

# oliver youth counter ad workshop

## Who we are





## Our goals



“Advertising that **takes a position contrary to an advertising message** that preceded it. Such advertising may be used to take **an opposing position on a controversial topic.**”



# Workshop

## Ice-breaker





# Workshop

## Group work





# Workshop

## Graphic design





# Workshop

## Graphic design



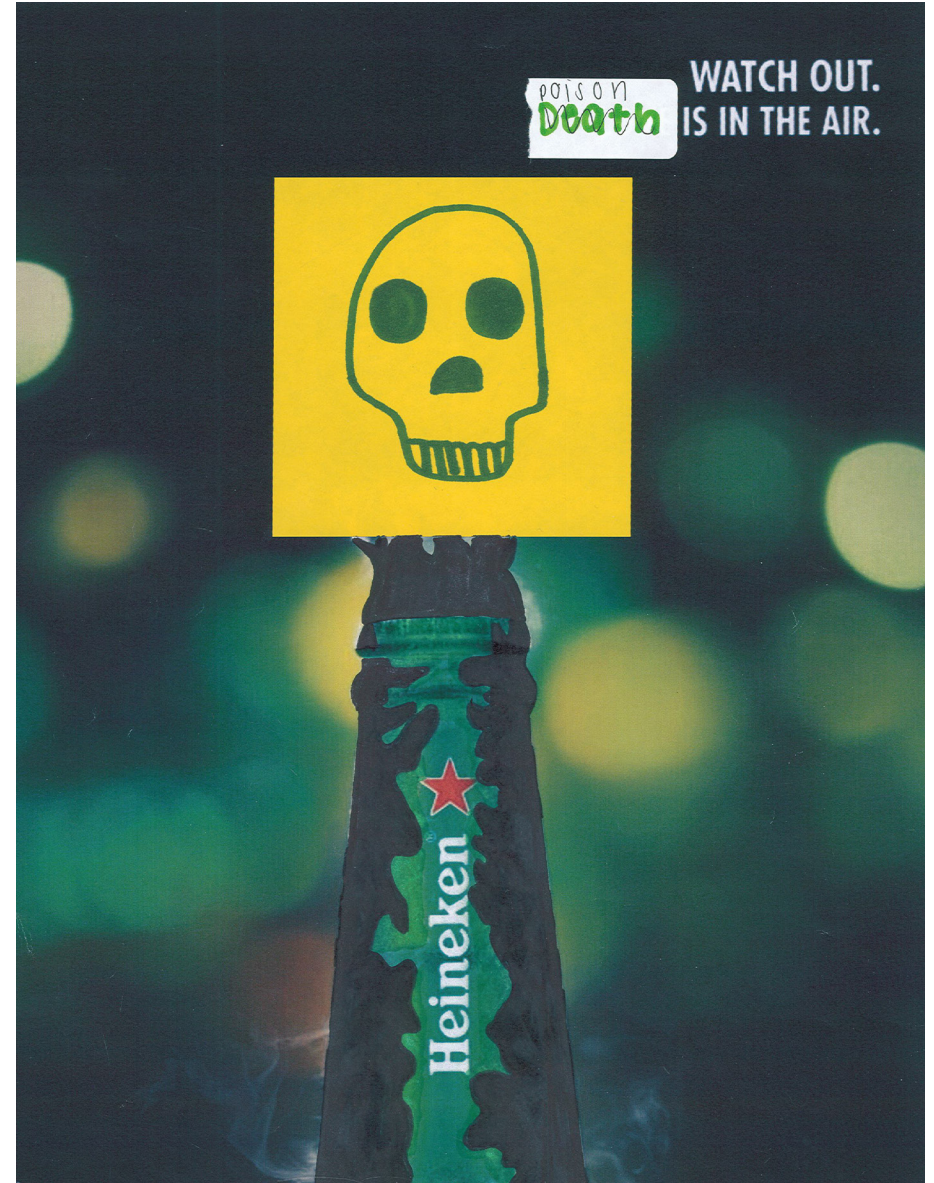


# Workshop

Original ad



Counter ad





# Workshop

Original ad



The longer you wait

...the better it gets.

