

Alcohol Marketing during the 2014 World Cup football

An impression of trends in alcohol marketing from Austria, Belgium, Croatia, Denmark, Iceland, the Netherlands, Spain and England



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1. Introduction

The recent FIFA World Cup in Brazil has received a lot of critical attention internationally over its ties to the alcohol industry. In the lead up to the tournament there was the face-off between the Brazilian government and the FIFA over whether the sale of alcohol inside World Cup stadiums would be allowed (1). This dispute was ultimately won by the FIFA who had vested interests in the beer sales through a sponsorship deal with Budweiser. Secondly, along the way criticisms mounted about the sponsorship of this athletic event by companies selling health damaging products. Calls to cut the ties between football and alcohol were voiced by scientists in BMC Public Health as well as BMJ, the British Medical Journal (2, 3). Only when the tournament was in full swing did the FIFAs number two Jerome Valcke acknowledge that "*maybe there were too many people who were drunk*" at the matches and went on to point out the connection between inebriation and violence. The World Cup as we have seen it this summer was a first class opportunity for alcohol producers worldwide to promote their products and get people drinking. A frequency analysis by British health NGO Alcohol Concern suggests an alcohol brand reference was visible every minute during six analysed matches broadcasted on TV (15). This means an approximate of 100 alcoholic brand references per match. This trend report aims to give a snapshot of the various ways in which alcohol producers and alcohol outlets have cashed in on the World Cup with their marketing. To obtain this snapshot EUCAM has asked its network of active volunteers throughout Europe to gather examples of World Cup themed alcohol marketing. This has resulted in information from Austria, Belgium, Croatia, Denmark, Iceland, the Netherlands, Spain and the United Kingdom.

2. The shift to new media

One of the most remarkable observations from the various collaborators that helped compile this report is that at least in traditional media (print advertising, billboards and TV and radio commercials) there was not a lot of World Cup themed alcohol advertising compared to earlier editions of the world cup. A frequent remark from the collaborators was that they had expected there to be more alcohol marketing referring to the World Cup. This may be explained by the rise of new media. Various news articles over the last years have described how alcohol brands are spending significantly less of their advertising budget on traditional media in favour of new media (4-8). Looking at the overall yield of all collected materials (both traditional and new media) it quickly became apparent that the drop in traditional advertising seems to be compensated by new media campaigns. An interesting detail is that we found that in many cases traditional media are used to refer people to the main part of the campaign which is found online or on mobile devices.

3. Digital advertising

Cross media is a key word when it comes to digital advertising for alcohol during the 2014 World Cup. Not only as discussed above by having traditional media refer to new media, but also by promotional items and online contests referring to each other vice versa. This for instance was the case in the Netherlands, where Heineken packed so-called 'Samba shirts' in their crates of beer. The Heineken campaign invited consumers to put on the orange coloured shirt, with small-samba balls in the sleeves, in order to have their support of the Dutch football team not only be seen but also be heard.



Above, Heineken's Samba shirts found in crates of beer in the Netherlands.

The Samba shirts were part of a larger campaign, in which consumers were encouraged to take pictures of themselves with their mobile devices while wearing the shirts, this campaign was called #sambaselfie. When placing this picture on your Facebook wall, with the tag #sambaselfie, Heineken would choose the best pictures every week. The best picture would win a trip to Brazil during the tournament to watch the games. The #sambaselfie campaign was advertised on television, in stores, through the packaging of Heineken products and in brochures and commercials by various supermarkets.

A comparable representation of the idea of a cross-media campaign, focussing heavily on new media was found in Belgium, where packaging and print advertisements both referred to an online part of the same campaign. AB Inbev's beer brand Jupiler, the official sponsor of the Belgian football team the Red Devils, invited supporters to take a selfie with their own supporters flag which could be obtained by buying two crates or multipacks. When consumers sent their photos to Jupiler, they got a chance of getting their pictures made into stickers for the official supporters book, which together with the stickers would be handed to the players at the beginning of the tournament. A pdf of the book was made available for the supporters as well.



Jupiler.

