

FACT SHEET

Alcohol Marketing in Nigeria Findings of the MAMPA project

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Introduction

In 2010 the African regional office of the World Health Organization commissioned the Dutch Institute for Alcohol Policy and EUCAM (the European Centre for Monitoring Alcohol Marketing) to set up a pilot study to monitor alcohol marketing in African countries. This resulted in the MAMPA project. MAMPA stands for Monitoring Alcohol Marketing Project Africa and is conceived to study alcohol marketing on the African continent as well as to build capacity among national governments and NGOs in installing effective alcohol marketing policies to protect young people against the harmful effects of exposure to alcohol marketing. In the spring of 2010, the first phase of the MAMPA project began by monitoring alcohol marketing activities in the Gambia, Ghana, Nigeria and Uganda. An important aim of the project was to develop a method to monitor alcohol marketing in low-income countries. This Fact sheet provides an overview of the situation concerning alcohol and alcohol marketing in the Gambia as well as the findings of the the MAMPA monitoring exercise in Nigeria.

Existing Regulations

In Nigeria, the government does not strictly regulate the advertising industry, but a government agency (APCON) is enacted for overseeing the activities of the industry. According to the regulation made and overseen by the Advertising Practitioners Council of Nigeria (APCON), alcohol advertising is not allowed to be broadcasted before 8pm, to reduce the risk of reaching minors (1). This watershed is, however, poorly monitored (2). Additional regulations are the prohibition of alcohol advertising on radio and television during children, religious and sports programs. Furthermore, no displays are allowed near schools, hospitals, sports arenas and places of worship. From 2001, sport sponsorship is allowed but restricted to only the use of brand names and product packs as back-drops (3). The alcohol advertising regulations could only be attained from inside Nigeria and no direct copy of the text was found.

Alcohol in Nigeria

According to figures of the WHO annually

10.4 liters of alcohol are consumed per capita in Nigeria, another 3.5 liters of 'unrecorded' non-commercially brewed alcohol are also consumed per capita (4). The most consumed alcoholic beverage is beer (4). Leading breweries are Nigerian Breweries plc and Guinness Nigeria. Nigerian Breweries is majority owned by Heineken N.V. and Guinness Nigeria is fully owned by Diageo. The Guinness market in Nigeria is an important market for Diageo and is its largest market outside the United Kingdom (5). Both breweries have their own company's alcohol advertising codes which are endorsed by the breweries in Nigeria (6).

Alcohol marketing in Magazines and Newspapers

Similar to other African countries, magazines are relatively expensive in Nigeria. It was difficult to buy recently published magazines in the city Uyo. Most of the magazines examined contained no alcohol advertisements. In the two magazines with alcohol advertisements, more than one advertisement were found. In the magazine Men's World, a whiskey brand (Johnnie Walker Black Label) and an editorial on champagne (Christian Audigier) was found. In the women magazine Totally Whole, beer and wine ads of premium brands were found.

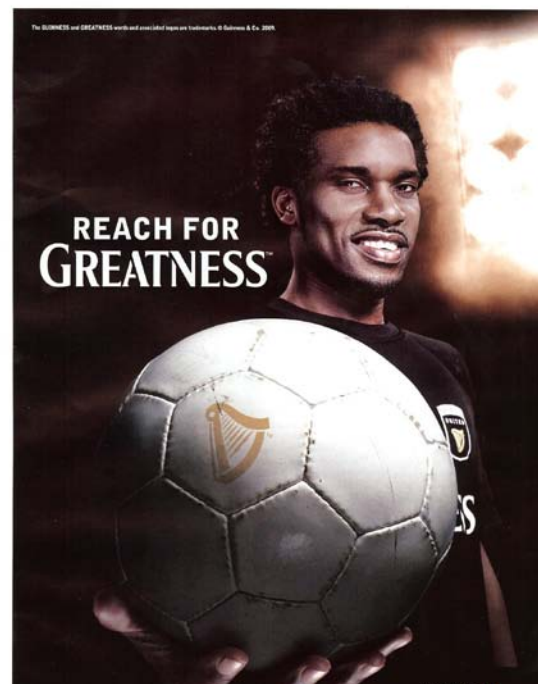


Figure 1. Beer advertisement in Woman's magazine

All advertisements were targeted at a higher segment customer.

