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Report on trends and innovations in alcohol marketing

Trends in alcohol marketing

Results of monitoring alcohol marketing in Denmark in 2010

AMMIE Project

Alcohol Marketing Monitoring in Europe

Report on Trends in Denmark

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Introduction

The influence of alcohol advertising on the drinking behavior of youngsters is clear. In a review study by Anderson et al. (2009) published in the scientific journal *Alcohol & Alcoholism* 13 longitudinal studies on the effect of alcohol advertising and media on youth drinking behavior have been analyzed:

A total of over 38.000 youngsters were followed for a longer period of time with these 13 studies. Twelve out of thirteen studies proved an effect of alcohol marketing exposure on drinking behavior: the more youngsters were exposed to alcohol advertising, the earlier their age of onset of drinking alcohol. Also, a higher exposure was related to a higher consumption in the already drinkers.

Taken together, longitudinal studies consistently point in the same direction: the more alcohol advertising youngsters are exposed to, the bigger the impact on their drinking behavior.

Within several scientific studies alcohol marketing has been identified as one of the risk factors for youth drinking uptake and risky consumption pattern. According to Peter Anderson (2009) e.g. marketing strategies have a significant impact on youth drinking initiation, consumption and continued drinking.

The images of alcohol

The attractiveness of alcohol to youth is not only about the experienced positive effects of the product, but also related to the images created by marketing. It is not so difficult to understand that children and young people are attracted to a product, which is attributed as harmless, colourful, trendy, humorous, sportive, rock n' roll, sexy, glamorous as well as generating goodness in the world.

This report maps these attributes as part of the trends of alcohol marketing. Young people are being influenced by these due to the fact that it always comes with a youth angle. More so it is possible to categorise the marketing in sub target groups: small children, and (a little older) girls and boys. One can say that the alcohol industry is specializing in different segments. To sum up:

Small children Colourful comic strip figures are traditionally used in alcohol marketing. 2010 was no exception; on the contrary new figures saw the light of day. Comic strip figures have a natural appeal to children and convey the idea that alcohol is harmless and belongs to a children's universe.

Girls Alcohol connected with style and beauty may not be anything new, but now the connection is emphasized by the alcohol industry cooperating directly with the Danish fashion institute, for instance about promoting alcohol brands in the fashion shows. Another new link between fashion and alcohol is the use of trendy accessories like masks in TV-ads and in internet marketing. Moreover some ads feature supermodels like Kate Moss and Helena Christensen. Fashion and style have an appeal to females in all ages. Still clothes

and appearance are most important at an early age, where the ownership of the right fashion items can be decisive in order to belong to the group of friends.

Boys The Alcohol Advertising Board recognizes that children and young people take a natural interest in sports since 75 per cent of all grammar school pupils are members of a sports club. A greater number than usual have been exposed, since 2010 was a year with a lot of sports and alcohol advertising due to the World Championship in football have. In this case mostly boys are targeted, since football traditionally has a bigger appeal to boys. Another boy's interest; rock and roll and alcohol are marketed together with interactive media offering the possibility of a breakthrough for young and upcoming bands – the dream of many boys.

1. Developments at the beer market

Decline in the beer market

In 2010 the beer market declined with a substantial 6 per cent, following a decline of 9 per cent in 2009. Since the latest turn of the century total beer sales in the Danish market have decreased with more than 30 per cent. Moreover the beer market has continued declining all the way through 2010. While Danish Breweries increase their share of the global market, the traditional home market causes difficulties. Wine and cross boarder shopping is a challenge to the Danish breweries. All in all 380 million liter beer were sold in 2010.

Carlsberg is doing all right

Carlsberg had to reduce their distribution with 30 persons in 2010. But with a share of 56 per cent, the brewery is by far the domestic market leader, and expected to gain more influence despite the decline in the overall market. More muscles in marketing, product development and distribution enable Carlsberg and Unibrew to capture market shares from smaller breweries, as well as launching products targeting new consumer groups, i.e. females. Managing director, Carlsberg Denmark states:

“Innovation and product development are probably the only ways to stop the market from declining, and we offer more interesting products this year. We must improve on targeting women with our products, focus on the link between beer and food, and focus on beer being a natural and healthy product compared to wine.”

(Business.dk, 2011)

2. Developments at the wine market

2009: Wine is the new number one national drink

The fourth largest brewery in the world is Danish (Carlsberg), and Denmark has more breweries per capita than any other country in the world. Despite of this the Danes consume more alcohol from wine, than they do from beer. Figures from SKAT (Danish tax) and analysis company AC Nielsen show, that 43, 8 per cent of the alcohol consumed by Danes in 2009 descended from wine, while 39, 5 per cent came from beer.



Figure 1 Graph, www.bryggeriforeningen.dk

Nils Hald, director of the Danish Brewers Union states:

"The downward-sloping curve for beer and the upward-sloping curve for wine already intersected in 2007. But now the tendency has become so obvious, that the difference is statistically significant." (Bryggeri foreningen, 2010)

2010: Wine is losing value

Having said that, the wine industry has economic problems of its own due to the financial crisis. Supply exceeds demand in the wine business and it is hard to make money. The financial crisis has changed the con-

sumption pattern of the Danes, which leads to a breaking up in the Danish wine business. Henrik Dalgaard, chief purchaser in Dansk Super marked states:

“The Danish market is stable in volume, but declining in value. The Danes buy cheaper wine, a tendency which seems to have no end. It is in fact difficult to make money on wine in Denmark. The total turnover of wine in Denmark per year is around 0, 8 billion Euros. The supermarkets sell wine using aggressive pricing to steal customers from the competitors, as they do with other products like beer, coffee and washing powder. This and the cross border sales drive the prices down (Børsen, December 2010).”

3. Development at the cider/ready-to-drink market

Cider explosion in Denmark

Around the year 2000 available cider in Denmark was an industrially produced product from Sweden with a low alcohol volume; it was no big seller. But things have changed. The last couple of years Denmark have experienced a true cider explosion. The product has been supplied with some extra alcohol volume and is now marketed as a young and refreshing drink. 40 brands are said to have emerged on the market. From the beginning the leading brand was Carlsberg Somersby Cider (4, 7 alcohol volume). Somersby was launched in 2008 via Facebook and distributed from 7-Eleven corner shops (open around the clock). Thus Carlsberg multiplied their sales of cider with 100 per cent. Consequently the retail chain sales reached a peak. In 2009 the category chief of beverages in 7-Eleven, stated:

“In short: we expect the cider to pour out of the store all summer” (Berlingske, May 2009).

Alcohol producers fight over cider market

Subsequently more Danish alcohol producers, like Cult and Royal Unibrew enter the profitable cider market to get their share:

“Two years ago no one thought much of the cider market in Denmark. Today due to Carlsberg’s successful introduction of Somersby Cider, the market borders on a billion DKK – and is still growing. At the moment Carlsberg owns a market share on more than 50 per cent, while Cult Mokaii is estimated to own 25 per cent. In three weeks’ time Royal Unibrew is ready to launch the latest cider addition, the Tempt Cider and hereby enters the battle” (Jyllands Posten, 2010).

“The sales of ciders have risen with 138 per cent from 2008-2009. In 2009 alone 10 million litres were sold” (MetroXpress, 2010).

April 2010: Cult takes the lead in cider battle

Carlsberg was outpaced by Cult in the cider race in April 2010. In 2009 Cult sold about 20 million bottles, in 2010 they expect an increase to 25 million bottles. Cult has besides the Cult Shaker made more product innovations targeting different groups. The elder flower cider “Mokaii” is for girls, the “Modjo” is for boys, who have grown tired of Cult Shaker, etc. Cult owns much of its success to the girl line Mokaii, which in 2009 was responsible for 40 per cent of the sales (Business.dk ,2010)

Alcoholic cider is really just another alcopop

In the spring 2010 Carlsberg launched the third edition of their cider, the Somersby Cranberry Cider on a bottle. On the bottle the product resembles a red soda pop. Whereas Carlsberg in the press release defines the main target group as 25-35 years old men and women and promotional photos presents the product in a far more down toned colour. But the product has all the characteristics of an alcopop.

But it's an alcopop without alcopop-tax

All the new cider products really are alcopops, but the alcopop tax from 2004 does not apply to them because they are classified among wine based products. The tax only applies to spirits- and beer based products, for example alcopops like Bacardi Breezer and Smirnoff Ice. This means that one litre Smirnoff Ice with 5, 0 alcohol volume is taxed to 1, 50 Euros, while a cider based product only has to pay 50 Eurocent per litre. This is the background for the success of a company like Cult, since most of their products are cider based, also the famous Cult Shaker (even though it is not marketed as a cider at all). The lucrateness of the cider market has no doubt a beneficial effect to the economy of the producers, but quite the opposite to the health of the Danish youth. The intention of the alcopop tax was to get young people to drink less alcopops, but instead they drink four times as much cider as before, with the same alcohol content. What has happened is this: the cider market has undermined the public health initiative of the alcopop tax.

May 2010: cider is going to be taxed as alcopops

The cider producer, Cult has complained to the politicians about an expected decrease of the cider sales somewhere between 12 to 30 million bottles. The producer fears a sales explosion in cross border shopping, due to the emergence of a substantial price difference between a crate of cider in Denmark and Germany, amounting to 27 Euros.

However the Ministry of Tax denies the figures Cult came up with. The Ministry only expects a decrease in sales around 40 million liters - about 12 million bottles – whereof a part will pass to border sales. Indirectly the Ministry's message to Cult is that the producers make too plentiful a profit on their products to complain (Epn.dk, 2010)

An analysis from ACNielsen shows that the cider sales have dropped by 17-20 per cent since August (Børsen, September, 2010).

4. Development at the Mix drinks market

In the spring of 2010 the Danish Government wanted to pass a bill to raise the legal age of purchasing alcohol with an alcohol volume above 7 per cent from 16 to 18 years. The background was a recommendation from the Prevention Commission, who published a report in 2009 (Forebyggelseskommissionen, 2009).