HET JUPILER SUPPORTERS-BOEK

HET JUPILER SUPPORTERSBOEK

Voor één keer draaien we de rollen om: een stickerboek van de supporters. Voor de Rode Duivels. Na het WK overhandigen we het boek én alle stickers aan alle Rode Duivels. Wil jij erin? Neem alvast een foto van jezelf met de Jupiler supportersvlag en upload hem op deze pagina vanaf 10 juni! Nog geen vlag? Op onze Rode Duivelspagina kom je te weten hoe je de vlag te pakken kan krijgen.

STARTPAGINA

TERMS & CONDITIONS - CONTACT
ler met liefde gebrouwen. drink je met verstand

MANNEN WETEN WAAROM

From top to bottom on the right: 1. A promotional image of the #sambaselfie campaign. 2. One of the weekly winners of the #sambaselfie campaign. 3. A promotional image of the cover of the Jupiler supporters book. 4. The inside of the Jupiler supporters book. At the bottom of this page a screenshot of the Jupiler website, inviting fans to pose with the Jupiler supporters flag in a picture for the supporters book.



Another part of the digital campaign by Jupiler in support of the red devils, was the Jupiler FacePainter, available both on Facebook (see above) and as an app for iPhone and Android devices (see picture to the right).

Over in Denmark a new trend involving smart phones was identified which was not brand specific, but did on numerous occasions tie-in to the world cup. The Crowdit app for Android and iPhone describes itself as following:

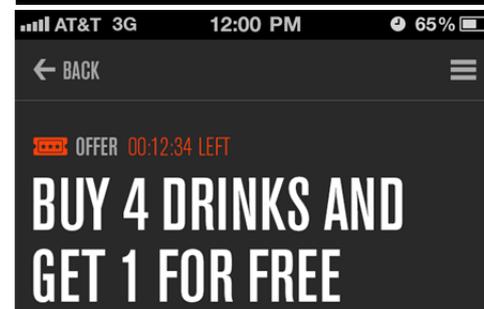
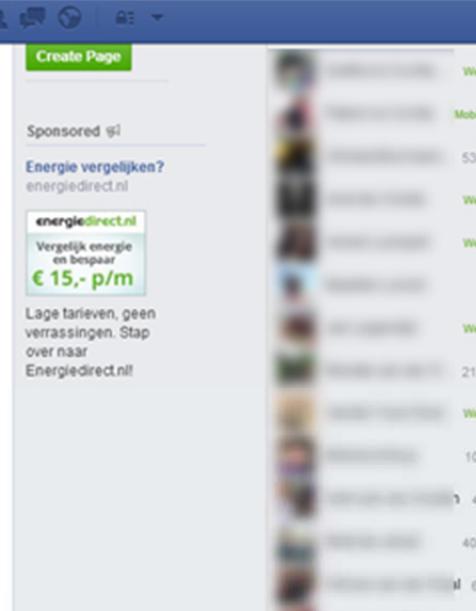
"Can't decide where to go out tonight? Or new to the city and want to find great places to have a drink or simply just hang out? This app will give you an overview of what's happening around you, where your friends are, and even let you browse great deals for you to claim!"

What seems like an innocent social application is in fact a product from Carlsberg, luring users to bars using discounts and free drinks. As Thomas Høier, Senior Sales Development Manager, Carlsberg Denmark explains in a 2013 press release about the newest version of Crowdit:

"We have seen that the app has been a useful tool for our customers to attract people to their bars. On a slow night a bar or club can post a voucher for a free beer or entry directly to the consumers through the app and share it directly to Facebook to increase the outreach." (9)

The app was used as explained above offering free rounds of beer to customers watching football matches at certain establishments. Users of Crowdit could also win a football-beer kit with Carlsberg logos, or a crate of the limited edition Budweiser World Cup bottle (see the paragraph on packaging for more info).

The pictures to the right show screenshots from the Crowdit app. The upper most screenshot shows a map with establishments active on Crowdit. The screenshot below, shows an in-app offer for a multi-buy promotion.



Lastly, below two further examples of how traditional media was used to refer people to online campaigns.



