



Like this?!

Report on trends and innovations in alcohol marketing

Trends in alcohol marketing

Results of monitoring alcohol marketing in the Netherlands in 2010

Trend rapport 2010

Monitoring of trends and innovations in alcohol marketing in 2010

Author:

Esther van den Wildenberg

Utrecht, the Netherlands, August 2011

Conducted as part of the Alcohol Marketing Monitoring in Europe (AMMIE) project. AMMIE is coordinated by the Dutch Institute for Alcohol Policy (STAP).

Contact details:

Dutch Institute for Alcohol Policy (STAP)

Postbus 9769

3506 ET Utrecht

+31306565041

info@stap.nl

www.stap.nl

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 Programme.



Executive
Agency for
Health and
Consumers

Index

1. Introduction	5
1.1 Trendreport 2010	5
Highlights trends alcoholreclame en -marketing in 2010 (Summary in Dutch).....	8
2. Alcohol advertising on television in 2010.....	20
2.1 Alcohol commercials in 2010	20
2.2 Content analysis of 82 tv commercials in 2010	23
3. Developments at the beermarket	29
3.1 General	29
3.2 Heineken.....	30
3.3 Grolsch.....	32
3.4 Bavaria.....	32
3.5 Jupiler (ABInBev)	33
3.6 Other beer news	34
4. Developments at the winemarket.....	37
5. Developments in Mixdrinks, Cocktails and Hard liquor.....	40
6. Marketing strategies.....	45
6.1 Targeting women	45
6.2 Stimulating a 'drinking at home' culture: home parties	47
6.3 Sport sponsorship	50
6.4 Strong beers	59
6.5 Pumping up the volume	60
6.6 Guerrilla marketing.....	65
6.7 Comeback of alcohol free beer	66
6.8 Education and CSR by the alcohol industry	69
6.9 Research on alcohol and health	73
6.10 Winemarketing	77
6.11 Culinary or gastronomic arrangements.....	82
6.12 Experience marketing	84
6.13 New media marketing	87
7. References.....	96

1. Introduction

The influence of alcohol advertising on the drinking behaviour 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 were analyzed.

A total of over 38.000 youngsters were followed for a longer period of time. 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. 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 bigger the impact on their drinking behavior. 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 sipping behavior indicate that the viewers –unconsciously– imitate the drinking behavior of the actors who are consuming alcohol in the movie (Koordeman et al., 2011).

The finding that exposure to alcohol cues or ads affects drinking behavior of young people on the short as well as on the long term, has been the basis of the partial ban on alcohol advertising in the Netherlands, that came into force on the first of January 2010. According to the new Dutch Media Law, it is not allowed anymore to broadcast alcohol commercials on radio and tv between 6 am and 9 pm. Sponsoring of programs by alcohol producers is still allowed however.

1.1 Trendreport 2010

In the present report, trends and innovations in alcohol advertising and marketing in the Netherlands from 2010 are described. Systematic monitoring of alcohol advertising can provide a clear picture of the possibilities that alcohol advertisers in the Netherlands (still) have to advertise for their product in order to attract and influence the drinking behavior of new and existing consumers.

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: Place is 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.

Attractive advertising is allowed

As will become clear throughout the report, much of the advertising is very attractive, also to young people. It is remarkable, however, that many of the often very attractive alcohol advertising practices are *not* in violation with the voluntary rules that the alcohol advertisers themselves created (the self-regulatory Advertising Code for Alcoholic Beverages). The Code was once established by the alcohol advertisers in order to protect minors from advertising that is 'specifically targeting minors'. Since the rules of the self-regulatory advertising Code have been formulated by the alcohol advertisers themselves it is understandable that they still offer a lot of room to create attractive advertising, which might not be 'specifically targeting' minors, but can still be very appealing to them (which is as harmful).

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, type of medium used, and volume or amount. When developing alcohol policy that aims to restrict the harmful effects of alcohol advertising, one should take this broad range of practices into account. Given the variety of alcohol advertising, not only via traditional media (e.g. radio, tv and print), but also via new and less 'measurable' media (e.g. internet, social media and promotional items), the partial time ban on radio and television is a first, but also relatively modest measure to better protect minors. After all, alcohol advertising through a lot of other media is not yet restricted and shifts in advertising patterns might occur.

Structural monitoring of alcohol marketing

The Dutch Institute for Alcohol Policy (STAP) is experienced in the monitoring of alcohol marketing and has performed this task the past several years, commissioned by the Dutch ministry of Health, Welfare and Sports. The present report has been written within the European AMMIE-project (Alcohol Marketing Monitoring in Europe), which was coordinated by STAP and co-funded by the European

Commission. Other partners were Eurocare (Belgium), Horizonti 21 (Bulgaria), Landsraadet (Denmark), DHS (Germany) and Eurocare Italia. All AMMIE reports can be found on www.eucam.info/eucam/home/ammie.html.

The trends in alcohol advertising and marketing from 2010 have been analysed based on information from several sources that have been monitored continuously and as structurally as possible during the entire year 2010. The most important sources of information were:

- Program Creative Dynamix from Nielsen Media – used for the collection of advertising practices in traditional media (radio, tv, print, outdoor) and for a content analysis on all tv commercials for alcohol broadcast in 2010
- Websites/Digital newsletters/Social media and Annual Reports from alcohol producers
- Website Goedkoopbier.nl ('Cheapbeer.nl') – for beer news and prices of beer
- Articles in newspapers or information from other media sources about alcohol
- Dutch trade journals (abbreviations used in the report):
 - Adformatie (AFM)
 - Adfundum (AFD)
 - Drankendetail (DD)
 - Proost! (PR)
 - Nightlife Magazine (NL)

Text and statements from trade journals are sometimes literally 'quoted' in order to provide a clear overview of how the alcohol producers and advertisers try to market their product.

Overview of the report

The report provides an overview of alcohol advertising on television in 2010 (Chapter 2), developments at the beermarket (Chapter 3), developments at the wine market (Chapter 4) and developments in mixdrinks, cocktails and spirits (Chapter 5). Finally, in Chapter 6, thirteen different marketingstrategies are described that were used by alcohol producers in 2010 (e.g. marketing aimed at women, experience marketing, the link with gastronomy, Corporate Social Responsibility & education, research on alcohol and health and the use of internet, social media and iPhone applications). The report does not finish with a separate discussion chapter. Instead, the 'highlights' of the alcohol marketing activities from 2010 have been summarized at the beginning of this report. In short some conclusions and recommendations have been presented here.

Given the fact that the advertising and marketing for alcohol is very broad, this overview will not be complete. However, the aforementioned sources have been used as optimally as possible.

Highlights trends alcoholreclame en -marketing in 2010

(Summary in Dutch)

Achtergrond

De invloed van alcoholreclame op het drinkgedrag van jongeren is onmiskenbaar. Uit een review van 13 longitudinale studies waarbij in totaal ruim 38.000 jongeren gedurende langere tijd zijn gevolgd, komt naar voren dat hoe meer jongeren worden blootgesteld aan alcoholreclame, hoe vroeger zij beginnen met het drinken van alcohol en hoe meer ze drinken (Anderson et al., 2009). Willen we jongeren beter beschermen tegen de invloed van alcoholreclame, dan is het van belang het *volume* of de *hoeveelheid* alcoholreclame terug te dringen (en niet slechts de inhoud te beperken).

Dit rapport beschrijft de trends op het gebied van alcoholreclame en –marketing in Nederland in het jaar 2010. De inzichten die dit rapport opleveren kunnen worden benut voor het ontwikkelen van een effectief alcoholreclamebeleid.

82 miljoen euro aan televisiespotjes voor alcohol

In 2010 werd door de alcoholadverteerders 82 miljoen euro besteed aan alcoholreclame op televisie (zendtijd voor commercials) (Nielsen Media, 2010). Het betrof in totaal 82 unieke commercials (incl. 6 tag-ons), uitgezonden door 14 verschillende adverteerders voor 35 verschillende merken. Met name televisiespotjes voor bier zijn veelvoorkomend: 49 van de 82 commercials waren voor bier en 3 voor alcoholvrij bier (Bavaria 0.0%). Dit is ongeveer tweederde (64%) van het aantal unieke commercials. Daarnaast waren er 20 verschillende commercials voor sterke drank, 6 voor cider, 3 voor wijn en 1 voor een premix. Heineken was de adverteerder die de meeste unieke commercials uitbracht (29), gevolgd door Bavaria en ABInBev, met ieder 9.

Inhoudsanalyse: meerderheid van commercials lijkt aantrekkelijk voor jongeren

De 82 alcoholcommercials zijn onderworpen aan een inhoudsanalyse waarbij alle reclames werden gescoord op 19 verschillende kenmerken (bv. humor, vriendschap en relatie met sport). Het element dat de hoogste score behaalde was 'aantrekkelijk voor jongeren'. Naar schatting 60% (N = 49) van de 82 commercials kon worden omschreven als 'aantrekkelijk voor jongeren' (bv. 'Bacardi Island', de 'Walk-in' en 'Walking Fridge' van Heineken en 'Freshmen' voor Jillz cider). Dit hoge percentage staat in schril contrast met het element 'specifiek gericht op jongeren', waarop slechts 10% van de commercials positief scoorde. Volgens de vrijwillige Reclamecode voor Alcoholhoudende dranken (zelfregulering waarin de alcoholadverteerders regels voor alcoholreclame hebben vastgelegd) staat dat het niet is toegestaan alcoholreclame 'specifiek te richten op jongeren'. De inhoudsanalyse wijst uit dat bijna geen enkele commercial deze regel overtreedt, maar dat desondanks een ruime meerderheid van de commercials kan worden aangemerkt als aantrekkelijk, wat feitelijk net zo schadelijk is.

Bijna helft commercials maakt gebruik van humor

Een ander element dat relatief hoog scoorde was 'humor': bijna de helft van alle commercials (46%) maakte hier gebruik van. De meeste humoristische commercials waren afkomstig van Heineken (N = 20 van de 38 humoristische commercials). Over het gebruik van humor staat niets opgenomen in zelfregulering. Andere elementen die hoog scoorden zijn: 'speciale muziek' (46%, bv. het bekende nummer 'A night like this' door Caro Emerald behorend bij de Martini commercial), 'product informatie' (40%, bv. voor speciale biermerken van ABInBev zoals Hertog Jan Prestige) en 'vriendschap' of 'lifestyle' (33-38%, bv. voor diverse biermerken zoals Amstel, Jupiler, Palm en Lindemans wijn: "Hold on to the moment"). Twaalf commercials waren specifiek gerelateerd aan het WK Voetbal 2010.

Ontwikkelingen op de biermarkt

Verschillende ontwikkelingen op de biermarkt zijn de moeite van het vermelden waard. Ten eerste veranderde het Centraal Brouwerij Kantoor (CBK) in 2010 officieel haar naam in 'Nederlandse Brouwers'. Hier is volgens de organisatie voor gekozen omdat deze naam beter de huidige focus van de organisatie weergeeft: de lobby in Den Haag en Brussel om het alcoholbeleid te beïnvloeden.

Uit het Jaarverslag van Heineken blijkt dat de netto winst van **Heineken** Internationaal in 2010 is gestegen met +37% vergeleken met 2009, naar 1,4 miljard euro (de totale opbrengsten waren 16,1 miljard euro). Het geconsolideerde biervolume steeg naar 146 miljoen hectoliter (+17%), waarvan 45 miljoen hl, bijna een derde van het totale volume, in West Europa werd verkocht. Volgens het verslag *"nam het marktaandeel van Heineken Nederland toe in de on-trade, maar af in de off-trade vanwege het lagere prijsniveau van concurrenten"*. Heineken CEO Jean-Francois van Boxmeer beschreef 2010 als *"het beste jaar ooit qua winst"*. Heineken benadrukt het belang van digitale marketing in haar jaarverslag: *"De digitale strategie is een hoofdcomponent van de Heineken® merk communicatie en investeringen in deze vorm van communicatie zijn significant omhoog geschroefd"*. Ook het duurzaamheidsprogramma *'Brewing a Better Future'* wordt benadrukt, waarin de brouwer op zoek gaat naar (versterkte) partnerships met andere stakeholders. Tenslotte was het Heineken merk in 2010 opnieuw te vinden in de Top-100 van de *Best Global Brands*, op positie 93. Er is echter ook kritiek op de manier waarop Heineken zich ontwikkelt. Volgens brand manager bier imago bij Heineken, Coen Dekker, *"is Heineken te veel een marketing bedrijf geworden en zou het weer een brouwer moeten worden"*.

Het moederbedrijf van **Grolsch**, SABMiller, deed het eveneens goed in 2010: er werd een groter biervolume verkocht (213 miljoen hl), wat leidde tot een winst (vóór belasting) van 2,9 miljard dollar (-1%) en een groepsopbrengst van 26,3 miljard dollar (+4%). De reclame voor Grolsch centreerde zich rond thema's als 'authenticiteit' en de Grolsch Koel hotline.

Ook voor **Bavaria** was 2010 een goed jaar. De netto winst kwam uit op 30,4 miljoen euro, iets minder dan in 2009. Om verschillende redenen trok het Bavaria merk veel aandacht in 2010, wat leidde tot een stijging in de merkbekendheid: een complete restyling van het merk werd doorgevoerd, twee nieuwe alcoholvrije bieren werden geïntroduceerd (waaronder het eerste alcoholvrije witbier ter wereld) en de Bavaria Babes, gekleed in sexy, oranje jurkjes veroorzaakten veel opschudding en

wereldwijde aandacht tijdens het WK Voetbal in Zuid-Afrika, waarvan Bavaria *niet* de officiële sponsor was (*ambush marketing*).

Het biermerk **Jupiler**, afkomstig van de grootste brouwer wereldwijd ABInBev, heeft in Nederland steeds meer marktaandeel verkregen de afgelopen jaren. Het merk richt zich overduidelijk op mannen (“*Jupiler, mannen weten waarom*”) en wordt onder meer sterk zichtbaar via voetbal vanwege de sponsoring van de ‘Jupiler League’ (het Nederlandse Eerste Divisie Voetbal). Het biermerk is ook begonnen met het sponsoren van grote muziekfestivals zoals bv. Dance Valley. In 2010 werd een Nederlandse merkwebsite gelanceerd, www.jupiler.nl.

Overige bierontwikkelingen zijn de introductie van een nieuw, relatief klein biermerk genaamd **OLM** binnen de Nederlandse ‘oligopolie’ (vier grote spelers hebben meer dan 70% van de biermarkt in handen), de toegenomen aandacht voor **biologische** en fair-trade bieren (bv. Mongozo en Bavaria La Trappe ‘Puur’), een nieuw Mexicaans biermerk (**‘Mexicali’**) en een toename in **lokale brouwers** (bv. de ‘Twentse Bierbrouwerij’).

Ontwikkelingen op de wijnmarkt: 2010 hoogste Nederlandse per capita wijnconsumptie ooit

Volgens het Productschap Wijn, dat de per capita wijn consumptie registreert, drinken Nederlanders nog steeds ieder jaar (iets) meer wijn. Rond 1970 trad er een snelle stijging op in de per capita wijn consumptie, van ongeveer 5 liter per jaar naar ongeveer 19 liter in 2000. In 2010 kwam de per capita wijnconsumptie uit op 21,8 liter. Dit is tot dusverre de hoogste wijn consumptie ooit gemeten in Nederland. Overige ontwikkelingen zijn de populariteit van mousserende wijnen (bv. prosecco), van saké (bv. ‘Hupsaké’), organische wijnen, online wijn communities, trendy wijn marketing en wijnbarren. Verder toonde onderzoek aan dat hoog opgeleide vrouwen bijna twee keer zo veel alcohol drinken als laag opgeleide vrouwen. Verklaringen hiervoor zijn het feit dat hoog opgeleide vrouwen later trouwen, wat hun ‘partying lifestyle’ periode verlengt. Ook is de kans groter dat zij in een mannelijke werkomgeving werken, waar drinken meer geaccepteerd is.

Ontwikkelingen in mixdranken, cocktails en sterke drank

Kerncijfers van de Commissie Gedistilleerd over 2010 wijzen uit dat er weinig veranderingen zijn opgetreden met betrekking tot de verkoop van sterke dranken ten opzichte van 2009. Jenever wordt nog steeds het meeste verkocht, gevolgd door whisky en likeur. Het afzetvolume van premixen vertoonde opnieuw een daling na een kleine stijging in 2009. Verder zijn er enkele nieuwe dranken, merken en producten die hun intrede hebben gedaan in 2010, waaronder: de ‘zomer mix’ Martini Rosato Royale (Bacardi), verschillende soorten limoncello afkomstig van Italië, Yoghurt likeur van Bols, Dictador rum uit Colombia, de ‘Malibu by U’ special edition fles die kan worden ‘gepimped’ met kleurstiften (volgens de Reclame Code Commissie *niet* specifiek gericht op minderjarigen), de shot Silver Strike (een ‘mildere’ variant van Goldstrike, met een alcoholpercentage van 30% i.p.v. 50%), een nieuwe diversificatie van Pisang Ambon –de blauwgekleurde Ice Mint- en een nieuwe premix in blik van de Famous Grouse Whisky.

Marketing strategieën

Hieronder worden verschillende marketing strategieën aangehaald die in 2010 zijn ingezet om alcohol te promoten.

Marketing gericht op vrouwen

Een trend die zich de afgelopen jaren heeft ontwikkeld is alcoholmarketing specifiek gericht op vrouwen. Omdat vrouwen kwetsbaarder zijn voor de schadelijke effecten van alcohol dan mannen, is dit een ongunstige ontwikkeling. Zo neemt het risico op borstkanker bv. toe met ieder glas alcohol dat wordt geconsumeerd (WCRF/AICR, 2007). Sommige alcoholproducenten, zoals ABInBev, zien geen specifiek voordeel in marketing gericht op vrouwen; zij blijven zich uitsluitend op mannen richten. Echter, andere producenten, zoals Heineken, hebben expliciet aangegeven zich meer op vrouwen te zullen gaan richten. Heineken doet dit bv. door de ontwikkeling van nieuwe producten zoals bv. Jillz cider en de Heineken SlimCan. Via Heineken.nl kon je bv. een *“vrouwelijk Heineken cadeaupakket winnen t.w.v. 100 euro”*. Een andere alcoholproducent die zich specifiek richt op (jonge) vrouwen is Bols. In 2010 organiseerde Bols een speciale actie waarbij je je 18e verjaardag kon vieren in de ‘House of Bols’. De jongeren leerden hoe ze cocktails konden maken en mochten deze uiteraard ook proeven. Creative director Bols: *“Heel leuk om straks al die 18-jarigen over de vloer te hebben en ze te laten kennismaken met Bols”*. Voor Valentijnsdag, ontwikkelde Bols een speciale Love cocktail om vrouwen te ‘verleiden’. Het Spaanse merk Licor 43 (door Maxxium NL) organiseerde een ‘Flirtending contest’, waarin *“de flirttender iedere cliënt kan ‘verleiden’ met de juiste mix aan enthousiasme, charme, kennis en uitmuntende service”*.

Stimulans thuisdrinkcultuur: thuisfeestjes

Reeds in 2009 werd er een nieuwe trend waargenomen waarbij alcoholproducenten de thuisdrinkcultuur proberen te stimuleren door middel van volledige georganiseerde thuisfeestjes voor clubjes vrienden. Een barkeeper van het betreffende merk neemt alle benodigde ‘ingrediënten’ mee voor een thuisfeestje: een bar, de alcoholhoudende drank, glazen etc. Op het thuisfeestje kan iedereen experimenteren met het mixen van cocktails en het proeven van de verschillende dranken. Bacardi was een van de eerste producenten die met ‘Bacardi Visita’ het thuisfeest concept lanceerde. In 2010 blijkt dat verschillende andere producenten deze nieuwe trend volgen. Voorbeelden zijn: Hooghoudt (“Party like Royalty”), Maxxium Nederland (“Cointreau Rendezvous Privé”) en Canei wijn (“Win een volledig verzorgde Ladies Party”). Alle voorbeelden lijken zich specifiek te richten op vrouwen.

Sport sponsoring

Alcohol en sport sponsoring zijn zeer nauw met elkaar verbonden in Nederland (STAP, 2009). Recent onderzoek heeft uitgewezen dat sportsponsoring door de alcoholindustrie samenhangt met meer risicovol alcoholgebruik onder sporters vergeleken met sporters die niet worden gesponsord door alcoholproducenten (O'Brien & Kypri 2008; O'Brien et al., 2011). Een van de grootste sportieve evenementen in 2010 was het **WK Voetbal in Zuid-Afrika**, mede gesponsord door ABInBev (met de merken Budweiser en Jupiler). Alle elementen van de vier P's van de marketing mix waren herkenbaar tijdens het voetbal toernooi, zoals blijkt uit deze voorbeelden: **Prijs**: in vijf weken tijd werden er meer

dan 300 prijsacties op bier gehouden in de 25 Nederlandse supermarktketens. Tijdens een dergelijke actie betaal je voor een krat bier gemiddeld 3,5 euro minder dan gewoonlijk (-25%). Onderzoek heeft uitgewezen uit dat een lage prijs voor alcohol de consumptie en alcoholgerelateerde schade doet toenemen (bv. Babor et al., 2010; Meier et al., 2008). **Plaats:** in de supermarkten werd grootschalig geadverteerd voor de torenhoge stapels promotionele items die de brouwers speciaal hadden laten ontwikkelen voor het WK. **Product:** er waren speciale WK editie flessen en blikken ontwikkeld. **Promotie:** alle (bier) merken hebben hun producten uitgebreid gepromoot tijdens het WK, bv. door middel van de speciaal ontwikkelde promotionele items (bv. t-shirts, de Heineken Pletterpet, de Bavaria Dutch Dress gericht op vrouwen etc.). De Bavaria Babes trokken wereldwijde aandacht vanwege de ambush actie in het voetbal stadion in Zuid-Afrika. Enkele meiden belandden zelfs voor korte tijd in de gevangenis. Er was een "Jillz Loves Football" campagne waarin vrouwen een "Take of that shirt, now" petitie konden tekenen en er waren diverse WK gerelateerde televisiecommercials, billboards en print reclames etc. Toen het Nederlandse team tweede werd, sponsorde Heineken de huldiging van Oranje in Amsterdam. Hierbij dronken de spelers uit een enorme kan met Heineken bier 'alsof het de beker was'. Het evenement trok bijna een miljoen bezoekers naar de hoofdstad en werd meerdere malen uitgezonden op landelijke televisie, zoals op het 20.00 uur Journaal, waardoor nóg meer mensen bereikt werden (inclusief duizenden jongeren). Een ingediende klacht bij de Reclame Code Commissie dat Heineken met deze sponsor actie te veel jongeren had bereikt, aanzette tot excessief drinken met de 'bierbeker' en gebruik maakte van tieneridolen in hun merkreclame werd afgewezen.

Sterke bieren

Een andere trend die zich de afgelopen jaren heeft afgetekend is de opkomst van sterke bieren met alcoholpercentages tussen 7,5-12%. Deze zware bieren zijn meestal verkrijgbaar in halve liter blikken waarop het alcoholpercentage prominent staat afgebeeld. Ze dragen namen zoals Amstel Sterk (7,5%), ATLAS Extra Sterk (8,5%) of Super Sterk (12%), Bavaria 8.6 (7,9%) en Grolsch Kanon (11,6%). De prijs van een half liter blik sterk bier bij de supermarkt is ongeveer 1 euro. In 2010 ontstond er een competitie tussen diverse (kleine) Europese brouwerijen over het brouwen van het sterkste bier ter wereld. Uiteindelijk slaagde de Nederlandse brouwerij 't Koelschip erin om het sterkste 'bier' te produceren, genaamd 'Start the Future'- dat 60% alcohol bevat. Brouwer Jan Nijboer van 't Koelschip: *De Duitse en Schotse brouwerijen waren tegen elkaar op aan het bieden. Ik vond dat er een einde moest komen aan deze gekte. Dit is geen bier meer, dit is sterke drank*".

"Pumping up the volume"

Het aantal verkochte hectoliters bier (of andere drank) is een van de belangrijkste indicatoren voor winst. Daarom is het van belang voor de alcoholproducenten om manieren te bedenken 'to pump up the volume'. Onderzoek wijst uit dat ongeveer 80% van het totale alcohol volume wordt geconsumeerd door 20-30% van de drinkers (Meier et al., 2008; Sheron, 2010). Deze vuistregel wordt het **Pareto principe** genoemd en komt veel voor in het bedrijfsleven. Met andere woorden, het Pareto principe laat zien dat de alcoholindustrie voor het merendeel van haar inkomen afhankelijk is van de riskante en schadelijke drinkers. Manieren om de volumes (en dus winsten) verder te boosten zijn bv. de

organisatie van Duitse **Oktoberfesten** (waarvan Heineken een duidelijke initiator is in Nederland), en het targeten van **studenten** – die berucht zijn om hun vaak excessieve alcoholgebruik, vooral wanneer ze lid zijn van een vereniging. Alcoholproducenten onderhouden warme relaties met studentenverenigingen. Enerzijds wordt er jaarlijks door STIVA (Stichting Verantwoord Alcoholgebruik waarin de alcoholproducenten verenigd zijn) een ‘alcoholbeleidsdag voor studenten’ georganiseerd, waar wordt gewezen op de risico’s van overmatige consumptie. Anderzijds wordt er onderhandeld over prijscontracten die ertoe leiden dat de bierprijs op de vereniging relatief laag is. Andere voorbeelden van het targeten van studenten in 2010 waren het ‘Wereldrecord OLM bier drinken’ en de toename in het aantal (professionele) bierkoeriers, zoals bv. de **Bavaria Bierkoerier**. Deze ‘dienst’ is in het leven geroepen door Bavaria zelf en de koeriers worden ook door de brouwer betaald. Een bierkoerier levert (koude) kratten bier thuis af, ook ‘s avonds en ‘s nachts, wanneer de supermarkt en kroegen dicht zijn. Biervolumes worden ook vergroot door de introductie van **grotere glazen** in de horeca door de brouwers. Ondernemer Jop Nieuwenhuizen zag hier een nieuwe markt in en ontwikkelde juist kleinere glazen voor de horeca om hun prijzen laag te houden.

Ook in de verkoop van sterke drank zijn voorbeelden van het sterk ‘boosten’ van volumes. Zo deed de **Jägermeister tapmachine** enkele jaren geleden zijn intrede. De koelmachine wordt zeer zichtbaar op de bar geplaatst waardoor het aantal impulsaankopen wordt gestimuleerd. Het leidde tot een verdubbeling van de verkoop van Jägermeister in vijf jaar tijd. Een tweede voorbeeld is de introductie van ‘**pitchers**’, grote kannen met cocktails waaruit ongeveer 5 consumpties kunnen worden geschonken.