The power of industry lobbying

But as it happened the political majority gathered around another bill, namely to raise the legal age of purchasing alcohol with an alcohol volume above 16, 5 per cent from 16 to 18 years. This means that persons from the age of 16 to 18 can buy beer and wine, but not fortified wines and liquor. The reason for the change from 7 to 16, 5 per cent was objections from the Danish Chamber of Commerce. On the website it can be read that this institution is in a position to set the rules of the game in public health matters on a national level:

“The 16, 5 per cent limit accommodates the Danish Chamber of Commerce’s objection that a 7 per cent limit would be difficult to communicate and practice - in relation to young people, their parents and the employees in the shops. Therefore the Danish Chamber of Commerce proposed that an alcohol limit should be easily comprehensible and draw close to already known alcohol categories (Dansk Erhverv, 2010)”

And the Danish Government complies with the suggestion right away:

“A sort of limit that relates to different categories of alcoholic beverages will contribute to a better handling of the regulation in the stores, and a better understanding by the employees, the young people and their parents” (Folketinget)

Industry intervention waters down the measure

The Government seems to have had the best of intentions:

“The majority finds, that there is a need to tighten the regulation of on premises sales of alcohol to young people. This is due to surveys reporting minors to have hazardous alcohol consumption. The majority wishes society sends a clear signal to the young people and their parents that youth and strong alcoholic beverages do not go together.” (www.retsinformation.dk)

Our Comment the Government wanted to follow the Prevention Commissions’ recommendation, but due to industry intervention it ends up with a measure that closely resembles the one the Commission originally rejected on the basis of lacking efficacy:

“The Prevention Commission has analyzed the effect of raising the age limit from 16 to 18 years for purchase of alcohol. Alternatively the Commission has considered targeting tax to the types of alcohol, which especially are marketed to young people, but has assessed that a raised age limit is the most effective measure” (Forebyggelseskommissionen, 2009)

The liquor industry rapidly adapts to the new situation, but not unnoticed; it makes headline news:

“Booze factories squeezes alcohol volume down to catch youth”

“What a drag it would be, if it was no longer possible to serve shots with Ga-Jol or Fisk in youth parties. This Monday it was made illegal for shops to sell alcoholic beverages with an alcohol volume on 16, 5 per cent or more to persons below 18. It seemed certain that popular brands like Ga-Jol were no longer accessible to minors, because they hold 30 per cent alcohol volume.”

But the alcohol industry soon came up with a new product tailor made for minors. The Danish company, United Drinks, which produces Ga-jol and Fisk, decided to make a duplicate product holding an alcohol volume of 16, 4. The new product is available with a discount of 1, 50 Euros.

“-When the Parliament decided the ban of purchasing alcohol on 16, 5 per cent to minors from 16 to 18 years, we launched our shots with a lower alcohol volume. We still wished to be able to offer shots to this age group, states the director of United Drinks.”

In the Supermarket, Føtex the new bottles are on the shelves:

“-We sell many bottles of Ga-jol and Fisk to youngsters between 16 and 18 years. For that reason it makes good sense to get them in a low volume version, states the liquor store manager, Føtex, Silkeborg.”(Midtjyllands Avis, 2011)

More headline news:

“Booze factories get round new rules”

“The director of United Drinks made the excuse that Universal Drinks is not the only company to launch 16, 4 volume versions of their products. Competitors like the producer of Små Blå has done the same thing:



“Really, I find the Parliament’s decision to be quite OK. All things being equal, it is better that young people from 16 to 18 years drink something of 16, 4 per cent alcohol volume, than something of 30 per cent. But our products are not solely targeted youth. That is a common misconception. I still think we are going to sell more of the bottles with the high content of alcohol” (Politiken, 2011)

5. Development at the Hard Liquor market

Hard liquor has become cheaper

Since 2002 the price on hard liquor has gone down by 21, 7 per cent due to the Danish membership of EU. In 2010 the Danish Government declared its intention of adding cost to alcohol and tobacco. But lately it has become evident that the price of ciga-

rettes nevertheless has gone down. Since 2002 the same goes for liquor. Henning Otte Hansen, senior consultant, Institute of Food Economics states:



Figure 2 Illustration, source: Politiken, February 2010

“It is in on-premises retail that the price has gone down by about 20 per cent. Changes in taxes affect consumer prices immediately, and solely in October 2003 the price of liquor went down by almost 30 per cent (Politiken, February 28, 2010)

Harmonization behind low prices

The price of liquor went down from 36 Euros to 20 Euros per liter 100 per cent alcohol volume; that is 16 Euros per liter. These are Statistics Denmark figures based on schnapps, bitter, gin, vodka, rum and cognac. The figures take inflation into account. The low tax on liquor is a result of the EU harmonization; homogeneous prices among the member countries are desired to avoid cross border sales. Henning Otte Hansen, senior consultant, Institute of Food Economics states:

“For this reason it is probably getting more and more difficult to use taxes as a health policy measure, because it increases cross boarder sales. In the future health policy is increasingly going to be a task for the EU.” (Politiken, February 28, 2010)

According to director Morten Grøn­bæk from the National Institute of Public Health the prices has a big effect on consumption:

“There is a clear connection between consumption and prices, and a drop on 20 per cent is substantial.” (Politiken, February 28, 2010)

On the other hand Morten Grøn­bek points out that liquor only account for a small part of the Danes total consumption of alcohol.

6. Marketing strategies

6.1 Targeting children

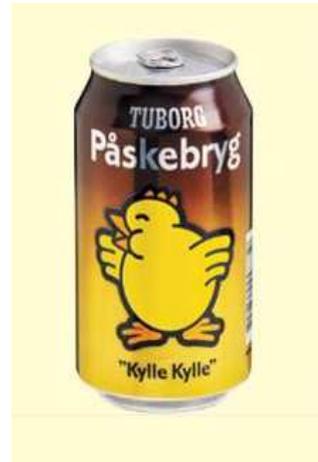


Figure 3, clockwise from left: Out-door ad, photo: Landsraadet; Internet ad: www.carlsberg.dk; Product, photo:Landsraadet; Out-door ad, photo:Landsraadet; Display, photo:Landsraadet; Out-door ad, photo:Landsraadet

Our comment colourful comic strip figures and children's icons like the Christmas tree has a great appeal to children and make alcohol attractive to them as well as attributing an air of harmlessness to the product. The Beer Christmas tree (left) was found in the Airport of Copenhagen around Christmas 2010. To put it in perspective: it is impossible to imagine the tobacco industry creating a similar tree of cigarette packs, even in the heydays of tobacco advertisement. But the alcohol industry is doing this in a highly public place without anybody reacting.

6.2. Targeting females

New mantra: sexy – not sexist

The alcohol industry is taking cues visually from the beauty and fashion world. It is a global trend, at least in the western part of the world, where women can afford to buy themselves drinks. Here is an American example of how spirits is marketed as the ultimate accessory to take the place of perfume, jewellery and handbags. Sex sells to females as well as to males, but the adviser has realized the necessity of presenting it in way that appeals to women. A new print advertisement featuring Eva Longoria, the model and actress who stars in "Desperate Housewives," initially appears to be for an upscale perfume. But while perfumes often promise to be intoxicating, what is in this bottle truly is; it is Nuvo, French vodka. Advertiser Joel Trachtenberg, partner in Levinson Trachtenberg Group, Manhattan states:

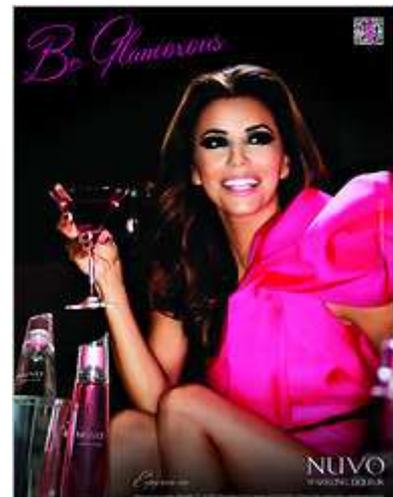


Figure 4 Newspaper ad, N.Y.Times, 2010

"So much liquor advertising is testosterone-driven or macho or overtly sexual, but it was important to us to create ads that were sexy but not sexist, and that women could look to and admire. Eva Longoria is a beautiful woman, and sexy — but we didn't feature her on a bed with a come-hither look" (New York Times, 2010)

The alcohol producer, Raphael Yakoby,

saw a big untapped potential market combining spirits and luxury selling spirits like any other luxury brand:

"While cocktails like Cosmopolitans and apple Martinis were popular with women, liquor brand marketing was geared nearly exclusively to men; and the second was that women were drawn to luxury brands like Louis Vuitton, Prada and Chanel. So I was thinking that the female consumer was one of the biggest consumers of these luxury goods brands, and really, as far as the liquor industry was concerned, there was nothing that represented that cachet" (New York Times, 2010)

Liquor heavily marketed to females in DK – examples

The industry seems to have figured out what women want. According to the marketing there are many “arguments” for females to drink liquor.

The spirit of Bacardi

To have fun, to be the life of the party, to gain male attention, to stand out. Party in the night. Waving palms suggest the location is a subtropical climate. A girl stands out because her blonde hair and light coloured dress stands out on the dark background, and because she seems to float above the dancing crowd. Maybe she is sitting on someone’s shoulders. Anyway, she is the centre of attention, males are watching her and smiling (one of them might even be the DJ of the night) and she is having a lot of fun it seems; laughing out loud (this might also suggest a certain measure of drunkenness).

