alcohol companies spend tens of millions of dollars per year advertising their products, especially on sports TV. The ads we watch during the Super Bowl contribute to underage drinking throughout the country.

We at Prevention Action Alliance created the Big Bowl Vote to help people understand that alcohol advertisements viewed by young people contribute to underage and binge drinking. And we wanted to urge those who work with youth to teach young people how advertisers try to manipulate them.

By teaching our kids to analyze ads and how they affect us, we can reduce the impact they have on our young people and reduce underage and binge drinking, as various studies have reported.

This Big Bowl Vote Playbook includes everything you need to quickly and easily administer your survey. If you’re interested in supporting the media literacy of young people, you can find those resources at preventionactionalliance.org/bbv. The resources there will help you raise awareness about the appeal of alcohol to youth and how to prevent underage drinking in your community.
Studies by the Center on Alcohol Marketing and Youth found that exposure to alcohol in media predicts the onset of drinking, and a 2019 study by Iowa State University demonstrated the relationship between beer advertising and brand loyalty in middle and high school students. Ads make alcohol appear less dangerous and more glamorous to young people. In turn, this increases underage drinking.

Alcohol companies know that if they attract younger customers, they’ll have customers for longer and improve the company’s profitability. That’s why they advertise so heavily in college sports games, on social media, and in other media forms that attract younger consumers.

Texas A&M University professor Adam Barry found that alcohol companies ignored their obligations to prevent young people from accessing restricted content:

"What we found was pretty staggering. This shows us that the industry is violating their self-regulated advertising policies for social media. It also means that we may not have an accurate estimate of the exposure youth have to alcohol advertising. This is important because exposure impacts whether someone will start drinking and the quantity consumed if they are already a drinker.”

—Professor Adam Barry, Texas A&M University

Alcohol companies have increased ad exposure among people aged 18 to 20 more than any other age group. In particular, alcohol companies advertise to young people with alcopops, sugary drinks popular with underage drinkers.

Social media is just one area where alcohol companies advertise to youth. According to research published in the Journal of Public Health Policy, alcohol companies have increased ad exposure among people aged 18 to 20 more than any other age group.

Your Game Plan for Victory

Many youth and young adults are unaware that youth have been targeted by ads on TV and social media. The Big Bowl Vote captures data on the appeal of alcohol advertising to young people so the adults in their lives can counteract their impact.

Taking part in the Big Bowl Vote is easy.
1. Read this Playbook and put together your Big Bowl Vote plan.
2. Watch the Super Bowl on Sunday, February 2.
3. Administer the Big Bowl Vote survey on Monday, February 3.
4. If taking the printed survey, email your results by the end of Tuesday, February 4.

You can administer the survey by printing the survey form for each student who takes it or by having your students take a Google Forms survey.

**Big Bowl Vote 2020 Checklist:**

- Watch the Super Bowl, taking note of which ads appear, especially those which promote alcohol use.

**If you’re using printed surveys:**

- Distribute the survey in this Playbook and on our website at preventionactionalliance.org/bbv to your students.
- Collect them when done.
- Tally your results. A sample tally form can be found at preventionactionalliance.org/bbv.
- Email your results no later than by midnight on Tuesday, February 5 to bigbowlvote@preventionactionalliance.org.

**If you’re using the Google Forms survey:** have your students fill out the survey at preventionactionalliance.org/survey.

- Wait for the nationwide survey results to be compiled. A press release with preliminary results will be sent no later than 5 p.m. EST on Wednesday, February 5.
- Anyone who implements the Big Bowl Vote and fills out the post-BBV survey will receive a personalized report with their local survey results.
- Nationwide results will be posted at preventionactionalliance.org/bbv.
Thank you for participating in the Big Bowl Vote! Please fill out the following survey about commercials you may have seen during the Super Bowl.

Grade: ____________   Class: _____________________________________________
School: _______________________________________________________________
City: ____________________________   State: ______________________

1. Did you watch the Super Bowl?  ____ Yes   _____ No
2. Which parts of the game did you watch?
   ____ Pre-game coverage    ____ First quarter
   ____ Second quarter     ____ Half time
   ____ Third quarter    ____ Fourth quarter
   ____ Post-game coverage    ____ Just the ads
3. Which Super Bowl ads were your favorite (up to three)?
4. What did you like about these ads? (Select all that apply)
   ____ It was funny     ____ I liked the music
   ____ I liked the story it told     ____ I liked the special effects
   ____ I liked the brand/product     ____ I liked the celebrity it featured
   ____ Other (please explain)
5. Name as many brands as you can remember being advertised in last night’s Super Bowl commercials (i.e. Ford, Sunny D, Crest, etc.).
6. What did the ads do to make you remember them? (Select all that apply)
   ____ They were funny       ____ I liked their music
   ____ I liked the story they told       ____ I liked their special effects
   ____ I liked the brand/product       ____ I liked the celebrity they featured
   ____ Other (please explain)
7. How many alcohol-related ads do you remember seeing?
   ____ 0       ____ 1
   ____ 2      ____ 3
   ____ 4      ____ 5
   ____ 6 or more
8. Who do you think the alcohol-related ads were trying to reach with their ad (include hobbies, lifestyles, age, gender, race/ethnicity)?
9. What, if anything, did you like about the alcohol-related ads? (Select all that apply)
   ____ They were funny       ____ I liked their music
   ____ I liked the story they told       ____ I liked their special effects
   ____ I liked the brand/product       ____ I liked the celebrity they featured
   ____ Other (please explain)      ____ I didn’t like them
10. What did the alcohol-related ads do to make you remember them? (Select all that apply)
    ____ They were funny       ____ I liked their music
    ____ I liked the story they told       ____ I liked their special effects
    ____ I liked the brand/product       ____ I liked the celebrity they featured
    ____ Other (please explain)      ____ I didn’t remember them