In the examined newspapers, a photo of a football player with the logo of Carlsberg was found in the sports section. Additionally, an advertisement on the African beauty contest of which Redd's beer is one of the main sponsors was found. Although, not a lot of alcohol advertisements were found in the newspapers, alcohol marketing practices on some of the online newspapers of the same newspapers were found.

Alcohol marketing on Television

There are 54 television sets on every 1000 Nigerians (7) and 69 percent of the households have a television (7). Due to electricity problems and affordability, many Nigerians do not have access to television. Especially DS-TV (paid satellite TV) is too expensive to most Nigerians because of the need to subscribe to this service on a monthly basis.

Due to electricity problems, the monitoring of televised alcohol advertising was restricted to six hours of television on the national channel Channel 5, and two hours of NTA. Additionally, six hours of the channel AIT (African Independent Television) and six hours of the Hallmark channel were monitored.

Generally, not much advertising is broadcasted on these private channels from either alcohol brands or others brands. Noticeable, however, was the sponsorship of programs by alcohol producers, which show the logo and slogan of the brand in the screen during almost the whole program. Popular programs that have been sponsored by alcohol producers are Big Brother Africa by e.a. Star beer and Ultimate Search by Guinness beer.



Figure 2. Sponsor message by Star Beer before a news programme.

On Channel 5, which is publicly available, 11 alcohol advertisements were found within a period of 1,5 hours. Alcohol commercials of certain brands were clustered around programs. The "blocks" of different alcohol brands do not mix or intertwine, they are separated from each other.

Alcohol Marketing on Radio

In Nigeria there are 128 radios on every 1000 Nigerians (7), and 82 percent of the households have a radio (8). Advertising spots on the radio are relatively cheap compared to placing advertisements in other media (e.g. magazines and newspapers).

The morning and evening programming of Pacesetter 103.5 FM and Akwa Ibom Broadcasting Cooperation 90.52 FM were monitored on a Tuesday and Saturday. Like the placement of alcohol ads on television, radio broadcasted alcohol ads were clustered around some radio programs (mostly sport, music and entertainment). Around these programs a lot of alcohol advertisements are broadcasted after 8pm. For example, on AKBC, nine alcohol commercials were broadcasted within half an hour. At other times of the day, no alcohol ads were found. All alcohol commercials found were from global beer brands. Broadcasting alcohol ads after 8 pm is in line with the national regulations in Nigeria.

Outdoor Advertising

Three areas were monitored on the available alcohol advertising in the public space: an area in the city centre of Uyo (South East Nigeria); a suburban area near Uyo "Nung Udoe"; and a small village named "Adiasim".

In general, not much billboards are shown in and around Uyo. Only on main roads some billboards were found. Among all billboards found, billboards from alcohol and telecom advertisers were displayed most frequently.

In both the city centre and the suburban area there were not a lot of large alcohol posters or billboards to be found. Guinness, Star and Gulder beer are the alcohol brands that make most use of this medium (9). This might be due to a governmental tax that is in place. A tax should be paid for every billboard or poster by the retailer and/or advertiser. Retailers and alcohol producers have found alternative ways to market alcoholic products, especially beer.

Stacked crates of beer, often in combination with small posters are displayed on the street to indicate selling points of alcohol. The frequency of places with crates of beer on the

street, indicate the enormous number of selling points and distribution centers of alcohol. In the city centre the number of places with beer crates on the street indicated that there were 105 alcohol marketing practices counted and approximately a similar amount of selling points of alcohol within a radius of 500 meters. In the suburban area 55 selling points with alcohol advertising were counted within a radius of 500 meters. The Interviews with bar and shop owners indicate that the crates of beer in front of the store are used as a marketing instrument.