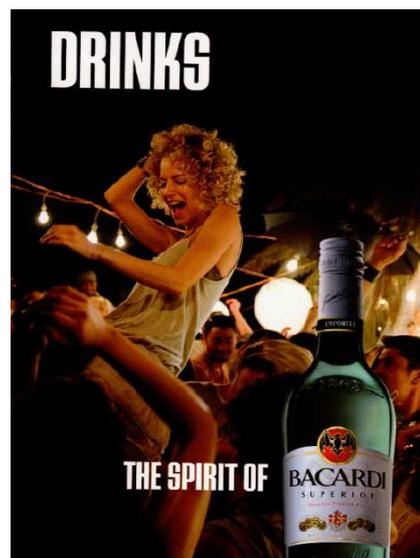


Figure 5 Supermarket ad (leaflet from Føtex)

Absolut Vodka

To have an interesting sex life, to flirt, to explore ones sexuality

Even though many females are to share few men, this is a girls’ ad, showing a romantic-sexual daydream of the feminine gender: Half naked young men in underwear and girls in lingerie surrounded by roses, fruits,

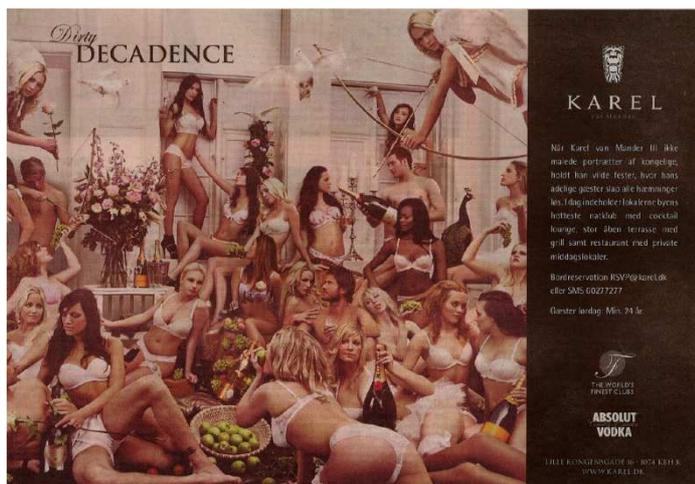


Figure 6 Newspaper ad (MetroXpress, August, 2010)

doves, candle lights and angelic figures. We seem to be in a pink version of the Garden of Eden. Being an alcohol ad huge bottles of champagne add to the temptations at present hand (group sex and sex among girls). And the bottles are sexualized as well; they are phallus symbols among the undressed girls, the girls are holding them by the neck, one of the girl is caressing the bottles neck with her eyes closed, and in another corner a man is offering a girl to take the bottle into her mouth. The

Danish tennis celebrity, Frederic Fetterlein, a notorious womanizer, is centrally placed in the

picture – between two admiring girls. The slogan of this ad is “Dirty Decadence”. But being a girl’s ad, sex is not all; cupid angels with arrows ready to shoot suggest that love can come into in play. The sender of the ad

is a Copenhagen night club called Karel van Mander (with a cocktail lounge), and alcohol producer Absolut Vodka.

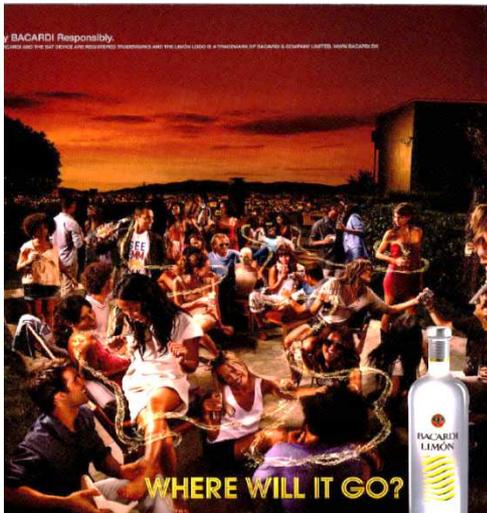


Figure 7, Magazine ad, WHERE2GO, August 2010

Bacardi Limón the set-up of this ad is basically the same as the two previous; a nocturnal party of young attractive people in a subtropical setting. The sun is setting, radiating a golden light on the tanned skin of a summery dressed youth. The ad it is less overtly sexual, than the Absolut Vodka ad. But there is a lot of flirting going on between the sexes, and it all comes out of a bottle of Bacardi – literally speaking! A young man tilt the bottle to pour and out comes, not gin, but a golden beam, sprawling around the party spreading romance and good vibes. This is also a girls' ad; the youngsters are fashionable dressed. Romance comes into play; the couple in the front of the picture is replaying

the old Cinderella fairy tale with the prince finally finding the right girl to fit the shoe. The slogan asks: Where will it go? All the way it seems!

Stolichnaya Vodka To get the style of a supermodel In this ad supermodel, Kate Moss is selling liquor and style together. She is the only figure in the ad; but she can fill out any picture frame with her charisma. Kate Moss is one of the most powerful style icons and role models of today. Girls and women all over the world read her lips before choosing clothes and lifestyle items. Kate Moss can actually dictate what comes into fashion. What Kate says in this ad (with a slight Russian accent) is this: "Everybody is Somebody's Secret". This slogan seems to refer to both sexual affairs and vodka drinking. Everybody is someone's secret mistress; she hints with her head leaned back sending us her very sensual, knowing glance. She is wearing a highly decorated military cap, obviously too big for her and probably belonging to a man (her lover?) Everybody is someone's secret lover and everybody is secretly drinking Russian vodka. Liquor drinking is still a taboo among females,



Figure 8 Music magazine ad, GAFFA, July 2010

something that can stigmatize a girl. Kate is making a difference here. What she really says is that drinking this particular vodka is not just ok; it is actually stylish.

BEER: How to make females drink beer

Beer producers are trying to target females too; even though one should think they have the similar problems as the producers of liquor (the taste is not appealing to females). At any rate they are adopting the same measures (linking the product with style). The Italian beer, Peroni Nastro Azzurro combines beer with fashion and exclusiveness, something which used to be unheard of in Denmark according to the Brand Manager, SABMiller Denmark:

“We want to place Peroni Nastro Azzurro among super premium beers, a category, which hardly exists today. The intention is to make it an Italian style icon, which could be benchmarked with champagne” (Markedsføring, 2010 p. 30).



Figure 9 Article, Markedsføring, 2010

Now Beer goes with Gucci

The plan was to associate the Peroni brand with the exclusive part of fashion industry – and with - Italy through three types of partnerships. It turned out to be an informal agreement with the Danish Fashion Institute that Peroni beer would be served at various arrangements: i.e. press conferences and presentations throughout the year. Moreover they have a deal with the Copenhagen Fashion Week to offer beer along with the champagne during a couple of shows in the Fashion Week. The power of marketing is clear in this example:

“It is a bit funny because beer has never before been acknowledged as a drink well suited to serve during the most posh fashion shows, but all of sudden it was acceptable” (Markedsføring, 2010, p. 30)

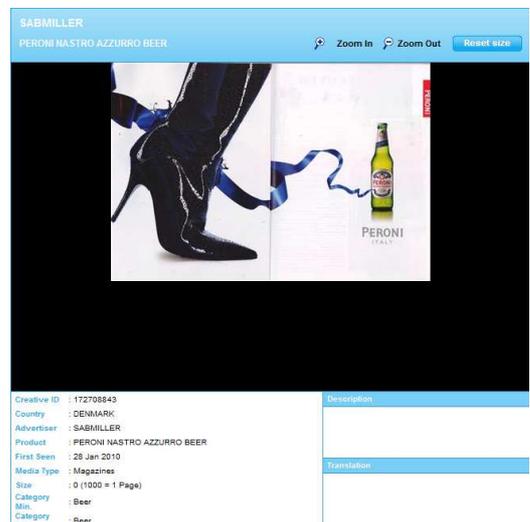


Figure 10 Magazine ad, Nielsen Media, 2010

So far Gucci, Bottega Veneta and (Danish) Rützou are part of the Famiglia Peroni, but the aim is to team up with at least two other strong Italian fashion brands before the end of the year.

Females sell beer to females

The beer is only marketed twice a year in Denmark as part of the exclusiveness strategy. The brand is “activated” in connection with Copenhagen Fashion Week in February and August. On the other hand on those two occasions it is done thoroughly and with attention to detail. Primarily by the many fashion shows, but also as print ads in the fashion magazine Cover, banner-ads, and special sales exhibitions at exclusive food stores in the main cities of Denmark. Peronis’ female approach is not incidental; they are after the female consumers. Their philosophy of business is this: Firstly many other beer brands go after the male consumers. Secondly a male person cannot convince a female to drink beer, but a female can.

Cider: the secrets of female being

Ciders too are targeting females successfully, being a sweet drink it is an easy task. Unibrews’ Tempt Cider is an example of the creating of a super feminine and trendy universe. Tempt Cider was launched in 2010 with TV Ads, website, Facebook, launch parties and so on. The female models, who looked young, were wearing carnival masks a la *burlesque*, a central fashion trend at the time. The campaign employs pull techniques, that is, involves the consumers in the making of the campaign.

Tempt Cider entered a lucrative, but already established market with Carlsberg Somersby as market leader. The agency wanted to add emotional value to the cider product making it a sort of mental refreshment, and not as Somersby and other ciders mere refreshment. The strategic planner, DBB Advertising



Figure 11 Front of magazine, VISITOR, NO.2 2010

Agency, states:

“The campaign builds on the insight that the cider is not as innocent as it seems; there is more than meets the eye. This is the universe we will like the target group to explore”(Markedsføring, 2010, p. 16).

To get the maximum out of the effort the product is going to be a central part of the story. Tempt refers to temptation, it encourages the consumer to give in to temptation and curiosity (also meaning actually drinking the cider). A keyhole is placed on the back of the bottle linking to the web site. Here visitors can explore the universe – by doing so they actively take part in the creation of the campaign. People are invited to share their secrets with each other on the web site and at confessions booths at 14 big launch parties of the cider drink. The parties are inspired by Rococo and the Venetian concept of carnival. Special “ambassadors” for the cider arrive dressed up, wearing masks and feathers. The shared secrets are later used on the web site

and in the social media to attract more curious consumers. So far (March 2010) hundreds of Tempt fans have visited the website and shared their secrets there.

Our comment as can be observed from these numerous examples, spirits are being marketed directly towards females in Denmark. However it is a bit puzzling to register this carefully designed ads, since liquor is not known as their favourite drink, being strong and not exactly sweet tasting. The possibility of mixing it with soda pops exists, but the question remains; with so many ready-to-drink alternatives available, why should fe-



males choose pure liquor? Maybe the industry wants to conquer new ground, relying on the power of marketing. That is if the wrapping is right then females will ultimately consume it.

Figur 12 Internet ad, www.temptcider.dk, 2010

Pull Marketing

The creative director, DBB Advertising Agency, states:

“It is our ambition to create a more sophisticated brand; something people want to spend some time with. Obviously this is not done alone by means of traditional mass communication. Therefore we have given priority to interactive media, which allows the Tempt-drinkers to join the construction of the brand experience. This is by far a more effective approach to the target group. We realise that the consumers must be caught via pull communication and not push campaigns” (Markedsføring, 2010, p. 16)

The Tempt Cider marketing was also described in another trade magazine, Visitor, and seemed to be the trend of the year seen from the inside perspective of the advertising business- or at least a trend to promote.

