Report on trends and innovations in alcohol marketing

Trends in alcohol marketing

Results of monitoring alcohol marketing in Germany in 2010
AMMIE Project
Alcohol Marketing Monitoring in Europe

Report on Trends in Germany

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This report arises from the project Alcohol Marketing Monitoring in Europe which has received funding from the European Union, in the framework of the Health Program.
Introduction

Recent scientific surveys stress the consistent coherence between the perception of alcohol marketing and an increased risk in the initiation of alcohol consumption by adolescents. Anderson et al. (2009), e.g. lately published an overview of 13 longitudinal studies on the effect of alcohol advertising and media on youth drinking behavior. Within the described studies a total of over 38,000 youngsters were followed for a longer period of time. Twelve out of thirteen studies herewith 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. The only study that did not find a direct relationship with drinking behavior did find an increased intention amongst youngsters to start drinking in the future. Intention has proven to be the strongest predictor of behavior (Ajzen, 1991).

Taken together, longitudinal studies consistently point into the same direction: the more alcohol advertising youngsters are exposed to, the higher the impact on their drinking behavior is. But also studies that investigate the effects of exposure to alcohol cues on drinking behavior in the short term find effects on alcohol consumption (e.g. Engels et al., 2009; Koordeman et al., 2011a; 2011b; 2011c). Adolescents who watch movies, that e.g. contain more alcohol scenes, drink significantly more alcohol than youngsters who see a movie without/with less alcohol cues. Separate analyses of the drinking behavior indicate that viewers unconsciously imitate the drinking behavior of the actors who are consuming alcohol in the movie (Koordeman et al., 2011).

The “Alcohol Marketing Monitoring Project” (AMMIE) aims to protect young people against the harmful effects of alcohol marketing.

Within the AMMIE project, which started in 2009, NGOs from five EU countries (Bulgaria, Denmark, Germany, Italy and the Netherlands) have monitored alcohol marketing following a method developed by the Dutch institute for alcohol policy. The results of this project will give insight in the overall presence of alcohol marketing in the five countries and describe the content and the amount of alcohol advertising, with special attention to the opinion and exposure of young people. Furthermore, the project will describe the functioning of the alcohol marketing regulation systems; this will lead to recommendations to improve the regulatory system in order to protect young people against the harmful influence of alcohol advertising.

All AMMIE reports can be found on www.eucam.info/eucam/home/ammie.html.

The observation processes within the project comprised a volume-related monitoring resulting in an analysis of young people’s exposure to alcohol advertisement on television. Moreover the content of alcohol marketing was observed within the participating countries. This content monitoring involved the identification as well as the reporting and the youth-related judgement of marketing practices that are in breach with the existing statutory and non-statutory marketing regulations. In addition, the promotional activities of alcohol producers, whole salers, catering industrials and retailers have been explored to identify trends and innovations within the field of alcohol advertisement.
In Germany the project is funded by the European Commission and the Federal Ministry of Health.

In this report the monitoring results concerning trends and innovations in alcohol marketing in Germany are presented. Chapter 1 herewith exposes the way of monitoring alcohol advertisement in Germany. In part 2 marketing activities in the Internet and on TV are displayed while chapter 3 describes different strategies of alcohol marketing. Part 4 presents outdoor marketing activities and chapter 5 finally offers conclusions and recommendations with regard to the monitoring results.

Given the fact that the advertising and marketing for alcohol is very broad, this overview will not be complete. However, the subsequent described sources have been used as optimally as possible.
1. Monitoring trends and innovations in alcohol advertising in Germany

1.1 Structural monitoring of alcohol marketing

Parallel to the observation of sport sponsoring activities by the alcohol industry and the identification of alcohol marketing strategies that are breaching the existing advertising regulations, the AMMIE project prospected for trends and innovations on the field of alcohol advertising primarily attracting children and youngsters.

In order to identify possible trends on the field of alcohol marketing in Germany, advertising activities in German media as well as on billboards and in restaurant and supermarket chains have been observed from January 2010 until March 2011.