Figure 3. Crates of beer in front of a store in the city centre of Uyo

Another marketing instrument which alcohol producers provide shop and bar owners with, is the use of chairs, tables, umbrella's and refrigerators with logos of the brand. Providing this material secures the alcohol companies that retailers sell their brand.

In the village a similar picture was found. Industry produced alcohol is promoted by small posters and the display of crates and beer cans. Locally produced alcohol is advertised more frequently in the village compared to the more urban areas. It is promoted by the display of "calabash" or bottles of locally produced spirits in front of the stores and bars. However, the amount of alcohol advertisements and the number of selling points of alcohol was much lower than in the other areas. A total of 26 alcohol advertisings (and selling points) were found in a radius of approximately 500 meters.

Other forms of marketing

Sport sponsoring: For three years in a row, Guinness Foreign Extra Stout sponsored the national football team 'Super Eagles'. The company's marketing director says in an interview with a national newspaper: "We have always been in the forefront of sponsoring sports generally in Nigeria, with deliberate emphasis on Football, which has

always been the favorite of the consumers (...)"(10). In 2009, the company even revealed a limited edition of the Guinness Label in which the colors of the Nigerian football team have been integrated.

In March 2010, Guinness launched a new alcohol commercial on television which was later broadcasted in 13 venture markets in Africa (11). In the commercial a football scout arrives in Africa in search of the Greatness in one player, eventually he finds good football players everywhere. The scout concludes in the ad: "I guess it is true what they say, there is a drop of greatness in every man. GUINNESS. Reach for Greatness" (12).

Crown Cork promotion: Alcohol producers use crown cork promotions frequently to reward loyal customers and to attract new ones. At the time of monitoring there were at least two large cork crown promotions organized. One by STAR beer with large money prizes and many cars to be won. According to Jacco van der Lindan the marketing director of Nigerian Breweries, the promotion does "assist them (Ed: customers) to cope with current economic hardship"(13). In the same period, another competition was organized by Champion Lager Beer in which money and "plenty of FREE drinks" can be won.

Adherence to alcohol marketing restrictions in Nigeria

Alcohol advertising on television and radio is not allowed before 8 pm. We see that alcohol advertisers adhere to this regulation. However, since most adults and minors are expected to watch television after 8 pm, many people are still exposed. The voluntary watershed of 9 pm by Diageo (14) should be more protective towards young people, but is not adhered to by the own company. Extending the time restriction by the government might be a way to prevent young people from over-exposure to alcohol marketing on television and the radio.

Additionally, event and sport sponsoring are seen everywhere. The most popular championships, music events and sports- and music programs are sponsored by alcohol producers. Alcohol marketers often advertise the message that by buying/drinking the brand, the consumer enjoys a more pleasant, social and above all successful life. The content restrictions within the self-regulation system do not prevent the exposure to these kinds of alcohol marketing practices. Additional alcohol marketing regulations which are embedded by law are

recommended to address and to avoid this type of alcohol marketing.

Conclusion

While the watershed on televised alcohol advertisements is adhered to, the 8pm timeslot means many young people still get exposed to alcohol marketing through television. Also, further restrictions are needed to regulate both sponsorship and the content of advertisements. Outdoor marketing is not restricted and thus the street view is dominated by the display of alcohol-branded posters and crates of beer. This also shows the overwhelming availability of alcohol. Alcohol is literally marketed on several places in each street in the city and the local village. Add to this the abundance of radio advertisements and aggressive marketing techniques like crown cork promotions and it becomes clear that further action really is needed in Nigeria.

This Fact Sheet was based on the WHO report 'Alcohol Marketing Practices in Africa. Findings from the Gambia, Ghana, Nigeria and Uganda. ISBN 978 929 023 1844.



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