“Decades after Madonna made furore dressed in corsage, “lingerie de luxe” is back in fashion. You can see it on the catwalks; the designers have rediscovered lace and silk and burlesque is back in the hot spots of the world. Burlesque is about tempting and seducing with sexy lingerie, feathers and masks, creating an illusion of sophisticated Parisian boudoir. Right now the first movers attend lavish parties and masquerades in the big cities all over the world. When wearing a mask we leave the everyday life and enter la dolce vita, like the carnival has done for hundreds of years. The universe of Tempt Cider matches in various ways the fancy of self-representation and self-indulgence - a sign of the times” (Visitor, 2010)

Our comment In a way the Tempt Cider is very much about sex, but in a very indirect manner, which may be a bit to one side, but still adheres to the mantra: sexy, not sexist.

The adaptive industry

Around Christmas and until about March 2010 the busiest train station in Denmark, which every day services 100.000 persons, was decorated with huge posters looking like this:



Figure 13 Out-door ads, photo: Landsraadet

Our comment Cult, who has made it a tradition (since 2003) to launch new out-door poster two or more times a year in massive campaigns all over the country has not launched a single one since this 2009 edition above. In our view it is the Consumer Ombudsmans revision of the guidelines on sex discrimination that has made its influence on the out-door marketing of Cult, the firm which is known for abiding to no rule, nor law. A cornerstone in their empire seems to have fallen by this, and the more and more sexually provocative out-door activities of the alcopop producer seem to have come to an end. The out-door posters showing young girls more or less naked and always in an explicit sexual situation no doubt had a great appeal to young people.

The trend *sexy, not sexist* has hit Cult as well as the rest of the industry. It has forced Cult off the streets so to speak. But the adaptability of the alcohol industry is a highly developed skill. Focusing on out-door marketing you may overlook that Cult is just moving the marketing activities to the internet instead. Like around Christmas 2010 when Cult launched an advent calendar on their website featuring more or less naked girls (see screen shot below). So Cult is still targeting youth. As it is today there is no real will or ability to regulate the internet at the Consumerombudsmans office. Possibly this is due to the fact that internet is a *pull* and not a *push* marketing activity like out door. This implies the belief that people being exposed to alcohol marketing when using the internet more or less “ask for it themselves” as opposed to people being exposed, while simply walking in the street. This is unfortunate, because the internet being a young media

means that a lot of children get exposed to alcohol advertisement, when they surf, use social media, communities, etc.

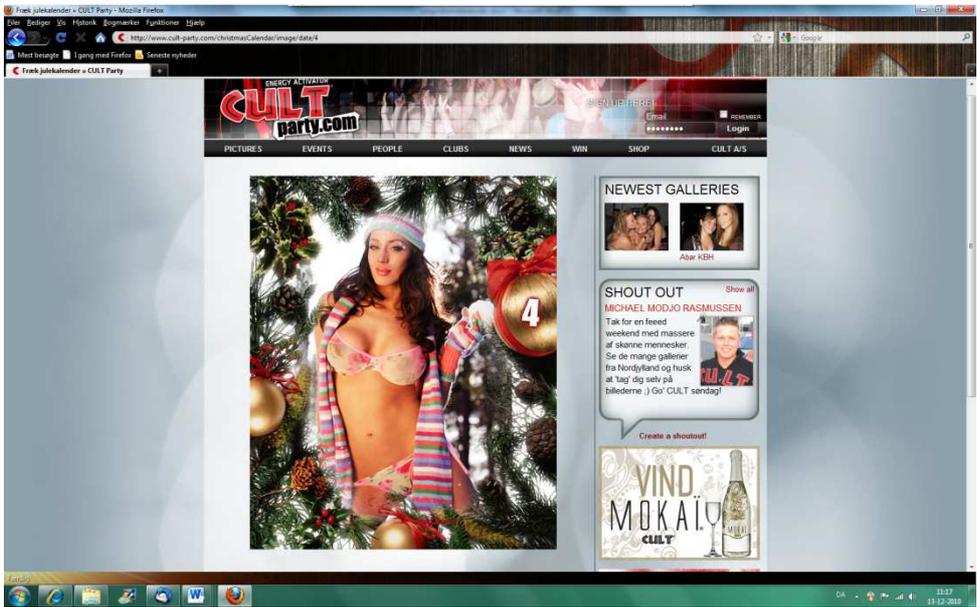


Figure 14 Internet ad, www.cult.dk, December 2010

6.3 Brand extension

Cult is also a successful producer of ciders. In 2010 it became obvious that Cult is even making brand stretching by introducing bedclothes on the website. The bedclothes are presented as an idea for a Christmas gift to friends and it is cheap to buy for young people, for instance students. Moreover this is also something, which has a special appeal to females.



Figure 15 E-mail ad, cult.dk

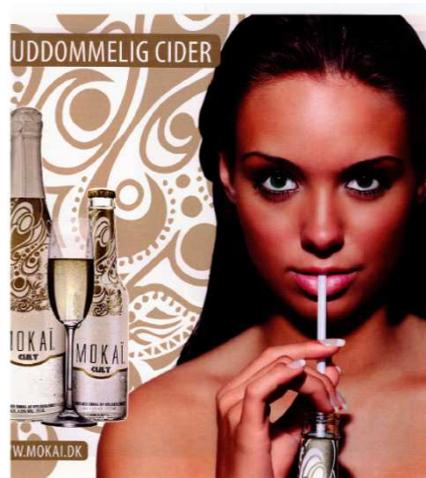


Figure 16 Magazine ad, WHERE2GO 2010

Brand Aid – a girly trend

Brand Aid – Shopping Well to Save the World is a new concept within the Corporate Social Responsibility universe, a global trend and also the name of a new book. In a nutshell it means that when consuming a given product, one supports the solution of world problems. Most prominent cases are: climate, poverty (for instance Africa), disease (for instance breast cancer).

Brand Aid is an expansive global trend. In the US and England it is difficult to buy anything without supporting some case. Brand Aid cases very often come with a celebrity ambassador. A Danish example is supermodel Helena Christensen, who in 2010 has taken up promoting alcohol to support a worthy case. The consumers are invited to choose which case to support out of a selection.

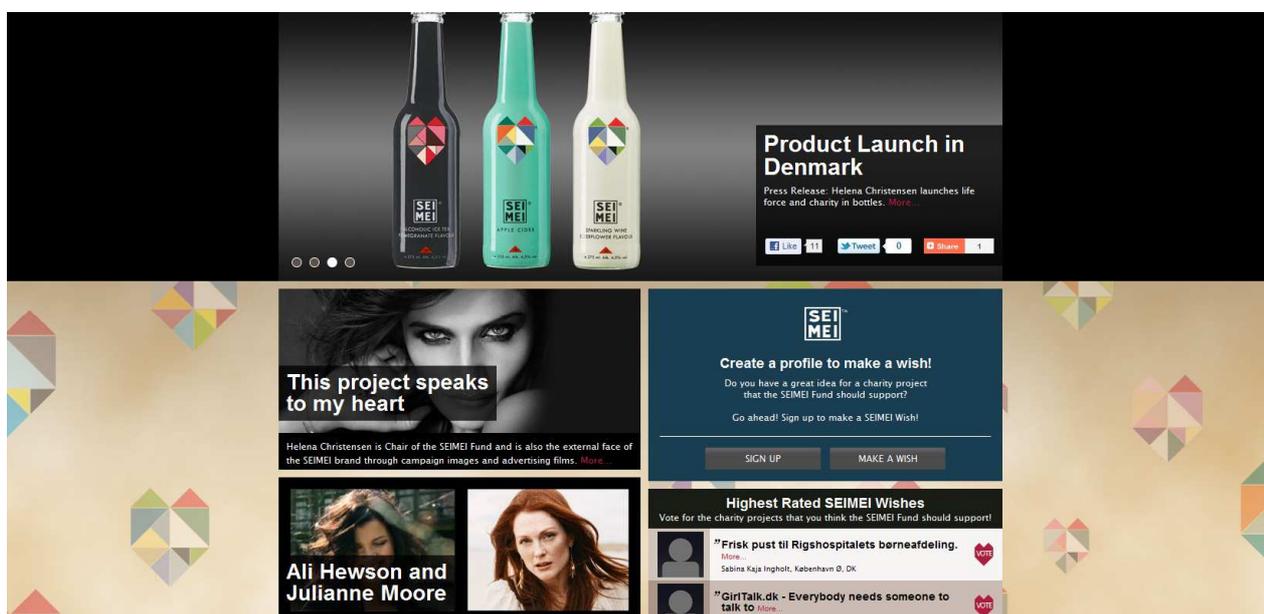


Figure 15 Internet ad, www.seimei.me. 2010

On the SEIMEI website the following description of the product can be read:

“SEIMEI means life force in Japanese, while Helena Christensen signifies beauty in Danish. Together they will both now seduce us with fresh, new taste combinations, attractive design and hearts in the right place. SEIMEI is the name of a delicious new range of drinks, offering cider, iced tea and sparkling wine with a hint of elderflower.”

<http://www.seimei.me/>

Helena Christensen, who is also chairperson of the SEIMEI Fund states:

“I personally like the feeling of showing consideration for others – even in the little things, such as when I buy something in a supermarket or café. With so many products to choose from, we want to use SEIMEI to give everyone the option of choosing a product that also raises money for good causes, such as a hostel for homeless people, better conditions at a care home or similar projects,”



Figure 16 Internet ad, source: www.aniston.dk

The concept, taste and design were all developed in close cooperation with Helena:

“I have spent many hours tasting and discussing subtle differences in taste, and I am very proud of the results. My favorite right now is a sparkling wine with a hint of elderflower. It tastes both fresh and modern, while the hint of elderflower reminds me of childhood summers spent at my grandmother’s holiday cottage. And the bottles look great on your table” <http://www.seimei.me/>

But does this kind of support make a difference? According to the authors of the book: Brand Aid – shopping well to save the world: No, not really. Regarding the third world; you cannot fight the consequences of capitalism with more capitalism. When support is taken care of by non-professionals it often turns out to be a great disservice. At the same time it draws away attention from the more engaged and honest aid work. Sometimes it even draws attention away from solving the problems, by solving pseudo problems. Does a beer save the climate? CO₂ from beer production may not be the most substantial climate problem. In the cider case the users of the website are going to choose which social project to support. The lack of professionalism can pose a problem, because with this unqualified rating, there is no guaranty that the best project is going to get the support. Finally the contribution is not substantial; the SEIMEI cider is no more expensive than other ciders in the Danish market. The charity products still have to be cost-competitive, but this means that the amount of charity is not going to be very high (Politiken, May 2011).

