

## EFFECT OF SURROGATE ADVERTISING IN ALCOHOL INDUSTRY

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### **ABSTRACT**

*Advertisements are used to get the attention of people thereby forming a distinct image in one's mind. Alcohol and cigarette advertisements were found to have severe impact on people due to increased consumption rate. So Indian government banned alcohol and cigarette advertisements in 1995 (Nathwani 2016)[6]. This gave birth to the rise of surrogate advertisements in India. Surrogate advertisement is a form of advertisement used to advertise banned products by replacing them with a surrogate product. In India we can find many surrogate advertisements like Bacardi using music CD's, McDowell's and Bagpiper using soda water as surrogate to promote its alcoholic products. The purpose of this study is to study how surrogate advertisement has evolved, incidents leading to rise of it, effect of surrogate advertisement in India. How these advertisements can affect youth, whether they are influenced by the role models pitched in to advertise the brand.*

**KEYWORDS:** *Government Banned Alcohol, Regulating the Advertising Industry*