**Evan Williams.**  
Aged longer to taste smoother.  
evanwilliams.com

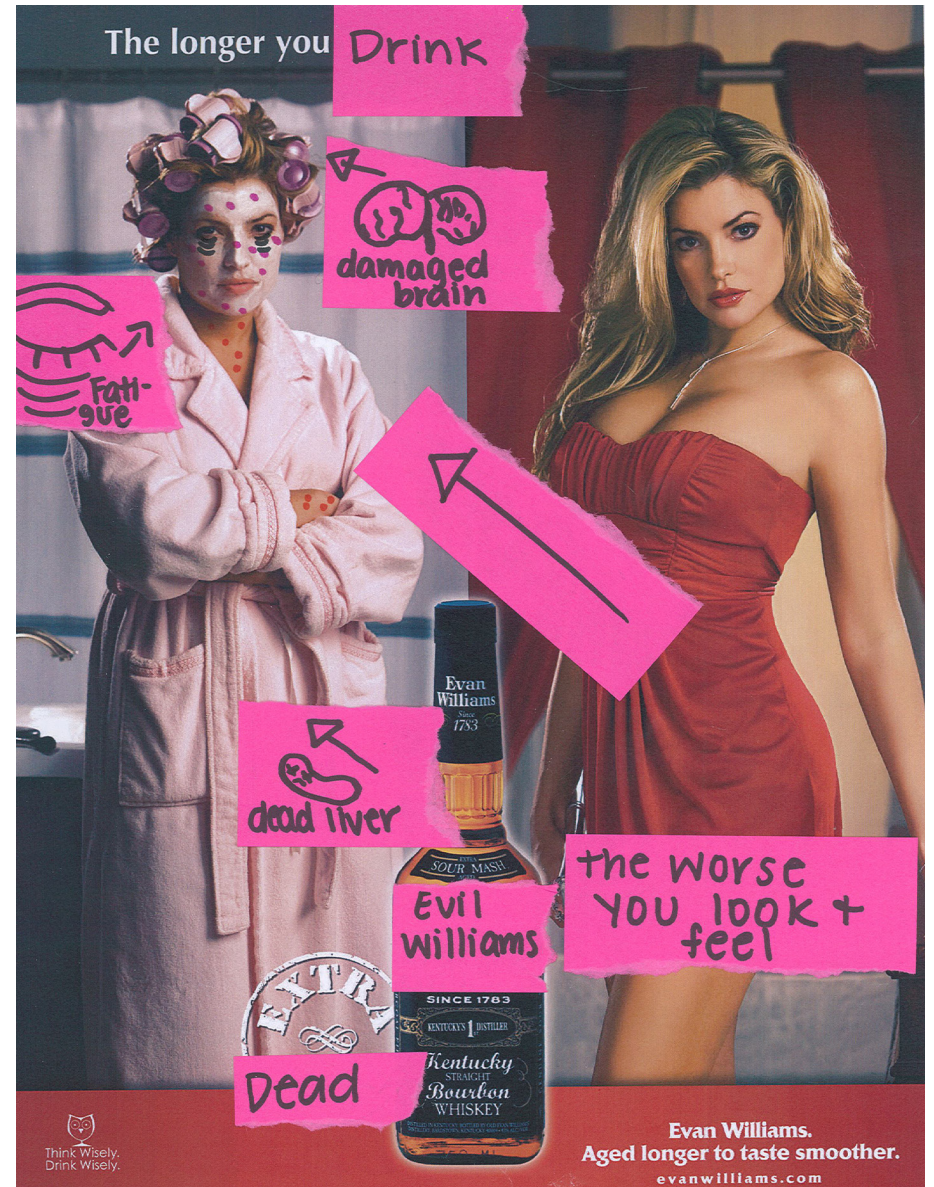
Think Wisely.  
Drink Wisely.

EXTRA AGED

Evan Williams  
SINCE 1783  
SOUR MASH  
Kentucky's 1st Stilller  
Kentucky Straight Bourbon Whiskey

The advertisement features two women in a bathroom setting. On the left, a woman with her hair in curlers and wearing a pink bathrobe stands with her arms crossed, looking tired. On the right, the same woman, now with her hair down and wearing a red dress, looks confident and glamorous. A bottle of Evan Williams Extra Aged Kentucky Straight Bourbon Whiskey is positioned between them. The background includes a window with white curtains and a red curtain.

Counter ad



The longer you Drink

Fatigue

damaged brain

dead liver

Evil Williams

the worse you look + feel

**Evan Williams.**  
Aged longer to taste smoother.  
evanwilliams.com

Think Wisely.  
Drink Wisely.

EXTRA AGED

Evan Williams  
SINCE 1783  
SOUR MASH  
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Kentucky Straight Bourbon Whiskey

The counter advertisement is a modified version of the original. It features the same two women, but the woman on the left now has dark circles under her eyes and a pink bandage on her arm, appearing exhausted. Hand-drawn pink annotations are overlaid on the image: 'Fatigue' with an arrow pointing to the woman's eyes, 'damaged brain' with an arrow pointing to her head, 'dead liver' with an arrow pointing to her arm, and 'Evil Williams' with an arrow pointing to the bottle. A large pink arrow points from the woman on the left towards the woman on the right. A pink box at the bottom right contains the text 'the worse you look + feel'. The bottle of Evan Williams Extra Aged Kentucky Straight Bourbon Whiskey is still present. The background and bottom text remain the same as the original advertisement.



# Workshop

Original ad



Counter ad





# MICA field trip





## MICA field trip





## MICA field trip





# Final Counter Ads





# Works Every Time



## B.A.R.F Big Alcohol Ruins Futures

Youth who drink alcohol are more likely to experience Legal problems, such as arrest for driving or physically hurting someone while drunk. In general, the risk of youth experiencing these problems is greater for those who binge drink than for those who do not binge drink



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@CounterAdWrkshp



Works  
Every  
Time



## B.A.R.F. Big Alcohol Ruins Futures

In 2011 the National Survey on Drug Use and Health reported that 25% of youth aged 12 to 20 years drink alcohol and 16% reported binge drinking.



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@CounterAdWrkshp



# Works Every Time



## **B.A.R.F.** **Big Alcohol Ruins Futures**

Youth who start drinking before age 15 years are five times more likely to develop alcohol dependence or abuse later in life than those who begin drinking at or after age 21 years.



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@CounterAdWrkshp



# Works Every Time



## **B.A.R.F.** **Big Alcohol Ruins Futures**

In 2010, there were approximately 189,000 emergency rooms visits by persons under age 21 for injuries and other conditions linked to alcohol.



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@CounterAdWrkshp



# Works Every Time



## B.A.R.F. Big Alcohol Ruins Futures

In 2009, 33% of the young drivers (15 to 20 years old) who were killed in crashes had a blood alcohol concentration (BAC) of .01 grams per deciliter (g/dL) or higher; 28% had a BAC of .08 or higher.



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thank you