Our comment the project of Brand Aid is a Corporate Social Responsibility activity (CSR). CSR is basically about making the corporate brand image better. The ambassador is really an ambassador of the product, not

of the case. The charity of the SEIMEI marketing is camouflaging a questionable product in a smokescreen of charity and glamour. No regulation forbids the connection between alcohol and good deeds, even if it is a very powerful marketing tool. Brand Aid is targeting youth in our opinion. Combining banality with idealism mainly appeals to an open youthful mind, since the development of critical sense/cynicism later in life seems to counteract sympathy with such projects to some extent.

Glamourizing liquor is harmful

But glamourizing alcohol can be harmful according to research and policy director at Alcohol Justice (formerly known as the Marin Institute):

“This company makes an association with glamour and says a potentially harmful alcoholic beverage is the equivalent of a fashion accessory, and that drinking this product is somehow not just as harmless as putting on a bracelet but also as essential. I think that is a harmful message.” (New York Times, 2010)

And maybe the expert is right. Anyhow a rise in girl drinking has been observed in Denmark:

Girly trend in alcohol equals rise in girl drinking

The trend in girly alcohol advertising is interesting because it matches another trend – a rise in girl drinking. Many Danish children become acquainted with alcohol in an early age. In 2008 30 per cent of the boys (11 years old) and 14 per cent of the girls answer that they have drunk at least one drink at least at one occasion. Also the extent of binge drinking was included in the study. To find out how common drinking to get intoxicated is representatives of the age group 11 to 15 were asked if they had been drinking 5 or more drinks in one day during the last 30 days. The 2008 study shows that among elder children it is common to drink 5 or more drinks in one day – especially among the girls. In 2008 52 per cent of the 15 year old boys and 65 per cent of the girls did this. The difference between the boys and the girls is significant. The share of 14-15 year old girls, who have been drinking 5 or more drinks in one day, has grown significantly in this survey compared to the latest studies from 2005 and 2006 (see graph below).

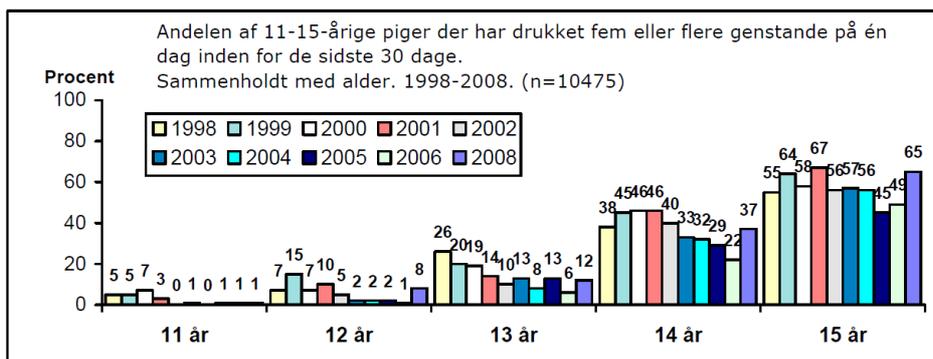


Figure 17 Graph, Sundhedsstyrelsen 2010

The alcohol consumption of both boys and girls has increased in all 5 age groups compared to the 2006-survey. Among the 14-15 years girls, who have been drinking alcohol during the last 30 days the consumption has even risen to a higher level than in 2004 (Sundhedsstyrelsen 2010).

Females - a vulnerable group

Our comment there is truth in the statement of Alcohol Justice about the harmfulness of spirit marketed towards females. All things equal it is more harmful to drink liquor, because there is a higher concentration of alcohol in this. Moreover women are a vulnerable group when it comes to drinking alcohol. Alcohol is a liquid, which mix with the body liquids. Men have more body liquids, so they attenuate alcohol better than do women. Men's livers are larger than women's and finally men's stomachs contain more enzymes to metabolise alcohol. Thus intoxication comes surprisingly easy to a woman; only one drink on an empty stomach will make her unable to drive a car safely. Even a small amount of alcohol exposes women to breast cancer and to pass on foetal alcohol syndrome. There is also a range of social harms connected with alcohol consumption that especially afflict women; to fall victim to sexual harassment, unsafe and unwanted sex (National Institute on Alcohol Abuse and Alcoholism).

6.4 Targeting males

Football-alcohol advertising

The Consumer Ombudsmans revision of the guidelines on sex discrimination has made its influence on the out-door marketing of Cult. Cult and others alcohol producers are ceasing to engage in massive out-door campaigns. The impression is that especially the sexually provocative outdoor ads are disappearing from the illuminated displays, eventually moving to more discreet places like leaflets and smaller out-door ads. Out-door posters with a more provocative content are



Figure18 Out-door ad, source: AFA JDeceaux, 2010

placed on small posters placed in less attention-attracting places. This might be a sign of the industry being cautious not to attract public criticism. But while the sexually provocative outdoor ads are decreasing in number and size, others are on the rise this year. The trend of 2010 is a rise in out-door advertising featuring a combination of sport and alcohol. The occasion was the World Championship in football. Carlsberg launched nationwide and massive out door campaigns in cooperation with 7-Eleven, Blockbuster DVD and Netto Supermarket. The media includes illuminated displays, shop fronts covered with posters, installations, etc. Most notable is the bus stop shaped as a giant alcohol-sport advertisement complete with Carlsberg seats (see figure 19).



Figure 21 Out-door ad, photo: Landsraadet



Figure 22 Out-door ad, photo: Landsraadet



Figure 23 Product exhibition, photo: Landsraadet

The airport of Copenhagen took part in linking alcohol and sport during the World Championship.

Oversize alcohol

In the occasion of the 2010 Football Championship Carlsberg launched a new beer can containing a double volume of 1 liter beer. The initiative was criticized by an expert and the National Board of Health for encouraging excessive drinking. The large beer indicates a drinking style, which gives credit in a youth group. But it also causes concern; since the Danish youth already holds the European record in binge drinking no further assistance is needed, the Board objects. Carlsberg replies that the beer is meant for more people to share, as stated on the product. When further questioned, the brewery pointed out that people rarely watch

football alone. Nevertheless all Carlsberg products now come in double size – not only the World Champion beer. Carlsberg expects to sell 750.000 extra beers due to the Championship.

In the Championship period young people are exposed to massive Carlsberg beer exhibitions at retailers. When questioned about this Carlsberg's communication manager replies:

Gigant-øl kan øge VM-druk

»Carlsberg sælger ny VM-dåseøl på en liter« Sundhedsstyrelsen: Unge behøver ingen 'hjælp' til at drikke mere

THOMAS AMBROSIIUS
THOMAS.AMBROSIIUS@METROXPRESS.DK

Den en liter store dåseøl lyser op i Carlsbergs særlige VM-salgsoptilinger i supermarkederne. Et fladskærms-tv viser klip fra fodboldkampe, og fodboldtrøje og fodbolde hænger ned fra loftet over opstillingen. Signalet er ikke til at tage fejl af: Et godt fodbold-VM foran fjerneren kræver øl. Store øl.

»Selv om Carlsberg skriver 'Endelig en øl, der er stor nok til at dele' på dåsen, vil attraktionen ved den for mange formenligt være at sidde med den selv, når der skal ses fodbold. Ved at sidde med den, viser man, at man går til den og drikker meget. Det er netop sådan en drikkestil, som vi ser

skaber anerkendelse blandt mange unge og voksne i det danske samfund,« siger Jakob Demant, adjunkt ved Center for Rusmiddelforskning, og tilføjer, at de store dåseøl i opstillingen lægger mere op til beruselse end nydelse.

Forebyggelseschef i Sundhedsstyrelsen Else Smith er enig og pointerer, at større produkter betyder større forbrug.

»Vi tømmer det volumen, der er. Så de her store øl betyder helt klart noget for indtaget. Det er sympatisk, at Carlsberg skriver, at øllen kan deles. Men jeg stiller spørgsmålet ved, om man gør det. Danske unge drikker for meget i forvejen, og de har ikke brug for denne hjælp til at drikke mere,« siger hun.

Carlsbergs kommunikationsdirektør, Jens Bekke, afviser kritikken og henviser til, at gigant-øllen netop er kommet på banen, fordi VM lægger op til, at man samles og deler et par øl.

750.000 liter. Så mere øl regner Carlsberg med at sælge til danskerne under VM i forhold til samme periode sidste år.

Tre skarpe
»FODBOLD ER EN FEST«

Jens Bekke, kommunikationsdirektør i Carlsberg, i jeres eget etiske regelsæt står der, at i arbejder for, at man drikker moderat og ansvarsfuldt. Hvordan drikker man en liter dåseøl 'moderat'?

»Det gør man ved at dele den med andre, som vi skriver på dåserne.«

Men Hølge en ekspert er attraktionen ved de meget store øl at vise sig for vennerne og drikke den selv?

»Det tror jeg ikke på. Vi har haft diskussionen i Carlsberg: Man sidder ikke alene og drikker sig i hegnet. Man er samlet for at se bold.«

I har også forpligtet jer til ikke at markedsføre øl over for unge under 18 år. Hvorfor har i så en meget synlig opstilling i butikkerne, som unge ikke kan undgå at blive påvirket af?

»Fodbold er en folkefest, og der er lige så meget sodavand, som der er øl i vores opstilling, som henvender sig til flere grupper.«

METROXPRESS.TA

Figure 23 Newspaper article, June 2010



Figure 24 Out-door ad, photo: Landsraadet

“Football is a national celebration; moreover there is as many soda pops as beers in our exhibitions, so they target more groups” (MetroXpress, June 2010)

Our comment about the double quantum cans and the massive exhibition of beer, Carlsberg dismisses all charges, while placing the responsibility of their marketing on the consumer.