Guerilla marketing

Guerrilla marketing is een marketing tactiek die erop gericht is zoveel mogelijk effect en media aandacht te genereren met zo min mogelijk middelen en investeringen. Een goed voorbeeld van een merk dat guerilla marketing inzet is **Dannoff Vodka** van UB Drinks. De kleine importeur “*slaat toe waar zich openingen aandienen*”. Voorbeelden zijn het bezoeken van evenementen met een bus, het gebruik van sociale media, promotie m.b.v een videoclip via muziekzenders etc. Hun ambassadeur is rap artiest TtodeO die zelfs een speciale Hyves pagina aan Dannoff vodka heeft gewijd, waardoor veel jongeren bereikt worden. Ook relatief grote alcoholproducenten maken gebruik van guerilla marketing, zoals bleek tijdens het WK Voetbal met de ambush actie van de **Bavaria Babes**. Bavaria besteedde slechts een fractie van de grote sponsor budgetten van ABInBev aan deze tactiek, maar genereerde wereldwijde aandacht voor haar merk.

Alcoholvrij bier en wijn

2010 was duidelijk het jaar waarin alcoholvrij bier opnieuw de aandacht kreeg in Nederland. Dit was te danken aan de succesvolle introductie van het eerste alcoholvrije witbier wereldwijd Bavaria 0.0% Wit. In 2008 dronken de Europeanen gezamenlijk 525 miljoen liter alcoholvrij bier (waarvan 2,8% door de Nederlanders). Tussen 2003-2008 steeg de verkoop van alcoholvrij bier in West-Europa met 50%. Hoewel de introductie van alcoholvrije bieren (in 2011 zijn er nog enkele op de markt gekomen) een positieve ontwikkeling is vanwege het feit dat mensen hierdoor minder alcohol zullen drinken, kunnen er ook enkele kanttekeningen worden geplaatst bij deze trend. Het lijkt erop dat de

alcoholproducenten deze alcoholvrije producten gebruiken om bepaalde **reguleringen te omzeilen**, om zo toch hun originele merknaam (bv. Bavaria) te promoten onder groepen die zij met reguliere alcoholreclame niet mogen bereiken (bv. jongeren en zwangere vrouwen). Zo zijn er in 2010 bv. commercials voor Bavaria 0.0% uitgezonden op televisie, binnen de grenzen van de huidige **tijdsrestrictie van 6.00-21.00** waartussen geen alcoholcommercials meer zijn toegestaan. De omroep (STER) kreeg een boete van € 35.000 opgelegd voor het overtreden van de nieuwe Mediawet door het uitzenden van (onder meer) Bavaria 0.0% commercials. Een ander voorbeeld is het houden van **supermarkt tastings**, die volgens de wet niet zijn toegestaan voor alcoholhoudende dranken, maar wél voor niet-alcoholhoudende dranken. Ook bestaat er een risico op het maken van **gezondheidsclaims** voor alcoholvrije dranken, terwijl deze volgens EU wetgeving niet zijn toegestaan voor alcoholhoudende dranken. Op bovenstaande manieren kan de alcoholhoudende merknaam meeliften op het bredere scala aan toegestane marketingmogelijkheden voor niet-alcoholhoudende producten.

Er lijkt ook een toename te zijn in het aantal webshops dat **alcoholvrije wijnen** aanbiedt. Met speciale ‘zwangerschapspakketten’ richten ook deze producten zich vaak op zwangere vrouwen. Omdat alcoholvrij bier en wijn nog steeds kleine hoeveelheden alcohol kan bevatten (< 0,5%) is de consumptie van deze producten tijdens de zwangerschap (vooral in grote hoeveelheden) niet geheel zonder risico.

Voorlichting en CSR

In voorgaande jaren zijn alcoholproducenten wereldwijd steeds actiever geworden in het zich verenigen in zogenaamde ‘social aspects organizations’. Dit zijn lobby organisaties die opereren op het locale, nationale en internationale vlak met als hoofdzakelijke doel de belangenbehartiging van de alcoholindustrie. Het is van groot belang voor de producenten om evidence-based (vaak wettelijke) beleidsmaatregelen –zoals reclamerestricties- te vertragen of te voorkomen omdat deze maatregelen hun winst in gevaar kunnen brengen. Achter de schermen proberen deze lobby organisaties effectief beleid te vertragen, maar voor de schermen, in de communicatie richting het grote publiek, proberen zij een positieve en betrokken houding te creëren ten opzichte van de alcoholproblematiek in de maatschappij (bv. onder jongeren). Een van de strategieën die wordt toegepast door ‘social aspects organizations’ en alcoholproducenten is het tonen van hun ‘**Corporate Social Responsibility**’ door middel van het verstrekken van informatie en het geven van **voorlichting**. Er wordt voorlichting gegeven aan (zwaar drinkende) jongeren, aan ouders, en aan barpersoneel. Onderzoek heeft echter uitgewezen dat het geven van voorlichting aan jongeren weinig effect sorteert in relatie tot het drinkgedrag. De Nederlandse lobby organisatie van de alcoholindustrie Stichting Verantwoord Alcoholgebruik (STIVA) heeft in 2010 opnieuw diverse voorlichtingsinitiatieven ontplooid om op deze manier bij te dragen aan een positief imago van de alcoholindustrie. Enkele voorbeelden: “**Project TakeZero**”, een filmwedstrijd over ‘jongeren en alcoholmisbruik’ die live werd uitgezonden op muziekkzender TMF, waarop geen alcoholreclame is toegestaan vanwege het hoge aantal minderjarige kijkers; de lancering van het “**STIVA Youth Rating Panel**”, waarbij – in navolging van het Europese AMMIE-project gecoördineerd door STAP- vijf studenten van 18 tot 22 jaar werden gevraagd

alcoholcommercials te scoren tegen de regels uit de Reclamecode voor Alcoholhoudende dranken om te bezien of deze aan de zelfreguleringsregels voldeden of niet. Verder wijzigde STIVA de **slogan** die in de meeste alcoholreclame-uitingen gebruikt wordt van een duidelijke “*Alcohol onder de 16? Natuurlijk niet*” in het meer speelse “*Geen 16? Geen druppel*”, waarbij het woord ‘alcohol’ is verwijderd. Tenslotte verlegt STIVA de **Bob campagne** tegen rijden onder invloed tot 2011. Hoewel STIVA claimt geen invloed te hebben op de inhoud van de Bob commercials, laten de commercials vaak (excessief) alcoholgebruik zien, bv. door de rijders. Omdat onderzoek liet zien dat veel van de Bobs meerdere glazen drinken terwijl ze nog terug moeten rijden, werd in 2010 een nieuwe campagne gelanceerd getiteld: “100% Bob = 0% op”.

Ook individuele alcoholproducenten waren actief in het promoten van hun betrokkenheid bij de problematiek. Zo bracht **Grolsch** m.b.v. halsetiketten de SABMiller website TalkingAlcohol.com onder de aandacht, kwam **Jupiler** met een ‘don’t drink en drive’ spel dat werd uitgezonden tijdens voetbalwedstrijden, bracht **Bacardi** wederom een nieuw CSR Jaarverslag uit en werd **Snow Leopard Vodka** de eerste “*ethisch verantwoorde wodka*” (van iedere wodka die verkocht wordt gaat 15% naar het behoud van de sneeuwluipaard).

Onderzoek naar alcohol en gezondheid

De alcoholbranche is actief in het financieren van wetenschappelijk onderzoek naar de (positieve) effecten van alcohol op de gezondheid (bv. naar hart- en vaatziekten). Door wetenschappers het werk te laten doen, kan de alcoholbranche Europese wetgeving en Nederlandse zelfregulering ‘omzeilen’, waarin staat dat het maken van **gezondheidsclaims voor alcohol verboden** is. Door in de communicatie te verwijzen naar positieve onderzoeksbevindingen kunnen de alcoholproducenten nog steeds de boodschap onder de aandacht brengen dat “*het drinken van alcohol gezond is*” en dat het “*perfect binnen een gezonde leefstijl past*”. Andere onderzoeken wijzen echter uit dat het **netto effect van alcohol op de maatschappij negatief** is (zie Rehm et al., 2009). De wetenschappers Stenius en Babor doen in het wetenschappelijke tijdschrift *Addiction* (2010) de aanbeveling dat: “*de integriteit van alcoholonderzoek het beste wordt gediend als alle financiële banden met de alcoholindustrie worden vermeden*”. In 2010 vond de officiële start van het **Kennisinstituut Bier** plaats. Het instituut wordt volledig gefinancierd door de Nederlandse Brouwers en heeft als doel om “*gedegen wetenschappelijke kennis over verantwoorde bierconsumptie en gezondheid te verspreiden*”. Het bestuur wordt gevormd door twee leden van de biersector (Ir. Philip de Ridder, Algemeen Directeur Heineken Nederland en Nicolette Barkhof-Willemstein van de Nederlandse Brouwers) en drie hoogleraren (prof. Frans Kok, prof. Arne Astrup en prof. Joop van der Pligt). De start van het bierinstituut was niet zonder obstakels omdat het vrij snel werd ‘gedwongen’ haar eerste ‘voorlichtingsproduct’ genaamd de **Bierwijzer** te herzien. In de Bierwijzer werd op misleidende wijze gerefereerd aan de richtlijnen over matig alcoholgebruik zoals deze waren geformuleerd door de Nederlandse Gezondheidsraad. Een verdere analyse van andere producten van het kennisinstituut wees uit dat ook hier een rooskleurig beeld over alcoholgebruik werd geschetst. Hierdoor ontstond de indruk dat dagelijkse consumptie van een of twee glazen alcohol gezonder zou zijn –voor iedereen– dan helemaal niet drinken. Het Kennisinstituut Bier heeft ook aangegeven te gaan onderzoeken in

hoeverre de veelgehoorde uitspraak dat je van bier dik wordt waar is of niet. Het woord "**bierbuik**" suggereert dat er een relatie is tussen deze twee, maar dit is blijkbaar nog niet wetenschappelijk bewezen.

Ook met betrekking tot wijn is er in 2010 in relatie tot gezondheid verwarrende informatie verstrekt. Wijnjournalist **Harold Hamersma** publiceerde een boek getiteld: "*Wijnreis door mijn lichaam. Over de positieve effecten van wijn drinken*". In zijn boek, maar ook via diverse televisieoptredens (bv. bij Pauw & Witteman), en interviews voor radio en dagbladen, verkondigde Hamersma zijn 'pseudowetenschappelijke' boodschap dat vooral het drinken van rode wijn erg gezond is. De auteur rept niet of nauwelijks over de verslavende en kankerverwekkende eigenschappen van alcohol, en bleek niet op de hoogte te zijn van de richtlijnen voor aanvaardbaar alcoholgebruik zoals tot stand gekomen na onderzoek van de Gezondheidsraad. Volgens Hamersma is het gezond om ongeveer twee keer zo veel wijn te drinken per dag, dan de bovengrens die gehanteerd wordt door de Gezondheidsraad (Hamersma acht 3 à 4 glazen wijn per dag geen probleem, waar de GR spreekt over maxima van 1 (vrouwen) tot 2 (mannen)). Door de brede aandacht in de media voor zijn boek kan bij (wijn) drinkers ten onrechte de indruk zijn ontstaan dat het drinken van meerdere glazen rode wijn per dag in feite erg goed is voor de gezondheid. Deze boodschap zal uitsluitend bijdragen aan een toename van de consumptie en alcoholgerelateerde (gezondheids)schade.

Wijn marketing

Een opvallende trend van de laatste paar jaar is dat de wijnproducenten de volledige marketing mix lijken te hebben ontdekt, zoals blijkt uit de volgende voorbeelden: **Product:** wijnen zoals bv. VOGA, ThinkWines en 94Wines zetten de fles in als marketing tool. Er wordt gebruik gemaakt van trendy verpakkingen en soms zelf van interactieve technologie. Zo kun je bij 94Wines met een QR code een persoonlijke (video)boodschap aan een fles koppelen, die kan worden afgelezen met een mobiele telefoon. **Prijs:** er worden veel prijsacties gehouden op wijn, met name in supermarkten en slijterijen (bv. tweede fles voor de helft van de prijs). **Plaats:** de distributie via de retail (supermarkt, slijterij, wijnwinkel) komt steeds meer te liggen op de 'beleving' van het selecteren van de juiste wijn voor de juiste stemming. Bv. via het concept 'Wijnmoods' kan de consument een wijn kiezen die past bij de stemming van dat moment (bv. relaxed of romantisch). Ook worden wijnen in de schappen steeds vaker georganiseerd m.b.v. kleuren die de smaak reflecteren, dan bv. op herkomst. **Promotie:** in de reclame voor wijn worden steeds vaker bekende personen ingezet als 'mascotte', zoals bv. Paris Hilton en de schrijver Arnon Grunberg. In De Pers werd geadverteerd met 94Wines als zijnde de wijn van keus op de "glitter & glamour bruiloft" van Wesley Sneijder en Yolande. Wijnmerk 'Casillero del Diablo' van de grootste wijnproducent van Chili, wordt de nieuwe sponsor van voetbalclub Manchester United. In de supermarkt worden alcoholhoudende dranken (ook bv. Caneï wijn) steeds vaker aangeprezen m.b.v. **narrowcasting**, interactieve in-store displays die een commercial of andere promo video voor het product laten zien. De speciale displays moeten de consument 'verleiden' tot de (impulsieve) aankoop van het product.

Culinaire of gastronomische arrangementen

Een recente trend is het expliciete gebruik van alcoholhoudende dranken in gastronomie (bv. specifieke combinaties van bier of wijn met bepaalde gerechten). De brouwers lijken deze link met gastronomie te gebruiken om een beter imago van bier te creëren (bv. combinaties met blauwe kaas, chocolade of haring), zoals dat al langere tijd voor wijn geldt. Echter, ook wijn, port en sterke drank merken verstevigen hun link met gastronomie. Volgens voormalig CBK directeur Jack Verhoek is “*de link tussen bier en gastronomie een gouden zet waar we zeker mee door zullen gaan*”. In 2010 werd de tweede ‘**Bier en Gastronomie Award**’ uitgereikt aan een Nederlands restaurant dat uitblonk in bier- en spijs combinaties. Ook adverteerden diverse merken met ‘**tasting workshops**’ of ‘**culinaire arrangementen**’ die konden worden gewonnen. Voorbeelden zijn: “Win een tapas en wijn workshop met Campo Viejo”, “Geniet van een lange herfst! Win een van de 300 culinaire arrangementen” (Grolsch Herfstbock), “Win een geheel verzorgde Paasbrunch bij je thuis” (gesponsord door Licor 43 en SkyRadio) en “Win een port en kaas workshop met Robertson’s Port!”. Volgens artikel 20 uit de Reclamecode voor Alcoholhoudende dranken (zelfreguleringscode van de alcoholadverteerders) is het niet toegestaan om te adverteren met ‘gratis’ drank, behalve in het geval van een “proeverij”. Door het weggeven van proeverijen kunnen de adverteerders consumenten alsnog ‘gratis’ met hun product in aanraking brengen. Tenslotte heeft Jack Daniel’s de **link met BBQen** verstevigd met speciale Jack Daniel’s BBQ sauzen en Jack Daniel’s *Wood Chips* waarmee het vlees een rokerige Jack Daniels smaak krijgt.

Experience marketing

Een trend die in een veel breder opzicht steeds sterker is geworden de afgelopen jaren is de zogenaamde ‘experience marketing’. Het is tegenwoordig erg belangrijk voor de consument om alles te ‘belevén’. Daarom hebben de alcoholproducenten innovaties ontwikkeld die de merkbeleving verder stimuleren. Voorbeelden zijn: het (thuis) zelf mixen van cocktails, het (virtueel) tappen van je eigen bier met de **Heineken Tap Challenge** (waardoor meer interactie kan worden gezocht met de consument in de supermarkt), de **Bols Genever Experience** op luchthaven Schiphol (bezoekers kunnen middels een virtuele cocktailshaker kiezen uit 16 verschillende Bols cocktails m.b.v. een groot touchscreen en vervolgens de echte cocktail bestellen als de geur hun bevalt), de **Jägermeister Experience** (een groot mobiel event concept, bestaande uit diverse zwarte containers die dienst doen als VIP deck, maar ook als mini-bioscoop en merchandise winkel. Er bevindt zich ook een ijsbar waar je een ijskoude Jägermeister kunt drinken), speciale **tijdschriften** (bv. het Grolsch tijdschrift “Eigen.Zinnig”), **fotoalbums** van een merk (bv. Jillz en Heineken), interactieve 3D websites (bv. Jägermeister), het ontwerpen van je eigen bierflesje (Heineken), het beleven van het merk via sport en muziek etc. Een opvallend voorbeeld van experience marketing in 2010 was georganiseerd door Heineken: de brouwer overtuigde 200 professoren, vriendinnen en werkgevers in Italië om meer dan duizend van hun studenten, vriendjes en medewerkers over te halen om naar een klassiek concert te gaan op de avond van de legendarische **UEFA Champions League wedstrijd** tussen AC Milan en Real Madrid. Natuurlijk waren alle AC Milan fans (mannen) daar tegen hun zin. Vlak voor de echte start van de wedstrijd bleek dat Heineken het publiek uitnodigde de wedstrijd samen te bekijken onder de pay-off: “*Heineken, made to entertain*”. Het nepconcert werd live uitgezonden op Sky Sport en werd

bekeken door meer dan 1,5 miljoen mensen. Nog eens 10 miljoen kijkers zagen het een dag later op het nieuws en op het internet werden binnen twee weken tijd 5 miljoen unieke bezoeken geregistreerd.

New media marketing

Nieuwe media wil zeggen **digitale vormen van communicatie** zoals bv. het internet, mobiele toestellen, elektronische spellen, blogs en podcasting. Het zijn snelgroeiende en zich snel ontwikkelende kanalen voor marketing communicatie. Volgens het *Institute for Social Marketing (ISM)* van de Universiteit van Stirling is het niet zo dat nieuwe media de traditionele vormen van marketing zoals radio, print en televisie vervangen, maar juist deze het een *uitbreiding* is op deze activiteiten. Volgens het *World Advertising Research Centre* verhoogden alcoholproducenten hun webuitgaven in 2007 met 70%. Voorbeelden van nieuwe media marketing door de alcoholindustrie zijn: **merkwebsites** (bv. Bacardi.com), **alcoholbanners** op populaire (nieuws) websites (bv. Grolsch en Heineken op Weronline.nl resp. Nu.nl), **viral marketing** (bv. succesvolle alcoholcommercials, zoals de Heineken Walk-in Fridge, kunnen veel (jonge) mensen bereiken via YouTube), **social media marketing** (bv. de grote alcohol merken hebben fan pagina's op Hyves, Facebook en zijn actief op Twitter). In 2010 organiseerden bv. Amstel, Palm en Grolsch speciale acties via Hyves -bv. plaats de nieuwste Amstel commercial op je Hyves profiel en vraag je vrienden hetzelfde te doen. Zo maakte je kans op een rol in de volgende Amstel commercial of op vele andere prijzen. Ook kon je je vrienden op Hyves uitnodigen voor een Palm biertje waarbij je er twee voor de prijs van een kreeg. Volgens brand development manager voor Grolsch Marjan Luit "*volgt er een complete strategie voor de inzet en het gebruik van social media*". Ook het Jaarverslag van Heineken benadrukt dat de investeringen aan digitale marketing "*significant zijn gestegen*". Vaak worden ook op persoonlijke social media pagina's alcohol banners aangetroffen (bv. Smirnoff, Licor 43), die lijken te zijn afgestemd op het persoonlijke surfgedrag. Tenslotte neemt ook het aantal **smartphone apps** toe. Heineken en Jupiler brachten in 2010 beide een nieuwe app uit, voor het sparen van Heineken e-points resp. het gemakkelijk bestellen van drankjes aan de bar (de Jupiler Bartender app). Ook zijn er inmiddels diverse apps verkrijgbaar met informatie over wijn of mogelijkheden wijn te kopen op het web (bv. Wijnhuizz.nl, Wine.com (verkoopt meer dan 45.000 verschillende wijnen) en Vine2Wine).

Conclusies en aanbevelingen

Kortom, uit dit overzicht van alcoholreclame en -marketingactiviteiten uit 2010 blijkt dat er een zeer breed en gevarieerd aanbod is van alcoholreclame, waarbij naast van traditionele media -zoals televisie- ook veelvuldig gebruikt wordt gemaakt van niet-traditionele media zoals evenement sponsoring, promotionele items, internet, sociale media en mobiele telefonie. Jongeren en vrouwen zijn gerichte doelgroepen voor de adverteerders. De meest zorgwekkende trend is wellicht de inzet van wetenschappers om over positieve gezondheidseffecten van alcohol te kunnen rapporteren zonder dat hierbij Europese wetgeving over gezondheidsclaims wordt geschonden. Gegeven het volume aan alcoholmarketing dat uit dit rapport naar voren komt, wordt aanbevolen de huidige

Mediawet, waarin een alcoholreclamebeperking tussen 6.00-21.00 uur staat opgenomen, uit te breiden naar een later tijdstip en naar andere media dan radio en televisie. Het speelveld van de alcoholadverteerders heeft zich inmiddels verbreed. Om jongeren beter te beschermen tegen de schadelijke invloed van alcoholreclame en -marketing worden verdere alcoholreclamebeperkingen, ook binnen de niet-traditionele media, sterk aanbevolen.

NB: Met instemming van het ministerie van Volksgezondheid, Welzijn en Sport, worden de resultaten uit dit rapport tevens gebruikt in het kader van het Europese AMMIE-project (Alcohol Marketing Monitoring in Europe) dat door STAP is gecoördineerd en werd mede gefinancierd door de Europese Commissie. Om deze reden is het vervolg van het rapport in het Engels geschreven.

2. Alcohol advertising on television in 2010

All television commercials for alcohol in 2010 have been analyzed by means of the Nielsen Media program Creative Dynamix. Creative Dynamix gives insight into all traditional advertising practices (e.g. radio, tv, print and outdoor advertising). Since most of the expenditures in traditional media are on television advertising, only the television commercials have been subjected to this analysis.

In 2010 approximately 103 million euros were spent in the Netherlands on media expenditures for alcohol advertising via traditional media (this is including advertising for alcohol free beer, but excluding sponsoring of sportive or cultural events). Over three quarters of the total media spending is spent on television advertising: more than 82 million euros (Nielsen Media, 2010). ***In 2010, on average, 480 alcohol ads were being broadcast per week (or 68 per day), distributed over 12 different television channels (Nielsen Media, 2010).***

On the 1st of January 2010 a new Dutch Media Law came into force, which included a time ban for alcohol advertising on radio and television between 6 am and 9 pm. This means that no alcohol commercials are allowed anymore during this watershed. Sponsoring of programs by alcohol advertisers is still allowed at any time.

The analysis below comprises only the alcohol *commercials*. No data are available on the amount of *sponsoring* before and after 9 pm.

2.1 Alcohol commercials in 2010

In 2010 69 unique alcohol commercials were launched on Dutch television. In addition, 6 different tag-ons¹ were encountered. Also, another 7 commercials broadcast on television in 2010 had already been broadcast the year before, in 2009. Thus, a total of 82 different commercials/tag-ons were displayed on television in 2010. This is more than in 2009, when a total of 64 different alcohol commercials were broadcast (including tag-ons and longer term commercials from the year before). The difference in the number of alcohol advertisements on television between 2009 and 2010 can be partly explained by the World Cup Football that was held in South Africa in 2010. Large sports events are usually accompanied by much alcohol advertising.

The description below comprises the 82 different alcohol commercials/tag-ons displayed in 2010. The data will be described per type of alcoholic beverage and per alcohol advertiser.

¹ A tag-on is a short additional ad belonging to the main commercial, but placed later in the commercial block. A tag-on serves to stimulate the repetition effect of the commercial and the buying intention of the consumer.

Alcohol commercials per type of alcoholic beverage

In the Netherlands alcohol advertising for beer is most common. Out of 82 unique alcohol commercials/tag-ons, 49 were for beer and 3 were for alcohol free beer (Bavaria 0.0%). This is 64% of all unique alcohol advertisements (see Figure 2). Furthermore, 20 different ads were broadcast for hard liquor/spirits, 6 for cider, 3 for (sparkling) wine and 1 for an alcopop/premix. Compared with 2009, especially the number of beer commercials has increased (from 36 in 2009 to 49 in 2010). Also the number of commercials for cider keeps rising (from 3 in 2009 to 7 in 2010). Given the contents of many of these commercials these increases seem to be mostly related to the World Cup Football.

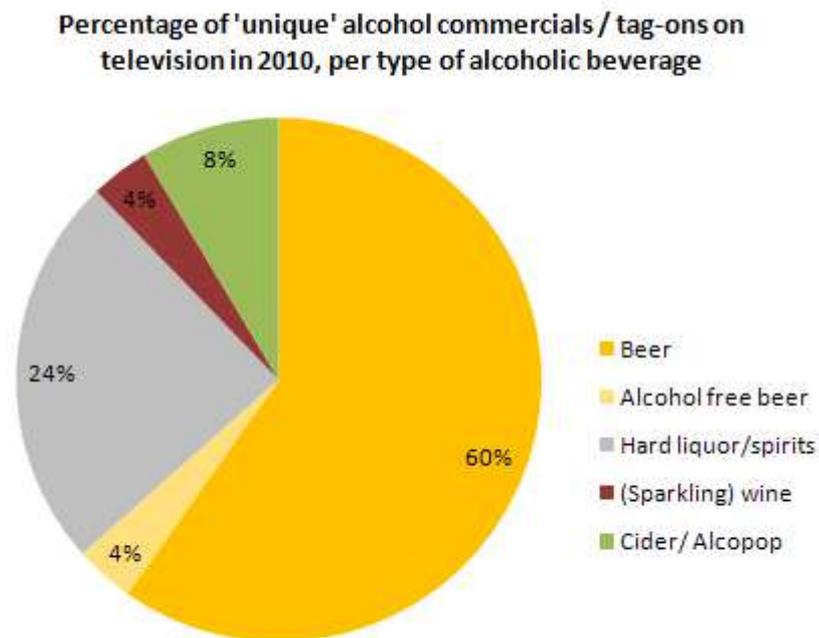


Figure 2. The percentage of 'unique' alcohol commercials and tag-ons¹ on television in 2010 per type of alcoholic beverage (N = 82 unique commercials and tag-ons). *Note:* the 49 commercials for beer include 5 tag-ons, the 20 commercials for hard liquor contain one tag-on.

Alcohol commercials per advertiser

The 82 different alcohol commercials/tag-ons that were broadcast on television in 2010 came from 14 different alcohol advertisers and covered a total of 35 different brands/products. The number of unique alcohol commercials/tag-ons per advertiser is presented in Figure 3.

- Every year, the alcohol advertiser with the largest number of unique commercials is Heineken. In 2010 a total of 29 different commercials (incl. 3 tag-ons) came from the brewer. The Heineken commercials were for the following brands: Amstel, Brand (Dubbelbock), Heineken, Jillz Cider, Strongbow Gold Cider and Wieckse. Many of the commercials were related to the World Cup or the Champions League (mainly the Heineken and Jillz brands), and to the 140 year 'anniversary' of the Amstel brand.

