

LIQUOR AND TELEVISION ADVERTISEMENTS



One brand that seems to be on the fast track is the Skinnygirl Cocktails brand. And, the brand is going back to traditional advertisement platforms to get people to take notice of what they are offering. The brand, which is found by the Real Housewives star, Bethenny Frankel, had its first television advertisement air during this week. The video is referred to as “Drink like a Lady” and is basically an advertisement that target women who are 30 years of age or older, advertising on television programs such as Bravo, The Food Network, and HGTV. And, it makes sense for the commercial to air on the Bravo channel, since that is the same channel in which Frankel's reality show that she shares with other housewives of New York City, actually airs. The spokesperson for Skinnygirl, Paula Erickson, says that television advertisements are a great way to quickly reach targeted audiences and increase the awareness of particular brands, especially those brands that are new and need some recognition. While liquor advertising seemed to subside for several decades, it is finally picking back up and this brand wants to take advantage of that. The general public is finally accepting advertisements made for hard alcohol; even it is on their television screens, which is why the brand decided to go with the traditional method of television advertising. For the brand, it was simply an opportunity that needed to be taken, especially to grow and expand the brand, helping more people to learn about it and give it a try. Within the span of five years, from 2005 to 2010, the spending on liquor advertisements increased from about \$102 million back in 2005 all the way to \$144.6 million during 2010. It is expected that the spending will only continue to increase as television advertisements on liquor are finally being accepted and are actually working. The year of 2012 is definitely a big year for liquor companies, especially if they are trying to make sales and get people interested in what they have to offer. Beam, the parent company of Skinnygirl, has already increases its television advertising and spent approximately 43 percent so far in 2012, which is nearly half of its spending. The company has already created spots on television for a number of different alcoholic beverages, ranging from Pucker Vodka to Red Stag and even Jim Beam. Skinnygirl is, of course, another beverage that they have created a television spot for. Many of these alcoholic beverages, even those that have been around for quite a while, are only now appearing on television for the first time. It is believed that the advertising will only continue to increase, as liquor commercials are not prohibited from airing on television.

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