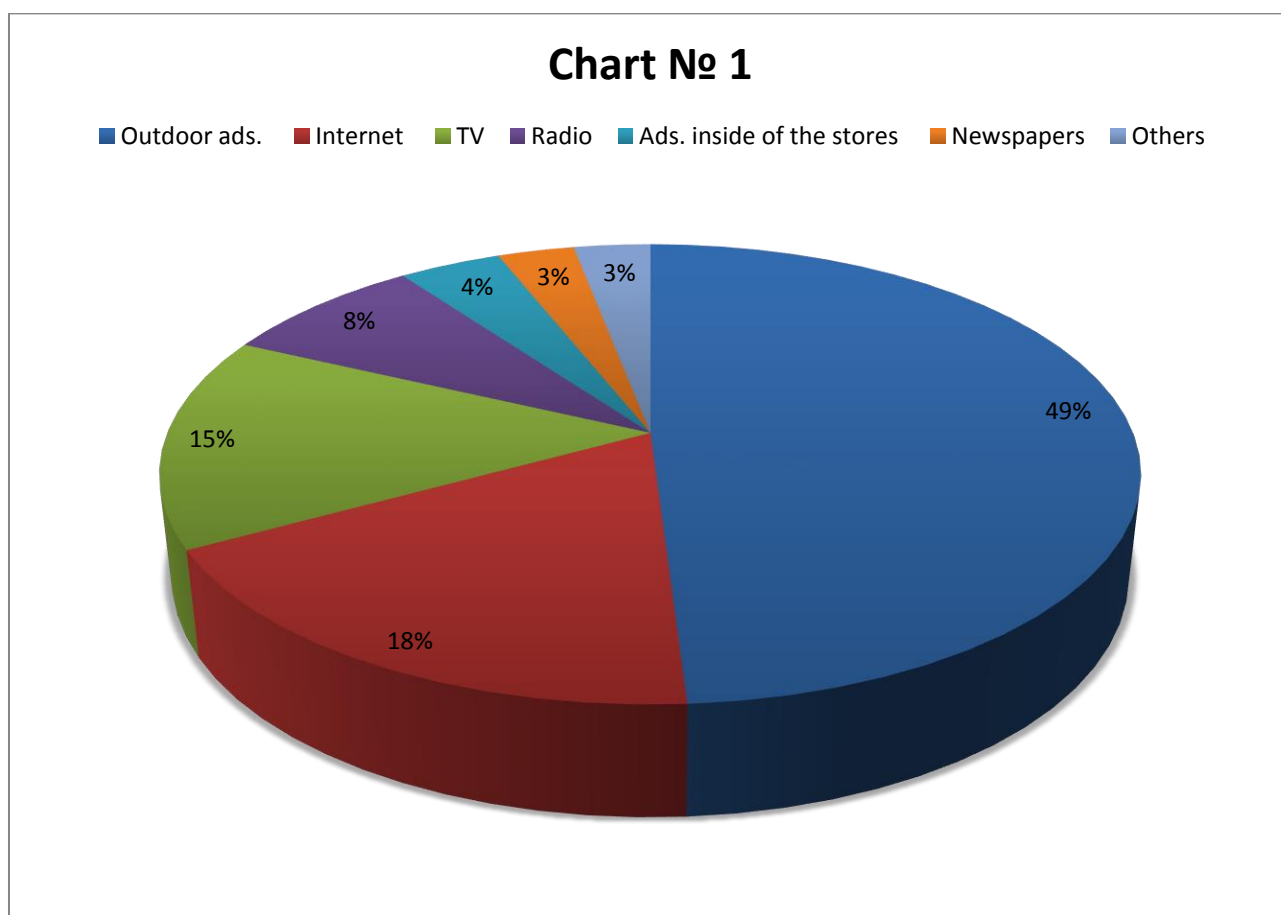


1. Description of a test group.

The research was attended by youth aged 14-30 years, the average age is 17 years old. Over 50% of respondents were people aged 19 years. Most of the respondents are women.