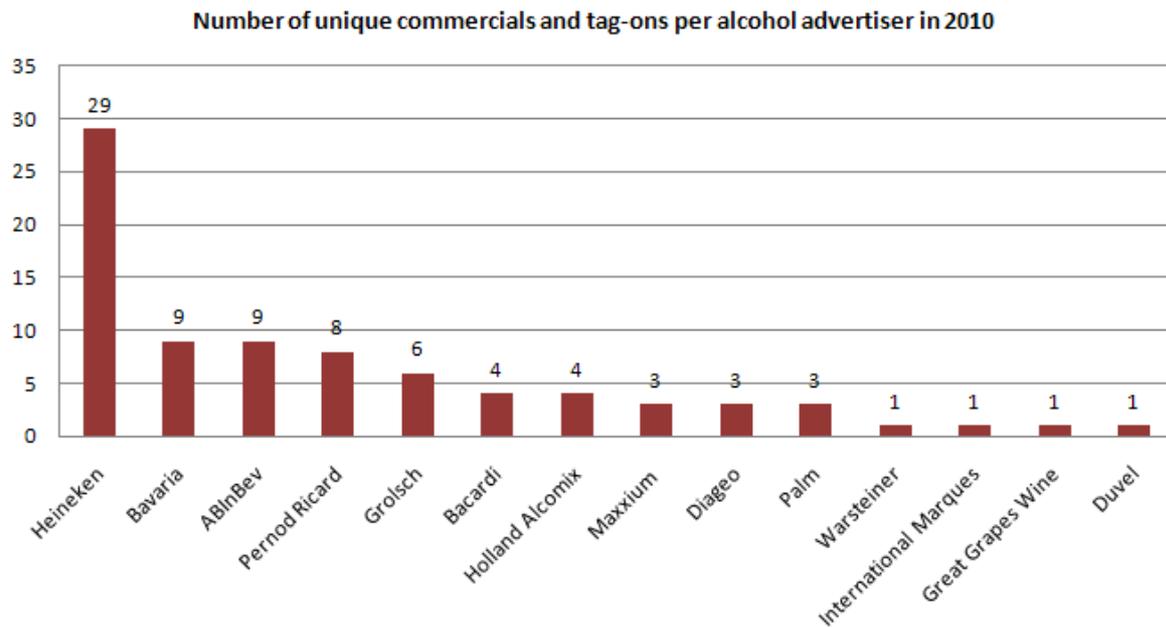


Figure 3. The number of 'unique' alcohol commercials (incl. 6 tag-ons¹) on television in 2010, per alcohol advertiser.

- Two other brewers, Bavaria and ABInBev, came second, both with 9 unique commercials. Bavaria mainly advertised in relation to the World Cup, for the promotion of its new alcohol free beers and for the Formula 1 Event: Bavaria City Racing. ABInBev advertised for different Hertog Jan (special) beer brands and for Jupiler beer (mainly in relation to football/the World Cup).
- Pernod Ricard launched 8 different commercials (incl. 1 tag-on), mainly for the brands Malibu, Tia Maria, Havana Club Rum and Jameson Whiskey. Beer brewer Grolsch advertised with 6 unique commercials regarding music, film, the World Cup, and the theme 'authenticity'.
- Finally, 4 commercials came from Bacardi (Mojito premix, Bacardi rum, Martini Prosecco and Martini Rosato Royale), 4 from Holland Alcomix (DiSaronno), 3 from Maxxium (Licor 43, and The Famous Grouse whiskey), 3 from Diageo (Baileys and Smirnoff), 3 from Palm beer, 1 from Warsteiner, 1 from International Marques (Campari), 1 from Great Grapes Wine (Lindemans wine) and 1 from Duvel.

All alcohol commercials broadcast on television in 2010 have been subjected to a content analysis, which will be described in the next paragraph.

2.2 Content analysis of 82 tv commercials in 2010

A content analysis has been conducted on the 82 unique television commercials, in which every advertising practice was scored on 19 different elements or features (most of these have been used in previous years as well). The rating was conducted by a researcher from STAP who has experience in rating alcohol commercials according to the elements below:

- **Lifestyle.** Does the advertising practice express a certain lifestyle, a way of living? An example is 'enjoying time with friends' (as is often the case in beer commercials).
- **Romanticism/Erotica.** Are there erotic or romantic elements present in the commercial?
- **Party/Fun/Dancing.** Are the people in the commercial partying/dancing?
- **Humor.** Is the element humor present in the commercial?
- **Friendship.** Is the element 'friendship' related to drinking alcohol?
- **Specifically targeting youngsters.** Is the advertising practice 'specifically targeting' minors (this is *not* allowed according to the self-regulatory Advertising Code for Alcoholic Beverages)?
- **Appealing to youngsters.** Is the advertising practice 'appealing' to minors (this *is* allowed according to the self-regulatory Advertising Code for Alcoholic Beverages)?
- **Sports.** Is a relationship between alcohol and sports (sponsorship) present?
- **Music.** Does music play an important role in the commercial (e.g. a specially designed tune)?
- **Sponsoring.** Does the ad display sponsoring of music/sports events?
- **Brand symbolism.** Is the brand in the commercial recognizable by a specific symbol (e.g. the grouse in The Famous Grouse)?
- **Amount.** Does the commercial advertise for the amount of alcohol?
- **Product information.** Is information provided on the product, e.g. on the production, taste, or price?
- **Winning prizes/ gadgets.** Is there being advertised with winning a prize or purchasing a gadget, e.g. after buying the product?
- **Corporate Social Responsibility (CSR).** Does the commercial (often in a funny way), refer to the negative effects of alcohol use? Does the ad stimulate people to drink 'responsibly'?
- **Traffic Safety.** Traffic safety is part of the element mentioned above (CSR). Is a "don't drink and drive" message present in the commercial?
- **Reference to the website.** Does the alcohol producer try to, either actively or passively, lead the consumer to the brand website? An active reference is e.g. "for information on the action, go to the www....". A passive reference is merely displaying the name of the website in the ad.
- **Green/ Healthy.** Despite the fact that an active association between drinking and health is not allowed in marketing, some advertisers search for possibilities to pay attention to this theme of green and healthy.
- **Specifically targeting women.** The alcohol advertisers, at least in the Netherlands, have also been targeting women more openly the past few years. Women are more vulnerable to the

harmful effects than men. In case a commercial is specifically attractive to women, it was scored on this element. When the commercial is attractive for both men and women, it was not scored.

In Figure 4, the results of the content analysis are presented. It is shown which percentage of the 82 commercials/tag-ons scored on a certain element. A commercial can score on several elements at the same time.

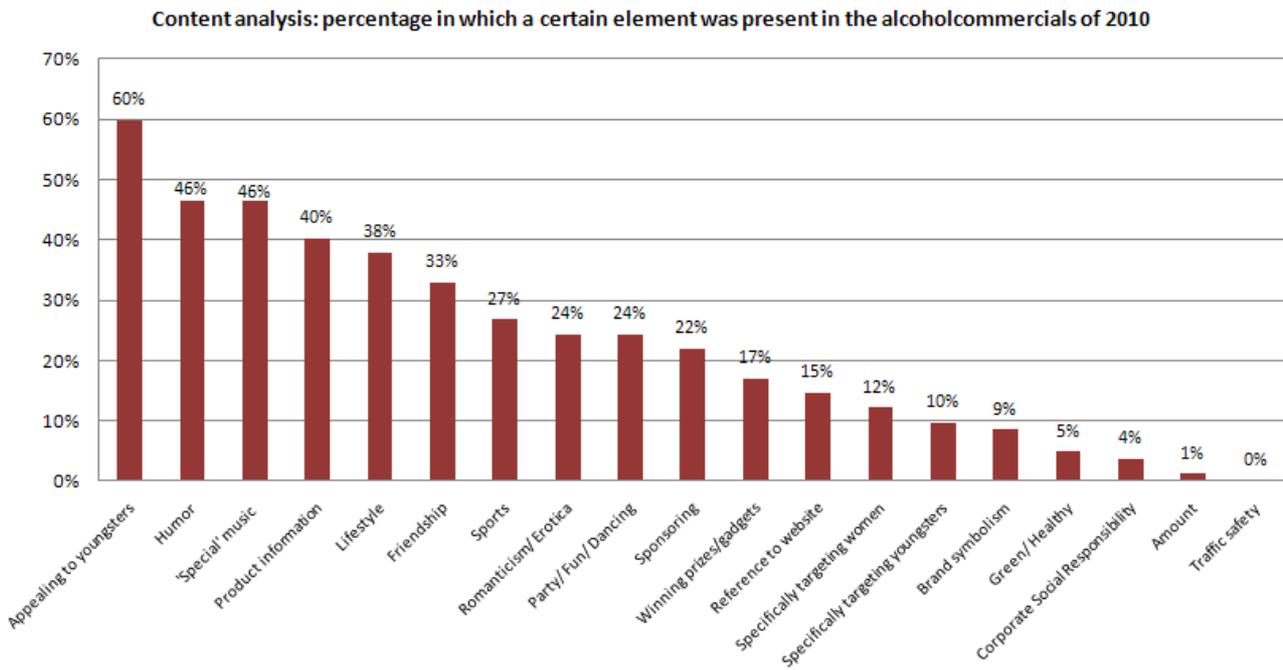


Figure 4. Content analysis on the 82 alcohol commercials (incl. 6 tag-ons) on television in 2010. A commercial can be scored on more than one element at the same time. For an explanation of the elements, see text above.

A summary of the most important findings of the content analysis:

- Minors/youngsters.** The element with the highest score is ‘appealing to youngsters’. According to the impression of STAP, approximately 60% (N = 49) of the 82 commercials is estimated to be attractive to youngsters (examples are the *Bacardi Island* commercial, the Heineken Walk-in and Walking Fridge and Freshmen from Jillz). This percentage is in sharp contrast with the element ‘specifically targeting youngsters’, on which only 10% of the commercials scored positively. In the self-regulatory Advertising Code for Alcoholic Beverages it is formulated that alcohol advertising is not allowed to ‘specifically target minors’. As is shown by the content analysis, hardly any commercial is violating this rule, however, the impression is that the majority of the ads are nevertheless *appealing* to minors, which of course, is as harmful.



- **Humor.** Another high score is achieved on the element 'humor'. Almost half (46%; N = 38) of all commercials/tag-ons in 2010 made use of this element. Research has shown that youngsters find humor in commercials very attractive (Chen et al., 2005; Hondebrink, 2006). For this reason it can be argued that the use of humor should be restricted. The advertiser who makes the most use of the element humor is Heineken: 20 of the 38 'humoristic' commercials came from the brewer (e.g. **Heineken 'Walk in Fridge'** and 'Men got Talent', Amstel 'Tattoo' and Jillz 'loves football').



- **Music.** Another element which is scoring high is 'special music'. Many alcohol advertisers have their commercial accompanied with a specially produced song, or make use of an existing song which is very familiar to the public (46%; N = 38). Through music, immediately a form of recognition of the brand occurs. A clear example is e.g. the Bacardi Mojito tune. Examples from 2010 are: the song "Time is on my side, yes it is" in the Hertog Jan beer commercial called 'Patience' (showing the patience in the brewing process), "She's fresh, fresh, excited" in the Jillz Cider commercial (with four attractive men in an apple orchard seductively promoting Jillz to women), "**A night like this**" by Caro Emerald in the Martini commercial for Rosato Royale and "You've got to answer to yourself" in the Grolsch commercial 'All round' about choosing your own way of living.



- **Product information.** The number of commercials in which product information is provided on the beverage, has been increasing in the past few years (STAP, 2010b). In 2006, only 10% of the commercials contained product information, in 2010 approximately 40% (N = 33) of the alcohol commercials contained some form of product information. Research has shown that the buying intention of youngsters is predicted by the attractiveness of the ad. This attractiveness is influenced by elements such as humor, celebrities and animals (Chen et al., 2005). Ads that mainly focus on product information result in lower buying intentions. In France, according to the Loi Evin, it is *only* allowed to display product information in alcohol advertisements (print ads). In the Dutch alcohol commercials often other elements, e.g. 'lifestyle', are being used besides product information. In France this would not be allowed. In commercials for (special) beer brands of **Hertog Jan** e.g. the focus is on product information (e.g. on the taste; "with a hint of caramel").



- **Lifestyle/Friendship.** Approximately one out of three commercials makes use of the elements 'lifestyle' (38%) or 'friendship' (33%). This percentage is comparable to other years (STAP, 2010b). Examples of brands that make use of these elements are several brewers (e.g. brands Amstel, Jupiler, Palm), **Lindemans wine** ("**Hold on to the moment**"), Martini, Baileys and Malibu.



- **Sports/sponsoring.** Comparable to other years in which a World Cup or European Cup for football was held, in 2010 approximately 27% of all alcohol commercials was related to sports (this percentage is lower in years without a large Football Cup). A total of 12 unique commercials was related to the World Cup, mainly for the brands: Bavaria, Grolsch, Amstel, Heineken, **Jupiler** and Jillz. In 22% of all commercials some form of sponsorship was shown, e.g. Formula 1 event Bavaria City Racing, a skiing holiday by Malibu and the "Take of that shirt" action (in football) sponsored by Jillz.



- **Romanticism/Erotica.** The use of romantic or erotic elements in alcohol commercials fluctuates annually around 25% (STAP, 2010b). In 2010 it turns out that 24% of all alcohol commercials made use of this element. Examples of brands are: Bacardi, Martini, Bavaria, Baileys, Jillz, Licor 43 and **Malibu**.



- **Party/Fun/Dancing.** Also in 24% of the commercials the element of 'Partying' was shown. Advertisers that make use of this element are mostly producers of spirits e.g.: Bacardi, Holland Alcomix (Di Saronno) and Pernod Ricard (Malibu and **Havana Club**).



- **Winning prizes/gadgets.** Almost one out of five commercials (17%) promotes the possibility of winning a certain prize or obtaining a certain gadget (often after buying the product). Prizes that could be won were e.g.: an après ski party by Malibu, a photoshoot and camera by Lindemans, a Grolsch 'Coolsever', to keep your beer cool during the World Cup and 'the perfect terrace' by Wieckse (Heineken) to enjoy the sun. Gadgets that were popular in 2010 were: the Bavaria Dutch Dress (an orange dress for the World Cup), the **Heineken Pletterpet (World Cup gadget)**, and t-shirts from Amstel and Jupiler beer. Scientific research has shown that the possession of a promotional item strongly increases the



likelihood of increased alcohol consumption and an earlier age of onset of drinking (Henriksen et al., 2008; McClure et al., 2009).

- **Reference to the website.** In 12 commercials (15%) a passive or active reference to the brand website was provided. Seven times, this was a passive reference (just the display of the website), e.g. www.bacardi.com or www.baileys.com. Five times the advertiser actively tried to attract consumers to the website (e.g. **“Win 3000 hours of film, go to Grolsch.nl for the terms and conditions”** or **“Go to Jupiler.nl and win fantastic prizes”**).



- **Targeting women.** Ten commercials in 2010 were specifically targeting women (12%). This was the case for the Bacardi Mojito ‘Ready to Serve’ (premix) commercial, commercials for Bacardi-Martini Prosecco and Martini Rosato Royale, commercials by Bavaria for the Dutch Dress, and several commercials for **Jillz Cider (Heineken)**, Licor 43 and Tia Maria.



- **Brand symbolism.** In seven commercials (9%) a form of specific brand symbolism or recognition was used. Examples are a living grouse in commercials for **The Famous Grouse** whiskey, the popping of the typical Grolsch bottles and the typical dialect from Limburg, a Dutch province where Brand beer is being brewed.



- **Green/Healthy.** Four commercials emphasized a green or healthy image of the product. Three commercials for **Jillz** emphasized the ‘refreshing’ aspects of cider and apples. One commercial for Bavaria beer entitled ‘Drop’ emphasizes that Bavaria is the only beer ‘brewed with naturally pure mineral water’. This information seems to suggest that Bavaria beer is a pure and therefore healthy product.



- **Corporate Social Responsibility.** In three commercials (4%) a ‘corporate social responsibility’ message was displayed. In 2008 more alcohol commercials contained a CSR message (13%, see STAP, 2010), but this number already decreased in 2009. Brands that used a CSR message in 2010 were Heineken (**‘Enjoy Heineken Responsibly’**) and Malibu (‘Always drink responsibly’). The CSR theme ‘traffic safety’ was not mentioned anymore in 2010 (in 2008 3 commercials paid attention to this topic). In 2009 the alcohol advertisers, united in



STIVA, communicated that CSR messages could be interpreted as 'education' rather than 'alcohol advertising'. They suggested to circumvent the new Media Law (time ban between 6 am and 9 pm) with these types of 'educational' CSR messages. The data from 2010 suggest this has not been the case: the alcohol advertisers have not used CSR commercials in an attempt to circumvent the legal time ban.

3. Developments at the beermarket

3.1 General

Worldwide beer production 1,8 billion hectoliter

The largest beer producing country in the world is China with approximately 426 million hectoliters per year, followed by the US (230 million hl) and Russia and Brasil (each more or less 108 million hl). The Netherlands posses a 13th position with 25 million hl of beer per year (DD, nr. 7). The worldwide production of beer is estimated to be approximately 1.8 billion hl (1.809.683.000 hl).

'CBK' becomes 'The Dutch Brewers'

The Central Brewery Office ['Centraal Brouwerij Kantoor' or CBK] was established in 1939. It served as a distribution office for beer. These days,

the activities of the organization are different than 71 years ago (AFD, Nov). Now, the activities are focused more and more on the lobby in The Hague and Brussels to influence alcohol policy. That's why the organization changed its name to the 'Dutch Brewers' ['Nederlandse Brouwers']. According to the Dutch Brewers sustainability is one of their core issues: *"we also look for collaboration with universities and stimulate sustainable innovations"* (AFD, Nov).

Former director Dutch Brewers Jack Verhoek:

"The Dutch Brewers are absolutely not busy trying to get the consumer to drink more beer. We are only active for general interest issues with regard to beer".



Former director **Jack Verhoek** emphasizes that the Dutch Brewers are *"absolutely not busy trying to get the consumer to drink more beer. The brewers have entire divisions that are responsible for the marketing and sales of beer. We are only active for issues of general interest to beer"*. Highlights of the past few years were: *"filling in the Dutch alcohol policy, the Bob-Campaign, and the link between beer and gastronomy. We are very proud that the logo 'Not yet 16? No drop' ['Geen 16? Geen druppel'] is used everywhere, in commercials, by the catering industry, the Trimbos-institute and the government and of course the brewers. Since 2001, the Bob-campaign led to a reduction of half the number of traffic victims"* (AFD, Nov).

In January 2011 **Cees-Jan Adema** became the new director of the Dutch Brewers. *"The core business will not change much, although the way this is carried out might differ. De emphasis and focus in the future will remain on the political lobby in The Hague and Brussels. Also in Brussels legislation is being made and it is our task to keep an eye on this and respond to that"*.



Former President of the Center for Brand and Communication (CMC) and present minister of Defense Hans Hillen about selfregulation:

"People go into politics because they want to change society. It is our task to explain to them that there are certain things they better not change" (AFM, 8).

3.2 Heineken

Heineken is the second largest brewer worldwide, after ABInBev and before SABMiller (Management Report of Business Insights titled "The Top 10 Beer Companies", 2009). According to the Heineken Annual Report of 2010, the **net profit** of Heineken (International) increased with +37% compared with 2009, to **1,4 billion euros** (total revenue of 16,1 billion euros). According to Heineken CEO Jean-Francois van Boxmeer 2010 has been "*the best year ever with regard to profit*" (NRC.nl, 16/02/2011). A large part of the increased profit is due to the acquisition of the Mexican brewery Femsa. While the beer volumes in Europe went slightly down, the sales in 'upcoming' markets e.g. Asia, Africa and Latin-America keep rising. The consolidated beer volume of Heineken increased with +17% in 2010 to 146 million hectoliters (of which 45 million hl, almost one third of the total volume, was sold in Western Europe). According to the report, "*Heineken Netherlands gained market share in the on-trade, but lost share in the off-trade due to lower price levels of competitors*" (p. 21).



Milestones Heineken 2010

According to the Heineken Annual Report 2010 the following initiatives and developments are of importance to Heineken:

- A new iconic glass bottle.
- A new innovative aluminium packaging featuring a 'glow in the dark' effect only seen in ultraviolet light.
- 2010 was the fifth season of the sponsorship of the UEFA Champions League.
- ***"The digital plan is a key component of Heineken® brand communication and investment in this form of communication has been significantly increased"***. See e.g. the global Heineken brand website including international music promotional activity and an innovative 'Design your own Heineken' module. Also, a Facebook page was launched which, in May 2011, was joined by over 1,5 million people.
- Cider is seen as the 'next frontier' to beer and a clear strategy has been identified.
- Identified attractive opportunities in the 'Fun&Cool' segment. Where necessary, new strategies will leverage opportunities and specific brand launches have been planned across the world.
- The roll-out and leverage of existing innovations will continue: Heineken Extra Cold®, DraughtKeg®, BeerTender® and David®.
- ***Sustainability: 'Brewing a Better Future'***. "*We believe our new approach strikes the right balance between environmental, financial and social sustainability and makes positive long-term commitments to investment in the environment, communities, people and partnerships*".

The approach is built around three clearly defined strategic imperatives:

1. Continuously improve the environmental impact of the brands and business

2. Empower the people and the communities in which Heineken operates
 3. Positively impact the role of beer in society. Heineken created 23 programmes that – over the coming ten years – will bring these imperatives and the words ‘Brewing a Better Future’ to life.
- **The need of partnerships.** Heineken emphasizes that ‘Brewing a Better Future’ cannot be delivered by Heineken alone. Therefore, partnerships with many other stakeholders are a key part of the way they learn, share and deliver the agenda. In 2010 stronger partnerships were established with e.g. United Nations to join Global Compact LEAD, the World Economic Forum, the International Center for Alcohol Policies (ICAP) and the European Forum on Alcohol and Health.

‘Best Global Brand’: No. 93

Researchbureau Internbrand investigated the most valuable brands worldwide. Heineken enters the Top-100 of the Best Global Brand Report of 2010 at position 93 (AFM, 37). For the first time since 2005 the beer brand is again one of the best global brands. According to the list, the Heineken brand has grown approximately 30% over the past five years. According to Interbrand, the brand value of Heineken increased from 2,5 billion dollars in 2005, to 3,5 billion dollars in 2010 (Goedkoopbier.nl, 17/09/2010). The number one position is for Coca-Cola (brand value of 70,4 billion dollar), followed by IBM and Microsoft.

“Heineken should focus more on beer”

According to Coen Dekker, brand manager beer image at Heineken the brewer should focus again on the product beer (Goedkoopbier.nl, 19/11/2010). The brandmanager indicates that the brewer might have launched too many sideproducts – e.g. the Heineken creditcard and the Heineken online community- while the consumers mostly ‘just want a good beer’. According to Dekker *“Heineken has become too much of a marketing company and should become a brewer again”*. The beer consumption keeps decreasing annually with approximately 1% (from 90 liter per capita in 1995 to 70 liter in 2010). However, in this shrinking market, beer brands e.g. Jupiler and Hertog Jan did succeed in increasing their market share.

According to Dekker this is due to their communication about the “good of beer” and “craftsmanship” involved in beer.

Brand manager beer image at Heineken, Coen Dekker:

“Heineken has become too much of a marketing company and should become a brewer again”.

Amstel

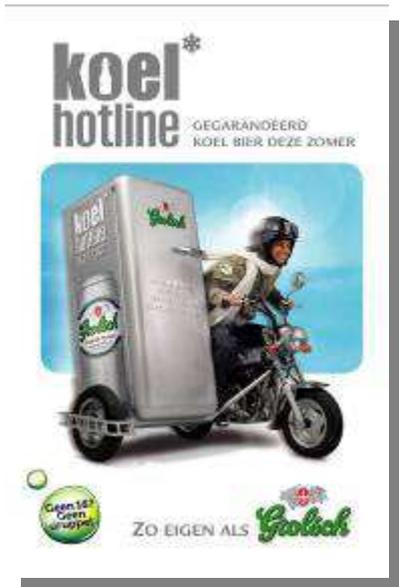
The Amstel brand had more or less 20% market share in The Netherlands (AFM, 28/29). Because the brand lost market share mainly in the catering industry, it decided to invest again in this segment. For the first time in 30 years the market share had increased again. A new glass was introduced with a golden rim. There has been criticism on the brand portfolio for the Heineken and Amstel brand in the sense that both brand would be positioned in a too similar fashion (e.g. very much focused on men while trying to ‘fool’ or ‘make fun of’ women in the commercials).

3.3 Grolsch

In 2008 Grolsch was acquired by the South-African brewer **SABMiller** (for 1,2 billion dollars). For this reason no separate annual report is available anymore for Grolsch beer, one of the largest Dutch beer brands. According to the Annual Report of 2010, the mother company SABMiller did well: a higher volume was sold (213 million hl), which led to a group revenue of 26,3 billion dollars (+4%) and a profit (before tax) of 2,9 billion dollars (-1%). SABMiller has identified four strategic priorities:

- Creating a balanced and attractive global spread of businesses
- Developing strong, relevant brand portfolios that win in the local market
- Constantly raising the profitability of local businesses, sustainably
- Leveraging our skills and global scale

In 2010 the Grolsch brand focused mainly on its new 'identity' which is related to 'authenticity'. The theme of the tv commercials is "Let's drink to...", in which many variations of 'toasting moments' are portrayed. Also the 'keep your Grolsch beer cool' campaign that started in 2009 was continued in 2010. Consumers received 'cool tips' and were offered a "**Cool hotline**" (see figure) which could quickly deliver cold Grolsch beer. Grolsch is also profiling itself in the music scene (the Cool hotline was also active at several music festivals). The home beer tap "Cheersch", launched with high expectations three years ago, turned out to be not very successful and will therefore end in 2011.



3.4 Bavaria

2010 was a good year for Bavaria. The **net profit was 30,4 million euros** (slightly less than a year before). The total revenue was 434 million euros. The restyling of the brand led to an increased marketshare in the Netherlands.

Within three months thousands of pubs and restaurants were completely transformed according to the new design and logo. Also, two alcohol free beers were introduced (Malt and White beer) with 0.0% alcohol. As many might recall



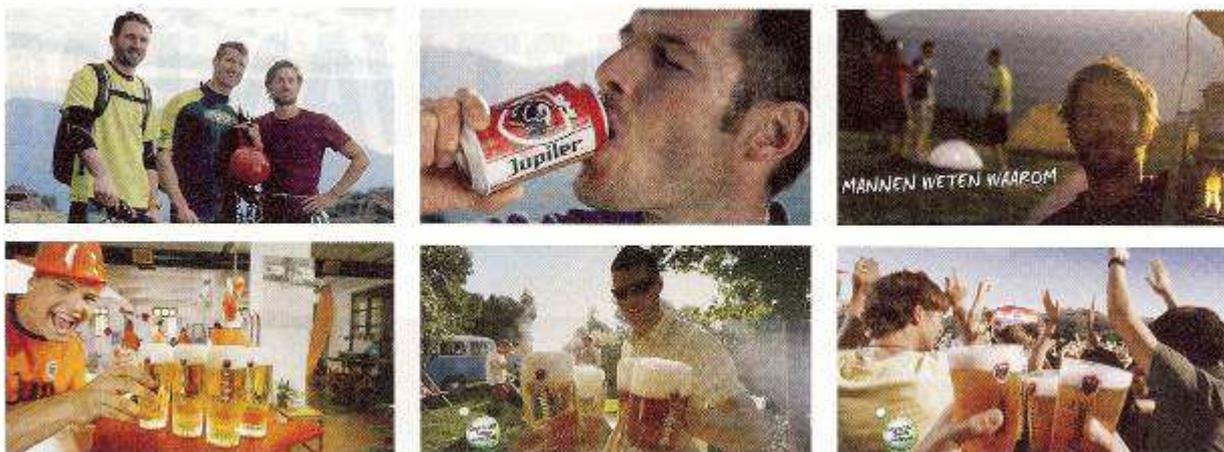
from the World Cup Football, 2010 was especially the year of the Bavaria Babes dressed up in orange Dutch Dresses. The babes attracted worldwide attention during the World Cup in South Africa while ABInBev (Budweiser and Jupiler) was the official sponsor (see Chapter 6.3 on ambush marketing). According to brand manager Verldhuijsen the sales of cases of beer has increased: "*In four years time, our image has improved and it also appeals more to youth*" (AFM, 50). With regard to cans, Bavaria has grown with 30%, surpassing Grolsch and becoming number 3 player in the market. With respect to special beers, e.g. white beer, Amberbeer and rosé beer, Bavaria is leading. Within a period

of nine months Bavaria White 0.0% became the largest white beer brand. Brand manager Vonk: *“Bavaria distinguishes itself from other beer brands, because it always wants to surprise”*. Since the introduction of the new identity, the ‘top of mind’ brand awareness doubled, to 10%. The spontaneous brand awareness increased to 69% (AFM, 50). In 2011 the restyling of the Bavaria brand will take place in all 130 countries where Bavaria is being sold. Bavaria has big plans with Bavaria 0.0% White and other alcohol free products to be introduced in 2011 (e.g. Bavaria 0.0% Rosé). Another new product has been launched, the ‘blueletto’: a stiletto shoe with a beer bottle up side down as high heel. Marketingmanager Denie: *“It’s not about the power of the money, but about the power of ideas”*.



