

# **Marketing of Alcohol in Sri Lanka**

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**Pamodinee Wijayanayake  
Alcohol and Drug Information Centre**

# Alcohol Marketing in Sri Lanka

## Basic information

- **Sri Lanka , an island at the bottom end of India, with a population of 20 million**
- **Alcohol use prevalence -**
  - **60% for males over 15 years of age.**
  - **Increasing prevalence is visible among young females**
- **Alcohol Industry – Carlsberg Breweries , Lion breweries, Three Coins Beer Co., Distilleries Company of Sri Lanka (DCSL), Percyle International (investment of Seagram's of India) and many other importers.**
- **Direct marketing of Alcohol is seen on print media and through the web while product placement and other indirect promotions are carried out via the electronic media and sponsorships to youth events etc.**

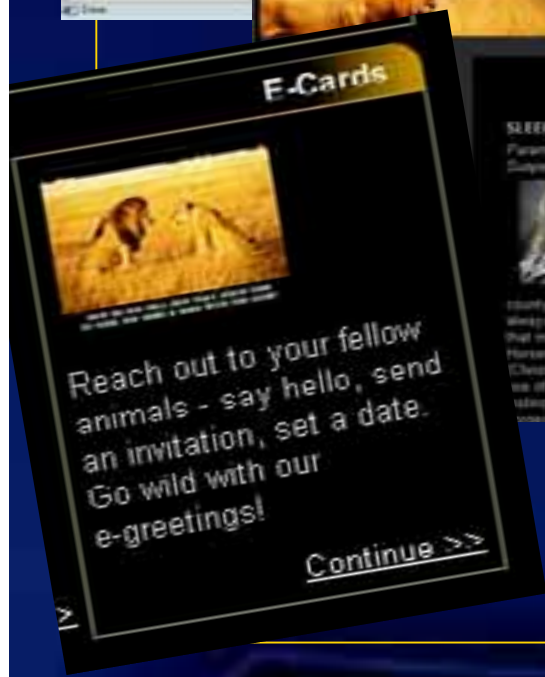
# Direct Marketing

## On print media



# Promotions on web

## Attractive web sites



# Youth Events

## Musical events



## Sports events



# Promotions on web

## Wallpapers



# Indirect Marketing

## Local Soap Operas on TV

30 seconds of alcohol promotions are seen every 10 minutes



# Indirect Marketing

## Local films on TV

23 seconds of alcohol promotions are seen every 10 seconds



# Indirect Marketing

## English films on TV

On average 10 alcohol related scenes per movie



# Indirect Marketing

## Indian films (Bollywood)

In North Indian (Hindi) movies there were 15 alcohol related scenes per movie, while in the South Indian (Tamil) movies there were 10 alcohol related scenes per movie, on average.