2. Sources of advertisements.

One of the objectives of the study was to identify where mostly young people meet with advertisements or other type of marketing of alcohol beverages. Most of ads (troll¹, billboard, citylight, streetlines, business cards², posters etc.) are **on the streets of cities of Ukraine** - 49% of respondents; **Internet** (banners, doorway pages³, spam - 18%; **TV** – 15%; **Radio** – 8%; **Ads. Inside of the stores** – 4%; **Newspapers/magazines** – 3%; **Others** (leaflets, clubs, bars, pubs) – 3% . Our respondents meet the advertising of alcohol during the sponsored different events but all ads are in frame of law. Chart 1 shows the distribution of all registered answers.



¹ **Trolls** - bilateral advertising constructions, located perpendicularly above the roadway on the vertical supports are equipped with illumination from within, due to which are very effective at night.

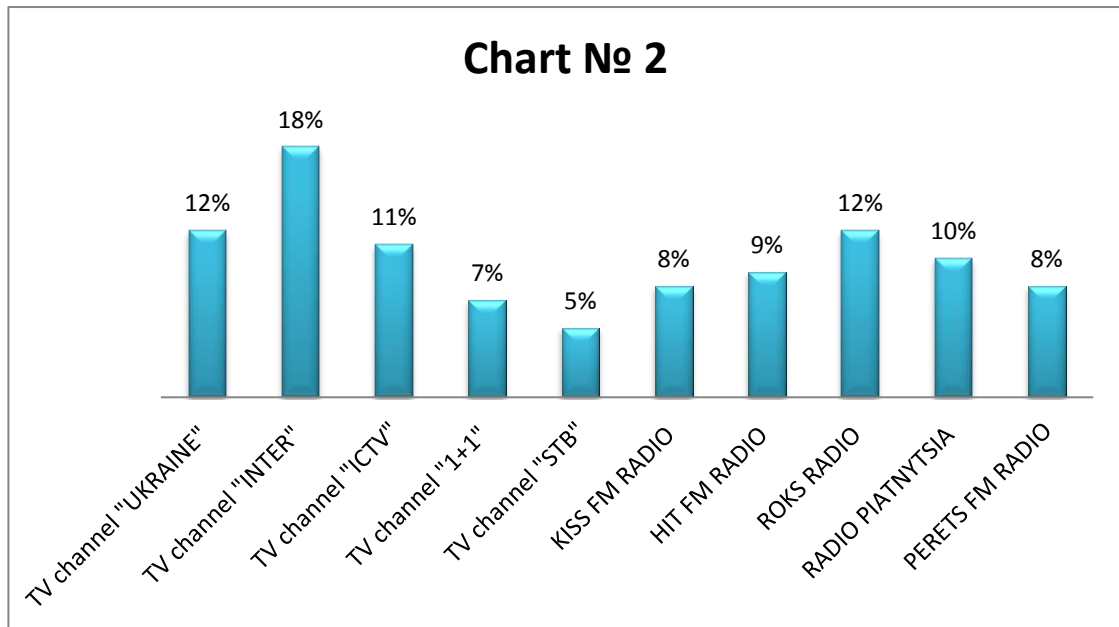
² **Business cards** - construction of metal or plastic in the form of a panel. It contains a certain number of cells, which is printed promotional items in the format 9 × 5 cm. It is used in shopping malls, cinemas, retail chains.

³ **Doorway pages** are web pages that are created for spamdexing. This is for spamming the index of a search engine by inserting results for particular phrases with the purpose of sending visitors to a different page. They are also known as bridge pages, portal pages, jump pages, gateway pages, entry pages and by other names. Doorway pages that redirect visitors without their knowledge use some form of cloaking. This usually falls under Black Hat SEO.

Source: Own elaboration.

On the *radio* and in television 92% of cases were the traditional advertising. The sponsored program, sponsorship within the program and sponsorship of the event – 8 %. Chart № 2 shows on which television channels or radio programs advertisements recorded by respondents were broadcast.