Above, left the front page of Belgian newspaper Metro. On the bottom of the page is a big advertisement for the Jupiler Supporters Book. On the right a poster from the UK found in a subway station, inviting people to scan the Budweiser logo on a bottle, pint or other Budweiser branded containers to win World Cup tickets or other prizes. To be able to scan the logos with their mobile phones, users need to install the Budweiser App, which besides winning prizes can be used to locate point of sales and keep up to date with promotions and interactive promotional material.

4. Print Media

Print media often contain price and multi-buy promotions, during the World Cup many of these promotions combined images and symbols commonly linked to football or the national team. Another trend identified in print advertisements from Belgium, the UK and the Netherlands was commenting humorously on upcoming games or games played the evening before. On the following page, to the left, a print ad from UK supermarket chain Tesco that ran in newspapers the day after the Brazilian team was defeated 7 goals against one by Germany. This defeat by the tournament's host team was mocked in the promotion for the Brazilian beer Brahma. The ad jokingly features a picture of the beer with a Brazilian flag and the pun "Bottled It" (He bottled it" is a phrase used in the UK to

describe someone making a mess out of a situation as in, "He could have scored, but he bottled it"). To the right two print advertisements from Belgium for Jupiler. The ad on the upper right was featured in papers the day after Belgium's first victory in the tournament, against Algeria. The text reads: "What do Belgians have that Algerians don't? Precisely." The ad below reads "Belgium – South Korea 1-0", showing a pint of Jupiler next to a bowl of noodles. The joke here being in line of "we ate the adversary" was part of a series which also referred to the victory against Russia, showing caviar on toast in the same place as the bottle of noodles.



Any 2 for **£18**

BRAHMA
1855

12x33cl e
CERVEJA DO BRASIL
BOTTLES. PREMIUM LAGER - 4.2% alc./vol.

Brahma 12x 330ml
£12



Bottled it

TESCO
Every little helps

in store online mobile | [tesco.com/groceries](https://www.tesco.com/groceries)

For the Facts
[drinkaware.co.uk](https://www.drinkaware.co.uk)

You must be 18 years old or over to purchase alcohol. Subject to availability. Selected UK stores. Excludes Metro and Express. Excludes Scotland. Bottle 12x330ml, £3.99. Offer ends 1/10/22 14.

- België wint tegen Algerije -

**WAT HEBBEN DE BELGEN
DAT DE ALGERIJNEN NIET HEBBEN?**

JUIST.



#WeAreReady

 OFFICIAL SPONSOR OF THE EURO CUP

Jupiler **SUPPORTERS WETEN WAAROM**
Bier met liefde gebrouwen, drink je met verstand.

- Vanavond België - Zuid-Korea -

**BELGIË - ZUID-KOREA
1-0**



#WeAreReady

 OFFICIAL SPONSOR OF THE EURO CUP

Jupiler **SUPPORTERS WETEN WAAROM**
Bier met liefde gebrouwen, drink je met verstand.

5. In-store promotions

In the Netherlands supermarkets were a prominent place to lead consumers to the various promotional items inserted in the packaging of beer. On the left a floor tile advertising Heineken's Samba shirt was found in an Albert Heijn supermarket (the text in the top of the tile says: "Celebrate the orange fever").



Multiple Dutch supermarkets also had displays advertising the Bavaria Holandress, a female counterpart of a supporters shirt (for more see the paragraph on promotional items). Such a display is pictured above. A Belgium display of collectable Jupiler glasses can be seen below.



Supermarkets did not merely advertise the alcohol branded promotional items of course. Various supermarkets in the Netherlands and Denmark seemed to have significantly more end-of aisle promotions in the form of big stacks of beer crates. A C1000 supermarket in Baarn, the Netherlands, went one step further, artfully creating an arena out of six-packs and crates of Heineken beer (to the left).





The world Cup however also leads to beer being sold outside of stores, such as depicted in the picture to the left, taken in Denmark's main airport (Kastrup, Copenhagen). The picture shows a stand in the tax free area, which sold Carlsberg beer and tied this to the world cup with its packaging (the six packs were green and yellow like the Brazilian flag). Since Denmark did not qualify for the world cup it may be argued that this airport stand was aimed at hard-core football enthusiasts flying to Brazil for the world cup anyway.