The observation of alcohol advertising in traditional media such as television, outdoor billboards, newspapers and magazines was primarily effected with the help of the so-called “Ad Library”, a database being provided by “Nielsen Media Research”. Within the 15-months-long monitoring period the German monitoring coordinator got access to the database four times, each time for one month (in February, May, August and November 2010). During these sections all contemporaneous marketing expressions were downloaded from the Library and consequently scanned with respect to possible trends on the field of alcohol marketing.

As the monitoring of marketing strategies in traditional media moreover designated the subscription of printed catering and lifestyle magazines, the city magazines “Prinz Berlin” and “Prinz Ruhrgebiet” as well as the online lifestyle newsletter www.lifestylemagazine.de has been subscribed on a trial basis. This way, possible openings of bars and discos, event notes and special offers such as discounts on drinks or ‘Happy Hours’ should have been identified. Finally flysheets from supermarkets have been occasionally inspired in terms of special offers for alcoholic drinks or the market launch of new products.

*Online marketing practices*, however, were monitored by visiting websites of national and international leading alcohol brands as well as by subscribing to online newsletters of popular alcohol producers. Therefore a list, including homepages of the ten most appealing alcoholic beverages selected within the ELSA project (STAP 2007) as well as several websites of popular beer producers, spirit brands and wine producers, has been drawn. The newsletters of these websites (when available) have been subscribed at the beginning of the monitoring period in January 2010 and the websites themselves have been checked once a month in terms of new trends on the field of alcohol marketing. Moreover social networking websites such as the German “Studierendenverzeichnis” (www.studivz.net) and international page “Facebook” (www.facebook.de) were occasionally observed with regard to marketing strategies of the alcohol industry.

Apart from these ways of observation, outdoor marketing strategies such as price promotions in supermarkets or promotion activities during festive events have been occasionally monitored by
purposefully visiting shopping malls and the city center of the workplace. Actually, during the World Championship a systematic ‘Outdoor Monitoring’ was carried out to identify marketing practices that are related to this sportive event and thus to football in general. Finally colleagues and friends were asked to keep an eye on marketing strategies and to inform the monitoring coordinator in case of identifying innovations on the field of alcohol advertising.

1.2 Marketing Mix

It is important, while reading the report, to keep in mind the basic, tactical components of a marketing plan, called the “marketing mix”. The marketing mix is also known as the four P’s, referring to the four marketing mix elements important in the marketing of any product (see Figure 1):

Price: There are numerous ways to price a product.

Place: Also known as **channel, distribution, or intermediary.** It is the mechanism through which goods and/or services are moved from the manufacturer/service provider to the user or consumer.

Product: consists of three levels: Core (the non-physical benefit of the product that makes it valuable to you), Actual (the tangible, physical product) and Augmented product (the non-physical part of the product which usually consists of lots of added value).

Promotion: This includes all of the tools available to the marketer for ‘marketing communication’.

**Figure 1: The marketing mix**

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1 Source: [http://www.google.de/imgres?imgurl=http://www.ethno2b.com/four_principles_of_the_mark.gif&imgrefurl=http://www.ethno2b.com/MarketingmixGB.html&usg=__Eo6PvP7bha5OAAO7Eikr_DPh7Qw&&h=500&w=500&sz=10&hl=de&start=0&sig2=57eOPrW8OIE72n4FqkgkoeCA&zoom=1&itbnum=1&itbloc=yOekWobBMG_YsM&itbnum=167&itbnw=167&ei=KG8pTsPzP3fWiDA&prev=/search%3Fq%3Dmarketing%2Bmix%26um%3D1%26hl%3Dde%26sa%3DN%26biw%3D1680%26bih%3D869%26tbm%3Disch&um=1&itbs=1&act=rc&dur=141&page=1&ndsp=28&ved=1t:429,r:6.s:0&tx=113&ty=45](http://www.google.de/imgres?imgurl=http://www.ethno2b.com/four_principles_of_the_mark.gif&imgrefurl=http://www.ethno2b.com/MarketingmixGB.html&usg=__Eo6PvP7bha5OAAO7Eikr_DPh7Qw&&h=500&w=500&sz=10&hl=de&start=0&sig2=57eOPrW8OIE72n4FqkgkoeCA&zoom=1&itbnum=1&itbloc=yOekWobBMG_YsM&itbnum=167&itbnw=167&ei=KG8pTsPzP3fWiDA&prev=/search%3Fq%3Dmarketing%2Bmix%26um%3D1%26hl%3Dde%26sa%3DN%26biw%3D1680%26bih%3D869%26tbm%3Disch&um=1&itbs=1&act=rc&dur=141&page=1&ndsp=28&ved=1t:429,r:6.s:0&tx=113&ty=45) [22.07.2011]
1.3 Alcohol Policy