Speaking of oversize alcohol; the alcopop Somersby cider (distributed by Carlsberg) was launched in a bigger (70 cl) size around the New Year 2010. The resemblance with a bottle of champagne is probably highly intended. At any rate the slogan of the out-door ad seems to confirm the assumption:

“A GREAT NIGHT DESERVES A GREAT SOMERSBY”

2010: The revision of the code

The code was changed in the summer 2010 on the occasion of the 10 years anniversary of the Alcohol Marketing Committee.

The revision was successfully sold in all media as a tightening, but as we shall see, is more like a loosening – for instance a crucial article as the prohibition of linking alcohol with sport is now watered down.

It is difficult for children and young people to avoid the large amount of alcohol ads in the Danish media. For that reason the alcohol marketing regulation is now being tightened (Epn.dk, November 2010)

The Chairman in the Alcohol Marketing Committee states:

“About alcohol marketing we must especially protect children from believing that it is their game, likewise we should avoid that young people are tempted to buy more alcohol” (Epn.dk, November 2010)

Unfortunately we believe that watering down the sports article is the real aim of the revision. A revision we believe to be the brainchild of the powerful players Brewers’ Union and Carlsberg as a way to deal with the declining beer sales in Denmark. Professionally marketed as a concern for young people, and counterbalanced with tightenings, which prove to be either of minor importance or inefficient for a closer look.

The Form and Content of Marketing

ARTICLE 4: When marketing alcoholic beverages the businesses must exercise special caution in the choice of commercial mean as well as in form and content

Subsection 2: *The marketing should not appear intrusive, provocative or in other ways persuasive.*

Subsection 3: *Marketing must not give the impression that a certain measure of alcohol intake can be good for health, can lead to success or improve the consumers’ mental or physical capacity.*

Subsection 4: *Marketing should not employ persons, whose statements or emergence will carry a special weight because of the person’s position in society.*

Subsection 5: *Marketing must not link alcoholic beverages with active sports exercise.*

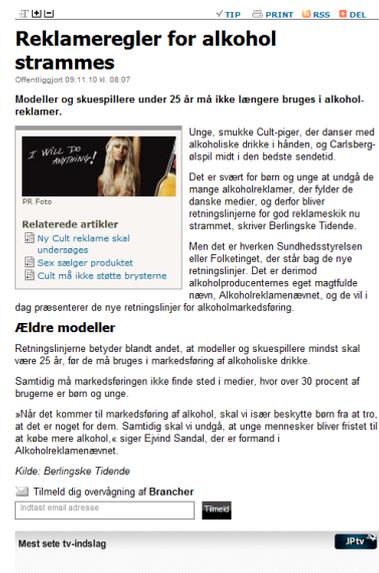


Figure 25 Newspaper article, epn.dk 2010

Subsection 6: *Marketing must not link intake of alcoholic beverages with risky behaviour such as driving, operating dangerous machines, or other potentially dangerous activity.*

Subsection 7: *Marketing must not show alcohol consumption in workplaces or educational institutions.*

Our comment About subsection 5. This is a loosening in a crucial point. The former article on alcohol and sports is now degraded to a subsection, and the former prohibition is watered down. Also the following has been deleted:

Marketing of alcoholic beverages must not be linked with sport. Marketing of alcoholic beverages must not:

- *take place in sports clubs, in sports arenas or by sports grounds,*
- *take place in magazines, which especially deal with sports, or in connection with sport pages or websites on sports,*
- *depict sporting events or sports exercise, including sport stars,*
- *be found on personal sport requisites, including sports clothing*

Link to sport is ok when the lights are out...

“Active sports exercise” the phrasing is making it more difficult to get a complaint upheld and much easier to link alcohol and sport. To illustrate this point we bring two complaint examples. The first one is a large out-door ad placed on 7-Eleven stores (see illustration to the right). The ad emerged in the middle of the World Championship in Football the spring 2010. Six bottles of alcopops are placed exactly in the very centre of a football field marked in white paint. In the background the scoreboard displays that the “World Championship-Party” has a one-goal lead over “Tame stuff”. Earlier the placing of alcohol on a football field was banned. But after the revision of the code, things have changed. Our complaint was rejected referring to the stadium lights being out, even though the linking of alcohol and sport was recognized.

This means that from now on alcohol is allowed to be linked with sports under a wide range of circumstances:

The Decision of the Alcohol Marketing Committee is as follows:



Figure 26 Out-door ad, photo: Landsraadet

“Initially the Alcohol Marketing Committee remarks that there is a direct link between the marketing activity and the conducting of the World Championship in football. However the Committee consider that the marketing activity all in all do not leave an impression of linking alcohol and actual sport exercise, since it appears from the background that it is in the evening - the lights are out, and nor audience, players or the rest of the stadium is pictured. Therefore the Committee does not express criticism.” (Alkoholreklamenævnet, 2010)

Rock Partnerships

It is hardly a new trend in Denmark that the alcohol industry sponsors rock music. Rather the new trend is that the alcohol industry is cooperating closely with the rock bands in working relationships or even partnerships. In 2010 Royal Unibrew entered a wide scale partnership with the Danish rock band Kashmir.

The alcohol producer launched a competition for Danish upcoming bands. The winner band achieved the honor of supporting Kashmir on their tour in the fall of 2010. Kashmir took directly part in the marketing: The famous Kashmir tune “Rocket Brothers” accompanied the marketing competition in a TV spot, and lead-singer and composer Kasper Eistrup (who is also an artist) designed a special edition of beer cans for Royal Beer. In the early spring low key and authentic looking advertisement like this (on the right) were all over town.



Figure 27 Outdoor ad, photo: Landsraadet, 2010

The Website Royalbeer.tv

The band appears much less low key on the website specially created for the purpose. Royal Beer had temporarily changed its website title from “royalbeer.dk” to “royalbeer.tv.” It is still a website, but it looks like an attempt to be more interactive alluding that this is some kind of TV-channel. Maybe Royal Beer was inspired by the marketing of another brewery, namely Carlsberg, which launched the “partofthegame” TV-channel/website on football a few years ago. This is a collection of video-clips as well as an impressive interactive media, more than an actual TV-channel. But even so it seems to be a powerful marketing strategy. When a brewery declares, that it has got a TV-channel of its own it is like saying: “Look we are building an empire here!”

There is an 18 years age limit to the website. When entering the site one is met by a large photo of Kashmir. The band members are sitting comfortably in armchairs in a kind of studio (this might actually be a TV-

studio). The photo is actually a video. When playing it the band members urge young musicians to send in a music video and take part in the competition. Next to the video there is a text in capital letters saying:

“THE CHASE OF KASHMIRS SUPPORT BAND IS ON. IT IS GOING TO BE FIERCE!”



Figure 28 Internet ad, www.royalbeer.dk

Below the text two differently coloured buttons are placed. The first one in yellow is catching the eye saying “SIGN UP YOUR BAND. You can still make it”. The next button is white and saying: “LOOK FOR BANDS. Try our live search” (<http://royalbeer.tv/>)

600 band names

When looking for bands one realizes how interactive this site really is and how much service Royal Beer provides for young up-coming musicians. There is an advanced search possibility in the growth layer of rock music – bands which have already signed up to the contest and which are normally not known in public. There is an alphabetic list of these bands, which is extensive; containing 600 band names. Here you can see photos of every single band, hear the tune they bring to the competition, make a comment and share it on Facebook and Twitter.

When a band signs up it is offered a profile site of its own. On this site, the band can upload one or more of its homemade music videos. There is also a wall of greetings and comments on videos from others, as well as feedback from capacities like the experienced band Kashmir and Sound Venue (a rock magazine). The winning band receives 50.000 Danish Kroner to help getting a career started.

Royal Beer TV declares itself to be Denmark’s new rock portal on the internet.

“Royalbeer.tv is Denmark new on-line portal on rock music. This is your chance to get updates from the rock scene, updates from Royal Beer and last but not least- updates from young and upcoming rock musicians. If you are young and upcoming yourself, you can join our competition and win wild prizes, which can be an impetus towards the established rock scene” (<http://royalbeer.tv/>).

There is an upload of the latest music videos in Twitter feed, News, Fridays Rock VIP

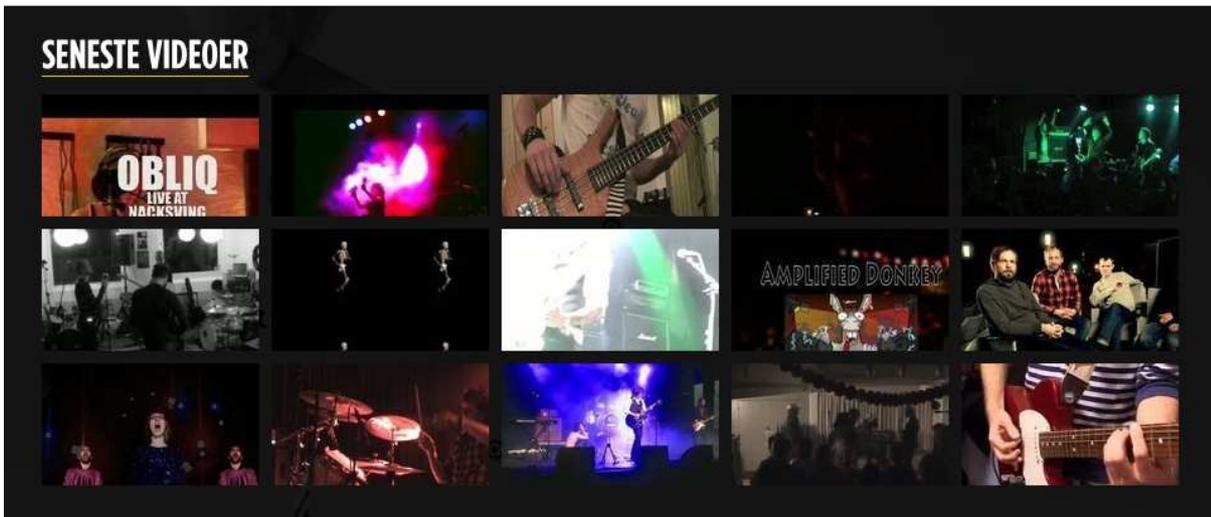


Figure 29 Internet ad, www.royalbeer.dk

In the partnership the alcohol industry is borrowing qualities from the rock band. The Marketing Manager in Royal Unibrew states:

“We wanted to apply some edge to our brand. Kashmir has got authenticity, soul and credibility – values which we wanted for ourselves. The integrity of rock artists is very high in relation to their brand, they guard it. For that reason it is of great importance not to make them wear a Royal Beer t-shirt, like you would do if it were footballers. Kashmir has gained big time from this campaign. For that reason the music industry has been very interested in taking part in this years’ campaign” (Urban, 2011).

