

American Council on Alcohol Problems

Resolution Regarding the Marketing of 'Fan Cans' by Anheuser-Busch

Whereas, Anheuser Busch has developed a new marketing scheme for its 'Bud Light' brand of beer called "fan cans," which are marketed in 26 school-color combinations designed to boost game-day sales during college sporting events; and...

Whereas, numerous reputable studies have clearly demonstrated that young people are affected by alcohol marketing and the brewer urges them to "show your colors" and "wrap your hand around a fan can"; and...

Whereas, according to the Federal Trade Commission's guidelines, at least 70 percent of an alcohol advertisement's audience must be at least 21, which is not a likely scenario on college campuses, where more than 44 percent of those surveyed in a 2001 Harvard study reported binge drinking; and...

Whereas, every year over 1,700 students on college campuses between the ages of 18 and 24 die from an alcohol-related incident, 600,000 are injured, and 97,000 are the victims of alcohol-related sexual assault; and...

Whereas, the consumption of alcoholic beverages by students is not simply about personal choices, but also affects the common life of universities and colleges in their ability to attract and retain outstanding students, academic ranking, operating costs, legal ramifications and overall relationship with the community; and...

Whereas, The Collegiate Licensing Company, which represents some 200 colleges and universities on branding issues have sent a letter to Anheuser-Busch about their concerns that "the use of school colors may cause confusion in the consumer marketplace regarding affiliation, endorsement or sponsorship."; and...

Whereas, more than two dozen universities have objected to "fan cans" and the brewer has responded by pulling the cans from those markets; therefore...

Be it Resolved that the American Council on Alcohol Problems (ACAP) implores institutions of higher learning to file formal complaints with Anheuser-Busch Inc., One Busch Place, St. Louis, MO 63118, requesting they not distribute fan cans in the market around their campuses; and...

Be it Further Resolved that ACAP strongly encourages institutions of higher learning to take any necessary legal steps regarding branding to prevent Anheuser-Busch from using school colors that link increased drinking with collegiate sports.