The insights created by this report can be used to develop effective policy on alcohol advertising. The report shows that alcohol marketing and advertising is very versatile with respect to content, form and type of medium. When developing alcohol policy aiming at a restriction regarding harmful effects of alcohol advertising, this broad range of practices should be taken into account.
2. Alcohol Advertisement in different media

Over the intervening months of monitoring alcohol advertising, it became clear that the alcohol industry in Germany primarily uses online marketing practices to advertise products and set trends. Particularly within special occasions like St. Valentine’s Day, German Carnival, the Football World Cup, the Munich Beer Festival (“Oktoberfest”) or the Advent season, the Internet is applied to present new products, forms of packaging and accessories as well as new flavours and thus to highlight brands and products. In this context, the web presence of the respective producer itself, social networks like Facebook or online stores such as [www.weltbild.de](http://www.weltbild.de) or [www.amazon.de](http://www.amazon.de) are particularly employed by the industry. Furthermore the advertising tool of ‘cross media marketing’ is frequently used to additionally highlight advertising activities in the Internet. Hereunto, e.g., brief commercials pointing to sweepstakes or sales promotions on the producer’s webpage are produced and broadcasted on TV. Another frequently used medium to allude to products and brands in Germany is the television, broadcasting a multiplicity of alcohol commercials and an even greater number of sponsoring advices. Finally also the placement of products in supermarkets and the distribution of flysheets are often used by marketing experts to set the stage for new trends and products.

In contrast, billboard advertising, price promotion as well as advertisements in magazines and newspapers are used much less frequently to point to alcoholic products and set trends in Germany.

In the following various features relating to alcohol advertising in different German media are described.

2.1 Alcohol advertisement in the Internet

2.1.1 Occasion-based online marketing

In Germany almost every alcohol producer, no matter if processing an international, a national or just a locally limited degree of popularity, has its own web presence on which specific products and brands are promoted in various ways. While some websites are limited to pure product information, a majority of alcohol producers use image marketing tools such as the employment of celebrities, and animations or the import of melodies and colours to highlight products and link them to a special kind of lifestyle. The monitoring process primarily revealed that the majority of alcohol producers frequently make use of high days and holidays or even special occasions to highlight already known products or to promote new products within their websites.

*Example of an online marketing practice in line with the launch of a TV show*

In January 2011 a new season of the TV show “Das Dschungel-Camp – Ich bin ein Star, holt mich hier raus” (engl. ‘The Jungle Camp - I'm celebrity, get me out of here’) was broadcasted on the channel

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RTL Germany. Within this program eleven celebrities were sent to the jungle of Australia, in order to live there for a certain period without any electricity or luxury and to carry out so called ‘jungle tests’. In line with the broadcast of this show the ‘Krugmann Markenspirituosen GmbH’ launched the spirit product “Affenkotze” (engl. “Monkey puke”, see figure 2), a premixed beverage of cream and woodruff liqueur being presented on the company’s website www.krugmann.com and marketed through the “RTL interactive GmbH”. The name of this alcoholic beverage is reminiscent of an animal living in the jungle and the logo of the show is again printed on the label of the packaging.

Figure 2

Example of online marketing activities during the German Carnival

The festivities of German Carnival such as outdoor processions and parties, primarily being taken out in February and March, are generally seen through high alcohol consumption. For this reason the “Krugmann Markenspirituosen GmbH” specially highlights its’ spirit products within the Carnival season and sometimes even designs alcohol-related accessories such as the “Popsy-Gürtel” (engl. Popsy belt, see figure 3) that can be tied around the hips and moreover bear numerous bottles of small alcoholic shots like the cream liqueur ‘Popsy’ during outdoor festivities. This way it replaces a handbag or a bulky backpack and furthermore functions as an eye catcher.