This is just the beginning

Dwindling sales of records forces rock musicians to look for new sources of money making. It looks like Danish rock is ready to let go of the fear of intimacy with the corporate world. In 2010 the Danish rock heavy-weight Kashmir entered into a comprehensive partnership commercial with Royal Beer. Meantime another popular Danish rock band, Nephew entered into an alcohol industry partnership. Hereafter Nephews’ after parties were sponsored by liquor giant, Diageo (Urban, 2011).

Our comment this kind of sponsorship is problematic because it exposes a large number of youth to alcohol marketing. It is not only a question about how much alcohol marketing there is - but also how many are about to see it, at rock concerts and various rock festival there are thousands of children and young people.

Royal Beer on your mobile phone



Figure 30 Mobile ad, photo: Landsraadet

Android phone with a “Friday Rock” application gives the user access to rock music from the amusement park, Tivoli. It also conveys alcohol marketing, since Royal Beer is the sponsor of these arrangements. The logo and the name of the brewery are promoted in this way. This is another example of cooperation between the alcohol industry and other companies, in this case an amusement park and a phone company. Moreover it is a digital promotion using applications and this way targeting young people.



Figure 31 Mobile ad, photo: Landsraadet

Liquor Company targets youth through SMS



Figure 32 Ad, photo: Landsraadet

The Danish wine and liquor wholesaler Hans Just offers drink recipes every Friday on SMS. This is a way of marketing cocktails to young people. The ad (figure 27) was found on the neck of a liquor bottle in a supermarket. The text says:

“SMS SHAKE-IT to 1919 and you are ready to party!”

With a cocktail-party as bait the ad links to the website www.shake-it.dk. Here there is help to throw a party complete with invitations, drinks card and recipes. In the speech bubbles the alcohol distributor encourages excessive drinking with statements like *“run amok in drinks”* and *“empty the bar”*. The site is obviously targeting youth with pedagogical instructions like *“know your friends choice of drinks”* and *“make your own drinks card”* (figure 28).

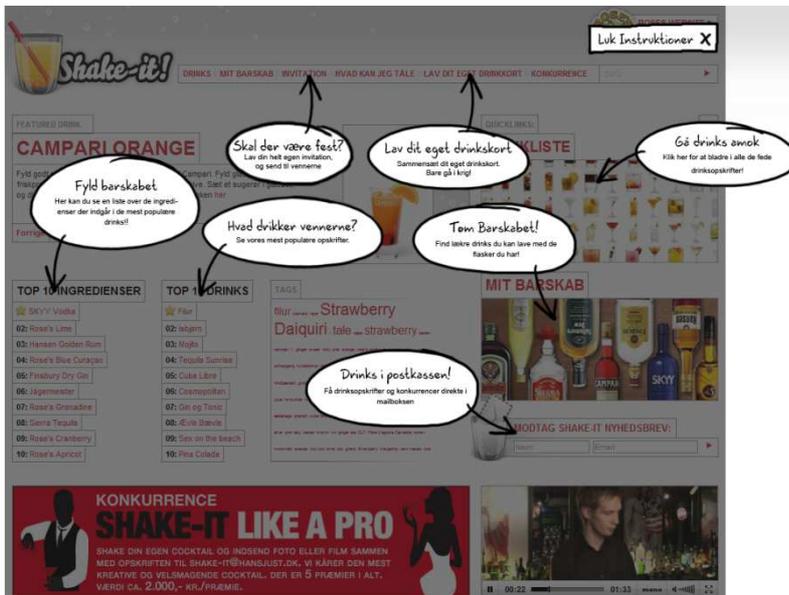


Figure 33 Internet ad, www.shake-it.dk

Cult targets youth through Facebook

In a context without age restrictions alcopop producer, Cult was in 2010 donating a years' consumption of their new alcopop, Modjo to persons who were willing to become a fan of Modjo as well as adopting Modjo as their middlename on Facebook. Carlsberg has 195.625 fans on Facebook and 3.557 persons speak about Carlsberg on Facebook. A single alcohol product like Mokai from Cult has an impressive band of supporters of 63.138 persons.



Figure 34 Internet ad, www.cult.dk

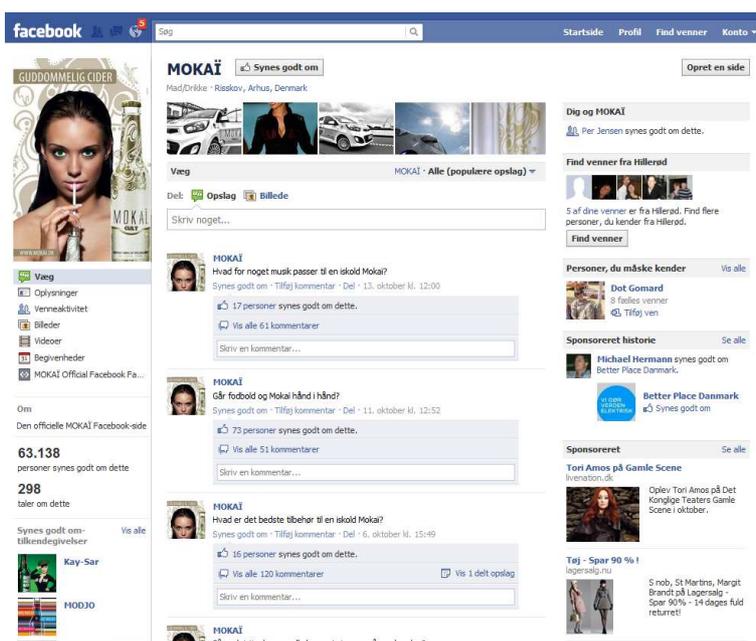


Figure 35 Facebook ad

6.5 Green marketing

A Danish alcohol producer branded itself as green in the beginning of the year in close connection with the big Climate Conference in Copenhagen, COP15, which attracted worldwide attention. A new climate friendly beer “Clim8” was launched by the Danish Brewery, Harboe with the slogan:

“8 % CO2 saved versus conventional production – Enjoy COP15 and Clim8 Beer”

(Berlingske Tidende, December 2009)

The initiative was no misleading advertising. The beer was actually produced in cooperation with the listed company, Novozymes. Novozymes is a Danish Bio-technology business, which runs research in, as well as development of bio-industrial products (enzymes and micro-organisms). The Clim8Beer is produced in a can, which is decorated with a tree on a beer green back ground, which also goes nicely with the environmental-friendly image. The launch around the COP15 proved to be a very clever marketing strategy. The new beer got attention from national as well as international media. For instance the international blog Bringing Food Chemistry to life wrote:

“Clim8Beer is nothing less than a revolution, a fresh lager brewed in a modern way, saving the environment for more than 8g CO2 per unit. Still, with the same great taste of course” (Blogs.oregonstate.edu, 2010).



Nu kan man også være venlig mod klimaet, når man drikker øl... Foto: Harboe Bryggerierne

Figure 36 Internet ad, www.harboe.dk, 2010

The subtext says: *“Now you can be the climates’ friend, when you drink beer”* (TV2, 2010)

The fact that the COP15 was scheduled around Christmas was also used in the marketing. The products were presented as Christmas gifts promoting the image of the industry as kind of Santa Claus. Ads were placed in newspaper extras on the climate conference.

Our comment this is an example of Corporate Social Responsibility. CSR is a very powerful marketing tool, improving the image of the company – in this case of an alcohol producer. This example verge on the ultimate alcohol promotion; alcohol is praised for helping saving the planet. The negative effects of drinking alcohol are easily overlooked in this context. The marketing provides the consumers with a seemingly very good reason to drink, and to follow this logic; when one beer is doing so much good, then more must be even better.

6.6 Alcohol Lobby in the Danish Parliament

The beer industry picks up the tab, when 70 Members of the Danish Parliament, Member of the European Parliament and ministers three times a year meet in the Danish Parliaments' Beer Guild to taste the micro-brew of the kingdom and to socialize despite different political affiliations. Not only the drinks, but also glasses with a Guild logo printed on them, also ties and tablemats are sponsored by a number of different micro-breweries, and by the Brewers Union – a trade organization, which has a declared aim to take care of the beer industries interests in relation to the Danish Parliament. The Beer Guild was founded in November 2009 by the then Minister of Health, Jakob Axel Nielsen. In 2010 it was a much discussed matter in the media. The Guilds mix of policy and Beer lobby was criticized by Ulrich Becker, chief physician, Hvidovre Hospital and professor at the National Institute of Public Health:

“This mix is at the same time profoundly unethical and problematic. It is completely undermining for the work with reducing the alcohol consumption of the Danish population, Denmark suffers from an unhealthy alcohol culture with 860.000 people drinking above the drinking limits, and 3.000 alcohol related deaths every year. The very same people, who the first day go to industry sponsored get-togethers are the next day supposed to legalize neutrally and impartially in matters like blood alcohol levels, alcohol taxes and limitations of availability of alcohol. It is a gross blending of interests and utterly absurd” (Ritzau, 2010)



Figure 37 the Beer Guild, Photo: Politiken

Member charge considered

Until now the breweries has served free samples for the members of the Beer Guild. But after severe criticism in the media the Guild Master will suggest the members pay for the samples themselves. More than two thirds of the Members of Parliament are also members of the Beer Guild. They have been criticized for disqualifying themselves by being entertained without charge by the breweries, which take a great interest in for instance tax policy.

The Guild Master regards the whole story as a storm in a beer cup and emphasizes that the Beer Guild's sole aim is to make the great variety of Danish brew known and create social contact across different parties in Parliament. Since its' founding, the Guild has held three meetings attended by breweries. The next will offer Christmas brew and the critical press is invited.

