

ADVERTISING RESTRICTED: SOCIAL MEDIA AS A NEW WAY OUT FOR ALCOHOLIC BEVERAGES[♦] “A Case Study on Mey İçki”

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ABSTRACT

The prohibition and regulation of advertisements have been discussed throughout the advertising history. These prohibitions and regulations are implemented distinctively in different countries. In Türkiye, advertisements of products such as tobacco, alcohol and medicine are also limited in media. Before the latest regulations, alcoholic beverages are not permitted using television as an advertising medium; but now the frame of the restrictions are extended. These are the main causes of intention on searching new media. Therefore, social networks are the current solutions for advertising agencies.

First, advertising regulations in Türkiye will be examined in this study. Afterwards, social media activities of Mey İçki, which has a great share in alcoholic beverages market, will be evaluated as case study. The aim of this research is to analyze the usage of social media as a new advertising medium for alcoholic beverages. Thus Mey İçki will be analyzed with its activities in social media.

Key Words: Advertising, Restrictions and Regulations in Advertising, Alcoholic Beverages, Social Media, Mey İçki, TAPDK.

Alkollü İçecekler İçin Yeni Bir Çıkış Yolu Olarak Sosyal Medya “Mey İçki Örneği”

ÖZET

Reklam yasakları ve düzenlemeleri, reklam tarihi boyunca tartışılmıştır. Söz konusu yasak ve düzenlemeler farklı ülkelerde farklı şekillerde uygulanmaktadır. Türkiye’de ise tütün, alkol ve ilaç gibi ürünlerin reklamları kısıtlanmaktadır. Daha önce alkollü içecek reklamlarının televizyonu bir reklam ortamı olarak kullanmaları yasak olmakla birlikte, son düzenlemelerden sonra kısıtlamaların çerçevesi genişlemiştir. Bu

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gelişmeler yeni bir reklam ortamına yönelime sebep olmuştur. Bu sebeple sosyal ağlar, reklam ajansları için yaygın çözüm yolları haline gelmiştir.

Bu çalışmada öncelikle Türkiye'deki güncel reklam düzenlemeleri incelenecektir. Ardından, alkollü içecek pazarında oldukça büyük bir pazar payına sahip Mey İçki'nin sosyal medya faaliyetleri, örnek olay olarak değerlendirilecektir. Bu araştırmanın amacı; sosyal medyanın alkollü içecekler için yeni bir reklam ortamı olarak kullanımını analiz etmektir. Bu bağlamda Mey İçki'nin sosyal medya faaliyetleri çözümlenecektir.

***Anahtar Kelimeler:** Reklamcılık, Reklam Kısıtlamaları ve Düzenlemeleri, Alkollü İçecekler, Sosyal Medya, Mey İçki, TAPDK.*

INTRODUCTION

The Internet is so enticing for both marketers and advertising creatives in recent years. Online advertising brings up new and extraordinary creative solutions. Besides the popularity of the Web, online advertising is good for advertisers that cope with advertising restrictions and prohibitions. “The absence of offline advertising actually increases the effectiveness of online advertising” (Goldfarb & Tucker, 2011: 209). Thus, brands experience new channels, which are not legally restricted to reach target audience.

Social networks, which engage millions of people around the world, became more and more important as a media channel in the last few years. As media are limited for products such as alcohol, tobacco and pharmaceuticals, brands tend to use social networks like Facebook, Twitter, Friend Feed, etc. as an advertising medium. This study will analyze how alcoholic beverages use social networking with a case study of Mey İçki.

ADVERTISING RESTRICTIONS OF ALCOHOLIC BEVERAGES

The advertisements of alcoholic beverages are limited with some rules not only in Türkiye, but also in different countries. Marketing and advertising strategies of alcoholic beverage brands are reorganized according to the restrictions. Prohibitions may limit the media strategies, but advertising creatives cannot be restrained by those bans. Some of the restrictions in the world, especially in Türkiye are explained below.

Advertising Restrictions in the World

There are full or partial bans on marketing communications in many industries, including alcohol, pharmaceuticals and tobacco.

As aforementioned, advertising regulations and prohibitions change from one country to another. There may be diversities even in the same country. For example; there are such cases in the U.S.A.: “Philadelphia’s enactment of a

law prohibiting alcohol advertising from public property; Pennsylvania's repeal of a law, restricting the ability of student newspapers to publish alcohol advertising and San Francisco public transit authority's toughening of regulations" (Goldfarb & Tucker 2011: 216). Certainly, the differences between states in the U.S.A. comprise *state – level regulations* of offline advertising bans. On the other hand, European countries have similar regulations, too.