6. Brochures

Price-conscious consumers looking for supermarket discounts in Dutch and Belgian brochures will undoubtedly have encountered the suggestion that it's of crucial importance to have beer in order to enjoy the world cup matches. Dutch supermarket chain Jumbo even had beer as a priority item on their world cup checklist in their magazine (to the right). And even if consumer did not see this checklist, leafing through supermarket brochures the notion that beer was an integral part of watching the world cup seemed inescapable.

To the right: a page from the Dutch supermarket Jumbo's magazine 'Hallo', with a world cup checklist. Below, left a page from a brochure by Belgian grocer Delhaize showing three beer discounts and advertising the Jupiler supporters kit. In the middle, a page from Dutch supermarket Albert Heijn's brochure advertising the "beer discount of this week" (a substantial discount on crates of Heineken and 25% discount on all other Heineken products). To the right, a full page ad from the same Jumbo magazine mentioned earlier, for their exclusive house beer Dors. The ad says: "Our heroes are ready."

De warming-up

MET EEN GOEDE VOORBEREIDING IS HET NOG MEER GENIETEN VAN DE WEDSTRIJD. LOOP JE WARM BIJ JUMBO. WE HEBBEN ALLES VOOR EEN SUPERAVOND VOETBAL.

- BIER
- BITTERBALLEN
- FRIS
- CHIPS
- MINI-SNACKS
- WORST
- NOOTDES
- CHOCOLADE

Het assortiment van Jumbo kleurt oranje. We hebben lekker veel producten in het schap die je in WK-stemming brengen.

Heineken Hup Oranje!
Voor dit WK heeft Heineken weer Oranje verpakkingen. Vooral het Heineken Blik 33 cl in de 6-packs is bijzonder. Drie limited editions Oranje blikken vormen samen de kreet HUP ORANJE! Spaar ze alle drie en je hebt heerlijk Heineken bier in oranje verpakking klaarstaan tijdens het WK.

Heineken Hup Oranje! blikken 6 x 33 cl 4,90

Heineken 6-pack
6 x 25 cl 3,99

GRATIS M-BALL
Voor nog meer WK-plezier: heerlijke M&M's en de unieke oranje M&M's M-ball. Verkrijgbaar van 28 mei t/m 3 juni.
M&M's Pinda 400 g en Choco 400 g met 1 M-ball 5,99

De drank- & bierpromoties

Even een break van voetbal? **WIN JOUW COCA-COLA LADIES NIGHT**

Bruisende limonade **Fanta of Sprite** (van 10 tot 15 liter) 5 x 1,5 l

2^{de} tegen 1/2 PRIJS*

Jupiler
WE ARE READY SUPPORTERSKIT TE VERZAMELEN

Brand beer** **Stella Artois** (Blik 6 x 33 cl) €7,49

Big*** **Jupiler** (Blik 6 x 33 cl) €4,99

BIERAANBIEDING VAN DEZE WEEK

Heineken 9.49 liter 1,32/1,05

Heineken bier krat 24 flesjes à 300 ml of 18 flesjes à 500 ml 13.89

ALLE OVERIGE HEINEKEN 25% KORTING

Bijvoorbeeld: Heineken set 6 blikjes à 330 ml 3.80 liter 1,92

JUMBO

Onze **HELDEN** zijn er klaar voor

DORS Pilsener

7. Packaging

An international trend that was inescapable in many countries was that of exclusive world cup packaging. The first company to present their exclusive packaging was AB Inbev, who produced a golden Budweiser bottle that was inspired by the World Cup trophy (to the right). As they were an official sponsor this allowed Budweiser to appropriate FIFA imagery, such as their logos and the image of the world cup trophy for their promotional material and packaging. A sub-trend in packaging was that of collectable containers, very directly encouraging consumers to buy more products. For instance, in Belgium Jupiler produced cans with photos of the players of the Belgian team (below left). Similar practices were found in Spain and Croatia. The Spanish Cruzcampo pictured the team and its individual players on their beer cans (below right and on the cover of this report). The real fans were encouraged to collect all of them. On a smaller scale Heineken did the same in the Netherlands with three types of cans which when put on top of each other spelled "Go Orange!" (below, right). During three weeks one of three types of cans were sold. So to be able to actually spell the message with three cans, consumers needed to buy beer cans every week during this campaign.