"To show the press that everything is in fine order" (TV2, June 2010)

Not influenced by advertisement

Despite this, two of the board members state that they find it unproblematic that Brewers Union sponsors the arrangements, and that the criticism is out of proportions. Kristian Pihl Lorentzen, Guild Master and Member of Parliament:

"We are adult and independent persons with a position of our own. We are in no way married to the Brewers Union, and we agree on strong prevention in the alcohol field." (Politiken, June, 2010)

He is supported by another Member of Parliament and of the Beer Guild, Per Clausen,

Member of Parliament and of the Beer Guild.

"I really don't see the problem. Of course the Brewers Union and the micro-breweries want to use that kind of arrangements to influence our decisions, but it leaves absolutely no impression with me" (Politiken, June, 2010).

Our comment it is highly problematic that the alcohol industry in this way is penetrating the very center of the national democracy. Also it is a concern that the lobbying continues after being revealed, and subsequently is not recognized as a threat to the democracy and of the judgment of the politicians. This is probably due to a widely held view that lobbying/marketing is not effective, when the person is "conscious" about being exposed. Maybe we should address this view as NGOs.

6.7 Wine bar explosion in Copenhagen

Wine is paradoxical in terms of marketing. As we have seen wine is selling well, actually taking over the as national drink. There are many wine ads, but very few life style ads. The ads are plain and with a lot of text often in newspapers - merely product information and price promotions. It seems likely that if the Loi Evin was ever introduced in Denmark it would not affect wine marketing much. Of course there is plenty of wine-tastings, and wine bars are growing in number in the capital area.

"The number of wine bars in Copenhagen is record-breaking and the quality is rising. Thirteen years ago the first wine bar opened in Copenhagen. Today there are more than 25" (Børsen, March 2010)



Figure 38 News Paper ad, Politiken 2010

6.8 Health claim: Wine is healthy

But still wine seems to sell itself. Why is that? Maybe it is the view, that wine is healthy as opposed to beer and all other sorts of alcohol. This is frequently confirmed in the media on the basis of alcohol industry research. But another important issue is that some of the most prominent alcohol experts in Denmark actually support the view that alcohol, especially red wine is healthy. An example is Professor Bente Klarlund, an active participant in the debate about health issues and author of the book *the Truth about Health* (published in 2010). Bente Klarlund - a couple of years the editor of a weekly column in one of the biggest papers in Denmark – addresses health questions from the readers. More health topics, including alcohol are treated in an editorial. Around Christmas she praised the health qualities of alcohol encouraging her readers to drink one glass a day:

“Klarlunds Column: One glass of glögg a day is beneficial for your health”

“Antioxidants and blood clot preventive ingredients make red wine a must during Christmas”

BY BENTE KLARLUND PEDERSEN

Question from reader, Rudolph (Hanne Villumsen): Every December we have to make it through an obstacle course of glögg, Christmas brew, port, and more glögg. You have written a lot about alcohol, but what is your opinion on all that glögg?

ANSWER:

Around Christmas I allow myself to hold the view that red wine is an absolute must. The health beneficial effect of red wine is available in glögg, and when you have had enough of glögg, wine offers the same effect directly from the bottle without cinnamon and clove. The health effect is described as a J-shaped curve: If you do not drink alcohol at all, then you have an increased risk of dying a premature death in relation to light or moderate drinkers. If you drink a lot then your risk of dying prematurely is likewise high.

An older study showed that you should drink up to seven drinks a day before your risk surpasses the risk of a non-drinker. This is not study, which has gained much attention in the National Board of Health. Well, joking apart, a large number of scientific studies have since showed that in a narrow health perspective drinking much more than 1 (for women) and 2 drinks (for men) a day is bad.

Red wine contains many colorings (anthocyanins) and tannins (polyphenols), which are good antioxidants, which can inhibit inflammation-like conditions in the body and counteract the effect of the evil cholesterol LDL. The polyphenols also



Figure 39 Truth about Health, 2010

inhibit the blood platelets ability to paste together, and there by prevent blood clots. According to this theory red wine should be preferred to white, because red wine contains more polyphenols. But I have to stress, that the health benefits of red wine can only be obtained if you drink most of the Christmas holidays” (Politiken, December 2010)

Our comment this is not in line with the perception in the National Board of Health, which adopts a skeptical attitude towards the use of a carcinogenic substance as medicine. The precautionary principle should rule. But the matter is somewhat unresolved. The official message in Denmark about alcohol and health is at best a mixed message, when leading experts disagree.

6.9 Push versus pull

Pull: Intoxicating Communities

According to Asger Liebst, communication expert, pull marketing is replacing push. He mentions CULT as an example. CULT is not only making a living with provocative outdoor advertisement. The website of the brand is a digital forum, where the 18.000 users have created personal profiles. Never before in the history of trade have company and consumers been this close. The profiles are among other things used to upload drunken pictures taken by the young people themselves or by professional CULT photographers.

By facilitating a drunken culture and making it easy to celebrate and photo document ones participation in it, the user involvement reaches new heights. CULT makes an intimate connection with the time, creativity and identity of the young users. The secret of modern alcohol marketing in relation to youth is to make company and product an integrated part of the community.



Figure 40 CULTs website, www.cult.dk

Pull: Carlsberg's' Viral Video

Another of Asger Liebst's examples is Carlsberg. The alcohol producer noticed that young people like to send homemade videos to each other via YouTube. Therefore Carlsberg had a Parisian ad agency produce a low key video with bad lightening and handheld camera. In the film a young man sits outside a pavement café. Here he presume to put a pastille in a glass of beer for the fun of it and is immediately driven down by a Carlsberg truck. The message is: don't mess with our beer!

This small piece of black humor is spread virally by the users and in three years is has had 2, 3 million global views, is recommended by 3.000 users and has been commented on 1.300 times. Hereby Carlsberg has succeeded in reaching a lot of (young) people by small economic means. Asger Liebst reaches the following conclusion:

"Traditional alcohol advertisement targeting youth is going to disappear and be replaced by digital marketing"
(RUS, 2011)

Rumors of the TV ads death highly exaggerated

Not only Asger Liebst but many other experts and commentators have passed one death sentence after another over TV as marketing channel in favor of the internet, mobile phones, blogs and Twitter. Nevertheless the people working with advertising take another point of view. According to the professionals advertisers have got a firm grip in the TV media, and they are not likely to let go. The list of unforgettable TV ads is long and moreover the yearly trend analysis from Megaphone and The House of Marketing speak for themselves. A representative extract of 400 of Denmark's biggest advertisers shows:

- 55 per cent expect to go on TV in 2010
- 46 per cent believe TV has gained importance in recent years
- 44 per cent find that TV is the most important media for sale of their products
- 36 per cent expect to raise their TV budget in 2010 (Markedsføring, January, 2010)



Figure 41 Internet ad, www.youtube.dk

Nationwide pressure

Managing director Hjalte In, Stahl & Co states that the effect of TV is beyond doubt. Other media like the internet has a more targeted effect, while TV hits a very big number of potential customers. With 98 per cent of the population still watching television, and even if a decline can be found in certain segments, it is still difficult to create a similar nationwide pressure through any other media channel. TV is predicted for many years ahead to be both the kick starter and the backbone of a campaign:

“When TV ads succeed they have an incredible effect. It is hard to create a nationwide pressure through other media. When did you for instance last overhear a conversation in the train about a newspaper ad or a banner? In an integrated campaign it is often crucial to set the scene heavily, and here TV can start the story out broader and faster than any other media. It is popular to say that TV is out and that you want to change to the social media, but often the truth is that the combination is the most effective solution. Often the best idea is to break through in TV and continue in the social media at a much smaller cost” (Markedsføring, January, 2010)

The youngsters are back

According to managing director, Robert/Boisen ROI analysis generally shows that TV is one of the media with the biggest effect on sales. The digital development together with a decline in TV viewers – 2-5 per cent yearly until 2008 - is probably the background for the doomsday prophecies. The decline was doomed as fatal because especially young people “stopped” watching television. But now they are back.

Not a question about either-or

The TV media is safe and predictable, always guaranteeing some effect, and reaching a large number of viewers. This has a great appeal in uncertain times like during financial crisis. TV, print and out-door can be equaled with bonds, while events and digital media ads equal stocks.

“Some studies show that good viral marketing can boost your ROI with 1000 per cent. On the other hand there is no guarantee for success. A general rule is to use 15-25 per cent of the budget on the more risky marketing channels with a high ROI potential” (Markedsføring, January 2011)

Our comment the tree of alcohol marketing has many branches, but the TV-cinema ads seem to be the trunk, the core so to speak, from where the rest unfolds. So if we want to protect children and young people against alcohol marketing, we should remember to limit the possibilities of these media. Having said this communities like www.cult.dk and rock competitions on alcohol producers websites like www.royalTV.dk are universes, which attract many young people, also minors. Alcohol marketing on the internet (websites, Facebook, Twitter, blogs) is not regulated in any special way; neither is mobile advertising, even though the appeal of these media to minors is obvious.

7. Conclusion

As this trend report demonstrates, specific segments like both small children and older girls and boys are targeted through many media and in many different ways by alcohol marketing in Denmark. The massiveness of out-door ads means that many times during an ordinary day children and young people are exposed to a great number of alcohol ads. Shops, supermarkets and kiosks can be covered with alcohol ads and often have a massive display of alcohol products in prominent places in the store (typically right at the entrance). The displays can verge on exhibitions decorated with colourful gadgets and leaflets to catch attention. Alcohol ads follow the passengers around on public transport; posters on train and busses and on the walls of the stations, lighted outdoor posters in station buildings as well as outside, and as build-in part of the bus stops. This summer during the football Championship a whole bus stop was transformed to one big alcohol ad (see figure 19). Around Christmas, Nørreport, the busiest station in Denmark had a huge alcohol ad covering the walls and the stairs for weeks (see figure 3). Highly provocative advertisement on big billboards occupied the same station the winter of 2010. Magazines and newspapers are more or less sponsored by lifestyle alcohol ads and regularly feature articles saying that alcohol is healthy. Young media like the internet, YouTube, the social media and mobile phone services involve a lot of alcohol marketing and this tendency is expanding rapidly. There are alcohol ads on TV and in cinemas, and all rock concerts are sponsored by the alcohol industry as well as many football events.

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