3.5 Jupiler (ABInBev)

Jupiler (from the largest brewer worldwide ABInBev) is the largest beer brand in Belgium. Since a few years, it is gaining increased market share in the Netherlands. The well known pay-off *“Jupiler, men know why”* has been used in Belgium for over 20 years now (AFM, 22). Since 2006 the brand is sponsoring the First Division of Dutch football (‘Jupiler League’). Ever since, the brand has gained more and more popularity and marketshare. In 2009 the first television commercial was broadcast on Dutch television. In 2010 Jupiler was clearly trying to further strengthen the link with football. This was e.g. done by the “Friday at your place” campaign [“Vrijdag bij jou“], in which the brand is trying to claim the Friday night at tv channel RTL-7 as Jupiler football night. Also during the World Cup (in which Belgium did not take part), Jupiler was very visible in Dutch supermarkets and pubs. In the summer time several ‘refreshing’ Jupiler commercials were shown. Since 2010 Jupiler also started the sponsorship of large music festivals e.g. Dance Valley (formerly sponsored by Heineken).



In 2010, four years after the introduction in the Netherlands by means of the First Division sponsorship, ABInBev ‘finally’ launched a Dutch website for the Jupiler brand: www.jupiler.nl.

Research by online media monitoring bureau Clipit revealed that during the period of research, Jupiler was the beer brand most often mentioned in online news (7.115 times), followed by Heineken (5.102 times) and Grolsch (2.180 times). The large number of articles about Jupiler was mainly due to news

about sponsorship of the Jupiler Laegue and about the strike at the mother company ABInBev (Goedkoopbier.nl 28/01/2010).

3.6 Other beer news

OLM beer

In 2010 there was a clear increase in the amount of attention for the beer brand OLM, starting at the big catering industry fair called 'Horecava'. OLM is a little brewer that has been trying to obtain reasonable market share in the beer market for the past eight years (NOS.nl, 15/03/2010), mainly by low prices such as in the catering industry. In 2010 OLM became more visible in supermarkets as well (e.g. C1000 and Deen). The brewer launched a new design of its brand and logo, including a green label with a red star. This reminded too much of the Heineken logo and star, therefore, Heineken went to court and **OLM was forced to adjust its logo**. Interesting detail: Marc Schneider, the director of OLM beer, is a former employee of Heineken (AFM, 14).



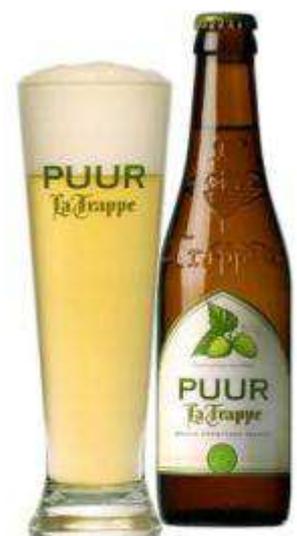
According to the OLM director the Dutch beer market is an **oligopoly**. Four large players obtain more than 70% of the beer market (Goedkoopbier.nl 30/11/2010). These four major players are Heineken (e.g. with Heineken, Amstel and Brand beer), ABInBev (e.g. Hoegaarden, Dommelsch and Jupiler), SABMiller (Grolsch) and Bavaria. The oligopoly makes it very hard for new brewers to obtain a position: *"The large brewers try to hinder newcomers and try to protect their own position in many ways"*. OLM beer is now sold in over 200 Dutch bars, however, not at the busiest pub areas due to competition. The total production in 2010 was approximately 50.000 hl (approx. 100.000 barrels).

Fairtrade and biological beer

The recent, more general, trend of an increased interest amongst consumers in green, biological and ecologically 'responsible' products has also led to the development of biological beers. Examples are **Mongozo** beer (fair-trade,



biological and gluten-free beer which is available in exotic tastes e.g. mango, banana and coconut) and biological beer **La Trappe 'Pure'** by **Bavaria** which is thus far only sold in the catering industry.



Mexicali: “the real Mexican beer”

The “real Mexican beer”, as Mexicali is described was supposed to become *the* beerbrand of the summer of 2010. There were a lot of marketing activities for the brand from Mexico, that started in 1923, and received a little help from German brewers to improve the taste. Usually corn is the basis for most Mexican beers, however, in Mexicali the basis is the more expensive barley and also hop (AFD, March). The beer is sold in six-pack longnecks, there is a special store display and promotion material has been developed to induce a Mexican atmosphere. Mexicali is imported in the Netherlands by UB (Universal Brands) Drinks, a new importer of alcoholic drinks in the Netherlands. On Bierblog.nl, it is questioned whether Mexicali will become the *new Corona, but cheaper*.



Local brewers in ascent

The past decennia globalization has been a big priority amongst the brewers (AFD, Feb). This creates room for a new trend that has been developing the past years: “boutique brewers” that produce small-scale, artisanal beers. *“Contrary to the clever marketing campaigns by large brands, the small-scale brewers produce products with a personal character, with a for the consumer recognizable link to the region they come from”* (AFD, Feb).

An example of a small-scale brewer is the “Twentse Bierbrouwerij”. For their beer they make use of ingredients that were harvested in the region. The taste answers to the demand of the consumers: *“Marketresearch that we have done revealed that there was a preference for mild, soft beer, that is easy drinkable [‘doordrinkbaar’]”*. Besides their premium pilsner, the Twentse

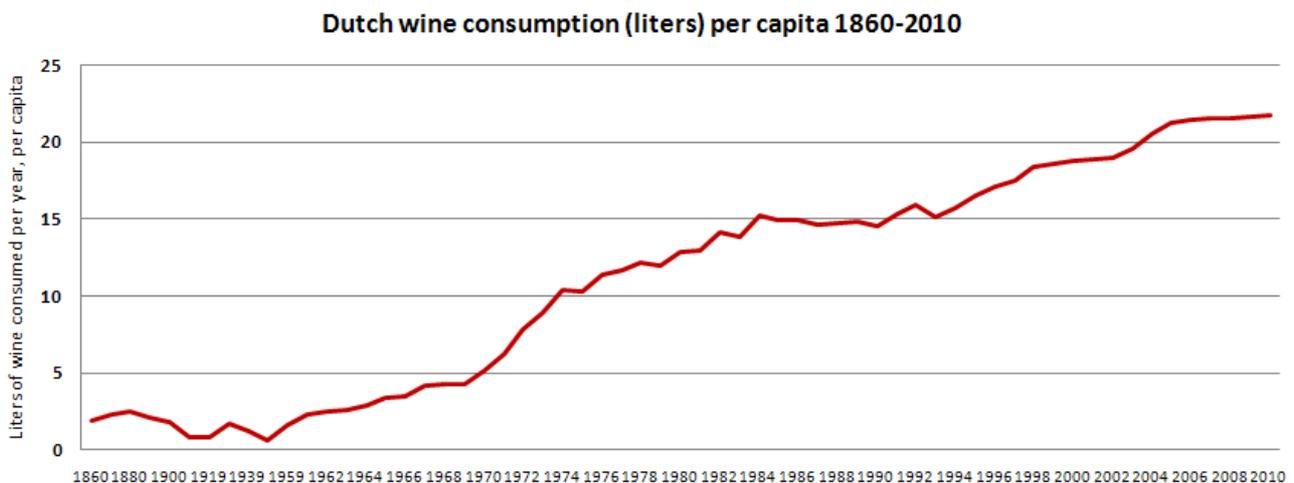


Bierbrouwerij also produces rosé beer, whitebeer, and seasonal beer e.g. bokbeer. Although the brewery is still relatively small-scaled, there are plans to go national. The origin of the beer might be ‘characteristic’, the design of the bottles is certainly not. The trendy look of the beer will probably attract younger consumers as well. The national distribution is covered by De Monnik Dranken.

4. Developments at the winemarket

Dutch wine consumption slightly increases

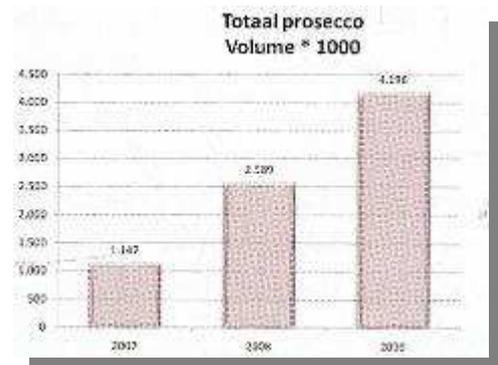
According to the 'Marketing Board Wine' ['Productschap Wijn'] that registers the per capita wine consumption (in liters), the Dutch are still drinking slightly more wine each year (see figure below). A century ago, the Dutch did not even drink 1 liter of wine per year. Around 1970 the wine consumption started to increase rapidly from approximately 5 liters to almost 19 liters in 2000. In 2010 the annual wine consumption comes down to 21,8 liter per capita. Thus far, this is the highest per capita wine consumption ever in the Netherlands.



Source: Productschap Wijn.

Sparkling wine popular

Marketresearch conducted by GfK and Trendbox commissioned by the Productschap Wijn revealed that sparkling wine showed an increase in the sales of 49% in 2009 (AFD, April). The sales of semi-sparkling wine, e.g. prosecco, showed an increase in volume of 30%. Approximately 30% of the sales of sparkling wines comes from prosecco. The Dutch drank 4,5 million bottles of prosecco in 2009. Due to the crisis, the sales of champagne showed a large decrease from 2008 to 2009 of 40% (AFD, Feb).



In 2009 the Dutch drank on average 21,7 liter wine per capita (AFD, April). The average price of a bottle of wine was € 2,83 in the supermarket versus € 4,51 at the liquor store. Most popular are still the French wines (36% marketshare), followed by South African wines (22%), wines from Germany (11%), Spain (8%) and Chili (7%). The research showed that 76% of all Dutch aged 16 or older consume wine 'regularly'. Sparkling wine is consumed most by the age group 25-34. Also the popularity of red

wine is increasing. It turns out that the Dutch consume wine at more occasions, but when they drink wine, they consume less. Wine is more and more consumed during dinner (AFD, April).



Hupsaké

Three free lancers developed the Dutch drink called “Hupsaké”, which, in Dutch means “That’s the spirit!”. Saké is a Japanese ricewine which is enjoying an increased popularity. In New York and Berlin, saké is already a hot drink, the Netherlands are a bit behind with this trend (AFM, 3). The text on the bottle says: *“To the optimists, the do-ers. The persistent people, and the risk takers. To initiatives, chances and new opportunities. To everybody who has the will to see a new road and the will to take it”.*

The idea is to promote Hupsaké in bars and send it to people “who can use an extra push in the back”. Also during the World Cup Football, Hupsaké was promoted. Special Hupsaké bandana’s were distributed, especially during the match against Japan.

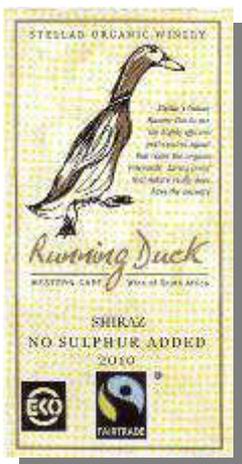
Highly educated women drink more

Research from the London School of Economics revealed that highly educated women drink almost twice as much compared to women with a low educational level (AFD, May). They also more often drink daily. Possible explanations for this difference are the fact that highly educated women get married later in life, which extends their period of ‘partying lifestyle’. Also chances are higher that they work in a predominantly male working environment, in which drinking is more common.



More attention for organic wine

In ‘Numbers and Trends’ [‘Cijfers en Trends’] by the Rabobank, the annual developments in different sectors are described. One of these trends is clearly that “attention for a healthy lifestyle pleads for moderate alcohol consumption” (AFD, Nov). The report states that: *“The hype of mixdrinks is over.*



The consumer prefers low calory products at the moment. This trend will become more and more important, partly because of the growing attention for health the upcoming years. The industry actively adapts to this trend by developing new ‘mid’ and ‘low calory’ beverages”. The increasing attention for organic, biological and biodynamic wine fits within this trend (AFD, Nov).

An example is the biological wine ‘Running Duck’ from South Africa that also has a Fairtrade label. It is a wine without specially added sulfite: “Wine without sulfite does in fact not exist, because it always arises in the fermentation process. Almost always more sulfite is added to prevent oxidation and moulds”. Also in the Champagne area organic production is on the rise. Due to the use of

insecticides the Champagne area is one of the most polluted places on earth (AFD, Nov).

Winebars are popular

Visiting a wine bar becomes more and more popular in the Netherlands. In 2000 the first wine bar was opened in Amsterdam. It is now estimated that the number of wine bars has increased to 20 to 25, mostly situated in the big cities. Prices per glass vary between € 3,50 and € 80. It is expected that the number of wine bars will keep increasing in the future (NL, nr. 2)

Wine community: By the Grape

By the Grape is a community for the wine lover, with columns, blogs, news, recipes and a webshop, where you can buy everything that has to do with wine, except for wine. According to the founder Neleman, of the 250 wine webstores, only five are doing very well (AH Wijn domein, Wijnvoordeel, Nederlandse Wijnbeurs, Dekamarkt and Wijnmatsers, see AFM, 40). By the Grape is a portal through which the visitor can get to information about wine, but also to webstores to order wine online.



The wine platform has some 1.500 to 2.000 visitors per day (AFM, 40). Within a year they had 8.500 members and access to 10.000 email addresses. Neleman: *“The wineworld can learn a lot of the beer world. It is no coincidence that Heineken is doing more in wine”*.

By the Grape won the Marketing Award 2010 of the Productschap Wijn. According to the jury: *“the successfully integrated communication platform provides a significant contribution to the development of the branche. The innovation and integrated use of new and existing media, wineportal, store, magazine, wine tasting room and the many activities around it, creates an effective instrument”*.

5. Developments in Mixdrinks, Cocktails and Hard liquor

Key figures Commission Distilled Beverages 2010

The key figures concerning the consumption of hard liquor and premix drinks from the Commission Distilled Beverages reveal that genever is still by far the most consumed hard liquor in the Netherlands, followed by whiskey and liqueur (see Figure). The consumption of premix drinks or RTDs lies in between the consumption of whiskey and liqueur.

Consumptie naar soort in hectoliters consumptiesterkte						
	2008 In %		2009 In %		2010 In %	
jonge genever	150.084	22,5	140.309	21,6	135.445	20,8
whisky	87.587	13,1	88.894	13,7	93.344	14,4
likeur*	92.845	13,9	82.119	12,6	82.294	12,7
rum	51.145	7,7	54.950	8,5	54.399	8,4
beerenburg*			38.015	5,9	38.523	5,9
vieux	39.909	6,0	38.019	5,9	37.266	5,7
wodka	34.380	5,2	34.569	5,3	35.492	5,5
likorette	31.648	4,8	33.160	5,1	33.119	5,1
kruidenbitter/kruidenlikeur*	55.024	8,3	31.095	4,8	32.461	5,0
advocaat	20.779	3,1	20.374	3,1	20.499	3,2
laaggradige genever	18.077	2,7	16.510	2,5	15.432	2,4
overig gedistilleerd*	19.262	2,9	10.101	1,6	10.307	1,6
cognac/armagnac	10.297	1,5	9.782	1,5	10.183	1,6
bessenjenever	11.121	1,7	10.199	1,6	9.554	1,5
creamdranken	9.675	1,5	8.716	1,3	8.493	1,3
gin	6.216	0,9	6.223	1,0	7.290	1,1
citroenbrandewijn	6.270	0,9	5.720	0,9	5.322	0,8
oude genever	5.160	0,8	4.841	0,7	4.691	0,7
brandy, grappa, weinbrant	4.190	0,6	4.190	0,6	4.350	0,7
lichtalcoholische eierdranken	3.081	0,5	2.825	0,4	2.848	0,4
korenwijn	2.514	0,4	2.329	0,4	2.393	0,4
vruchtenbrandewijn	1.892	0,3	1.796	0,3	1.721	0,3
uit vruchten gestookt	1.491	0,2	1.491	0,2	1.491	0,2
vruchten op alcohol	1.427	0,2	1.345	0,2	1.355	0,2
brandewijn	1.283	0,2	1.298	0,2	1.080	0,2
citroenjenever	813	0,1	775	0,1	661	0,1
totaal	666.170	100	649.645	100	650.013	100
premixen	92.306		94.564		89.598	

Bron: Commissie Gedistilleerd

* Likeur, kruidenbitter/kruidenlikeur, beerenburg en overige dranken zijn per 1 januari 2009 niet vergelijkbaar door herindeling productcategorieën.

Summer mix: Martini Rosato Royale

A new mix was introduced by Bacardi for the summer time: Martini Rosato Royale. The drink consists of half a glass Martini Rosato and half a glass of prosecco. It should be consumed in a large wine glass and can be completed with a slice of orange, summerfruit or a blackberry with a piece of cinnamon (AFD, May). With this new drink Bacardi aims to introduce the Italian atmosphere in the Netherlands.



Limoncello from Italy

The lemon liquor from Sorrento, Italy with 30% alc/vol is gaining more and more attention worldwide. There exist many other types of limoncello, but the 'original' limoncello comes from Sorrento and is made from four ingredients: lemon, alcohol, sugar and water (AFD, Aug.). Villa Massa is known as 'the best limoncello', and is based on a family recipe from 1890. Villa Massa is market leader and is exporting its limoncello to 52 countries worldwide. Interesting detail is that canary yellow limoncello is 'fake'; it has been artificially coloured. The lemon peel does hardly give a yellow colour to the final product. In the Netherlands Villa Massa is distributed by Maxxium Nederland. *"Besides pure consumption of*



limoncello, icecold, in a small glass, there are many other ways to use it, e.g. in cocktails, with tonic and ice, with Italian icecream, with fresh stawberries or a drop in your espresso" (AFD, Aug). In 2010 Villa Massa focused amongst others on organizing tastings *"because tasting leads to loving it"* (DD, 1/2).



A Brand New Day Drinks Company is the new distributor of another limoncello that is trying to gain market sghare in the Netherlands: Luxardo Limoncello. *"Luxardo has developed beautiful international marketingprogramsto win the consumer's preference. We are lokking forward to using these in the Netherlands"*, according to ABND.

Yoghurt liqueur

In 2010 Bols introduced a new liqueur, called "Natural Yoghurt". Yoghurt is a very all-round product, that can be easily used. The liqueur can be consumed pure, on the rocks or combined with other liqueurs or fresh fruit. Ceo Bols: *"We have looked intensively for an innovative, authentic liqueur that would exceed all expectations. Yoghurt is a typically Dutch product which makes it an obvious ingredient for this innovative liqueur. Because of the wide taste combinations and mixability, bartenders can easily create exciting cocktails"* (AFD, Aug).



Dictador rum is "no drug"

A new rum from Colombia was presented on trade fair the 'Dranken en Pakket Expo'. The possibly 'not very charming' brand name 'Dictador' refers to the suppressors that once ruled on the South American continent. Besides that, the first product from Colombia people often think of is cocaine (AFD, Sept/Oct). *"But our rum is no drug"* according to Bogdanski, director Dictador Europe. Dictador is already exported to most European countries. *"We are now hoping to build up our distribution in the Netherlands as well"*.

Malibu By U

Especially for the summer time, Malibu launched a special edition bottle: "Malibu By U". The white bottle was accompanied by four colourful sticks, with which you could 'pimp' your own Malibu bottle. According to the Dutch Institute for Alcohol Policy this special action by Malibu was in violation with the Advertsing Code for Alcoholic Beverages because it was appealing to minors. However, a complaint with the Advertsing Code Committee was not upheld because it was not "specifically targeting" minors.



The Silver Strike ritual

Maxxium Nederland introduced a new liqueur called Silver Strike (AFD, Feb). It's a variant of the well known cinnamon liqueur Goldstrike, that contains 50% alcohol and flakes of 23,5 carat gold. Silver Strike contains 30% alcohol and flakes of 99% pure silver. It refers to America of 1858, the silver mines and the wild west. According to Maxxium the way to drink Silver Strike is: *"pure and with your friends according to the 'Silver Ritual': shake, shoot, strike. Shake the bottle, fill up the shooter"*

glass and cover it with the Silver Strike sheriff star. Shake: shake the glass with the sheriff star. Shoot: drink the glass in one go. Strike: smack the glass back on the bar”.

Rituals play an important role in the marketing of many products. According to brand guru Martin Lindström, products and brands that are associated with rituals are better remembered than brands without rituals (Lindström, 2008).

Diversification Pisang Ambon

Pising Ambon, the green banana liqueur with 20% alc. vol., was followed by Pisang Ambon Mellow in 2007 (a likorette with an alcoholic content of 14,5%, and therefore allowed to be sold in the supermarket) and by the purple liqueur Guarana Lime (20%) in 2008. In 2010 a new liqueur, with a blue colour, was introduced: Ice Mint. *“Pisang Ambon is targeting consumers of 18-25 years old: a trend sensitive group, always looking for new and adventurous experiences. The new taste and strikingly turquoise color create a real experience and therefore fits perfectly”* (AFD, May). *“All variants are well-suited for refreshing summer longdrinks and cocktails”*.



Famous Grouse whiskey: Ready to Drink

The Famous Grouse whiskey is described as the “Finest Scotch Whisky” and has been the favorite whisky in Scotland for over 30 years (AFD, Sept/Oct). The mascotte of The Famous Grouse is the red grouse. In 2010 distributor Maxxium Nederland launched a ‘ready to drink’ version of the whiskey: The Famous Grouse Coke, in a can. With this new product Maxxium is trying to adapt to the finding that 70% of the consumers in the catering industry drink their whiskey in combination with coke. Also for off trade use (at home), this trend is visible. Senior brand manager Schouten: *“With The Famous Grouse in a can we want to provide a ready-to-drink mix for the whiskey lover by*



which they can easily enjoy their favorite premium blended whisky. In the supermarkets the can segment is developing positively with a growth of 12,7%, at the cost of the bottle segment. Because of this we expect the new RTD to have a large growth potential” (AFD, Sept/Oct).

It is obvious that by creating a RTD with a alcoholic content below 15%, the product (and brand name) can now be sold via the supermarket. By this means, also the younger consumer can be reached.



Since merchandising becomes more and more important in order to promote brand loyalty, The Famous Grouse developed several new promotional items which can be purchased at the webshop. At the Horecava Fair 2011 the gadgets were exhibited. *“The collection has been greatly extended and now includes mirrors, bar packages, ‘That’s FAMOUS’-wallpaper and even trips to SnowWorld”.* The ad above shows some examples of items from the “That’s Famous Webshop”.

Liquorstore Gall & Gall aims at the weekend

The largest Dutch chain of liquor stores Gall & Gall launched a new campaign in 2010 in which “the weekend is placed as central to the experience of enjoyable drinks” (AFD, March). The pay-off is “Enjoy the weekend – Gall & Gall”. *“Many, many moments in the weekend lend itself to drinking a good glas. Whether it’s a spring weekend, film weekend, culinary weekend, ladies weekend or joggingweekend”.*



6. Marketing strategies

Also in 2010, the alcohol producers make use of a wide variety of well known or less well known marketing strategies in order to market their product and brands among their target audience. In this chapter, several of these marketing strategies will be discussed. It concerns the following strategies: women marketing, stimulating a 'drinking at home' culture (home parties), sport sponsorship, strong beers, 'pumping up the volume', guerrilla marketing, the comeback of alcohol free beer, education and CSR by the alcohol industry, research on alcohol and health, winemarketing, culinary or gastronomic arrangements, experience marketing, internet, viral marketing, social media marketing and the use of mobile phone apps. The aforementioned strategies will be discussed in this order below.

6.1 Targeting women

A clear trend of the past few years is alcohol marketing that is specifically targeting women. Already in 2007 Heineken stated in an interview that "Sales amongst women should increase" (NRC, 11th April 2007). Every year, new products are being brought to the market that are particularly appealing to (young) women. However, women are more vulnerable to the harmful effects of alcohol than men. For example, ***their risk of breast cancer increases with every glass of alcohol that is consumed*** (see WCRF/AICR Expert Report, 2007). There is still a lack of knowledge when it comes to the relation between alcohol and cancer (Eurobarometer 72.3, 2010). A recent study showed that girls who drank more frequently and higher amounts of alcohol as adolescents, had an increased risk of developing benign breast disease in their twenties (Berkey et al., 2010). For this reason, amongst others, alcohol marketing that is specifically targeting women is rather risky. Examples of new products and marketing activities targeting (young) women, are discussed below.

"Link the taste of beer to the drinking moment"

When women are asked what their favourite alcoholic beverage is, 62% indicates this is wine, 15% chooses for mixdrinks and only 7% chooses beer (AFD, Dec). One of the reasons women do not drink beer is because of the bitter taste. And also because they believe that beer makes you fat (AFD, Dec). However, in total approximately 30% of the Dutch women do drink beer (versus 76% of men; AFD, Dec). According to the female UK beer expert Melissa Cole: *"it is important not to teach women in how to drink beer. They decide for themselves what they want to drink. For the beer industry it is important*



to inform women about the beer product and about the diversity in beer tastes". It is also important to communicate about enjoying different beers at different occasions. For example the beer experience during dinner is improved by using a nice round glass (AFD, Dec).

Years ago only one out of ten women used to drink special beers. Now, also because of the rise of rosé beer, one in six women drink special beers. There is a lot of diversity in special beers and they have a rather good quality (DeliXL.nl.)