To the left, another example of an exclusive can from the Netherlands, this one by budget beer Schultenbrau. The cans had gotten a complete orange makeover, on the backside even including the first verse of the Dutch national anthem.



Above, left the exclusive orange edition of a six pack of 20cl Heineken bottles from the Netherlands. Above right, a Belgian newspaper advertisement for Jupiler's limited edition 'Red Devils Party Bottle'. Left, in the middle a crate of Dutch beer brand Amstel, the carton in the crate informs consumers about Amstel's 'friends quiz.' The carton reads: 'Which one of your friends knows the most? On every bottle a football question.'" Bottom left, a picture of an end of isle promotion in a Danish supermarket showing Carlsberg's exclusive yellow and green world cup six pack. It's interesting to see that, perhaps because Denmark did not qualify for the world cup, Carlsberg has chosen to produce a package in Brazilian colours instead of Danish colours.

The bottle above shows that the exclusive products and packages are not a trend exclusively for large companies. This bottle of Belgium craft brewer Brother Jacob, is called Formidabel which is a reference to Belgian singer Stromae (who sang the official Belgian supporters song), features a red devil, and contains a beer exclusively brewed for the world cup.

8. Promotional items

As described earlier in this trend report, various beer brands introduced branded clothing to wear in support of the national team in the Netherlands. To the right is a picture of Jupiler's Dutch version of the supporters shirts. The shirts (available in three versions) came free in crates of Jupiler.

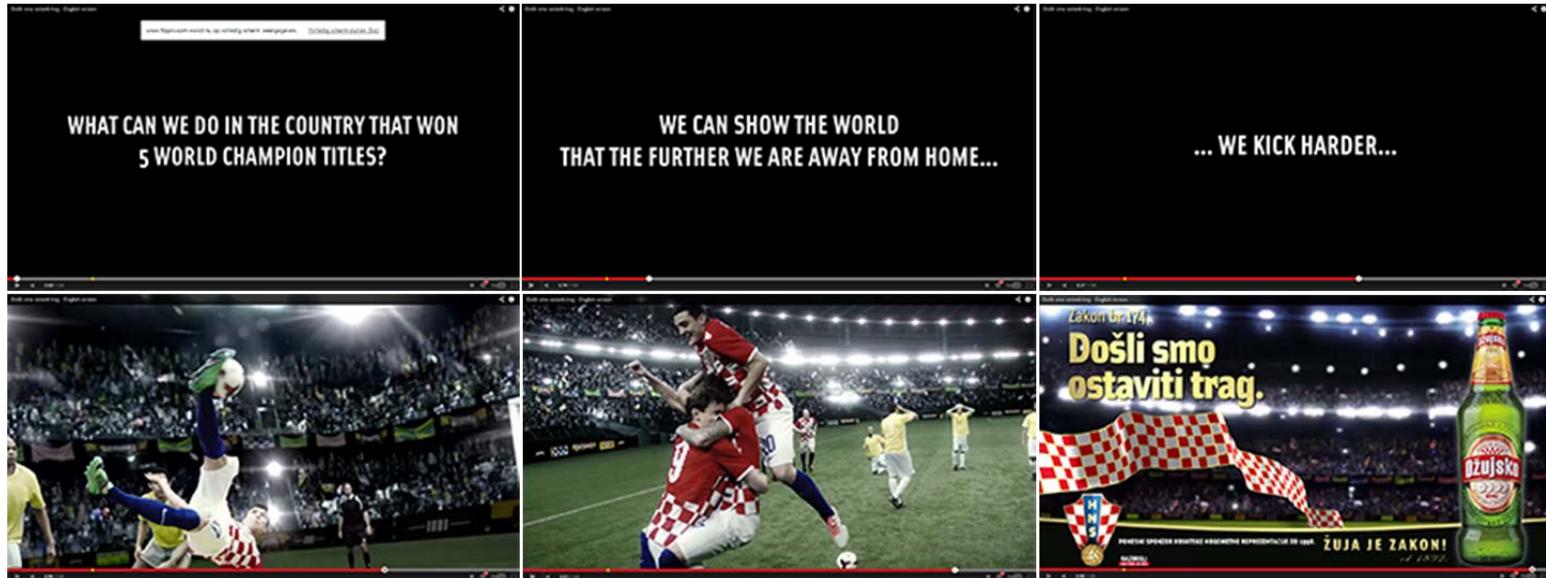
During the previous World Cup in South Africa, Dutch beer brewer Bavaria got a lot of press for their guerrilla marketing campaign of a group of young women stripping out of their normal clothes to unveil their orange dresses which were promotional clothing branded by Bavaria (a course of action which was in breach of world cup advertising regulations as only official sponsors could advertise inside stadiums). For the 2014 world cup Bavaria followed this promotional item up, with the Bavaria Holándress. A female counterpart of the supporters shirt, designed by Brazilian designer Pedro Lourenço. This time around the dress was reversible, meaning you could wear it as a 'stylish orange dress', or turn it around and wear it as an 'exuberant Brazilian party dress'. The Holándress came free with a six pack of Bavaria beer and may be seen as a campaign aimed to interest females in the brand.