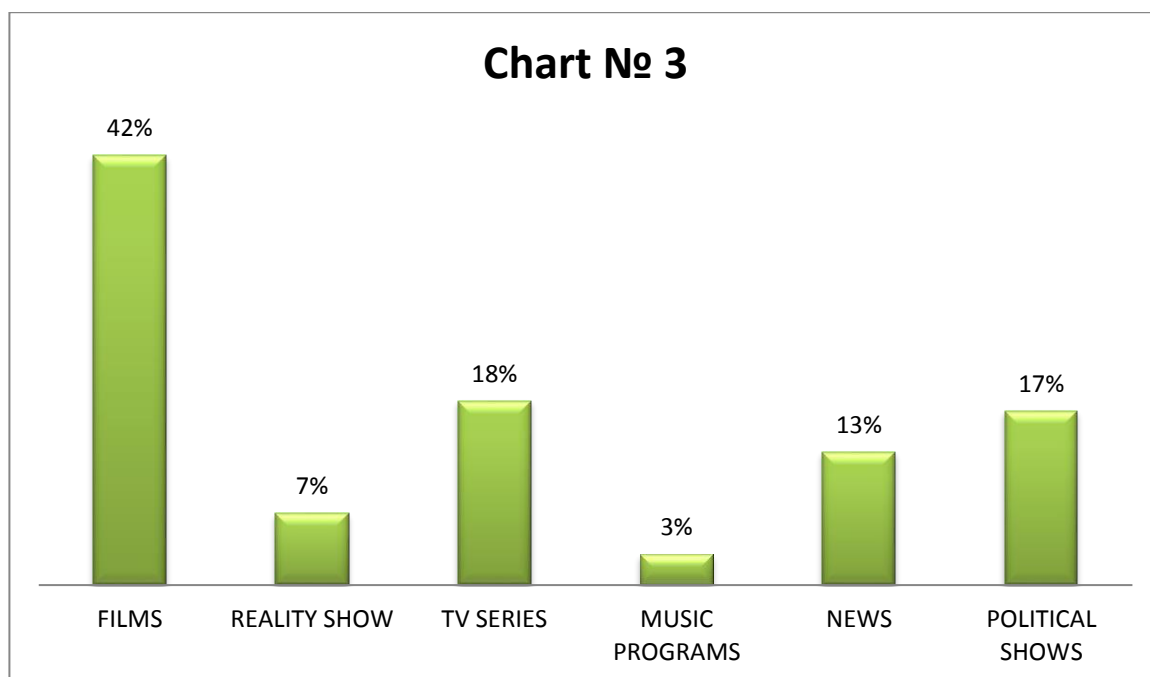
Chart № 2. Number of registered advertisements according to the television station or a radio station on which they were broadcasted.



Source: Own elaboration.

Most of the recorded commercials were broadcast in TV stations like “UKRAINE”, «INTER”, “ICTV”, “1+1”, “STB”, and on Radio stations like “KISS FM”, “HIT FM”, “ROKS”, “PERETS”, “PIATNYTSIA”. Most respondents met with the advertising of alcohol during the films, music programs and TV shows. Chart 3 also shows other programs, during which advertising of alcoholic beverages were registered.

Chart № 3. The number of registered alcohol advertising according to the watching/listening program.



Source: Own elaboration.