Regulations in Europe accelerated in 1992, with European Alcohol Action Plan, which is arranged by the members of WHO – EURO. In 2001, some guiding principles are set out to protect children and young people from the pressures to drink alcohol with Stockholm Declaration. According to this declaration, one of the goals that should be achieved is "to minimize the pressures on young people to drink, especially in relation to alcohol promotions, free distributions, advertising, sponsorship and availability, with particular emphasis on special events" (sia.dfc.unifi.it/draftstocolma.rtf, 02.07.2011). Nevertheless, Member States approved strict criteria related to the television advertising of alcoholic products, including (<http://www.cullen-international.com/cullen/multi/doc/audio/tvconsamended.pdf>,02.07.2011):

- It may not be aimed specifically at minors or, in particular, depict minors consuming these beverages
- It shall not link the consumption of alcohol to enhanced physical performance or to driving;
- It shall not create the impression that the consumption of alcohol contributes towards social or sexual success;
- It shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
- It shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;
- It shall not place emphasis on high alcoholic content as being a positive quality of the beverages.

What if an advertising message contains none of the listed below? At this point, the latest restrictions in Türkiye will be examined.

Advertising Restrictions in Türkiye

Ayşar and Elden (2004: 342) put forth the advertising legislation about alcoholic beverages for consideration clearly. The advertisements of every kind of alcohol and alcoholic beverages on public television, cable television, radio and public broadcasting means is forbidden. All other advertising and promotional activities must have a content that does not constitute any public,

social and pharmaceutical harmful influences due to consuming alcoholic beverages and aim to inform the consumer properly and to promote the characteristics of the product to let the consumer choose the related brand easily.

It is forbidden to make campaigns which promote or encourage consuming alcoholic beverages and to make advertisements that target youth and encourage consuming alcohol with sports activities. The companies which produce, export, distribute and sell the product have an equal responsibility in their business activity area.

The institution makes the arrangements to prevent the public, social and pharmaceutical harmful influences due to the consuming of alcoholic beverages and makes decisions to execute them.

Recent Regulations

With the recent legislation published in the Official Journal, alcoholic beverages shall not advertise on the last pages of newspapers. It is explained by Mehmet Küçük (Chairman of TAPDK) that those pages appear on broadcasts, while newspapers are being read at morning news (<http://www.haberforum.com/haber/gazetelerde-icki-reklami-yasaklandi-alkol-yasagi-uygulaniyor-mu-icki-icmenin-zar-75917.htm>, 21.04.2011). The new restrictions are published in the Official Journal at 7th January, 2011. Recent restrictions include the prohibition of publishing alcoholic beverage advertisements neither to the first and the last pages nor sports pages of newspapers, magazines, brochures etc. printed materials. Besides, celebrity advertising for alcoholic beverages is prohibited (<http://www.resmi-gazete.org/tarih/20110107-2.htm>, 02.07.2011). Nevertheless, cinema advertisements of alcoholic beverages shall be screened before the movies that are classified as 18+ (<http://www.marketingturkiye.net/hayati-kim-dolduracak-efes-pilsen/>, 21.04.2011).

In addition to this, alcoholic beverages shall not be presented with foodstuff (<http://www.reklam.com.tr/reklam-haberleri/alkole-reklam-yasagi/26>, 25.04.2011). Beer and French fries, wine and cheese, rakı and melon, cheese or fish will not be presented together in alcoholic beverages advertisements.

After this restriction, Mey İçki had a campaign with the print advertisements shown in Picture 1.



Picture 1. Print ads of Yeni Rakı after the recent prohibitions

As seen on Picture 1, foodstuff that goes on well with Yeni Rakı are not presented or shown clearly, but their descriptions are made instead of their displays on plates.

ADVERTISING AT THE SOCIAL MEDIA STAGE

It is clear that technological development changes every aspect of our lives. Especially the Internet has changed many aspects of culture and consumption habits. Websites such as Youtube, Facebook, JibJab, MiGente, Twitter and FriendFeed “have affected interpersonal relationships, politics, views towards personal privacy and numerous other aspects of everyday life” (Clow & Baack 2010: 267). The websites mentioned are a part of social networking. Social networks that bring millions of people together generate social media. Changing media consumption habits also guide advertising creatives. “The consumer research used in targeting and segmenting almost always asks for information about what media people use, as well as what other activities engage their time. Media planners realize that young people are moving away from traditional media and spending more time with video games and the Internet, including blogs and social networking sites” (Moriarty et al. 2009: 375). Results of media planners’ researches form media strategies as well. Products or services that target younger generation should meet on Web.