House of Bols is targeting 18 year olds

Via Twitter and Facebook a new campaign for Bols was held in which youngsters who turned 18 years old could apply themselves for a special one-time only birthday action: a tour through the House of Bols Experience (AFD, Aug). The youngsters received information about cocktails and bartending and

received a special “Bols 18.0” cocktail. Creative director Doorne: *“Social media are very important in our society. Via House of Bols 18.0 we would like to start the dialogue with our target group. It will be so nice to have all these 18 year olds over here, and get them acquainted with Bols, who celebrates its*



435th birthday this year!” (AFD, Aug).

Bols Creative director Sandie van Doorne:

“It will be so nice to have all these 18 year olds over here, and get them acquainted with Bols”.

The Heineken Slimcan

Heineken developed a special ‘slim can’ for women. The is described as ‘elegant’ and ‘trendy’ and is slightly smaller than the regular can of 33cl; it contains 25 cl. In 2010 the Heineken Slimcan was introduced in the supermarkets. The pay-off: “one glance and you’re sold” [“één blik en je bent verkocht”], in which glance [‘blik’] has a double meaning in Dutch (meaning ‘can’ and ‘glance’ at the same time).

According to the ad you can visit the website of Heineken and *“win a feminine Heineken gift package worth 100 euros”*.

As indicated already in 2007, Heineken is trying to get the female consumer to drink more beer. The Slimcan should contribute to this goal.

An advertisement for Heineken Slimcan. The top text reads "Één blik en je bent verkocht". Below it, a woman is shown holding a slim can of Heineken. To the right, a pack of four slim cans is displayed. Text on the right side says: "Ga naar www.heineken.nl en maak kans op een vrouwelijk Heineken cadeaupakket t.w.v. 100 euro." At the bottom, it says: "Het nieuwe bierblikje van Heineken. Daar mag je mee gezien worden!"

Heineken komt met een stijlvol nieuw bierblikje. Het blikje heeft een trendy design, sierlijke vorm en met slechts 25 cl een perfect formaat. Het elegante bierblikje is vanaf nu te koop in de supermarkt.

Ga naar www.heineken.nl en maak kans op een vrouwelijk Heineken cadeaupakket t.w.v. 100 euro.

Het nieuwe bierblikje van Heineken. Daar mag je mee gezien worden!

Valentine’s day

Several alcohol producers make use of Valentine’s Day as a day to target women with specially designed coactails and brands. Below some examples are provided.

Coebergh D’amour

“Celebrate love with Coebergh d ‘Amour” is the way a new Coebergh cocktail is promoted. “This sensual red love mix is fresh and fruity and might contain the most important ingredient to conquer a women’s heart: dark chocolate. Chocolate contains fenylethylamine, which is also released when someone is in



love. It induces a euphoric feeling. Surprise a loved one with Coebergh d'Amour or celebrate this day of love with your friends in the enjoyment of this cocktail " (AFD, Jan).

Bols "love cocktail"

Also Bols created a special cocktail to celebrate the Day of Love. Main ingredients are Bols genever, the liquor Pomegranate, lemon juice and pomegranate juice. If you could come up with an original name for this cocktail, you could win a tour through the House of Bols Cocktail & Genever Experience and a cocktail workshop.



Saint- Amour wine

Since a couple of years the wine Saint-Amour has linked itself to Valentine's Day. The bottles receive a specially designed label with a cupid on it. According to the Dutch pr-bureau: "Saint Amour is the most romantic wine of the ten Crus du Beaujolais" (AFD, jan.).



Flirttending with Licor 43

'Flirttending' is a new phenomenon in the Netherlands, according to Adfundum (AFD, Jan). It was introduced by Maxxium Nederland, the distributor of Licor 43. A 'flirttender' is a bartender who flirts with his clients. *"With the right mix of enthusiasm, charm, knowledge and excellent service, a flirttender can 'seduce' any client"*. Flirttending and Licor 43 originate from Spain. The "Beste Flirttender Contest 2009" was won by the Dutch Elroy Richter (see picture).



6.2 Stimulating a 'drinking at home' culture: home parties

Already in 2009 a new trend was spotted of alcohol producers trying to stimulate a 'drinking at home' culture by means of organizing private home parties for relatively small groups of people. The idea is that a special bartender of the brand brings all the necessary 'ingredients' for a home party, e.g. a bar, the alcoholic beverages, glasses etc. At the home party everybody can experiment with mixing cocktails and tasting different types of drinks. Bacardi was one of the first to launch this new concept of home parties with 'Bacardi Visita'. In 2010 it becomes clear that other alcohol producers have taken up on this new trend. Examples are Hooghoudt ("Party like Royalty"), Maxxium Netherlands ("Cointreau Rendezvous Privé") and Canei wine ("Win a completely arranged Ladies Party"). All examples seem to be **specifically attractive to women**. The three examples will be discussed below.

“Party like Royalty”

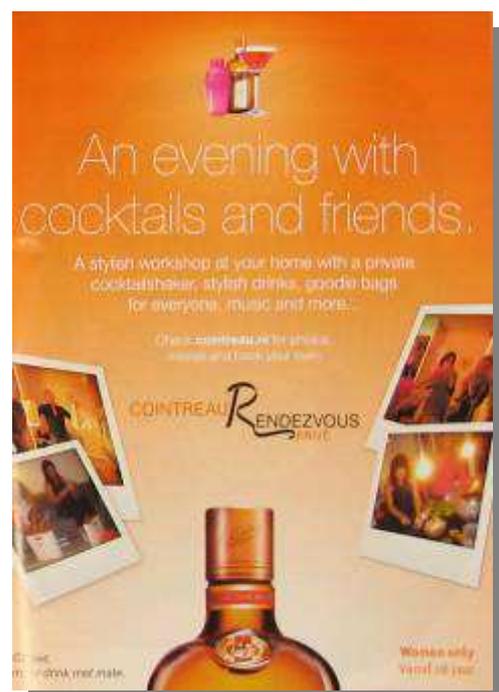
With the brand Royalty, Hooghoudt is especially targeting young adults (ADF, Nov). “People in their twenties and thirties nowadays like to party but are especially charmed by the experience of making cocktails themselves. Pleasure and a sparkling experience are the most important” (ADF, Dec). That is why Hooghoudt put four new ‘white spirits’ on the market in 2010. These four spirits cover the tastes of wodka, rum, gin and tequila. Market research showed that the new design of the new spirits was especially appreciated amongst the “commercially very interesting targetgroup” of young women (AFD, Dec).



Home parties by Hooghoudt. Left: pay-off “Party like Royalty” at your own place (e.g. in the kitchen as is shown). Right: “Going out is sooo 2009!” [‘Uitgaan is zóóó 2009’], indicating that is is old fashioned to go out to party, you can also party at home.

“Rendezvous Privé” with Cointreau

Women are the primary targetgroup of the liquor Cointreau (AFD, Jan). A well known cocktail is the Cointreapolitan, with cranberry and lemon juice. From 2009 till March 2011 distributor Maxxium Nederland launched a new ‘women only’ concept: ‘Cointreau Rendezvous Privé’. This is a private Cointreau party at your home for 10 to 15 female friends. A professional Cointreau cocktail shaker brings everything that is needed and teaches the ladies how to shake cocktails. Of course you can also taste them. Minimum age of participation is 20 years (see www.cointreurendezvous.nl).



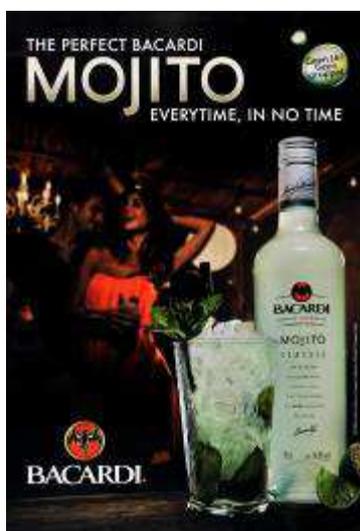
Canei “completely arranged Ladies Party”

Miazo developed a Dutch brand activation site and campaign to promote the wine brand Canei in The Netherlands. Besides a party calendar and music, the website offers the possibility to check codes and upload photos. By uploading a picture displaying your favourite “Canei moment” you could win a “completely arranged Ladies Party” for you and 10 of your friends. The campaign took place instore by 500.000 necktags (around Canei bottles) carrying a unique code, and online with banners and a Social Media Campaign on Hyves (the 'Dutch' Facebook). Here, Canei was present with a microsite, page skin, gadget, and a branded hyves page. Miazo also developed and localized an international portal to promote the sparkling wine Canei worldwide (www.miazo.com).



Your favourite Canei Moment. Upload a picture of your favourite Canei Moment and win a ‘completely arranged Ladies Party’ with Canei wine.

Also in the catering industry there are indications that arranged home parties with **special beer** is a niche that might be further developed (PR, nr. 10). Other products e.g. **new RTDs** (Ready-to-Drink) by Bacardi (“*The perfect Bacardi Mojito. Everytime, in no time*”), Diageo (“*The perfect mix for at home in 3 steps*”) and Wenneker (Vodka-Jus d’orange premix) will also decrease the threshold for drinking at home as well as outside of home (see ads for these products below).

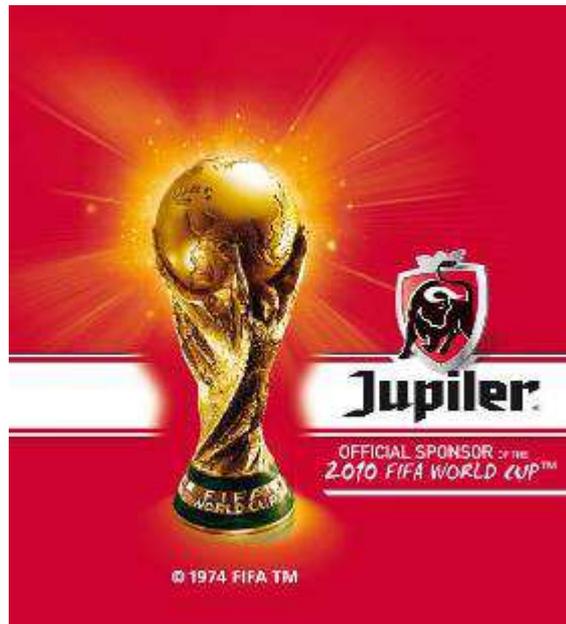


6.3 Sport sponsorship

Alcohol and sport sponsorship are very much intertwined in The Netherlands, as a report from STAP has shown (STAP, 2009). In the US roughly 60 percent of the alcohol industry's marketing expenditure is spent on sport related advertising and sponsorship (CAMY, 2004). It is unknown what the amount of expenditures is in The Netherlands. Recent studies have shown that alcohol industry sponsorship is associated with more hazardous drinking in sportspeople compared to non-alcohol sponsorship (O'Brien & Kypri 2008; O'Brien et al., 2011). Below, an overview is presented of several large sports events that were sponsored by the alcohol industry in 2010.

Football World Cup 2010

One of the most important sport events of 2010 was the FIFA World Cup in South Africa, that was held from 11 June till 11 July. One of the official sponsors of the Cup was ABInBev with its brands Budweiser (e.g. in the US) and Jupiler (in the Benelux). Brewers such as ABInBev and Heineken are often sponsor of a large football event, e.g. a World Cup, European Cup, the Heineken Champions League and the Jupiler League. Also other brewers and alcohol producers seize the opportunity to advertise for their product around a football tournament.



Marketing mix

The basic, tactical components of a marketing plan are called the "marketing mix". It is also known as the 4 P's, referring to the marketing mix elements (see figure):

- Price
- Place
- Product
- Promotion

The four elements of the marketing mix that were used in the alcohol marketing during the FIFA World Cup will be illustrated below.

World Cup gadgets

At the occasion of a large football event, a lot of brands have special Dutch (orange) gadgets developed. In 2010 it was estimated that the suppliers of these orange gadgets would sell World Cup gadgets worth a total of 50 to 60 million euros (AFM, 20). Also many alcohol advertisers, especially the brewers, have special promotional items developed. The gadget can be obtained after buying several cans of beer in the supermarket, usually against a fairly low price. The idea is to use the gadget during the matches. Research by STAP during the European Cup in 2008 has shown that minors are often attracted to these promotional items or possess such a football gadget (De Bos, 2008). A quarter of the minors between 12 and 15 years possessed the EC football gadget from Heineken or Jupiler. Several longitudinal studies reveal that the possession of a promotional item of an alcohol brand decreases the age of onset at which youngsters start to drink and it increases the intention to drink and the amount of alcohol consumed. Finally it also contributes to a more positive attitude towards alcohol (Collins et al., 2007; Henriksen et al., 2008; McClure et al., 2009).

Jupiler

For the World Cup, Jupiler advertised for a free orange T-shirt with every keg of Jupiler beer. Some 300.000 t-shirts were provided, stating: "Jup Holland Jup". This refers to the Dutch cheering during a football cup ["Hup Holland Hup"].



Heineken

Heineken created the so-called "Pletterpet", a plastic, colourful helmet with an orange horn, that referred to a traditional mining helmet from South Africa. The Pletterpet was promoted on Dutch television with a special television commercial and could be bought in the supermarket with eight cans of Heineken beer for € 10,99. Usually the Heineken football gadgets are very popular. This year, however, the Pletterpet scored an eighth position in the Orange Barometer (AFM, 22). Number one World Cup gadget was the Grolsch CoolServer, followed by the Bavaria Dutch Dress (both see below).

STAP filed a complaint with the Dutch Advertising Code Committee, stating that the colourful, plastic Pletterpet was targeting children. The complaint was not upheld, however, since it was not "specifically targeting" minors according to the Committee.

Grolsch

Grolsch beer launched the “Coolserver”, a large beer cooler that could be remotely controlled. This way, there was no need to stand up anymore during the match to walk to the fridge in order to get a cold beer. Beginning on the 19th of May, you could win a Coolserver every hour, for 24 hours a day, 8 weeks long. To participate you had to buy a crate of Grolsch beer which contained a special code. You could visit the website to see if you had won or not. Grolsch also launched a special “Fridge Helpline”: in case your fridge would break down during the World Cup, you could call 0800-020007 and borrow a special Grolsch fridge for the rest of the tournament. This way, Grolsch wanted to make sure you would miss nothing of the World Cup and still have a cold beer.



Bavaria

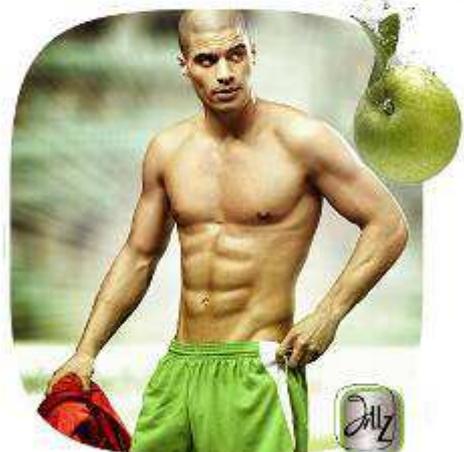
Finally, Bavaria beer targeted women during the World Cup: the Dutch brewer had a special dress designed by the famous label SuperTrash, called the “Bavaria Dutch Dress”. The Dutch Dress is a sexy orange dress that can be worn in four different ways. You could order the dress online at the Bavaria website, or buy it with eight cans of Bavaria beer for € 9,99. There was an actual run on the dresses when they first came out. After the first 100.000 dresses were sold, the brewer

decided to have another 100.000 produced (Source: Goedkoopbier.nl). Sylvie Meijs, married to the famous Dutch football player Rafael van der Vaart, was the ‘face’ of the Bavaria Dutch Dress.

Jillz cider

Bavaria was not the only brand that was specifically targeting women during the World Cup. Also the cider brand Jillz (from Heineken), launched a special Jillz campaign called: “Jillz Loves Football”. The campaign was a ‘protest’ against the FIFA rule that the players are not allowed anymore to take off their shirts after they score a goal. A moment in the match that usually is very appealing to women. Jillz wanted women to sign the “Take of that shirt, now” petition at a special Jillz website (www.jillzlovesfootball.com).

Jillz loves football



See below for additional examples of the 4 Ps of the marketing mix during the FIFA World Cup.

P = Product



Orange packaging of the Heineken Twister 6-pack (opened by one twist of the hand). They are sold in the supermarket in special fridges to stimulate immediate consumption.

P = Place



Promotion in the supermarket for a free Jupiler World Cup t-shirt with one crate of beer.



Amarula, number 1 liquor on the African continent, was an 'Official Licensed Product' of the FIFA World Cup (see logo).

P = Price



Bavaria beer: 12 bottles for € 2,99 (elsewhere € 4,89) "Be quick, before they blow the whistle on this action"

P = Promotion



Packaging: Bavaria produced a special half a liter can to thank the Dutch team.



Girls dressed up in the Bavaria Dutch Dress during the honouring of the Dutch team.



Instore promotion of the Heineken Pletterpet World Cup gadget in a Dutch supermarket.

Ambush marketing by Bavaria

Bavaria attracted world-wide attention to its brand during the World Cup, because of a strategic ambush marketing tactic. Since the brewer was no official sponsor, no advertising for Bavaria beer was allowed in the football stadia. However, during the match Denmark - the Netherlands, the brewer had arranged that 36 Dutch and South African girls, dressed up as Danish women, infiltrated the Danish fan site of the stadium. As a surprise act, the ladies took of their Danish outfits and emerged as orange "Bavaria Babes", singing and dancing and drawing a lot of attention of the public, the football players, the media, and of course the FIFA. The FIFA was not amused with this ambush that turned out to be arranged and paid for by Bavaria. The girls were arrested and two of them even had to remain at the police office and had to be bailed out. Especially the way the FIFA reacted to the Bavaria Babes ambush action led to world-wide attention for Bavaria and a lot of buzz on the internet.



At the request of the FIFA, a special South African provision came into force during the World Cup, in order to be able to tackle attempts at ambush marketing. The maximum fine was 10.000 rand, possibly extended with half a year detention (AFM, 26-27). In the Netherlands, ambush marketing cannot be penalized by means of imprisonment. An individual fan who is wearing clothes from an advertiser not officially sponsoring the event cannot be denied access to the football stadium. The element of personal freedom and expression is a fundamental right that can only be restricted in special circumstances (AFM, 26/27).

Although the Dutch Dress did not contain an image of the Bavaria brand, the dresses were well-known to be by Bavaria. Before the official start of the World Cup Bavaria had a similar ambush action during the practice match Mexico-Netherlands. A flash mob of 60 Bavaria Babes drew the attention, leading to irritation with Heineken and the FIFA. According to the FIFA contracts only Budweiser (Jupiler in Benelux) and Heineken were allowed to advertise during the World Cup.



Previous ambush tactics

During the World Cup in 2006 Bavaria came into similar trouble due to the "Bavaria Lederhose". This promotional item did contain the brand name Bavaria and resulted in Dutch football fans that had to

take off the Lederhose to watch the game in their underwear. The Bavaria action reminds us as well of a similar ambush attempt by Heineken in 2006 called the “Secret Weapon”, a little ‘German’ hat that could be transformed into a horn. In 2006 Carlsberg was sponsor of the World Cup and promotional items of other brands were not allowed in the stadium.

According to the marketing manager of Bavaria, Frenkel Denie, the Bavaria brand created especially more sympathy amongst youngsters: *“Because of our action we sell more volume in a difficult market. And we do this with the lowest marketing budget of all brewers. The publicity is at its maximum and the spontaneous brand awareness as well. Youngsters recognize us now. And internationally we are on the map. Everybody know us. And: everybody has a smile with the brand. It has become a fantastic year. Everything came together”* (Source www.ad.nl).

Ambush marketing can be defined as a marketing strategy wherein the advertisers associate themselves with, and therefore capitalize on, a particular event without paying any sponsorship fee. From a theoretical perspective, ambush marketing refers to a company's attempt to capitalize on the goodwill, reputation, and popularity of a particular event by creating an association with it, without the authorization or consent of the necessary parties.

Source: Wikipedia.org

At the NIMA Awards at the end of 2010, Bavaria won a prize for the best marketing company of the year.

Price discounts during the World Cup

The Dutch supermarkets usually advertise weekly for price discounts on beer. Most of these discounts last a week and about half of them concern crates of beer (rather than e.g. cans). In 2008 and 2009 the average discount on a crate of beer was approximately € 3,42. This is more or less a 25% discount of the normal price (see STAP, 2010a). This means that a crate of beer is often sold for € 8 instead of € 11,50. Most of the discounts were found for the Heineken brand. The supermarkets advertise a lot for beer during the entire year, but even more so around special occasions, e.g. a World Cup football. In 2010 **more than 300 price discounts** for beer were held by 24 chains of supermarkets during the 5 weeks surrounding the World Cup. In each of the five weeks, almost 70 discounts per week were registered (while the annual average is approximately 55 discounts per week). GfK manager Van der Hoeven:



“Retailers use the well known brands to improve their pricing image. The manufacturer is forced to go along with the price discounts. If you don't do this, e.g. as only beer brand, you will loose market share very fast” (AFM, 48).

Usually during a World Cup or a European Cup the sales of beer increase with approximately 10%, according to Heineken (Goedkoopbier.nl, 13/07/2010). In 2010 they expected the sold volumes to be even higher because of the good weather: *“Especially the last few days of the Cup it looked like*

Queensday. We had several Queensdays in a row”, according to Heineken spokesman Capetti. Queensday in The Netherlands is notorious for people drinking a lot of alcohol in the streets and supermarkets advertising with very low priced beer. GfK Retail estimated an additional 10.000 home taps for beer to be sold for Fathersday and the World Cup Football (Goedkoopbier.nl, 08/06/2010).

Honoring of the Dutch national team

The Dutch ended up second during the World Cup 2010, after losing from Spain. Despite losing the World Cup, the Dutch team was abundantly honored after its return to the Netherlands, during a canal tour in Amsterdam. Heineken sponsored the boat trip by offering free Heineken beer (see green bottles and tankards on the boat) and by handing out orange t-shirts, Pletterpet gadgets and Heineken flags to the public and the players. On the flags it stated “Bertje” which refers to the Dutch Heineken campaign “Biertje” (‘beer’) but also to the name of the Dutch trainer of the national team called Bert van Marwijk.

It was estimated that some 700.000 people came to Amsterdam to celebrate with the Dutch team (Source: Nu.nl). Thousands of minors were exposed to the excessive Heineken sponsoring related to this sportive event. On the Dutch news of 20.00h, Wesley Sneijder was shown drinking from an enormous tankard filled with Heineken beer (see picture). According to Heineken this was meant in a funny way, “as if it Members of the Dutch parliament asked questions about the Heineken sponsoring. Also, STAP filed a complaint with the Advertising Code Committee against Heineken sponsoring the football honoring stating that, amongst others, Heineken had exposed too many minors, was not allowed to use teenage idols in their advertising and stimulated excessive consumption by portraying football heroes with huge mugs of beer. The complaint was not upheld in its entirety.

NOS Journaal 20:00 uur



Football player and teenage idol Wesley Sneijder drinking from the mug of Heineken beer ‘as if it were the bowl’.

Advertising Code Committee against



Free crates of Heineken beer at the players’boot during the World Cup honoring in Amsterdam.

“Bertje” advertising for Heineken on freely distributed orange flags and t-shirts.



Famous football players e.g. Dirk Kuijt and Wesley Sneijder drinking Heineken beer from the well known green bottles.

Other examples of sport related activities in 2010

Obviously, many more examples of sport sponsorship occurred in 2010, these are just a few examples of what these sports related activities by alcohol advertisers can look like:



Local sponsorship by Heineken not allowed. In 2010 two parents complained with the Advertising Code Committee because Heineken sponsor boards were placed at hockey fields of club Kampong, where their underage children were playing. The complaint was upheld because the advertisements reached an audience consisting of more than 25% minors. According to the selfregulatory Advertising Code for Alcoholic beverages this is not allowed. This adjudication might have further consequences for alcohol advertising around sport fields



Holland Heineken House at the Olympic Winter Games. Since 1992, during the Winter and Summer Olympic Games a Holland Heineken House arises, sponsored by Heineken, NOC*NSF and others. The Heineken House is a meeting point for the players, supporters and fans. Also unofficial honourings take place. In 2010 the Wintergames were held in Vancouver.



Bavaria City Racing in Rotterdam and Moscow. On August 22nd, the Formule 1 event Bavaria City Racing took place in Rotterdam for the sixth time. The event attracts over half a million visitors, amongst which thousands of youngsters, who can even participate in a special 'childrens karts' in which they can drive over the Bavaria circuit. Despite restrictions on alcohol advertising in Russia (because of the severity of alcoholrelated problems), Bavaria City Racing also takes place in Moscow (see right picture), since 2008.



Bavaria football bottle openers. At the start of the new football season, Bavaria gave away special bottle openers with a crate of beer, in 300 Dutch supermarkets. The openers were 'personalized' to the colours of the football club.



Win a Jagermeister snowboard. Together with Jagermeister, liquor store Dirck III gave away 62 Jagermeister snowboards that people could win after filling out a special competition form. The winners received a snowboard and were invited to Snowworld with friends and family. After 'testing' the board everybody was invited for a Jagermeister.

6.4 Strong beers

Another trend that has become visible the past few years is the development of strong beers with alcohol percentages ranging between 7,5-12%. The beers are mostly only available in half a liter cans on which the alcohol percentage is prominently displayed. They carry names e.g. Amstel Strong (7,5%), ATLAS Extra Strong (8,5%) or Super Strong (12%), Bavaria 8.6 (7,9%) and Grolsch Canon (11,6%).

The price of a half a liter can of strong beer of 7,5-12% varies from € 0,85 to (ATLAS Extra Strong) to approximately € 1,45 (Grolsch Canon). Half a liter of beer with an alcohol percentage of 12% equals more or less 5 standard (Dutch) alcoholic consumptions or units². The cans will mainly appeal to heavy drinkers and alcoholics: the size is large, the alcohol percentage is high, the price is low and they are easily available via the supermarket.



Half a liter Grolsch Canon à 11,6% = € 1,45; Atlas Extra Strong à 8,5% = € 0,85, Atlas Super Strong à 12% = € 1,07.

Strongest beer 'battle'

It seems that the trend in strong beers has even gone beyond the 'regular' 10-12% beers: a competition broke loose between several (relatively small) breweries about producing the strongest beer ever.

In 2009 the Scottish brewery Brewdog produced the strongest beer ever of 32%, which they called '**Tactical Nuclear Penguin**' (Goedkoopbier.nl, 17/02/10). The German brewery



Schorschbrau surpassed this with a beer of 40%, which led Brewdog to produce another 'strongest beer of the world' of 41%, called 'Sink the Bismarck'. Next, the Dutch brewery 't Koelschip 'interfered'



and produced a 45% beer called 'Obelix', after which the Scottish produced a beer called '**The End of History**' containing 55% alcohol. Only 12 bottles were made which were sold inside the bodies of dead animals e.g. squirrels (see picture). The stunt was condemned by animal rights groups as "cheap marketing tactics". However, the animals were not killed for the bottling but killed on the road.

² In the Netherlands one standard unit of alcohol contains 10 grams of pure alcohol. In the UK this is 8g, in the US it is 14g.