Source: http://www.krugmann.com/pages/startseite.html [09.02.2011]
On the occasion of St. Valentine’s Day the wine cellar “Freixenet GmbH” regularly accomplishes a cross media campaign in the form of a nationwide sweepstake to market its’ products. Within short TV commercials and printed ads (see figure 4) possible consumers are asked to devise a so called ‘message of love’ for their partners and to send it to the website www.sags-mit-freixenet.de, a ‘partner webpage’ of the company’s internet presence www.freixenet.de. The best ‘love greetings’ will then either be broadcasted on TV or published on a billboard in the prevailing hometown. Moreover they are presented – together with all received messages – on the sweepstake’s website.

Such a cross media campaign always attracts great attention within the German population: Just in the year 2011 more than 2,500 people participated in the competition (see figure 5).

Source: http://www.krugmann.com/pages/startseite.html [09.02.2011]
Examples of online marketing practices in line with the Football World Cup 2010

In advance as well as in the course of the Football World Cup 2010 several German breweries took out huge advertising and lottery campaigns to promote their beer brands.

Before the start of the Football Championship 2010 the “Hasseröder Brauerei GmbH”, e.g., accomplished the so called ‘Hasseröder Cup 2010’. As part of this competition several adult men were chosen from a great number of candidates, in order to represent Germany at the ‘Global Beer Champions 6vs.6’, an annual side tournament for amateur football players in Pretoria initiated by ABInBev (see figure 6). Apart from the participation at this “beer cup”, the selected amateur players won a five-day

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5 Source: Ad Library, Nielsen Media Research 2010

6 Source: [http://www.sags-mit-freixenet.de/#/home](http://www.sags-mit-freixenet.de/#/home) [16.03.2011]
stay for the Football World Cup in South Africa, as well as tickets for two eighth finals within this tournament.

During the Football World Cup the German brewery "Krombacher Brauerei Bernd Schadeberg GmbH & Co. KG" took out a great sweepstake stipulating that so called “Sammeltrikots”, being placed on the bottles of the “Krombacher”-beers, has to be collected on a competition card and submitted to the company. Then being in a so called user pool, every participant has the chance to win a car or a certain amount of money after a successful goal of the German national team (see figure 7).

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1 Source: [http://www.hasseroeder.de/#/cup](http://www.hasseroeder.de/#/cup) [09.06.2010]

Sweepstakes and lotteries generally catch the attention of consumers and oftentimes bind them to a certain brand.

**Example of an online sales deal**

On occasion of the Advent season in November 2010 the online shop [www.weltbild.de](http://www.weltbild.de) offered a so-called “Beer Advent Calendar” including 24 different sorts of beer and being praised as “the best present for German men.”

Such a present misguides the recipient to risky alcohol consumption as he (or perhaps even she) is subtly asked to drink beer on 24 days in a row without the two alcohol-free days which are recommended by numerous renowned organisations such as the WHO or the DHS (Seitz et al. 2008) suggest.

![Beer Advent Calendar](image)

**Figure 8**

### 2.1.2 Social Network Marketing

**Facebook**

Just as most of the alcohol producers dispose of an internet presence, a multiplicity of them also have fan pages on Facebook, one of the most frequented Social Networking Services (SNS) in Germany. Generally such a fan page is hereby linked on the website of the advertising company, as in the case of the distiller “BERENTZEN-Gruppe-AG” whose web presence is even twice alluding to the social network (see figure 9).

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10 Source: [http://de-de.facebook.com/](http://de-de.facebook.com/)
The users of the prevailing pages having declared themselves as fans of a producing company or an alcoholic beverage are obviously very young people who are – according to the existing Youth Protection Act – certainly not allowed to consume the promoted products in the public. This is, e.g., underlined by the photos being uploaded on the fan page “Fruchtige Minis” by Berentzen and displaying persons who are visually younger than the legal drinking age (see figure 10, first picture). Moreover the wide range of offerings within such pages like event notes, sweepstakes, the presentation of new flavours (see e.g. figure 11) or the possible exchange of common interests between fans as well as the informal addressing of the sites’ visitors clearly indicate that the main target group of these fan pages are children and youngsters.

These observations lead to the assumption that alcohol producers can thoroughly promote their products on a social network and even directly target children and youngsters.