There are several steps while developing a social media strategy. In other words, a simple checklist can be prepared for social media advertising. “The initial steps most marketers take in developing a social network presence for a company is starting a profile page and then accepting *friend requests* from people logging onto the network” (Clow & Baack 2010: 280). Companies or agencies create some special accounts to the brand on Facebook or other social networks. The pages are just as similar as individuals’ pages; there you can see photos, videos, comments, events, reviews and other users who like the brand. At this point, it is important that the pages or the account of a brand must be structured in accordance to the brand personality.

Internet Advertising Today

Internet advertising enables more creative solutions with less spending than traditional media. “Since the early 1990s, budgets for online advertising have steadily increased. Funds devoted to online advertising have become a larger portion of overall advertising budgets. Many marketing experts believe it is a highly effective method for reaching today’s consumers, especially the younger, more Internet – savvy market” (Clow & Baack 2010: 277). Internet advertising keeps taking a bigger piece from the cake – the advertising budget of a campaign. Besides, the Internet is very important to reach younger generation as mentioned before.

The Internet is a preferable medium for advertising creatives for several reasons (Altstiel & Grow 2010: 236):

- **Always on:** Internet provides entertainment and information 24 / 7, anywhere in the world.
- **Personal:** It is suggested to be the most personal medium ever.
- **Dynamic:** The use of audio and video with print media generates more impact. 3G and Wi – Fi speed the delivery of streaming video and other rich media to cell phones and laptops.
- **A huge Web:** Links provide easy access to every kind of data and integration with other media.
- **Scalable:** The content is expandable and capabilities of a Web site in ways unimaginable in any other medium.
- **Fits into a campaign:** A Web site can be the flagship of a campaign. It can be promoted with other media.
- **A data mine:** Visitor information can be collected whether visitors provide data consciously or it is provided under the radar.
- **Almost everyone is connected:** The Internet will continue to be more accessible through laptops, cell phones and wireless desktop devices.

The internet, with a huge area of usage, is ideal for creative advertising executions. With its dynamic content, it enables people to reach both entertainment and information. After all, the Internet has some drawbacks just like the other advertising media (Altstiel & Grow 2010: 237):

- **Devices needed:** A computer, a cell phone, etc... needed besides the connectivity issues ranging from signal strength to battery drain.
- **Attention:** People don't want to wait for rich media to load, which means you have to grab attention in a few seconds and hold it.
- **Limited execution era:** You are limited to the size of a computer screen. No matter how it is displayed, you still cannot touch and feel it.

As an advertising medium, the Internet has so many advantages besides the disadvantages. Advertising creatives keep finding different solutions to the drawbacks of this medium. Nevertheless, they savor the advantages mostly. Especially, when marketing some products which are restricted in some of the advertising media, the Internet allows and offers so many creative executions.

Advertising Messages at Social Media

Social media is rebuilding the Web around people. "Online social networks have become extremely popular with people and with companies seeking to communicate with consumers. These sites allow companies to place ads and to target them to the interests, habits and friends of members based on their profiles" (Clow & Baack 2010: 279). As an advertising medium, social media has a detailed database for advertising creatives. It is one of the best ways to convey niche advertising messages to target consumers.

Online networks are also a new way out for advertisers to reach target consumers, who try to escape from message clutter. "Advertisers and their agencies often talk about the need to *break through* the clutter of advertising – saturated media environments in order to command the attention of the consumers they want to reach" (Spurgeon 2007: 3). As mentioned before, advertising – saturated media environments are restricted or prohibited for some industries. Online social networks are new media environments especially for these industries such as pharmaceuticals, tobacco and alcoholic beverages.

David Fischer, vice president for advertising sales for Facebook, points out the Web can be the best branding opportunity if creating associations around people is important. He also states that "as we build out the social graph, there's an opportunity for brands to rebuild their businesses themselves. Marketing is key to that, and so is customer acquisitions and customer relationships. If you build a brand like Coke, which has 22 million fans on Facebook, or Starbucks with 19 million, those millions of connections are not the end. It's just the start. Those millions are the means to the end. It's a way to build relationships with

those people, and then to tap into those people's friends. It's an opportunity to do word – of – mouth marketing at scale” (Lee 2011: 16 – 17). The word of mouth effect of social networks is a good chance for marketers to maximize the amount of audience reached with minimum budget.

