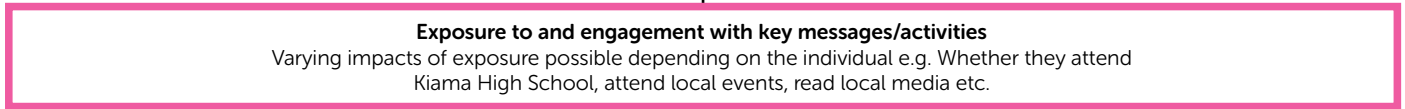
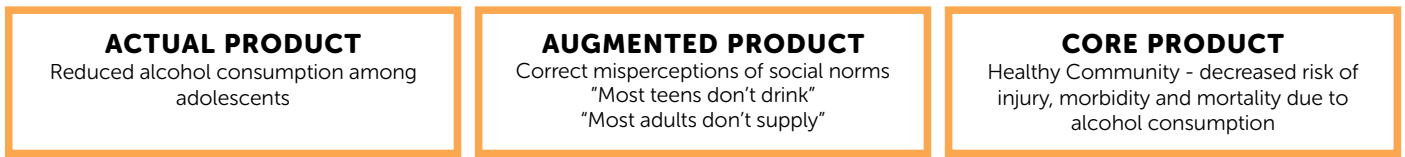


ADULTS

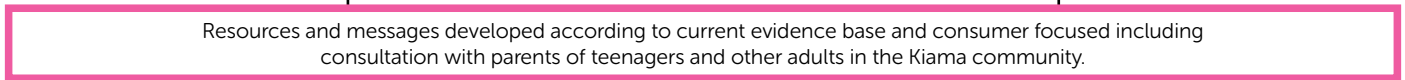
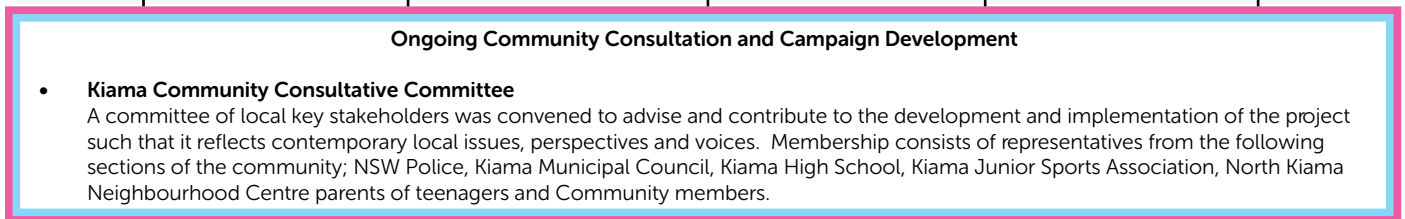
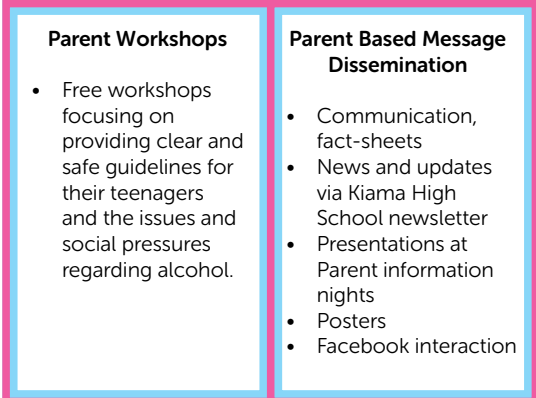


- Active alcohol marketing, advertising & sponsorship
- Adults do not wish to be seen publicly as a 'wowsler'
- Adults did not see themselves as target audience
- Overestimation of norms
- Misperceptions regarding parental supply of alcohol

Other adults' 18+ components TARGET AUDIENCE



Parents of teenagers aged 12-17 components TARGET AUDIENCE



Adults TARGET AUDIENCE

