



# Advertising Age.

## 3 Minute Ad Age: Jan. 28, 2008

### Cartoon-Like Colt 45 Ads Reposition Brand Toward 20-Somethings

Produced by [Hoag Levins](#)

Published: January 28, 2008

Ad Age Original Video



The new Colt 45 ads show 20-somethings have various alcohol-fueled urban adventures.



New York (AdAge.com) -- Colt 45 malt liquor, once seen as an exploitive product that preyed on the urban poor, is now being repositioned as an edgy choice for young hipsters. A new Pabst Brewing Co. ad campaign uses comic-book-like drawings and video animations to show 20-somethings flaunting their oversized Colt 45 cans in social settings such as rooftop parties and dance clubs. The product's slogan remains "Works Every Time." In other news in this 3 Minute Ad Age report, a Nobel Laureate says the National Association of Realtors' new TV ads are misleading. And a new Harris Interactive study finds that 66% of viewers want to interact with TV commercials.