SOCIAL MEDIA: LIFE BUOY FOR ALCOHOLIC BEVERAGES

Advertising restrictions, regulations and prohibitions generally affect alcoholic beverages, pharmaceuticals and tobacco industries. Brands that belong to these industries try to exist in social media, accepted as a new advertising medium. Therefore, *the aim of this study* is to bring a different standpoint to the communication efforts of products which have advertising restrictions and to understand their preference of social media usage. Mey İçki has a great share as a corporate brand with many alcoholic products in Turkish alcoholic beverages market, so *our research method* is analyzing Mey İçki as a case study.

There are several social networks such as Facebook, Twitter, Friend Feed, Flickr, Youtube, etc. Facebook has the biggest amount of members among the others. Hence, analyzing Facebook activities of Mey İçki is *the limitation of this study*.

The comparison of Facebook and Twitter, which is made by an interactive marketing firm, namely Digital Surgeons, points out that the most popular social media network that has the greatest number of followers is Facebook. However, their awareness is close to each other. 40 % of Facebook users follow a brand, while 25 % of Twitter users do so. On the other hand, the amount of brand followers who purchase a specific brand is more in Twitter (<http://www.digitalsurgeons.com/facebook-vs-twitter-infographic/>, 02.07.2011). In the year 2010, 500 million users prefer Facebook whereas 106 million followers use Twitter. Today, this amount reaches approximately 717 million (<http://www.socialbakers.com/>, 08.07.2011). For this reason, *the limitation of this study* is analyzing only Facebook among other social networks as an advertising medium.

Another limitation is about the period of the analysis. 24th June is the beginning of the summer holiday for most of the university students. All beverage segments concentrate on IMC facilities in the summer time. The beginning of holiday is important in order to promote those activities and to create awareness on target consumers. Thus, period is limited with two weeks; from 24th June to 8th July 2011.

The sample group of this study is based on alcoholic beverages in Türkiye that are active on Facebook. As one of the biggest Facebook statistics portal, Social Bakers reports are considered. When Social Bakers report is examined, it is seen that there are 38 alcoholic beverage brands in Facebook

from Türkiye. 13 brands including Jack Daniel's, J&B, Olmeca, Corona, Bacardi, Finlandia Vodka, Remy Martin, Ballantine's, Southern Comfort, Martini, Absolut and Miller belong to global companies that have fans / followers in Türkiye. Another 7, which are seen on the ranking, are some organizations that are sponsored by alcoholic beverage brands; such as Efes Pilsen One Love Festival, Blues Festival, J&B Start a Party, Phonem by Miller, etc. Besides, 11 brands are affiliated with Mey İçki; the rest – 7 Turkish brands – are distinct from Mey (Efes Pilsen, Kavaklıdere, Efe Yaş Üzüm Rakısı, etc.). Unfortunately, Mey İçki is sold to Diageo in February 2011, which means it is no more a Turkish brand.

SOCIAL BAKERS' REPORT ON ALCOHOLIC BEVERAGES IN TÜRKİYE (JUNE – JULY 2011)			
RANK	BRAND NAME	RANK	BRAND NAME
1.	Efes Pilsen	6.	Muzikicinefes.com
2.	Adam Gibi Bira Tuborg	7.	Bomonti
3.	Yeni Rakı	8.	Binboa Vodka
4.	Efes Pilsen One Love Festival	9.	Jack Daniel's Türkiye
5.	Kulüp Rakı	10.	Altınbaş Rakı

Table 1: Recent Social Bakers report on alcoholic beverages in Türkiye

Top brands are listed according to the growth of fan population. As seen on Table 1, Mey İçki has 4 brands - Yeni Rakı, Kulüp Rakı, Binboa Vodka and Altınbaş Rakı – among top ten. If we flick through April – May report of Social Bakers, we will see a totally different list. Kulüp, Altınbaş and Tekirdağ were in the first three, Buzbağ was at the tenth place, Binboa was the twelfth. Since April, brewery has increased the number of fans on Facebook.

Data Gathering and Results

During this research, a Facebook account is taken with a nick name to gather information. By this way, communication efforts of Mey İçki brands are followed.