In Belgium Jupiler also produced horned caps (pictured on the bottom right), scarf, face paint, a supporters cd and the above mentioned supporters flag. Comparable to the collectability of the 'player cans', Jupiler also produced beer glasses depicting the players of the national team. To further encourage fans to collect them all, the brewer also produced an exclusive collectors box, available through their web shop (pictured below). The glasses themselves came free with various Jupiler products in supermarkets or pubs.



9. Television

When looking at the television spots that were identified it becomes apparent that mainly the biggest beer brands have world cup television tie-ins. This may be explained by the high price of television advertising time during the world cup. Because we identified only a small number of TV commercials it's difficult to clearly identify trends. To give an idea of the commercials some are discussed below, for an overview of the actual TV spots, please visit www.EUCAM.info/WorldCup2014.



The stills above are from an inspirational Croatian commercial for the beer brand Ožujsko and shows how the brand idealizes Croatia's underdog position in the tournament. This rhetoric seems quite unique as most commercials choose an instantly victorious message, more along the lines of "we are the champions."



The above stills are from a humorous English commercial for Carlsberg. In the commercial we see three UK football celebrities helping supporters better enjoy the match in a crowded pub, by putting down a bigger screen, putting beers on a conveyer belt so nobody has to go to the bar and even contacting the referee of the match to convince him of a fault against England resulting in a penalty.



The stills of the commercial on the bottom of the last page underpin the trend of cross-media campaigns. In this instance a Dutch TV commercial for Bavaria's HolánDress.



The stills above are from a Dutch Heineken commercial, the commercial associates the beer brand with Dutch culture by showing how Brazilian carnival spectators are initially perplexed by the economical (or Calvinistic) Dutch wagon, which suddenly explodes into a dizzying spectacle with a platitude of typical Dutch activities, symbols and persons centred around a bar tapping Heineken beer. The party culminates in the unveiling of a Christ-like statue of Dutch football veteran Dennis Bergkamp and fireworks spelling the message: "Heineken. Celebrate the Orange fever."