While the websites of alcohol producers oftentimes superpose an age query, the alcohol fan pages on Facebook can obviously be visited by everyone, irrespective of the user’s age. Furthermore every Facebook user has the possibility to create an alcohol-related fan group, featuring a discussing board, a list of members, a wall for members to post comments, photos, videos, web links etc. So even minors are obviously able to design a fan group which praises an alcohol brand.

Studivz

Not only Facebook but also the German network “Studivz”\(^\text{14}\), targeting students and trainees, promote alcoholic products. For instance, in September 2010, on the occasion of the 160-year anniversary of the whiskey beverage Jack Daniels, the logo of the product was largely displayed on the individual starting page of the network service (see figure 12).

\[^{13}\) Source: \url{http://www.facebook.com/search.php?q=fruchtige\%20minis\&init=quick\&tas=0.3137543236454594\&ref=ts#!/KalterMuschi} [01.04.2011]
\[^{14}\) Source: \url{www.studivz.net} [13.09.2010]
Another example of alcohol advertisement on the German student’s network is displayed within figure 13. Just as in Facebook, the users of studivz are able to design fan groups that are related to alcoholic products. The below shown group “Addicted to Party – it’s by Cab”, e.g., promotes the premixed beer beverage Cab. In the case a studivz-user enters this group the logo of Cab appears on his individual profile and thus draws attention to the brand.

Figure 13

Source: [http://www.studivz.net/Home](http://www.studivz.net/Home) [13.09.2010]
2.1.3 Online alcohol marketing and gambling

Another strategy gaining more and more popularity within the field of alcohol advertisement is the link between the marketing of alcoholic beverages and gambling or fun games on producers’ websites. Within the web presence www.astra-bier.de, on which the Holsten Brauerei AG promotes its beer brand Astra, the visitors of the site are, e.g., invited to apply an element of a so-called slot machine with lottery chance while waiting for the loading the page (see figure 14). When the loading of the site is finished, the visitors are able to enter an amusement arcade (not to be confounded with a casino) where slot machines with lottery chance are likewise placed (see figure 15). These gambling elements are not allowed to be applied under the age of 18 while the website of the beer brand Astra can already be entered from 16-year olds.

Within the web presence www.jaegermeister.de of the company Mast-Jägermeister SE, e.g., the visitors are able to play so called fun games like Pinball (see figure 16) or Icestacker. This way the possible consumers are tied up to the website and more and more influenced by the marketing of this spirit beverage.

Figure 14\(^{16}\)

\[^{16}\text{Source: www.astra-bier.de [11.10.2010]}\]
2.2 Alcohol Advertisement on German TV

In German TV a multiplicity of alcohol advertising has been broadcasted within the 15-months-long monitoring period. It was striking that the advertising industry makes primarily use of sponsoring advices that are shown in advance, during and after a special program. The selection of a sponsoring spot was herewith generally attuned to the audience of a TV show, so that the advertiser can almost be sure that the advertisement is seen by the focussed target group for the promoted product.

The 11th season of the casting show “Popstars – Girls forever”, e.g. which was broadcasted in autumn 2010 and focussed the composition of a girl band, has been sponsored by the brand “Veltins V+”, incorporating several premixed beer beverages ranging from V+ Lemon and V+ Cola to V+ Curuba, Energy and Grapefruit. According to prestigious media magazines the show primarily seen by a

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17 Source: [http://www.jaegermeister.de/de-de/home/willkommen.aspx#/de-de/games](http://www.jaegermeister.de/de-de/home/willkommen.aspx#/de-de/games) [10.05.2011]
‘younger’ audience being aged from 14 to 49 years old. This large age group surely includes children and adults; but it is obvious that the format and particularly the name (Popstars – GIRLS forever) and thus even the colourful alcohol advertisement is primarily targeting children and youngsters (see figure 17).

Figure 17\(^{18}\)

The same applies to programs on the music channels MTV and VIVA that have oftentimes been sponsored by a certain product of Veltins V+ (see e.g. figure 18).