YENİ RAKI			
DATE	MESSAGE	LIKES	COMMENTS
24.06.2011	“Tickets of Bi’ Büyük Fest are sold out”.	18	5
25.06.2011	Live broadcast for followers who cannot attend to the festival (with a 360° shooting technique)	36	1
25.06.2011	The preparations made for the festival, link to watch live broadcast, uploaded photos about rehearsals and performers <i>(Total: 10 messages)</i>	159	29
30.06.2011	An announcement about Yeni Rakı Local Carnival in Fethiye.	52	-
01.07.2011	An announcement about Yeni Rakı Local Carnival at Fethiye Balık Hali.	12	-
02.07.2011	An announcement about Yeni Rakı Local Carnival in Bodrum.	17	-
07.07.2011	A notification about completing an interactive project: Bi Büyük Şarkı.	38	3

Yeni Rakı supports its PR activities with social media. The progress of Bi’ Büyük Fest, Bi’ Büyük Şarkı, Yeni Rakı Local Carnival are announced from Facebook. Conversations are created by using questionnaires. Advertising executions are uploaded as photos. The executions mentioned are similar to press advertisements.

KULÜP RAKI			
DATE	MESSAGE	LIKES	COMMENTS
23.06.2011	Announcement of a competition: “Kulüp Rakı – Etiketleri konuştur”	76	4
29.06 - 08.07.2011	Works sent by participants.	550	42

The social media messages of Kulüp Rakı are based on a competition called “Kulüp Rakı – Etiketleri Konuştur”. Followers fill the speech bubbles of two gentlemen placed on the etiquette. Thus, interactivity with target audience is provided.

BİNBOA VODKA			
DATE	MESSAGE	LIKES	COMMENTS
25.06.2011	DJ Performance at Mix Mondial days in Kalamış.	13	1
27.06.2011	A link given to Onur Baştürk's article (columnist) Questionnaire: "What is your favourite cocktail?"	5	-
30.06.2011	"Mix Mondial's closing night party, last chance to taste cocktails!"	6	-
04.07.2011	A comment about magazine agenda	21	20

Facebook messages of Binboa Vodka are about various themes. Mix Mondial Days Project is a huge street party sponsored by Binboa. Binboa Vodka supports this event with assorted cocktails. A columnist, namely Onur Baştürk, wrote an article about Mix Mondial Days and Binboa Coctails; the article is shared via internet link.

ALTINBAŞ RAKI			
DATE	MESSAGE	LIKES	COMMENTS
01.07.2011	Choosing "The Hearts of Türkiye" Questionnaire: "Where is the heart of entertainment?" Terms and conditions of attendance are explained.	53	4
04.07.2011	Terms and conditions of attendance are reminded.	49	10
05.07.2011	Questionnaire is reminded to participants.	40	4
06.07.2011	Questionnaire: "If you prepare a carouse with the one you love, who would you choose?"	38	32
07 – 08.07.2011	Terms and conditions of attendance are reminded.	117	17

Altınbaş Rakı creates conversation with the help of questionnaires. Interactivity between the brand and target consumers is strengthened via questionnaires. Advertisements of product and events are similar to print advertisements; they are uploaded as wall photos. Nonetheless, video contents are also uploaded just like television commercials.

CONCLUSION

Advertising executions of alcoholic beverages develop according to some rules and prohibitions. In this case, media planners have to use the possible combinations carefully. “When one channel is blocked, the alternative channels become more effective. (...) More regulation of offline advertising translates to more effective online advertising” (Goldfarb & Tucker, 2011: 208 – 209). Thus, social media has an improving power for advertisers in recent years.

The effects of social media on consumption habits are not limited with interpersonal relationships and politic views anymore. In terms of marketing and brand management, comments among online communities impress the brand preference. The power of social networks is also supported by word of mouth marketing.

Four brands of Mey İçki which are ranked in top ten Turkish alcoholic beverage brands in Facebook, have 1349 likes and 188 comments in total. When their advertising executions are examined, it is seen that press and television advertisement contents are implemented to social media. Generally humour appeal is used with an entertaining tone of voice.

Due to summer season, creative team focuses on DJ performances, festivals and parties. These events are organized to achieve another goal: Building up strong brand communities. Face to face communication is preferred to generate *multilogues* among brand communities.

In executions analyzed, hybrid marketing applications are traced. Both traditional and online marketing facilities meet target consumers through social media. Schultz (2010: 11) argues that the old approaches aren't going to work anymore: “The world of brands and branding has changed. It won't go back to the way it was, nor will we be able to resurrect it with concepts from days gone by”. Thus, brands, especially the ones that are restricted from using traditional media, will prefer social media as an alternative advertising medium in coming years. Nevertheless, social media as an advertising medium will be based on further studies.

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