10. Sponsored Events

Many brewers also sponsored venues and events where the matches were being viewed. In Belgium for example, Jupiler was one of the main sponsors of Dance with the Devils, where people could go and watch the matches in between music performances. AB Inbev as official sponsor also organized viewing events, a press release reads:

"Budweiser will take the celebration global as the brand hosts viewing parties in 12 countries around the world, encompassing over 3,000 events over the 30 days. Budweiser will join the most passionate fans in their local pubs and communities to toast the tournament, with viewing parties taking place in markets such as the US, Canada, China, Russia, Peru, Ukraine, Australia, Japan, Sweden, Singapore and the United Arab Emirates, as well as in the UK."(10)



The same press release also informed about special viewings in the UK:

"In the UK, Budweiser will be hosting screening parties at venues including Rileys (Haymarket, London) and the IMAX cinema at London Waterloo. 400 fans will be hosted by Budweiser in what will be a unique viewing experience at the IMAX, as they screen the Group D match on 19th June."(10)

In Denmark there was a trend among discotheques to arrange FIFA related competitions during the world cup for the football segment. Three kinds were found:

- 1) Carlsberg sponsored table football at discotheques. Free Tuborg beer was offered during one hour as well as discounts on various alcoholic beverages.
- 2) Bingo arrangements at discotheques. Ice cold Budweisers are awarded to the winners (see picture to the right).
- 3) A cooperation between discotheques and an E-sports company, called Sports Gaming. The discotheque arranges PlayStation matches and offers cheap alcohol in the bar and alcohol prizes for the winning team (see below a picture of a discotheque with game consoles).



Conclusion & discussion

This report once more shows how the alcohol industry ties sports to drinking alcohol, and sells the idea that you can't enjoy one without the other. Alcohol industry sports sponsoring is a certain way to have young people become exposed to alcohol advertising, which has undoubtedly happened in large volumes during the past World Cup. Among the identified trends in this report are the relative share of new media advertising campaigns which seems to be getting bigger compared to that of traditional media. That being said the role of traditional media campaigns also seems to be changing, more and more are the print, outdoor and TV advertisements secondary or in support of new media campaigns. This also reveals another trend, namely that of cross-media campaigns. The cross-media campaign is certainly no new addition to alcohol marketing, but during the 2014 world cup it was striking to see the relationship between in-store advertising, promotional world cup packaging, word cup promotional items and new media campaigns. This cross-media experience shows the importance of strong regulations on alcohol marketing: Regulations aimed at traditional media don't work for new media, and partially regulating one medium also doesn't work. This practice clearly shows the need

for a comprehensive measure, such as a total ban on alcohol marketing if we want to protect our children from the harmful effects of exposure to alcohol marketing.

Another clear trend was that of in-store ads and world cup promotional packaging (often exclusive packaging with a collectable aspect) working in tandem to get people attracted to promotional items, which in turn had to lead to more people buying beer in order to obtain these items. Also, supermarkets heavily imply the necessity of drinking beer to enjoy the world cup. Lastly, there was a strong trend of beer brands sponsoring venues and events where world cup matches were being viewed by old and young. This report shows that even within existing alcohol marketing regulations the alcohol industry has enough space to create advertising which is attractive to young people and exposed to young people.

How many minors have been exposed to alcohol branded world cup promotions is unknown. It can be expected though that many children were exposed and even actively engaged with such promotions. This is a worrisome observation as it has been established that exposure to alcohol marketing leads to adolescents starting to drink earlier and to drink more if they had already started drinking (11, 12). Additionally, the ownership of promotional items, such as discussed in this report, correlates significantly with adolescents drinking (11-14).

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Trends in alcohol marketing

Alcohol Marketing during the 2014 World Cup football

The 2014 FIFA World Cup of Football was not just an inspirational athletic event for young people to watch and become encouraged to lead a healthy and sportive life. It was a showcase for beer brands sponsoring the event as well as individual teams. While many alcohol marketing regulations throughout Europe stipulate that alcohol marketing may not be aimed at young people this is not the case for sport sponsorship and as such many young people were exposed to alcohol marketing tied to the world cup. This EUCAM trend report provides a snapshot of alcohol marketing in European countries thematically tied to the 2014 world cup, to get a better understanding of the various ways in which alcohol marketing presents itself. Trends identified are a shift to new media campaigns, cross-media promotions, exclusive (and even collectable) packaging combined with free promotional items in order to boost sales, sponsorship of events viewing matches as well as sponsorship of disco's where video game football matches were played with beer for the winners.

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AV·OG·TIL
UTEN ALKOHOL