Figure 18\(^{19}\)

\(^{18}\) Source: www.prosieben.de/tv/popstars [10.11.2010]  
\(^{19}\) Source: Ad Library, Nielsen Media Research 2010
Also the German brewery “Krombacher” sponsors a multitude of programs on public and private television. On the one hand the TV show “Tatort”, currently being the most popular crime series within the German-speaking language area, is funded by this company. On the other hand the “Sportshow” on public TV as well as the sending of Formula 1 races on RTL are officially sponsored by the brewery. Accordingly most of the German TV viewers know the sponsoring advices of the company being typical for its landscape and the catchy sound of pouring beer into a glass, by heard (see figure 19)\textsuperscript{20}.

Finally even a weekly talkshow on the private sports channel “Sport 1” being attended by Sports journalists, coaches and officials is sponsored by the brewery and therefore called “Doppelpass – Die Krombacher Runde” (see figure 20).

\textsuperscript{20} Source: \url{http://www.presseportal.de/pm/42000/1020445/krombacher_brauerei_gmbh_co} [10.05.2011]
\textsuperscript{21} Source: \url{http://www.movie-blog.org/2011/03/14/doppelpass-die-krombacher-runde-live-13-03-2011-dtvrip-divx/#} [10.05.2011]
3. Marketing strategies

3.1 Promotion of alcohol-free wines for children

Particularly on the occasion of school starts and other special events like New Year’s Eve or 1st May Holiday, German supermarkets and liquor stores augmentedly promote alcohol-free sparkling wines within flysheets or shop-windows.

Alcohol-free products such as “Robby Bubble Wein” (see figure 21), “Hello Kitty Kindersekt” (see figure 22) and e.g. “Hannah Montana”- or “Winnie the Pooh”-Kindersekt (see figure 23) have been developed for children and youngsters who are under the legal drinking age. They serve as a substitute for alcoholic beverages that can be used by adolescents to toast to distinctive occasions. The promotion and even the existence of such products may implement the impression in young peoples’ minds that the act of toasting as well as the consumption of alcoholic beverages on certain occasions are social norms, inevitably belonging to the adult world. So adolescents may replace the alcohol-free product by an alcoholic drink as soon as they reach the legal drinking age or even before.

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22 Source: [http://www.robbysparklingwine.de/grafik/startseite.jpg](http://www.robbysparklingwine.de/grafik/startseite.jpg) [10.05.2011]

3.2 Packaging of alcoholic products

A large number of German alcohol producers favor lurid packaging to attract attention of young people, for whom specific themes are of special interest due to their age. They use e.g. product names that allude to themes like sexuality as “Kalte Muschi”, “Popsy”, “Kleiner Flutscher” or that are appealing to youngsters because of their ugly associations like “Affenkotze” (monkey puke) or “Mäusepisse” (mice pee). Equally producers use product packaging in shape of bottoms (see figure 24) sperm cells (see figure 25) or testicles to make their brand even more eye-catching. The German Advertising Standards Council and producers, who receive complaints referring to the inadequate and unacceptable naming and packaging of their products, refuse these complaints arguing, that naming and packaging was no field of intervention of the Council, or that the complaints could not be upheld as the used naming and packaging of the products were not meant for sales promotion. This argumentation is extremely exceptional: All up-to-date theories on advertising and marketing base on the principle that competition for attraction is the first and principal goal of advertising and marketing. Packaging is of course included in the means of advertising and marketing. If this would not be the case plain packages, as proposed for tobacco products could be introduced for alcoholic beverages as well. Obviously the naming and the design (color, lettering and shape) are used to attract the attention of the potential consumers and thus is aimed at sales promotion. If the German Advertising Standards Council is not responsible for monitoring naming and packaging there is a wide gap in the regulation of alcohol advertising.

Source: [http://www.geburtstagsfee.de/kindersekt-c-573-2.html?sessID=0kch6ck8ko2ugciaef0rdd0lggecn4i](http://www.geburtstagsfee.de/kindersekt-c-573-2.html?sessID=0kch6ck8ko2ugciaef0rdd0lggecn4i) [10.05.2011]
3.3. Flavours of premixed beer beverages

After the implementation of the German extraordinary tax on spirituous alcopops in 2004, the popularity of premixed beer beverages considerably increased within the German population. Initially a wide number of German breweries as e.g the “Brauerei C.& A. Veltins GmbH & Co. KG” or the “Karlsberg Brauerei GmbH” launched beer beverages with coke admixtures and gradually extended their product range to beverages with lemon, energy and/ or grapefruit flavour. In the last few years even premixed products with the taste of apple, banana, prickly pear, cherry (see e.g. figure 26) and pear-ginger (see figure 27) have been introduced on the German market. Because of their sweet taste and because of the fact that the legal drinking age of these products is 16, the premixed beers are especially popular among young people.