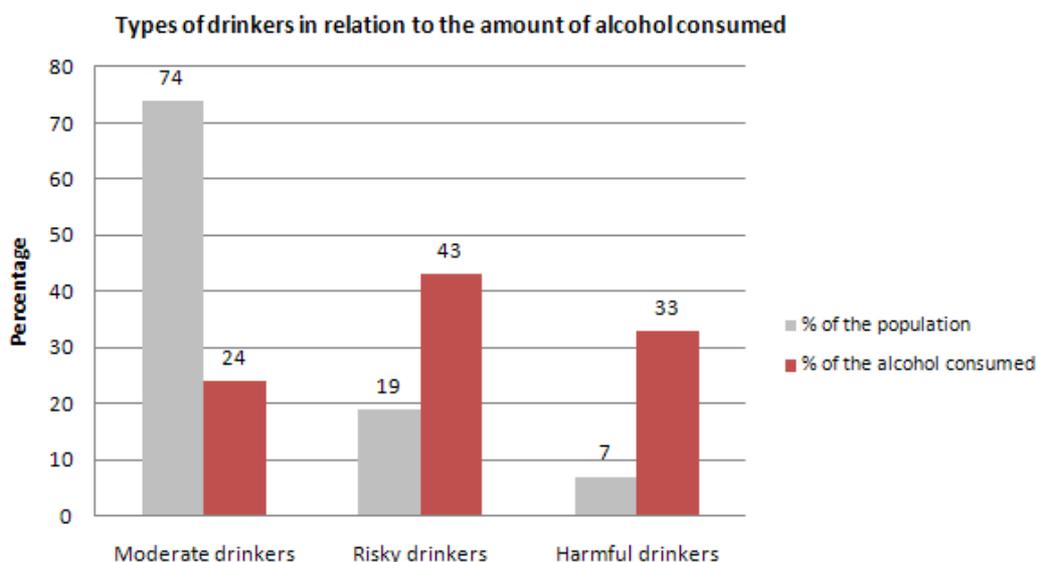
't Koelschip produced another, even stronger beer called '**Start the Future**' that contains 60% alcohol (Goedkoopbier.nl, 29/07/10). The beers are much higher priced than a 'regular' beer. A 33 cl bottle of Obelix or Start the Future beer costs approximately € 35. According to Jan Nijboer of 't Koelschip, the strongest beer is actually a Swiss beer of 14%: *"The German and Scottish breweries were outbidding each other. I thought this madness should come to an end. It's no longer beer, it's rather hard liquor"* (Goedkoopbier.nl, 02/03/10).

Jan Nijboer of Dutch brewery 't Koelschip:
"It's no longer beer, it's rather hard liquor".

6.5 Pumping up the volume

The number of hectoliters of beer (or other beverage) sold is one of the most important indicators of profit. Therefore, it is important for the alcohol producers to find ways to 'pump up the volumes'. Research has shown that most of the alcohol consumed does not take place within the sensible drinking guidelines, but during risky drinking occasions. In countries such as the UK, US, Canada and Australia roughly 50% of the total alcohol consumption takes place above the guidelines for sensible drinking (in the UK this is even 82%; see Baumberg, 2009). Other data have shown that roughly 80% of all alcohol sold, is consumed by 20-30% of all drinkers (Meier et al., 2008; Sheron, 2010. See figure below). This 20-80% distribution is often found in sales and is called the **Pareto principle**.

In other words, the Pareto principle shows that for the majority of its income the alcohol industry is dependent on drinkers that consume the product in a way which is harmful for their health.



The Pareto principle. The large majority of the total alcohol volume is consumed by risky and harmful drinkers (76% of the total alcohol volume). Moderate drinkers make up the majority of the population but consume only a quarter (24%) of the total alcohol consumption. Source: Unpublished data of the Dept. Health (UK) presented by dr. N. Sheron at the Dutch Conference on Alcohol and Health, 23 September 2010, Amsterdam.

As the alcohol industry mostly depends on the risky and harmful drinkers for their profits, the alcohol producers create new ways of “pumping up the volume” so to speak. Some examples of boosting alcohol volumes are discussed below.

Intensified cooperation between breweries and pubs

According to Nightlife Magazine (nr. 1) the cooperation between several large breweries and the catering industry has “clearly intensified”. Also because of the economic crisis both parties can “use each others support well”. Breweries try to increase their brand awareness in the pubs by special gadgets (e.g. doormats that ‘measure alcohol consumption’) and actions (e.g. winning a VIP treatment). This way they try to promote their website as well. For the pubs and clubs it’s advantageous because more attention is being generated for the venue, which will result in more visitors.

Oktoberfesten

A clear example of intensified cooperation between Heineken and the catering industry is the initiation of “Oktoberfesten”, a German tradition with traditional music and clothing, German sausages and a lot of beer (see pictures). The past years Oktoberfesten were held in several Dutch cities and are still booming. Heineken is a clear initiator of these drinking events that were held in cities e.g. Amsterdam, Amersfoort, Alkmaar, Heerenveen and Oldenzaal.



Website www.oktoberfest-amsterdam.nl sponsored by Heineken ('Brand' beer) and Berentzen apfelkorn.

The event in Amersfoort e.g. lasted four days, starting on Thursday and ending on Sunday. Each day a maximum of 1.200 people could take place in the beer tents. One can imagine that “responsible consumption” can hardly occur at an Oktoberfest. The message ‘Enjoy Heineken Responsibly’ is depicted almost in an invisible manner on the bottom of the website.

In Munich, this year a new beer record was broken at the Oktoberfest. Ever since the Oktoberfest came into existence 200 years ago, the German had not drunk as much as this year: 7 million liters of beer in 17 days (Goedkoopbier.nl, 5/10/2010). This equals more or less 1 million crates of beer.



Heineken Oktoberfest in Amersfoort.

Students as target group

Students are notorious for their relatively heavy drinking. Longitudinal research by the Dutch University of Groningen amongst more than 500 first year students, revealed that students drink more than non studying adolescents of the same age (Nieuwenhuis & Postmes, 2010). However, the 'average' first-year student does not drink excessively (± 10 glasses per week, incl the abstainers). It is mainly the relatively small group of students who join a sorority who drink a lot (± 21 glasses per week, men more than women). Almost three quarters (74%) of the sorority students indicated to regularly indulge in binge drinking when going out.

Alcohol producers tend to maintain warm relationships with sororities. In an attempt to contribute to a reduction of excessive alcohol use by students, STIVA (Foundation for Responsible Drinking; founded by the alcohol producers) annually organizes an **'alcohol policy day' for students** together with the LKvV ['Landelijke Kamer van Verenigingen']. The main aim is *"to increase the awareness of the effects and risks*



related to excessive alcohol consumption amongst sororities, their boards and in the end the students themselves" (STIVA newsletter, 2006). Amongst the speakers of 2010 were a STIVA member, Hans Kant from the catering industry and Michiel Krijvenaar, a professional lobbyist who formerly worked as manager corporate affairs for Philip Morris. The 'alcohol policy day' is in sharp contrast with the usually very low prices for beer at the sororities.

Worldrecord OLM beer drinking

A clear example of an alcoholproducer who specifically targeted students was OLM beer: in an attempt to unite as many students as possible, the brewer wanted to organize a Worldrecord event, in which as many students as possible would drink a free OLM beer together. Since advertsing for free



alcohol is in violation with the Advertising Code for Alcoholic Beverages, STAP filed a complaint against OLM with the Advertising Code Committee. OLM cancelled the action, stating, however, that this was done for other reasons.

Bavaria Beer Taxi

Another brewer that is targeting students is Bavaria. The brewer e.g. advertises in magazines for first year students stating that Bavaria is your “study mate”. Another way Bavaria is trying to bind students to its brand is the Bavaria Beer Delivery-Man [‘Bavaria Bierkoerier’]. This is a ‘taxi service’ for when you have run out of beer. You can dial the number of the Bavaria Beer Taxi and a special Bavaria van will drive up to your house to deliver some (cold) crates of Bavaria beer. The delivery mostly takes place within half an hour and ordering is often possible until the late hours (late at night, when regular shops are closed). The service is offered by the brewer and you pay 10 euro for a crate of beer, which is similar to the price in the supermarket. The minimum number of crates per delivery is two. You can easily pay for your order by using the wireless ‘pin machine’ at the door. The Beer Taxi also takes back your empty crates, including those of other A-brands. This way, the Bavaria Beer Taxi sells hundreds of crates of beer per week in several student cities in The Netherlands.



Bavaria Beer Taxi. Log in on the website (left) or just dial the number of the Bavaria BeerCarrier. Within half an hour two cold crates of Bavaria beer will be delivered at your (students)house with a special Bavaria van (right). Thus far, the Bavaria Beer Taxi is active in three Dutch student cities (Groningen, Eindhoven and Utrecht).

Heineken used to have a special (free) home delivery service as well but quit that several years ago. Analyses of STAP revealed that at the end of 2010 more or less 40 beertaxi's were active in The Netherlands. Most of them have been initiated by private persons, but some, e.g. the Bavaria Beer Taxi, are more professional and have an extended network over a larger region in The Netherlands.

Bigger glasses by the brewers

Over the years the brewers increased the volume of their bottles (e.g. Grolsch) and glasses used in the catering industry. According to AB InBev this has been done “to respond well to the demand of the consumer” (NL, nr. 2). However, other people see the enlarged glasses as a disadvantage: it increases the price of a glass of beer. For this reason entrepreneur Jop



Nieuwenhuizen introduced smaller beer glasses that can be personalized with e.g. the logo of the pub. Nieuwenhuizen: *“The increased size of the glasses has been pushed through the throat of the catering industry by the brewers themselves. I prefer to keep my prices down with smaller glasses, but this possibility is gone. Hardly any 18 cl (‘fuitjes’) and 20 cl (‘vaasjes’) can be found anymore. That’s why I went looking for an alternative”.*

Jagermeister tapmachine

Another innovative concept that was launched worldwide to ‘pump up the volume’ is the so-called Jagermeister tapmachine. The machine is placed on the bar where it is very visible to the customers. Bert de Winter, brand manager for Jagermeister: *“our data show that a bar sells six to eight times as much Jagermeister because of the Jagermeister tapmachine”* (NL, 1). Bar owner: *“an iccold shot Jagermeister is a real sales booster. Because of the tapmachine, many people order it as an extra drink, besides the beer”.*



This innovative machine, introduced in 2008, has generated large sales volumes ever since. Worldwide, the sales of Jagermeister have doubled in five years time. It is now one of the world’s top 10 spirits brands. The introduction of the tap machine was combined with an entire marketing make-over to attract a younger audience. The product is promoted by ‘Jagerettes’, tough and sexy ladies dressed in the Jagermeister colours orange and black. At promotional parties and large music events, Jagermeister is very active in promoting its brand.



Pitchers: more cocktails in one

Also the introduction of ‘pitchers’, large cocktail cans, can contribute to increased consumption due to the size. The pitchers of **Sonnema VodkaHerb**, with vodka, fresh herbs, fruit and juice were expected to become very popular in the summer of



2010, especially at beach pavilions (NL, nr. 3). *“It’s not only*



simple and easy to make, it’s also a great eye cather. When people order the first pitchers you know more will follow. We even had to create a special bar for it. Other years our sales of cockatils was relatively low, but since the VodkaHerb pitchers the sales increased spectacularly”, according to a manager of a beach pavilion. From a pitcher 4 to 5 cocktails can be served.

Also Bacardi introduced a pitcher cllid the **Bacardi Coka-Cola Carafe**. It’s

inspired by the recent “shared drinking trend” (NL, nr. 4). “The price is sharp, the design hip and the beverage is perfectly mixed”. The drink contains an alcoholpercentage of 12%. The amount per glass is comparable with a glass of beer or wine.

6.6 Guerrilla marketing

Besides the new beerbrand Mexicali, UB Drinks is also trying to launch a new vodka brand in the Netherlands: Dannoff vodka, distilled in Latvia (AFD, March). Since UB Drinks is a relatively small importer, their device is: “Who isn’t big, should be original”. Their tactics to market the Dannoff brand are based on so-called **guerrilla marketing**: a marketing tactic that aims to generate a lot of effect and media attention with limited resources and investment.



“We seize every opportunity that comes along or that occurs. We drive with a bus to **events** and special occasions to promote our product. We work with **social media** e.g. Hyves, Twitter and Facebook, the modern means of communication made use of by many young consumers. We created a **videoclip** that reaches the target audience via music channels. Of course we keep an eye on the age limit”. Ambassador for the vodka brand is rap artist TtotdeO (see his Hyves page above). “He has



a lot of fans in our area and for us he serves as a symbol for an interesting target group, the trendsetters. Of course we do not target consumers who are too young, we especially aim at the 20-35 year age group, people with an adventurous taste who like to try something new. We try to come up with new ideas to reach our audience is a fun way. It should become cool to be seen with Dannoff!”.

An important sales argument is the price of the vodka: “Dannoff vodka is a premium vodka, for an affordable price” according to UB Brands. The vodka, that undergoes a fourfold distillation and has won golden medals for its quality, is described as “soft and accessible”. A bottle of Dannoff vodka costs € 10,99 at the liquor store.

Also relatively large alcohol producers make use of guerilla marketing, as was seen with the **Bavaria (ambush) Babes** during the World Cup Football 2010 in South Africa. Bavaria spent only a fraction of the large sponsorship budgets from ABInBev on this guerilla tactic, but generated worldwide attention for its brand.

6.7 Comeback of alcohol free beer

2010 was clearly the year of alcohol free beer. Bavaria introduced a new alcohol free beer called "Bavaria 0.0% White". It is called '0.0%' rather than 'malt' because this term has gained somewhat of a negative connotation in the Netherlands because of our history with alcohol free beer (AFD, May).

Already in 1988 Bavaria introduced a malt beer which became a real hit. Brewers e.g. Heineken and Grolsch followed (with the brands Buckler resp. Stender). In 1991 alcohol free beer reached a market share of 11%. After that, it went down, especially after the cabaret artist Youp van 't Hek 'killed' the Buckler brand and other alcohol free beers after calling the alcohol free beer drinker a 'Bucklerlul' ('Buckler dickhead').

Before the launch of Bavaria 0.0% White, the marketshare of alcohol free beer was approximately 1,5% (AFD, May). This means that 'only' 15 million liters of alcohol free beer are consumed per year. Compared to other European countries this is very little.



In 2008 the Europeans drank a total of 525 million liters of alcohol free beer (of which 2,8% by the Dutch). Between 2003-2008 the sales of alcohol free beer increased with 50% in Western Europe. The fastest growing markets are Germany (+ 65%), Spain (+54%) and the UK (+55%). In Spain almost one out of every ten beers that was sold in 2008 was alcohol free. Also in Africa and the Middle-East, the sales of alcohol free beer is rising. The increase in popularity is partly due to an improved taste of alcohol free beer and partly to the health 'hype' that is conquering the US and Europe.

"We are convinced that alcohol free white beer can be very relevant at this time. It's the best of both worlds. It is the perfect alternative for soda or fruit juice. It's a fantastically new product with the familiar taste of beer. It fits in a modern lifestyle" according to boardmember Peer Swinkels. Bavaria claims it is due to the special technology

Bavaria director Peer Swinkels:

"It's a fantastically new product with the familiar taste of beer. It fits in a modern lifestyle".

that has been developed over the past 40 years, that they were able to be the first brewer in the world to brew an alcohol free *white* beer.

Bavaria 0.0% White was chosen as the overall best introduction ('SuperIntro') in the Dutch supermarket in 2010 (www.supermarktactueel.nl). Actor Mickey Rourke (left, see AFM nr.15) played the leading part in the alcohol commercial for the new alcohol free beer brand (in which he was actually not aware that he was drinking alcohol *free* beer).

'ALCOHOLLYWOOD.'
ONDSCHRIJFT VAN ITEN
IN RTL NOLLEVAARDI OVER
DE AMERIKAANSE ACTEUR
MICKEY ROURKE ('GIVE ME
A FUCKIN' BEER'), DIE DE
HOOFDROL SPEELT IN EEN
COMMERCIAL VOOR ALCOHOL-
VRIJ WITBIER VAN BAVARIA.



'Alcohol free' beer to circumvent regulation?

Although the introduction of alcohol free beers (by now in 2011 more alcohol producers have followed Bavaria) at the market is a positive development since it might reduce the amount of alcohol that people consume, there are also some critical notes that can be placed at this new trend. For it seems that the alcohol producers use these alcohol free products to circumvent regulation in order to be able to market their original (alcohol related) brand name to certain groups they are not allowed to reach with regular alcohol advertising (for beverages that do contain alcohol). Below some examples are provided.

Bavaria 0.0% broadcast on television within watershed

2010 was the first year in which the legal watershed on radio and tv between 6.00-21.00 came into force. It turned out that the watershed was violated 84 times by 'regular' alcohol commercials (Nielsen Media, 2010). However, Bavaria even broadcast 215 commercials for its alcohol free White and Malt beer within the watershed. According to the Advertising Code Committee as well as the Directorate for the Media, Bavaria broke the law by doing this, because the Bavaria 0.0% White commercial was clearly also promoting the alcohol-containing Bavaria beer. The broadcaster (not the brewer) was **fined € 35.000 for violating the new Media Law** (with broadcasting commercials for Bavaria 0.0% and Heineken Champions League breakbumpers).



Supermarket tastings

The Dutch Alcohol and Catering Law bans tastings for alcoholic beverages in a supermarket. However, since Bavaria 0.0% White is alcohol free, Bavaria was observed in organizing tastings in the supermarket. With this alcohol free product the brewer succeeded in 'circumventing' the existing Dutch legislation. In the mean time the brand name Bavaria can be promoted freely, also to a younger target audience.



Targeting pregnant women

Another example of Bavaria circumventing regulation with this new product, is with regard to the targeting of pregnant women. Recently, a birth attendant told STAP to be rather (unpleasantly) surprised about the fact that she encountered two mini cans of Bavaria 0.0% beer in the so called "Happy Box" ["Blije Doos"] for expectant mothers. This Prénatal giftbox can be applied for free and contains all sorts of information and products for pregnant women and their baby. According to the selfregulatory Advertising Code for Alcoholic Beverages (not legislation): "Advertising messages for alcoholic



beverages shall not be aimed specifically at pregnant women". By introducing an alcohol free product, the Bavaria brand can be promoted amongst pregnant women.

Health claims?

It is also expected that the brewers will use alcohol free beer to promote the *health aspect*: because alcohol free beer does not contain alcohol, it contains less calories (between 26-30 kcal per 100 ml; AFD, May). Health claims in the advertising for alcoholic beverages are not allowed according to EU legislation and Dutch self-regulation. However, since Bavaria 0.0% White is an alcohol free beer, carrying the name of an obvious alcohol brand, it is unclear how e.g. the Advertising Code Committee will respond to healthclaims with regard to this product. Bavaria director Peer Swinkels about alcohol and health aspects in an interview with Adfundum (June/July, 2010): *"Your health benefits by pure products from nature. And beer is one of these. It is made of natural ingredients, but many consumers do not realize this. With moderate consumption – that is two beers a day for men and one for women - beer fits perfectly within a healthy lifestyle"* (AFD, J/J).

Other alcohol free products

Also other alcohol free beverages such as wines and cocktails seem to be on the rise. Examples are provided below.

Alcohol free wine

When the word 'alcohol free wine' is entered in Google, several hits emerge, e.g. www.grapy.nl, www.domainedefleur.nl, www.alcoholvrij.com, www.la-source.nl and www.le-ruisseau.nl. Some webshops are specialized only in alcohol free wines (and whiskeys), others also sell 'regular' wines. Examples of alcohol free wines are Vini Vici, Vini Zero and Eisberg. The webshops mentioned above sell between 9 and 12 alcohol free wines of which the prices vary between € 4,50 and € 10,00. Most wine webshops also offer special package deals, e.g. a 'summer package' (which contains 12 bottles for 80 euros) or a so-called 'pregnancy package' targeting pregnant women (see picture on the right).



Examples of alcohol free wine webshops. Domaine de Fleur (left) and Alcoholvrij.com (right), the last one selling a special alcohol free 'pregnancy package'.

Alcohol free cocktails by Pierre Wind

Together with the Trimbos-institute, the Dutch top chef cook Pierre Wind launched the “Pierre can shake it” campaign in an attempt to reduce youth drinking (NL, 1). The goal of the campaign was to improve the image of alcohol free beverages. According to the chef cook, youngsters drink a lot of alcohol because of a lack of alcohol free alternatives. The cocktail competition challenges youngsters to create original alcohol free cocktails that taste even better than the **‘Happy Drinks’** created by the chef. The cocktails were also present at alcohol free schoolparties.



6.8 Education and CSR by the alcohol industry

In previous years alcohol producers worldwide became more and more active by uniting themselves in so-called ‘social aspects organizations’; lobby organizations that operate on the local, national and European level with the main aim to look after the interests of the alcohol industry. Of main importance for the alcohol producers is to delay or prevent evidence-based (often statutory) policy measures - such as marketing bans- that will restrict their freedom of operating and therefore can endanger their profits. Behind the scenes these lobby organizations try to slow down effective policy, while in their communication to the public, they try to create a positive and involved attitude towards the alcohol problems in society (e.g amongst youth). One of the strategies of ‘social aspects organizations’ and alcohol producing companies is to show their **‘Corporate Social Responsibility’** by the means of **education**. They educate (heavy drinking) youth and parents but also bar personnel. Research has shown, however, that educating youth on alcohol is hardly effective in reducing alcohol consumption (Foxcroft, 2006; Jones et al., 2007). Thus, the profits will also hardly be affected, while at the same time the image of the alcohol industry will improve due to their ‘corporate social responsibility’ campaigns. Several alcohol producers, e.g Heineken and Bacardi, developed CSR campaigns in the past years to show their responsibility (e.g. Heineken “Know the signs” and Bacardi with involvement in traffic safety).

CSR in 2010 by STIVA

The lobby organization of the alcohol industry in the Netherlands is called the ‘Foundation for Responsible Alcohol Consumption’ or STIVA [‘Stichting Verantwoord Alcoholgebruik’]. In 2010 STIVA launched several initiatives to show the social responsibility of the alcohol industry. These are discussed below.

Project TakeZero on music channel TMF

Together with MTV Networks, STIVA launched “Project TakeZero”, a film contest about ‘youth and alcohol abuse’. On October 15th, a live broadcast of one hour took place on TV music channel TMF, a channel on which no alcohol advertising is allowed since the viewing audience



consists of more than 25% minors. After an introduction of STIVA director Peter de Wolf, the winning movie was announced. Next, two Members of the Parliament (Lea Bouwmeester, PvdA and Sabine Uitslag, CDA) went into debate with the youngsters about their experiences with alcohol and about the importance of 'responsible alcohol use'. STIVA has already indicated to continue the TakeZero Project in 2011 (STIVA, 2011).



STIVA Youth Rating Panel

In May 2010 STIVA started with a youth rating panel consisting of five students from 18 to 22 years old that will check alcohol commercials against the Advertising Code for Alcoholic Beverages. Next, the judgements of



Carine van Kooten(21)
Almere



Daan Jacobs(18)
Oostgeest



Roos van Odiijk(22)
Amsterdam



Martijn Beenker(22)
Amsterdam



Tara Kaldenbach(19)
Bergen

the panel will be compared with adjudications of the Advertising Code Committee to compare the differences between the two ratings. The youth rating panel launched by STIVA seems to be a reaction to the European AMMIE project, which is co-financed by the European Commission and coordinated by the Dutch Institute for Alcohol Policy (STAP). One of the main goals of the AMMIE project was to compare the meaning of youngsters (13 to 18 years) about alcohol advertising, with the adjudication of the Advertising Code Committee about the same ads. In order to do this, STAP filed several complaints about alcohol advertising practices with the Advertising Code Committee and had the same ads rated by the youth rating panel (see AMMIE report: 'To appeal or not to appeal: Testing self-regulation of alcohol advertising'; STAP, 2011 (<http://www.eucam.info/eucam/home/ammie-complaints.html>)).

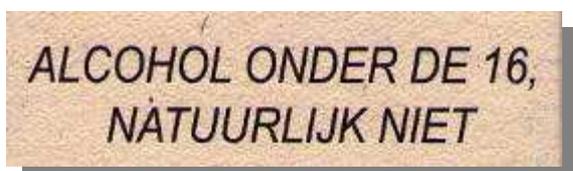
Several experts, among which STAP, criticized the STIVA rating panel (AFM, 19). It was said the panel is too small, it might not give independent ratings due to the compensation the participants will receive, only highly educated students were selected and it does not say anything about whether or not the rated commercial will lead to increased drinking behavior. According to STAP the youth rating panel by STIVA can be seen as window dressing.

Adjusted Slogan

Another way the alcohol producers try to show their responsibility is by means of a new slogan that was launched at the end of 2009. According to the self-regulatory Advertising Code for Alcoholic Beverages the use of a slogan is obliged in advertising practices e.g. commercials and print ads. In 2006 the slogan was: "Alcohol below 16, not just yet". After being criticized (because it seems as if from 16 onwards, you could go 'loose' on alcohol) STIVA changed the slogan in 2008 into "Alcohol below 16, of course not". In 2010 the new slogan "Not yet 16? No drop" was implemented, in cooperation with the ministry, retail and several health organizations. Remarkably, this new slogan does not contain the word 'alcohol' anymore. Also



New slogan: "Not yet 16? No drop"



Former slogan: "Alcohol below 16, of course not".

the lay-out has changed from a clear message (see left) into a more 'playful' green drop (see picture). Former Minister of Youth and Family Rouvoet was asked to launch the new campaign against youth drinking.

Continuation of the Bob traffic safety campaign

Since 2001 STIVA has been co-financing the "Bob campaign" against drink driving. The campaign is in cooperation with the Ministry of Infrastructure and Environment and Safe Traffic Netherlands ['Veilig Verkeer Nederland']. It has been extended until at least 2011. Although STIVA claims to have no involvement in the content of the Bob commercials, often the commercials show (excessive) alcohol use, e.g. by the co-drivers. Research showed that many of the Bobs -who should remain completely sober- do drink several glasses when they go out and should drive back. Therefore a new campaign was launched in 2010: "100% Bob = 0% op" [if you want to be a 100% Bob you drink 0%].



Other CSR activities by alcohol producers

Several other CSR initiatives have been undertaken in 2010 by alcohol producers. Some examples are presented below.

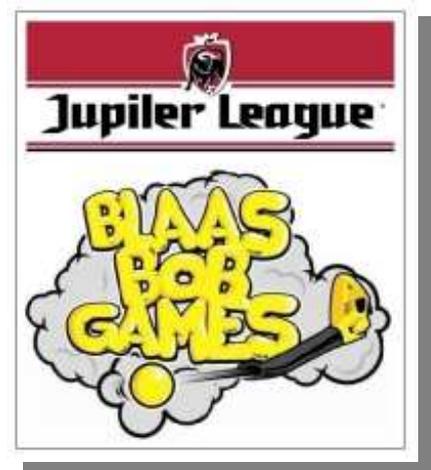
Talkingalcohol.com by Grolsch

In order to stimulate 'responsible consumption' in October Grolsch had all its packaging provided with a "16+ logo" and a reference to the Dutch part of the SABMiller website Talkingalcohol.com. This way Grolsch wants to inform adults on 'responsible' alcohol use.



BlaasBob Game by Jupiler

The BlaasBob Game was launched at the start of the Jupiler League (First Division football). The game was played weekly during the rest-break of the 'Match of the Week'. The idea behind the game is that two teams of three persons ('Bobs') each try to blow a ball in each others goal. This way the Bob message 'don't drink and drive' has been promoted amongst thousands of people on a weekly basis during the football season: "also when visiting a football match agree upon who will be the Bob" (www.om.nl). The game is an initiative of Jupiler beer and the Dutch ministry of Infrastructure and Environment.