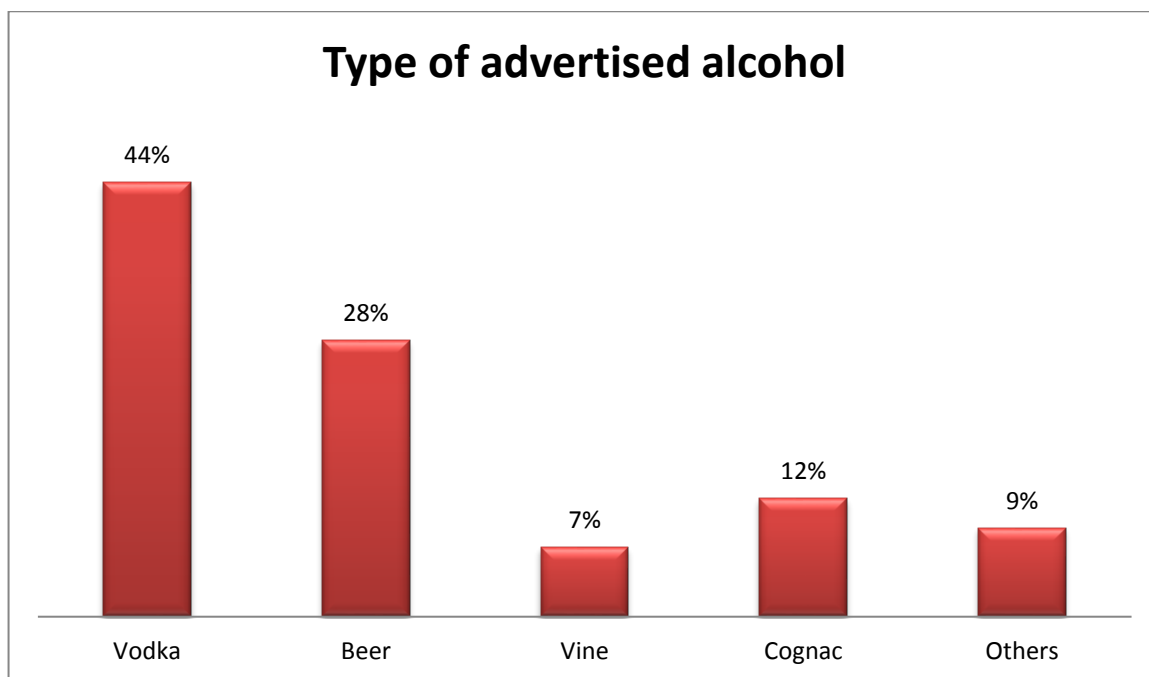
On the Internet ads were most often met *in short promotional films and specially generated ads* – 34 %, *on profiles in social media* - 31%, *news web-sites* – 15%, *weather forecast web-sites* – 11 %, *other web-sites* – 9% .

Detailed analysis showed that most people come into contact with the promotion of alcoholic beverages: vodka (“Nemiroff”, ”Khortytsia”, “Vozdukh”), beer (“Chernihivske”, ”Stella Artois”, ”Lvivske”, “Baltika”), cognac (“Shustov”, “Shabo”, “Tavria”) vine (“Koblevo”, “Villa Krym”, “Chizay”).

3. Type of advertised alcohol

In the survey respondents were asked to point out the type of advertised alcohol, and to name its brand. Following chart and table present their answers. As shown, the most of encountered advertisements were presenting vodka. Second most promoted alcohol is beer, and there were least advertisements of alcohol drinks.

Chart 4. Type of advertised alcohol



Source: Own elaboration

Table 1. Brands of advertised alcohol

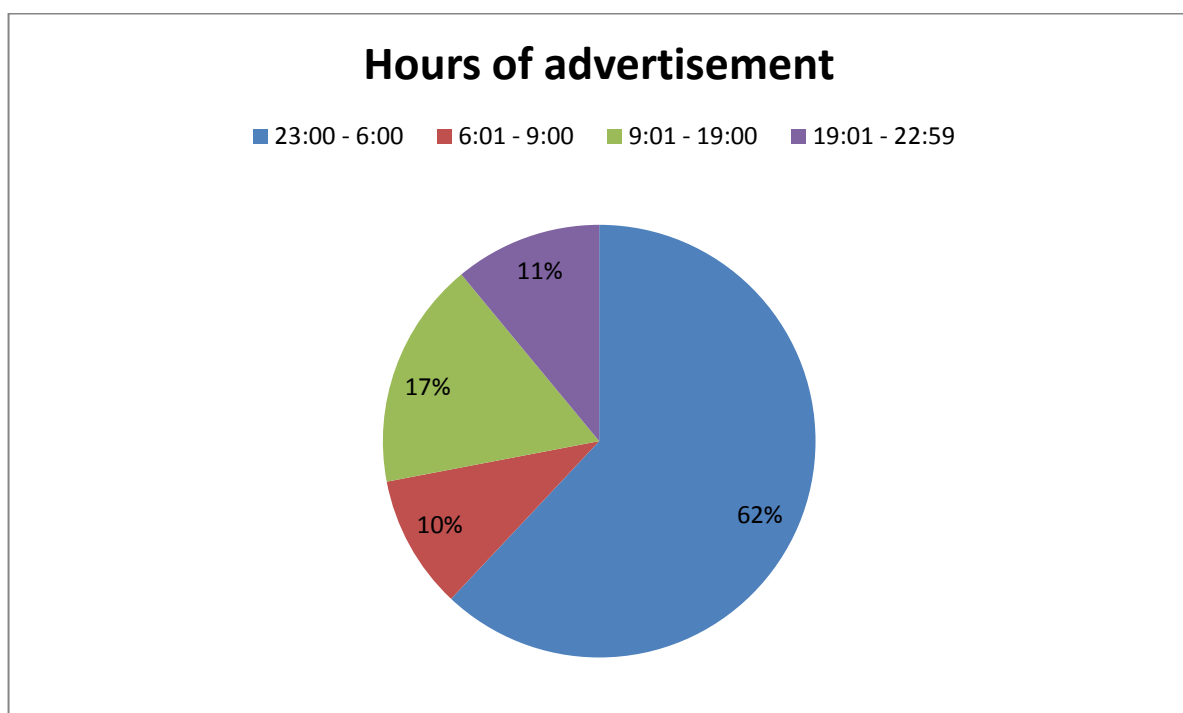
<i>Brands</i>	<i>Number of responses</i>	<i>Percentage</i>
Nemiroff	21	4,36%
Khortytsia	13	2,7%
Vozdukh	14	2,9%
Chernihivske	7	1,45%
Stella Artois	19	3,95%
Lvivske	15	3,11%
Baltika	8	1,66%
Shustov	22	4,57%
Shabo	13	2,7%
Tavria	3	0,62%
Koblevo	19	3,95%
Villa Krym	2	0,41%
Chizay	4	0,83%
Morosha	10	2,07%
Prime	17	3,53%
Green Day	12	2,49%
Klinkov	1	0,2%
Zolota amphora	16	3,32%
Kozatska rada	9	1,87%
Perepilka	4	0,83%