Source: [http://www.krugmann.com/pages/startseite.html](http://www.krugmann.com/pages/startseite.html) [10.05.2011]
Figure 26

![Cab Cherry & Beer](http://www.cab-drink.com/cab.php#/2/ [22.07.2011])

Figure 27

![Schöfferhofer Birne-Ingwer](http://www.getraenke-weidlich.com/upload/news/Birne-Ingwer_500x180.jpg [10.05.2011])
4. Outdoor marketing of alcoholic beverages

In order to assess the extend of marketing activities by shops, restaurants and bars, the DHS carried out an one-day outdoor monitoring during the World Championship on the 8th of July 2010. Therefore a map of a 500m x 500m area in Hamm (where the chair of the DHS is located) was drawn (see figure 28). In this predetermined district marketing activities were identified, documented and photographically preserved.

In total 36 shops, bars, restaurants and kiosks have been identified as using marketing strategies to call attention to their products. Thereof 85 signs, 14 parasols, seven bardesks with logos of alcohol producers as well as one billboard and three display windows with alcohol advertisements could have been discovered (see e.g. picture 1).

Figure 28

Source:
http://maps.google.de/maps?hl=de&xhr=t&q=hhv&cp=1&bav=on.2,or.r_gc.r_pw.&wrapid=tljp130502629171500&um=1&ie=UTF-8&sa=N&tab=wl [10.05.2011]
It was striking that the beer brand Isenbeck being formerly produced in the city centre of Hamm, is omnipresent within the region. The logo of the brand covers most of the local bar, restaurant and drink market signs (see e.g. picture 2), and the even the public viewing events on occasion of the Football World Cup 2010 were funded by the beer brand (see pictures 3 and 4).
Apart from the beer brand Isenbeck, bills of other alcoholic brands like Carlsberg (see picture 5) were placed in the city centre of Hamm during the World Championship, announcing the broadcast of football games in bars and restaurants or just promoting the respective products.

Another striking fact the Outdoor Monitoring revealed was the intentional placement of products in supermarkets. In Germany the long drink “Vodka-Red Bull” is highly consumed in discos and during private parties. So supermarket and shops often places the two beverages – Vodka and Red Bull – next to each other (see picture 6) with regard to sales promotion.

*Pictures taken by the DHS in Hamm (Westf.) [08.07.2010]
5. Conclusions and Recommendations

The results of the 15-months-long monitoring process reveal that the alcohol industry in Germany oftentimes takes special occasions as an opportunity to offensively market its products. Thusly, the St. Valentine’s Day, the German Carnival or the Advent season are commercially used by taking out sweepstakes and competitions, launching new products and alcohol-related accessories.

It was moreover striking that alcohol producers primarily use online marketing practices to advertise products and set trends. Thus, e.g., Social Networks such as Facebook or Studivz are used to draw attention to alcoholic products. These services do not have any age restrictions and thus particularly young people who aren’t yet part of the marked for alcoholic products, regularly get in contact with alcohol marketing practices.

Another striking fact was that the majority of alcohol producers, whole salers, and retailers make use of image marketing campaigns to promote their products. That means that websites, TV spots, billboards and even the packaging as well as the labelling of alcoholic products not only mediate product information but also radiates lifestyles by employing target-group specific melodies, colours, animations, languages styles and popularities. In most of the cases (see e.g. figures 2, 3, 24 and 25) it was obvious that the respective advertisement has been developed to attract young people and thus apparently gain them as new costumers.

Against this background the DHS recommends a statutory regulation restricting alcohol marketing activities on product information, like it is already existing in France within the so called Loi Evin (cf. Regaud & Craplet 2004).

As most of the alcohol marketing activities in Germany replays in the Internet, it is moreover recommendable to find a systematic way for monitoring online advertisement. This observation should be prosecuted by an independent body in order to effectively protect consumers, especially the profit-promising target group of children and young people, against the exposure of alcohol advertisement in the Internet.
6. References