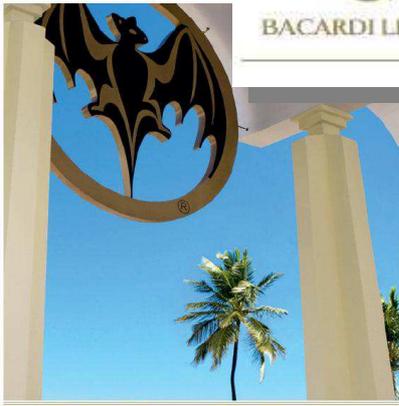




BACARDI LIMITED

Corporate Responsibility Report 2009

At Bacardi our Values are: Trust, Caring, Passion, Excellence



BACARDI LIMITED
Corporate Responsibility Report 2009
At Bacardi our Values are: Trust, Caring, Passion, Excellence

Corporate Responsibility Reports Bacardi

Bacardi Limited is the largest company in the world that is not listed in the stock market. Since 2008 Bacardi has been publishing so-called 'Corporate Social Responsibility' Reports. According to the second CSR Report that was released in 2010, *"Bacardi is more sparse with water and energy, it reduces CO₂ emission, it increases the use of green energy and it has enthused 250.000 people for a campaign about responsible drinking"* (AFD, March). The core values of Bacardi form the title

of the Report: *"At Bacardi our Values are: Trust, Caring, Passion, Excellence"*. In 2010 the Report was titled "Spirit for Life".

"Help nature, serve more vodka"

With the slogan *"Help nature, serve more vodka"* the new vodka brand Snow Leopard Vodka is called *"the first ethically responsible vodka"* in the Netherlands (PR, nr. 1). Of each vodka being served, 15% is being donated to the preservation of the snow leopard.



6.9 Research on alcohol and health

As was mentioned in the previous Trendreport about 2009, the alcohol industry is very active in the funding of scientific research about the (positive) effects of alcohol on health. A recent example is the Dutch PhD M. Joosten who finished his dissertation about alcohol use and the (decreased) risk at diabetes type 2. The entire research was funded by the SAR ['Stichting Alcohol Research'], a joint foundation initiated by the trade organizations of the beer, wine and distilled spirits sector. By stimulating research about the positive effects of alcohol on health, the alcohol industry is able to 'circumvent' European legislation ("Regulation (EC) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods") and Dutch self-regulation which **prohibit the use of health claims** on beverages containing more than 1,2% alc. vol. and in the marketing for these products.

By having scientists 'do the work', the alcohol producers still try to get the message across that "*drinking alcohol is healthy*" and that it "*fits perfectly in a healthy lifestyle*". The fact is, however, that **the net effect of alcohol on society is negative**: alcohol kills 11 times as much people as the number of deaths which can be prevented due to a slightly beneficial effect of moderate alcohol use on heart disease – mainly in elderly men (Rehm et al., 2009). The World Health Organization and Dutch Health Council clearly state that this effect of moderate alcohol use on heart disease can also be obtained in a more safe way, e.g. through a healthier lifestyle with more exercise and healthy nutrition. Drinking alcohol is not recommended, rather, in order to limit the harm caused by alcohol, the daily intake should be *limited* to no more than one (women) or two (men) glasses, for people who *choose* to drink.

In **scientific journal Addiction** (2009), professor Thomas Babor states that: "*At best, the scientific*

activities funded by the alcoholic beverage industry provide financial support and small consulting fees for basic and behavioral scientists engaged in alcohol research; at worst, the industry's scientific activities confuse public discussion of health issues and policy options, raise questions about the objectivity of industry-supported alcohol scientists and provide industry with a convenient way to demonstrate 'corporate responsibility' in its attempts to avoid taxation and regulation". In a second paper published by Stenius and Babor (2010) the authors recommend that: "*the integrity of alcohol science is best served if all financial relationships with the alcoholic beverage industry are avoided*".

Scientists Stenius & Babor (Addiction, 2010):

"The integrity of alcohol science is best served if all financial relationships with the alcoholic beverage industry are avoided".

Official start of the Dutch Knowledge Institute Beer

In 2009 the Dutch brewers launched the Knowledge Institute Beer. It is fully financed by the brewers. The aim of the institute is to "*disseminate sound, scientific research on responsible beer consumption and health*" (see www.kennisinstituutbier.nl). On June 17th of 2010 the BeerInstitute had its official start. Prof. Kok, one of the scientists that was attracted to become a member of the board, announced: "*Knowledge Institute Beer does not only communicate about the scientific state of affairs regarding*

moderate beer consumption and health, it will also facilitate scientific research. It would be great if, in the future, Knowledge Institute Beer will be considered as *thé center for reliable scientific information about beer and health*" (Goedkoopbier.nl; 21/06/2010).

Prof. Kok, board member Knowledge Institute Beer:
*"It would be great if, in the future, Knowledge Institute Beer will be considered as *thé center for reliable scientific information about beer and health*".*

The start of the Knowledge Institute was not without obstacles, since their first 'educational' product was immediately criticized by the Dutch Institute for Alcohol Policy for referring incorrectly to the guidelines of the Dutch Health Council about moderate alcohol consumption.

Adjusted Beerwiser from Knowledge Institute Beer

The 'Beerwiser' ['Bierwijzer'] was the first product of Knowledge Institute Beer. The folder, in the form of a beer coaster, is supposed to give people insight -in one single glance- into the number of calories that they ingest while eating a snack and having a drink. Two associations of dieticians endorsed the Beerwiser. According to STAP, some misleading references were made to guidelines of the Dutch Health Council about moderate alcohol consumption. Therefore, STAP wrote a letter to the Beer institute in 2009 requesting a change in the Beerwiser. In response to the Beerwiser 'incident', the Dutch Health Council even published a special announcement on its website in order to prevent more 'confusion' about the guidelines for moderate alcohol use (see: <http://www.gezondheidsraad.nl/nl/adviezen/gezonde-voeding>).



In March 2010 the **adjusted Beerwiser** was presented by BeerInstitute director Aafje Siekrsma (right) to tv-dietician Lenny Versteegden (pregnant on the picture): *"Once and a while a glass of beer, I support. The Beerwiser shows that beer in itself does not make you gain weight, provided that you live healthy"* (AFD, April). Since the introduction of the Beerwiser in 2009, over 10.000 have been distributed.

A survey among 160 applicants of the Beerwiser reveals that the brochure is appreciated: the respondents give an average grade of 7,4. One third of the respondents uses the Beerwiser on a weekly basis, 20% uses it monthly. Most of the times the Beerwiser is used as explanation during the consultation and for the client to take home.

An analysis of **new products** of the Knowledge Institute Beer, mainly intended for dieticians, indicates that also here, incorrect inferences are being made about moderate alcohol consumption. In the folder with '5 practical tips for the dietician' it states e.g. that *"The Health Council advises a maximum of two glasses per day for men and one glass per day for women"* (suggesting that is an advice and rather healthy to drink daily). Another example from another brochure is: *"The advised amounts do not create health risks, while they can reduce the risk of dying from heart disease"* (in which it is 'overlooked' that

alcohol is a carcinogenic and potentially addictive substance which always carries a certain risk with it).

In addition, the Health Council clearly advises that alcohol should not be consumed below the age of 18. Although the Beer Institute explicitly mentions that the guidelines from the Health Council form the basis of their work, this particular part of the guidelines has not been adopted in their products. A reference to 16 rather than 18 years is explicitly made in several products (in the Netherlands the legal age limit to purchase beer and wine is 16).

Given these first experiences with products of the Knowledge Institute Beer one can certainly doubt the objectivity and scientific level of the institute.

5 praktische tips voor de diëtistenpraktijk

Maak alcohol bespreekbaar

- 1 Borrelpraat**
Laat alcohol een standaard onderdeel zijn van de anamnese.
- 2 Tap uit een ander vaatje**
Benadruk de gezondheidsaspecten (zowel positief als negatief) van alcohol. Houd de informatie informatief en objectief. Het blok met informatievellen is een handig gespreksinstrument.
- 3 Dat scheelt een slok op een borrel!**
De Gezondheidsraad adviseert per dag maximaal 2 standaardglazen alcoholhoudende dranken voor mannen en 1 standaardglas voor vrouwen. Bespreek de inhoudsmaat van standaardglazen aan de hand van de Glazenlijnaal.
- 4 Leven in de brouwerij**
Alcohol betekent voor veel mensen genieten en ontspanning. Onderken deze aspecten en introduceer het begrip 'verwen-calorieën'. Meer informatie vindt u in de brochure 'Alcohol in een gezonde leefstijl'.
- 5 Schenk klare wijn**
Over alcohol leven veel fabeltjes en misverstanden. Bijvoorbeeld dat er in een glas sterke drank meer alcohol zit dan in een glas bier. Of dat alleen rode wijn gezond is. Check eens of deze fabels ook bij uw patiënt bestaan. Een mooie ingang voor een goed gesprek over alcohol!

Santé!

Brochure Knowledge Institute Beer for dieticians.

"The Health Council advises a maximum of 2 glasses per day for men and 1 for women".

Does beer make you fat?

Together with the University of Copenhagen, Knowledge Institute Beer will furthermore investigate whether the often heard statement that beer makes you fat, is true or not. The word "beer belly" suggests there is a relationship between drinking beer and growing a belly, however, apparently this has not yet been scientifically proven. A standard alcoholic unit of beer, wine or spirits contains more or less 100 kcal (DD, Dec 2009). Often these drinks are combined with (fatty) food or snacks. Prof. Arne Astrup of the University of Copenhagen that will conduct the research is one of the board members of the Knowledge Institute Beer and has a somewhat disputable reputation in Denmark for involvement in conflicting interests.

One of the goals of the Beerinstitute is to *"make thorough scientific knowledge about responsible beer consumption accessible and applicable"*.



Harold Hamersma about the “positive effects of wine drinking”

In March 2010 wine journalist Harold Hamersma, known from the annual Wine Almanak and columns about wine in newspaper ‘Het Parool’, published a new book titled: “*Wine journey through my body. About the positive effects of wine*”. The author actually wanted to give the book the subtitle: “7.000 bottles of wine per year and in perfect health”, but according to Adfundum magazine “this would be to the sore leg of ‘alcohol watchers’”.



Hamersma presented his new book in the well known Dutch tv talk show ‘Pauw and Witteman’. He received a rather critical response from the Dutch Institute for Alcohol Policy (STAP) which was also invited and that referred to scientific research on this topic which Hamersma seems to have used as was ‘suitable’. The author e.g. states that especially red wine is very healthy and life-extending due to the anti-oxidant resveratrol which is present in red grapes (while overall no effect has been found between different types of beverages with respect to the risk of heart disease). He also mentioned that drinking moderately during pregnancy could not do much harm, and that drinking several glasses of (especially red) wine per day was rather healthy than harmful. In his book, he does not mention the fact that alcohol is an addictive (hard)drug, nor

does he say that ethanol in itself is carcinogenic (he only mentions the carcinogenic effects of ethanol’s derivative acetaldehyde). Although the presentation of his book in Pauw & Witteman rather ‘flopped’ since also the other guests at the table started asking critical questions, in the weeks/months that followed, the author was invited to tell his story via several other media e.g. radio programs and newspapers, without the opportunity for a critical response. Taken together, Hamersma has been able to ventilate his (almost personal) message that drinking (red) wine is healthy, amongst large audiences. This way, a lot of extra **confusion** about the true effects of alcohol or wine will have risen.

The magazine DrankenDetail (DD, 1/2 2010) reports about research published in The Journal of Biological Chemistry which questions the positive effects of the anti-oxidant resveratrol in a ‘natural context’. The positive effect of resveratrol on the activation of enzymes that prolong the life of worms, mice and flies seems to be found only in a *test tube*. It looks like there is *no* effect in natural circumstances.



The ‘anti-aging’supplement Resveratrol found in red wine is also sold in capsules. Thus, no need to consume red wine. 1 Resveratrol capsule = 150 bottles of wine.

6.10 Winemarketing

It is remarkable that the wine producers seem to have started using the marketing mix more and more. The bottles themselves become more and more trendily packaged (P = Product), famous people are used as mascotte for the wine (P = Promotion), the distribution via the retail (supermarkets, liquor stores, wine shops) becomes more focused on the 'experience' of selecting the right wine for the right moment or mood (P = Place and Promotion) and many price discounts for wine are being held in especially the supermarkets and liquor stores (P = Price). Some examples of these wine marketing tactics will be provided below.

Trendy packaging and marketing

Some examples of trendy wine bottles are VOGA Italia wines, 94Wines and ThinkWines. **VOGA wines** from Italy, almost look like bottles of perfume (see picture). **ThinkWines** is designed in aluminium bottles and has three variations: Think Red, Think White and Think Pink (see picture). Due to the aluminium: *"Think Wines bottles cool up to 5 times faster than glass so ideal for BBQ's and parties"* (see: thinkwines.info).



Another trendy wines which comes in aluminium bottles is **94Wines**. All bottles have a different colour and carry a unique number, instead of a regular label (see picture). 94Wines are also known from the Dutch tv-series "echte Gooische meisjes". 94Wines developed an interactive tool with which you can ad a personal message to the bottle and send it to your friends. By means of a so-called **QR-code** (which can be read with the camera of your mobile phone), you can ad a personal message consisting of text, a picture or even video. For the iPhone a special (free) App was developed which contains a WineID test (to discover which wine numbers fit best to your personal taste), an overview of the entire 94Wines



assortiment, a QR reader and an overview of the favourite wines of your friends.



As was mentioned in newspaper De Pers the 94Wines were the wine of choice at the “glitter & glamour wedding” of famous football player Wesley Sneijder and Yolantje (see newspaper ad for 94Wines).

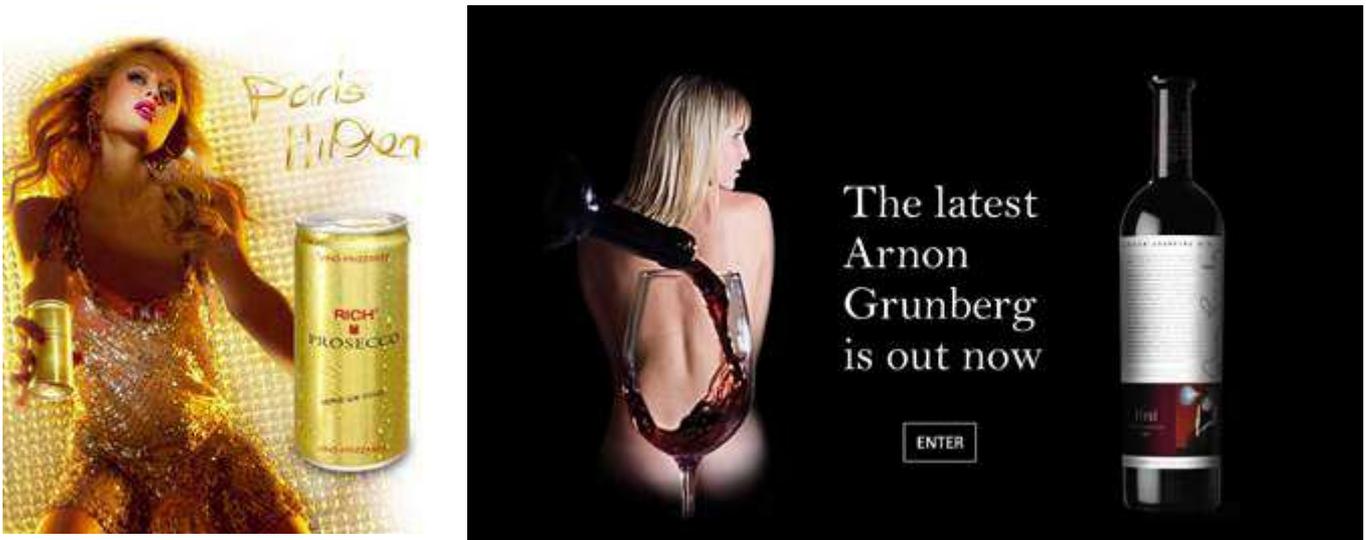
Not only the wines itself, but also **winecoolers** become more trendy.



Finally, also the way wine is being marketed at the point of sale becomes more and more fashionable. An example is **Grapedistrict** which uses colour 'codes' as indication of the taste of wine: e.g. dark yellow is 'rich' white wine, and the colour purple is 'deep' red wine.



Part of the more trendy packaging and marketing is the linkage between wines and famous people. As mentioned before, 94Wines were marketed as ‘the wines of the glitter & glamour wedding’ of Wesley and Yolante. Furthermore, **Paris Hilton** is the face for Rich prosecco and another example is a wine that was made especially for the famous Dutch writer Arnon Grunberg. An ad in the newspaper the Volkskrant states: “The new Grunberg is out”, which refers to the new book, as well as the wine. The wine is a collectors item and supposedly “very tasty with a Grunberg book”. Two more Grunberg wines will follow within the “**Arnon Grunberg Wines Collection**”. All wines carry names from great minds from the past: Freud, Schopenhauer and Marx. Besides in The Netherlands, the wines will also be marketed in the UK, Germany, Denmark, Spain and the US. For more information see: www.arnongrunbergwines.com.



‘Wine of the house’ of Manchester United

Another example of wine being linked to name and fame is the personal wine for football club Manchester United. **Casillero del Diablo** from the largest wine producer from Chile, Concha y Toro, will be the new sponsor of Manchester United. The wine is already for sale in the supermarkets but will also be the wine that is served in the ManU skyboxes.

Watch the tv commercial at: <http://utastewine.nl/wijnvideos/manchester-united-met-eigen-wijn/>



In-store displays: narrowcasting

Several wine brands also made use of interactive in-store displays in supermarkets called narrowcasting. Examples are Rosé d'Anjou and the concept Winemoods. On the screen a tv commercial or other promotional video can be shown, often accompanied by sound. The special displays should 'seduce' the consumer to (impulsively) buy this particular product. Around 70% of the purchased decisions in the supermarket is made in the store itself (MeritMedia.nl), although during the recession more people tend to make their groceries lists at home. To stimulate in-store purchases, there is a renewed attention for in-store marketing activities e.g. narrowcasting and floorstickers. Knowledge center for marketing and communication Popai estimated that in 2010, producers (in general) spent around 8% of their advertising budgets on in-store digital media. According to Xavier Tilman, managing partner of Ngage Media the word "narrowcasting" is contaminated (AFM, 32-33). "We prefer not to use it anymore". The plan is to bring all digital screens together in *Digital Out of Home (DOOH)*. 4.500 locations have been contracted, with a total of 9.000 screens. "It is inevitable that DOOH will also become a grown up medium. It is only a matter of time".

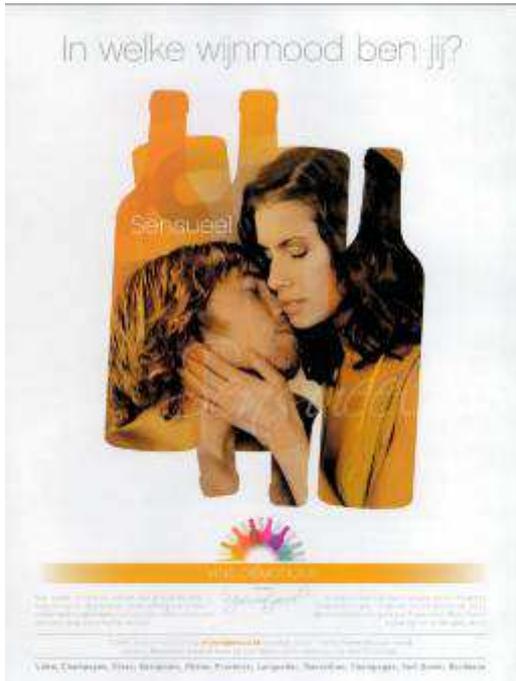


In what winemood are you?

Winemoods ('Vin d'Emotions') is a specially developed concept where you can test the mood you are in at the website (www.mijnwijnmood.nl). This results in suggestions for certain wines that fit with your mood, e.g. 'relaxed', 'sensual' or 'adventurous'. Eight different moods have been identified, each linked to a different colour. In 2011 the consumer could win a Mood Trip to France via the website. Below some examples are given of how the Winemoods concept is being advertised for.



“More or less 95% of our behavior/decisions is determined by emotions” (AFM, 11)



Advertising for the Winemoods concept (print ad resp. website).
 “In what winemood are you?” (e.g. Sensual, Relaxed, etc.).



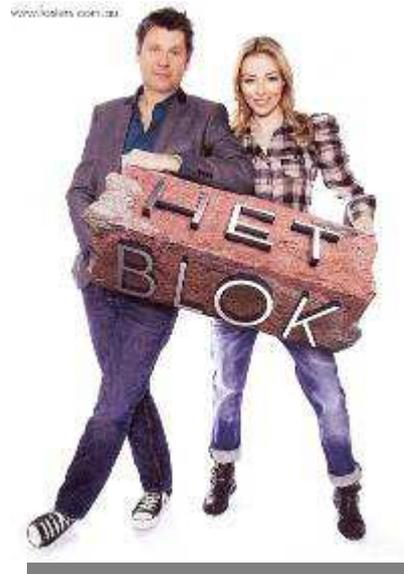
Lindemans wine sponsoring ‘The Brick’

In eleven weeks, four couples get the opportunity to completely renovate and decorate an apartment. This television program called “The Brick” [‘Het Blok’], was sponsored by Lindemans wine in 2010 (AFD, April). Marketing manager Marshall: *“We are very happy to be sponsor of Het Blok. It’s a popular program that is watched by a large audience every week. Furthermore, it fits with our brand in the sense that the participants enjoy a Lindemans wine after a hard day work”.*

The previous season, on average 465.000 people above the age of



18 watched the program each week. The program was broadcast on NET 5 every Wednesday at 20.30. Since



the first of January 2010 the Netherlands have a legal time ban on alcohol commercials on radio and tv between 6.00-21.00h. Sponsorship of programs is still allowed. By sponsoring Het Blok, Lindemans wine is still able to advertise for her brand before 21.00h.

6.11 Culinary or gastronomic arrangements

A recent trend is the explicit use of alcoholic beverages in gastronomy (e.g. specific combinations of wine or beer with certain dishes). The brewers seem to use the link with gastronomy in order to create a better image of beer (e.g. combinations with blue cheese, chocolate or herring). However, also wine, port and hard liquor brands are strengthening their association with gastronomy. Some examples are provided below.

Improving the beer image with gastronomy

With regard to the image of beer, the brewers are clearly focusing on the link with gastronomy. Former director of the Dutch Brewers Jack Verhoek explains: *“The product deserves to know more differentiation. We have so many different types and tastes of beer in The Netherlands, and it is a pity that the Dutch consumer does not really see this. The link between beer and gastronomy is a golden move with which we will definitely continue”* (AFD, Nov). Also the finding that many beer websites contain special beer recipes for certain dishes shows the relevance of this topic.

Beer and Gastronomy Award

It seems that the brewers are trying to ‘mimic’ the success of wine as a product that can accompany certain food or dishes. At the Horecava Fair 2010 the second Beer and Gastronomy Award (2009) was presented to restaurant Lieve in Amsterdam (DD, nr. 5). This relatively new prize is awarded to restaurants that **excel in combinations of food and beer**. The employees



of the restaurant are required to know why certain dishes go well with a certain beer and they should be able to advise the consumer on this. The Award is an initiative of the Beer Association of the Lowlands [‘Biergenootschap der Lage Landen’] which has members from both the Dutch and the Belgium beer sector. Andries de Groen of the Beer Association: *“Drinking beer with your meal receives more and more attention. The many taste variations of special beer enable beautiful combinations. This even expands the chances of successful*

foodpairing compared to wine.” (Marketing Tribune, 2011).

“Win a culinary or gastronomic arrangement”

According to article 20 of the Dutch (self-regulatory) Advertising Code for Alcoholic Beverages, it is not allowed to advertise with ‘free alcohol’. It is allowed, however, to advertise with free alcohol when it concerns a “tasting session”. It seems that more and more brands advertise with gastronomic workshops and tastings, in order to have people experience their product **for free**.

Article 20 Advertising Code for Acoholic Beverages

Except in the case of tasting sessions, advertising involving an alcoholic beverage being offered by a member of the industry or with the active co-operation of a member of the industry to private individuals free of charge or at less than half the normal retail price is not permitted.

6.12 Experience marketing

A trend that has grown stronger in the past few years is so-called 'experience marketing'. These days it is important for the consumer to 'experience' everything. Therefore, the alcohol producers have developed marketing innovations and tactics that stimulate the experience of the brand. Examples are mixing your own cocktails at home parties, tapping your own beer, the Bols Genever Experience, the Jagermeister Experience, special magazines or photoalbums from a brand, interactive websites, designing your own beer bottle, experiencing the brand through sports or music etc. Several examples are discussed below.

Heineken Tap Challenge

At the end of 2009 Heineken experimented with a virtual beer tap in a Dutch supermarket (Goedkoopbier.nl, 9/11/2009; 23/11/2010). The aim of the virtual tap is to practice beer tapping. The tap does not contain real beer, since this is not allowed according to the law. The system provides feedback on the way you tap your beer. It is the first virtual tapdisplay worldwide, based on innovative, multisensory movement technology. While in the Tap Challenge, you are surrounded by party music and you hear the sound of a freshly tapped beer. In case the Tap Challenge pilot is a success, the system will be rolled out over the rest of the world. The Heineken Tap Challenge received an award for the best instore material at the POP Awards 2010. According to the jury the Tap Challenge is: *"catchy, fun, controversial, very creative and innovative"*.



The main aim of the Tap Challenge will be to interact with the consumer and stimulate home tapping of beer by means of the Heineken BeerTender.

Genever Experience by Bols

After the House of Bols, the Bols Experience was launched, at Schiphol airport. Dutch brand director Hoorntje: *"We didn't want to just put down a bar, we wanted to tell the story of the brand Bols. The idea is to give visitors a completely different view of the brand and of genever"* (AFM, 39). The area looks like a lab, museum and modern bar in one. There's a virtual cocktailshaker where visitors can choose from 16 different cocktails via a large touchscreen. The virtual shaker starts making the cocktail and when finished he 'splashes' the cocktail against the screen. This is accompanied by the actual smell of the cocktail. If the visitor likes the smell, he or she can take the recipe and order the cocktail at the bar. This interactive, 3D-experience is intending to give genever a more sexy and young image.



Jagermeister Experience

Another brand that is using experience marketing is Jagermeister. By means of the 'Jagermeister Experience', the hard liquor brand is present at large (music) festivals, attended by many young people. The Jagermeister Experience is a large mobile event concept, consisting of several black containers which serve as VIP deck, but also as mini-cinema and merchandise store. Of course there is also an ice-bar inside where you can consume an 'icecold' Jagermeister.