Persha gildia	7	1,45%
Baika	19	3,95%
Celsiy	6	1,24%
Hlibnyi dar	19	3,95%
Pervak	11	2,28%
Pisnia	13	2,7%
Hetman	7	1,45%
Obolon	18	3,74
Persha pryvatna brovarnia	29	6,03%
Slavutyich	12	2,49%
Zibert	9	1,87%
Rogan	1	0,2%
Sarmat	2	0,41%
Tysa	17	3,53%
Buchach	10	2,07%
Grinvich	19	3,95%
Karpaty	14	2,9%
Other	39	8,11%

5. Advertisements broadcasting time

Most of the advertisements were registered between 23:00 and 6:00 - 62%, between 6:01 and 9:00 - 10 %, between 9:01 and 19:00 -17%, between 19:01 and 22:59 - 11 %.

Chart 5. Registered alcohol advertisements by their broadcast time.



6. Conclusions

This research suggests that all youth of Ukraine are being exposed to alcohol marketing through various channels. This is the situation in a country with not strong restrictions on alcohol advertising.

Our research shows that not of all alcohol advertisements are accompanied by mandatory health warnings and visually they show only the product itself.

When we look at the alcohol advertisements we noticed that there are loopholes being exploited for providing more attractive information than exclusively product information.

Statistic says that youth see the most of alcoholic ads. on the streets of cities of Ukraine - 49% of respondents; Internet (banners, doorway pages, spam - 18%; TV – 15%; Radio – 8%; Ads. Inside of the stores – 4%; Newspapers/ magazines – 3%; other channels (leaflets, clubs, bars, pubs) – 3%.

In addition, studies show that most of the alcohol is advertised in time is not allowed by law.

Advertising of alcoholic beverages on the Internet is not regulated in the Ukrainian legislation. It is actively influences on the promotion of alcohol among Internet users, most of whom are children and youth.

The lack of legislation regulation of alcohol advertising on the Internet is due to the active lobby of the alcohol industry in the Ukrainian parliament.

It was set that influence of different marketing receptions - including television advertisement, internet-marketing, sponsorships of sporting measures, musical events or festivals and influence of low price - increases the use of alcohol beverages among children and youth.

We mark a necessity to limit the volume of advertisement of alcoholic products, that young people regularly meet in everyday life. Taking into account the results of our research we mark that it is not simple a question of limitation of televisional or external advertisement this is a question where politicians must learn the general chart of marketing of alcoholic industry and work out the common European rules and standards that will allow to shorten all types of advertisement of alcohol.