Heineken UEFA Champions League game

On the night of the October 21st the legendary UEFA Champions League game between AC Milan and Real Madrid took place in Italy. Heineken convinced some 200 university professors, girlfriends and bosses in Italy to convince over a thousand of their students, boyfriends and employees to go to a classical concert that night. They couldn't say no and therefore all went to see the concert that night in the assumption they would miss the game. Some 15 minutes after the concert started, words appeared on a large screen, referring to the men being there 'unwillingly'. Then, it turns out Heineken invited the audience to enjoy the match together: *"Heineken, made to entertain"*.

The fake concert was broadcast live at Sky Sport and watched by over 1,5 million people. 10 million people saw it on the news the day after and on the internet, 5 million unique visitors were registered within two weeks time.

Watch the 5 minute video at YouTube: http://www.youtube.com/watch?v=M_URyWFB0y4



Experience marketing by Heineken: a fake classical concert turns into a joint experience of watching the UEFA Champions League game AC Milan - Real Madrid together: "Heineken, made to entertain".

Grolsch magazine

In July 2010 Grolsch released a magazine called “Eigen.Zinnig” [“Wil.Fulness”]. It is a lifestyle magazine about topics e.g. music, culture, character, culinair and entrepreneurship. The famous Dutch artists Tycho Gernandt and Miss Montreal served as good ‘examples’, shown on the cover. Eigen.Zinnig is a non-branded magazine, which means it does not show the logo from the brewer. However, in the supermarket, the magazine was clearly sold besides large stacks of Grolsch beer (see picture).

Some 50.000 magazines were sold for 5 euros with a six-pack of beer in over 3.000 points of sales in the Netherlands (AFD, Aug).



Marketing director Jan Nales: “The launch of this magazine is the kick-off of a new brand campaign by Grolsch in which we toast to the wilfulness that can be found in each and everyone of us” (AFD, Aug).

Heineken Photoalbum

In 2010 Heineken gave away vouchers with Heineken beer and Jillz cider, for a free photo album at Binqy.nl. You could upload your personal pictures in the album, but the cover contained advertising for Heineken or Jillz.



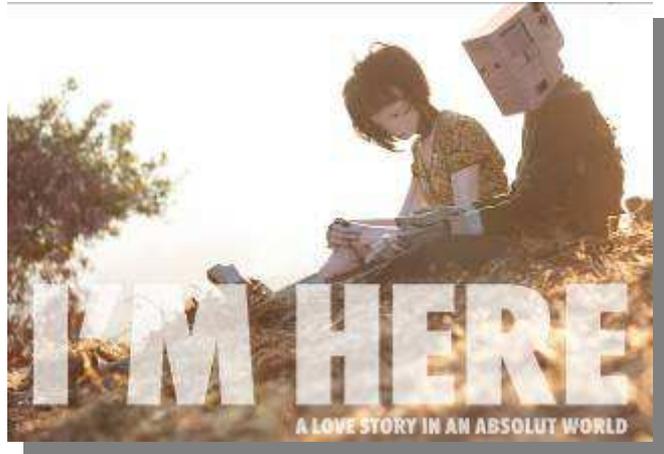
3D website Jagermeister

The completely restyled website of Jagermeister features an innovative design that “takes the visitor on a creative brand experience” (AFD, April). The site is 3D, which enables the visitor to be actively involved in the branding. “With this website, Jagermeister is ready for the next step: from brand presentation to brandrelation”. Worldwide, Jagermeister is brand number 9 in hard liquor. In the Netherlands the sales grew explosively the past years due to the new, rejuvenating marketing activities. In 2009 1,4 million bottles were sold in the Netherlands.



Absolut Vodka short film: “I’m Here”

Absolut Vodka entered the world of film after cooperation with director Spike Jonze (of the movie Being John Malkovich). A worldwide filmproject has started called “I’m here”, in which the film director expresses his vision on the vodka brand Absolut (AFD, Feb). The movie is described as a ‘Robot Love Story’. Jonze shows what creativity can mean for mankind, how it enriches your life and how it makes the world around you more interesting. *“The film shows in an artistic fashion the soul of the brand Absolut that has always been linked to creativity”* (AFD, Feb).



6.13 New media marketing

New media refers to **digital forms of communication** such as the internet, mobile devices, electronic games, blogs and podcasting. These mediums are fast-growing and rapidly evolving channels for marketing communications (ISM, 2010). Commissioned by SHAAP (Scottish Health Action on Alcohol Problems), the Institute for Social Marketing (ISM) of the University of Stirling investigated the use of new media by the alcoholic beverage industry in the UK. In their report **“Routes to Magic”** (2010) the ISM concludes that: *“The use of new media channels to market alcohol is a clear area of concern due to their youth appeal, relative lack regulation and the sheer volume of promotional messages. Alcohol producers use an extensive range of channels to promote their brands, providing an ever increasing number of ways for consumers to interact with their brands. These channels include interactive games, e-mail newsletters and promotions, online competitions and downloadable features such as branded MSN icons, wallpapers, cocktail recipes, barfinders and nightlife guides. Essentially, alcohol producers can use diverse and increasingly sophisticated new media channels as a powerful means to interact and engage with consumers”* (p. 28).

ISM emphasizes that new media marketing is not replacing the more traditional marketing forms such as radio, print and television, it rather *extends* these marketing activities. They also indicate that much of the material found on alcohol brand websites and social media platforms contravenes with the spirit of the self-regulatory advertising codes. For example, many advertising found can be described as appealing to youth and is associated with social and sexual success. ISM recommends the UK government amongst others to move towards ending self-regulation and to move towards a complete ban on alcohol promotion on social networking sites.

In the Netherlands, analyses by STAP over the past few years have indicated similar developments. Several examples of new media marketing by the alcohol industry are presented below (brand websites, internet banners, viral marketing, social media marketing and mobile phone applications).

Internet

Besides their own brand websites (e.g. Bacardi.com), alcohol advertising can be found on popular video channels e.g. YouTube, where the commercials are being posted, but also on popular (news) websites and social media platforms in the form of banners. Finally, many brands created brand pages on social media networks. Interviews with brand managers reveal that alcohol producers have **special strategies developed for the use of social media**, which is indicative of its (future) importance. According to the World Advertising Research Centre drinks companies increased their web expenditure by 70% in 2007 (James, 2008 in ISM, 2010). Despite the economic recession, it was anticipated that internet advertising expenditures would continue to grow in 2009 while expenditure on more traditional forms of advertising would decline.

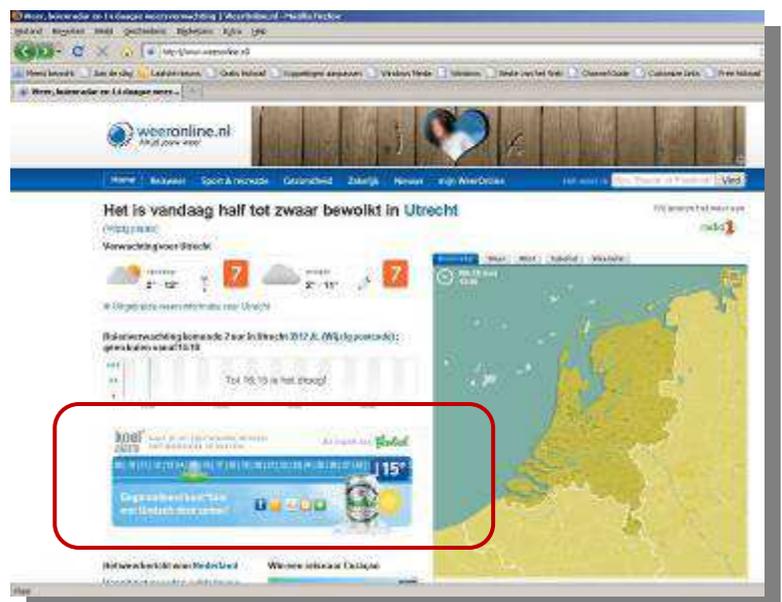
It remains rather unclear what the reach of (alcohol) advertising on the internet exactly is and therefore how many youngsters are being reached by this type of advertising. *“The pitfall of the internet is that everything is measurable”* (AFM, 14). The more data are available, the larger the differences that arise. And there is a lot of confusion about this amount of data and the way it should be measured. Google, however, does not allow measurement codes on her websites, therefore the reach of advertisements on YouTube e.g. cannot be measured.

Alcohol banners on well-known websites

Since Google changed her policy regarding alcohol advertising, it becomes clear that there is a rise of alcohol banners on popular websites, e.g. **Nu.nl** [Now.nl; a popular news website], **Weeronline.nl** [WeatherOnline.nl] and **NRC.nl** [website of a popular Dutch newspaper]. See screenshots of these websites below. It is unclear by how many youngsters these websites are visited on a daily basis.



Internet banners for the Heineken Pletterpet World Cup gadget on the home page of the popular news website Nu.nl.



Internet banner for the Grolsch Cool Alert on the home page of the popular weather website Weeronline.nl.



Wine ads on the homepage of the Dutch newspaper NRC.nl. Almost 20 euros discount on several bottles of wine via Onedayforher.nl, on 3 June resp. 7 July 2010.

Viral marketing

Viral marketing, viral advertising, or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through **self-replicating viral processes**, analogous to the spread of (computer) viruses. It can be delivered by word of mouth or enhanced by the network effects of the internet. Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or text messages (Wikipedia.com).

According to marketing magazine Adformatie, “*viral marketing is growing up*” (AFM, 1). More and more bureaus specialize in viral marketing videos and how to distribute them, via a network of sites, blogs and so-called influencers. The distribution of virals is called ‘seeding’ and is done by professional seeders, which of course, costs a lot of money. The distribution of a viral video can have the size of an epidemic, especially due to channels such as **YouTube**, and the possibility to embed video’s via social networksites e.g. Facebook or Hyves. Broadly there are four types of virals: Happy accidents (by consumers), Music videos (commercial as well as non commercial), Commercial virals (by companies) and Memes (that have been imitated several times; a running gag). The Walk-in Fridge commercial by Heineken is a good example of a meme, an imitation of the Budweiser Wassup commercial and quickly spoofed (parody by imitation) by Bavaria. Most successful alcoholcommercials can be found on YouTube.

Heineken on YouTube

By the end of March 2011 the Dutch Heineken commercial “Men with Talent” (dating from April 2010) had been viewed over **2,6 million times** on



YouTube. The commercial refers to watching a talent show, something usually enjoyed by women. In this talent show we see men conducting all sorts of seemingly impossible tricks with Heineken bottles and glasses. The commercial was watched ten thousands of times within one day on YouTube when it was first released (AFM, 17/18).

Social Media Marketing

The use of social media for advertising and marketing purposes is still rather new. Facebook is working with Facebook Advertising, a Google Adwords-like system with which can be advertised based on cpm or cpc basis. Google uses targetwords, however, in social media the ads are adjusted to social profiles (AFM, 19).

Blauw Research showed that marketers (in general) are more familiar with social media in 2010 compared to 2009, but not necessarily more enthusiastic (AFM, 34). 81% of the advertisers believes that social media is the biggest change in the digitalization of the advertising market (compared to 48% in 2009). In 2009 half of the advertisers that had used social media was satisfied with the results, however, in 2010 this number dropped to one-third (AFM, 34). Almost 6 out of 10 advertisers use social media to effectively reach their target audience. Almost 7 out of 10 use social media in order to inventorise what the target group has to say about the company/brand. In 2009 Hyves and LinkedIn were often mentioned, in 2010 a shift took place towards Twitter and Facebook.

Research by SPOT has shown that the use of social media amongst youngsters is increasing explosively. 13 to 16 year olds spend more than an hour per day (62 min) on sites such as MSN and Hyves (AFM, 24). From the age of 17 this amount of time strongly decreases (to 29 min a day).

In the Netherlands 30% of the people that use the internet is member of a brand community via a social network (AFM, 42). Globally, this percentage comes down to almost 50%. Of the Dutch that participate in a brand community, 29% indicates being more positive towards the brand to which they are connected via social media (worldwide this is



72%), 28% has the intention to recommend the brand to others (63% worldwide) and 25% indicates to have become more loyal towards the brand (66% worldwide). The five most important reasons to become member of a brand community are **entertainment** (55%), **education** (54%), **sharing preferences with others** (46%), **free content** (44%) and **product information** (44%), (AFM, 42).

According to Petra de Boevere who is very experienced in social media with regard to the sharing of information on alcoholic drinks (she owns a liquor store), the success of a company in social media depends on the *sharing of information* and *fun and passion* behind it (AFD, March). More and more

wine journalists, winewriters and other alcohol producers and companies can be found on social media. De Boevere: *"This is the future"*.

Brewers that, amongst others, are very active on social media are Gulpener and Grolsch (AFD,



March). **Gulpener** is active on Twitter, Ning, blogs, Facebook, Hyves, LinkedIn, Flickr and Picasa. Hofstede from

Gulpener: *"We are most active with Ning and Twitter. Our Hyves page is owned by a very active fan, which works perfectly for us. We notice that the beer consumption has been declining for years now, so we look at new opportunities. Via social media we give people a say in our brand. We let them co-create, by which they become joint owners. We notice that our customers love this. Besides that, it generates a lot of good ideas for us as well"*. Social media brings the brewer much closer to the customer (AFD, March). Hofstede: *"If something goes wrong, we can now more easily fix it. This generates a lot of goodwill and positive publicity, e.g. in tweets"*.

Also **Grolsch** beer is very active on social media. Brand development manager Luit: *"Our*

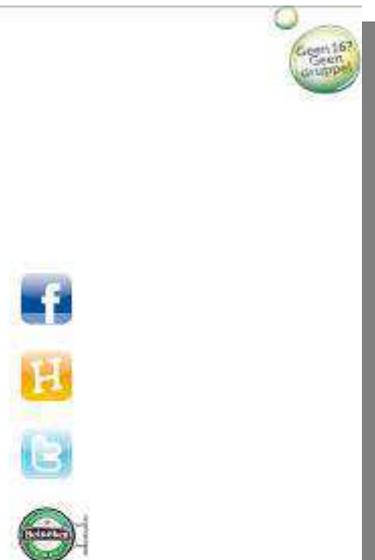
Grolsch senior brand development manager Marjan Luit:

"Grolsch will develop an entire strategy for the use of social media".

vision is that social media become more and more important in the future. Beer is a social product, so participation in social networks is essential to keep your customers linked to your brand. Grolsch is a brand that people enjoy talking about. Also, our target audience uses online media a lot. Threequarters of a year ago we saw that the use of Twitter, Hyves and YouTube were very essential additional communication tools for us. We will develop an entire strategy for the use of social media" (AFD, March).

Heineken wins with Social Networks ad

Another brewer that is rather active on social media networks is Heineken. In 2010 the brewer won the 'Daily Newspaper Award' ['Dagbladgoud'] for the best newspaper ad (Goedkoopbier.nl; 22/03/2011). Some 50.000 people voted for one out of 108 ads. Heineken won the award with the ad called 'Social Networks' (see right). The Heineken sign/logo is added to the well known logos of Facebook (F), Hyves (H) and Twitter (T). In the left corner it states: *"Heineken, social networking since 1873"*.

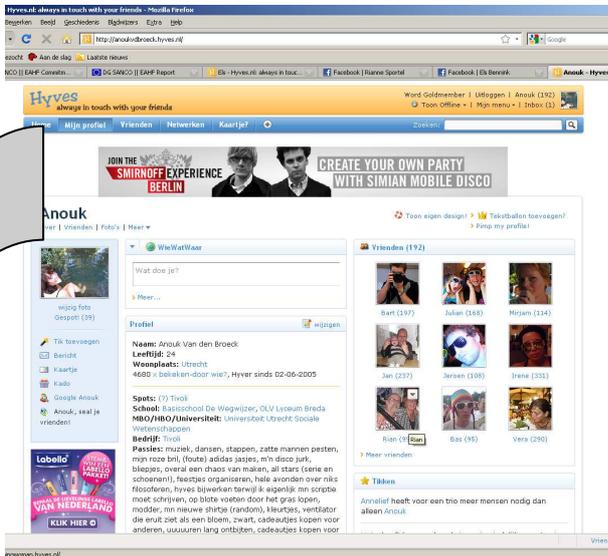


Mid 2011 the Facebook page of Heineken is 'liked' by over 1,6 million people and the Dutch Hyves account has over 200.000 members. On Twitter, the brewer is less popular; the four

different Twitter accounts have a total of approximately 4.000 followers.

Alcohol banners on social media

Also alcohol banners can be found on social networks such as Hyves and Facebook. Two examples by Smirnoff vodka (Hyves) and Licor 43 (Facebook) are shown below.



Smirnoff Vodka banner on Hyves. Join the Smirnoff Experience in Berlin.



Licor 43 banner on Facebook. Win a luxurious trip to Spain!



Actions on Hyves in 2010

Also on the most popular Dutch social network site Hyves (over 11 million members in 2011), many alcohol advertisers were active in 2010 with special actions. Some examples are provided below.

Amstel: choose favourite commercial

At the occasion of its 140 years of 'existence', a special action was launched for Amstel beer. Via the digital Amstel newsletter consumers were encouraged to go to Hyves and choose their favourite Amstel commercial. They had to place the ad on their Hyves profile and ask their friends to do the same. This way, you could win a part in the next commercial or many other prizes. Via a viral effect on Hyves friends could point out this Amstel action to each other.



Invite your friends for Palm beer on Hyves

By means of a funny, interactive videocard, featuring the Belgian stand-up comedians Henk and Bert, you could invite your friends on Hyves to drink a Palm beer together. Two Palm beer for the price of one (AFM, 47).



Grolsch and musicfestival 'Zwarte Cross'

Zwarte Cross is a music festival sponsored by Grolsch beer (AFM, 26/27). It lasts three days and includes music, cross, stunts and theater. In order to better promote the festival, an action on Hyves was launched in 2010. The idea was to jump over as many of your Hyves-friends with a cross motor cycle. By participating in this action, you could win festival tickets.



Little perspective for advertising on Twitter

In April 2010 Twitter launched a system to tweet commercial messages or 'Promoted Tweets'. Promoted tweets are placed in between the tweets of normal users. Twitter has approximately 105 million users and needs the income of commercial messages in order to become a profitable company. A promoted tweet is placed at the top of your search results. However, if not enough people see it, react to it or retweet the message, the tweet does not gain a high enough 'resonance score' and will not be shown anymore by Twitter. Experts think there are little chances that Twitter will become very successful as medium for advertising (AFM, 16).

'HET IS AFHANKELIJK VAN HOE LEUK JE HET VINDT OM BIER WEG TE GEVEN.'
MARC OISKAM VAN JAZZCLUB CASABLANCA IN AMSTERDAM ZWEERT BIJ SOCIAL MEDIA EN GAF AL 150 DRANKJES PER MAAND GRATIS AAN GASTEN DIE IN ZIJN ZAAK INCHECKTEN OP FOURSQUARE. IN PROOST!

A logo for 'Cavalliere' by FourSquare. It features a blue circular icon with a white horse head, a yellow circular icon with a white horse head, and the text 'Cavalliere' in a stylized font above 'FourSquare'.

A quote from a jazzclub owner about the use of social media. He gave away 150 drinks per month for free to visitors who checked in at Foursquare while being in his club (Source, AFM, 40).

Mobile apps and advertising

The number of applications or apps for the mobile phone have increased rapidly. At the beginning of 2010 it was estimated that there were more or less 200.000 apps available for mobile phones and smartphones, the majority being for the iPhone (AFM, 2). However, only a few of the thousands of apps are being used as a marketing tool. On a weekly basis, more or less 1,3 million Dutch people (9% of the population) make use of mobile internet (AFM, 10). The expectation is that this number will increase in the years to come, and so will mobile advertising. In 2009 Dutch advertisers (in general)

spent 3 to 4 million euro on mobile internet. The expenditures for 2010 were estimated to be around 10 million euro (AFM, 10). It is expected that within three years, as many people go online with their mobile phone as with a pc (AFM, 13).

Dutch alcohol advertisers that had already developed several apps for iPhone or Android in 2009 are: Heineken, Grolsch and Jupiler (see pictures).



Smartphone apps for Heineken ('Party Maker'), Grolsch ('Walk the line' game) and Jupiler (Jupiler League), all launched in 2009.

In 2010 several advertisers launched additional apps for the smartphone. These are discussed below.

Heineken e-app: scan QR-codes and collect points

In December 2010 Heineken launched a mobile app with which you can get access to the Heineken e-program (see.iPhoneclub.nl). This is a 'savingpoints' system with which you can collect 'e'-s, which can be spent on special Heineken offers. With the mobile app the customer could collect e-points by means of scanning special QR-codes that could be found e.g. on coasters in pubs, but also on draughtbeer (BeerTender). In addition, e-points could be gathered by participating in Heineken actions at Heineken.nl. Afterwards, the customer could spend the e-points via the mobile phone, via a special Heineken e-shop and e-book. The customer could buy products from the Heineken e-shop via the mobile phone.



Heineken e-app for iPhone and Android. To save e-points and spend them on special Heineken offers.



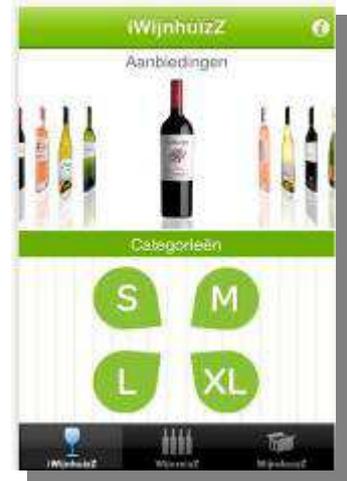
The Jupiler Bartender iPhone app. To order drinks in a pub.

iPhone app: the Jupiler Bartender

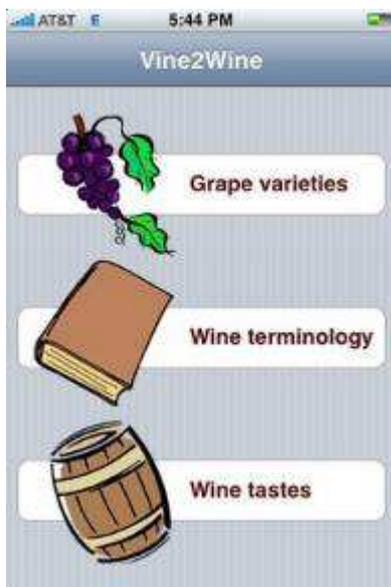
Besides the Jupiler League app, Jupiler launched a special iPhone app which makes it easier to order drinks in a pub (Goedkoopbier.nl; 30/07/2010). Instead of writing your order on a coaster, you can now use the iPhone app, to note all the different drinks you are about to order. In case it is very busy and the music is loud, you can also show your order to the barman.

iPhone app to buy wine

The wine webstore Wijnhuizz.nl developed an iPhone app to choose, order and pay for wine (see figure). **Wijnhuizz.nl** is the first Dutch webstore that makes use of PayPal in m-commerce (mobile commerce) (AFD, Nov).



Since 2009 more iPhone apps have been launched with information about wine and options to order wine. Examples are Wine.com (which sells more than 45.000 different wines), Wijngids 2010 [WineGuide 2010], Vine2Wine (with information about wine for the 'beginning' winetaster), Parir-it! (with useful combinations between wine and food), Wine Quiz (in which you can test your knowledge about wine), Drync Wine Pro (in which you can look through rankings of wine and search for the wine you are drinking. You can leave your own review including pictures), Wine Snob (to rate wines and look for other wines that might fit with your taste), and many more (see: <http://www.specialbite.com/blog/iphone-apps-wijn>).



Several iPhone apps for wine: Vine2Wine, Wine Snob and Drync Wine Pro.

7. References

- Adformatie (2010).
- Adfundum (2010).
- AD.nl: <http://www.ad.nl/ad.nl/1012/Binnenland/article/detail/546073/2010/11/29/Bavaria-Babes-bezorgen-biermerk-topjaar.dhtml>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Anderson, P., Hastings, G., Angus, K., de Bruijn, A. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. *Alcohol and Alcoholism*, published online, January 14, 1-15.
- Babor, T.F. (2009). Alcohol research and the alcoholic beverage industry: issues, concerns and conflicts of interest. *Addiction*, 104 (1), 34-47.
- Babor, T.F., et al. (2010). *Alcohol: No ordinary commodity. Research and public policy. Second edition*. Oxford University Press: New York.
- Baumberg B. (2009). How will alcohol sales in the UK be affected if drinkers follow government guidelines? *Alcohol & Alcoholism*, 44,; 523–528. doi: 10.1093/alcalc/agp053.
- Berkey, C.S. et al. (2010). Prospective Study of Adolescent Alcohol Consumption and Risk of Benign Breast Disease in Young Women. *Pediatrics*, 125, e1081-e1087. Online: <http://pediatrics.aappublications.org/cgi/content/abstract/125/5/e1081>
- BierBlog.nl, retrieved at 30 March 2011: <http://bier.blog.nl/biernieuws/2010/03/18/social-media-goeroes-in-slijter-en-bierland-stap-erin>
- BierBlog.nl, retrieved at 30 March 2011: <http://bier.blog.nl/biernieuws/2010/03/04/mexicali-de-nieuwe-corona>
- Business Insights (2009). The Top 10 Beer Companies. Emerging opportunities, growth strategies, and financial performance.
- Chen, M.-J., Grube, J.W., Bersamin, M., Waters, E., & Keefe, D.B. (2005). Alcohol Advertising: What makes it attractive to youth? *Journal of Health Communication*, 10, 553-565.
- Collins, R.L., Ellickson, P.L., McCaffrey, D., & Hambarsoomians, K. (2007). Early adolescent exposure to alcohol advertising and its relationship to underage drinking. *Journal of Adolescent Health*, 40, 527-534.
- Commissie Gedistilleerd (2011). Kerncijfers 2010.
- De Bos, V.K. (2008). Onderzoek naar de invloed van alcoholpromotie tijdens het EK voetbal op jongeren in de leeftijd van 12 t/m 15 jaar. Universiteit Twente, afdeling Communicatiewetenschap.
- DeliXL.nl.<http://www.delixl.nl/inspiratie/trendsennovatie/speciaalbierpopulairondervrouwen/speciaalbierpopulairondervrouwen.jsp>
- http://www.deweekkrant.nl/artikel/2010/januari/05/dirk_iii_slijterij_geeft_62_snowboards_weg
- Drankendetail (2010).

- Engels, R.C.M.E., Hermans, R., Van Baaren, R.B., Hollenstein, T., & Bot, S.M. (2009). Alcohol Portrayal on Television Affects Actual Drinking Behavior. *Alcohol & Alcoholism*, 44, 244-249.
- Eurobarometer 72.3 (2010). Special Eurobarometer 331. EU citizen's attitudes towards alcohol. Fieldwork: October 2009. http://ec.europa.eu/health/alcohol/docs/ebs_331_en.pdf
- Foxcroft, D. (2006). *WHO Technical Report. Alcohol Misuse Prevention for Young People: A rapid review of recent evidence*. Oxford: Oxford Brookes University.
- Gezondheidsraad.nl. <http://www.gezondheidsraad.nl/nl/adviezen/gezonde-voeding>
- Gezondheidsraad (2006). Richtlijnen Goede Voeding.
- Gezondheidsraad (2006). Achtergronddocument Richtlijnen Goede Voeding. Hoofdstuk 9: Matig alcoholgebruik.
- Goedkoopbier.nl (2009). Retrieved in May 2011:
 - http://www.goedkoopbier.nl/nieuws/Heineken_komt_met_virtuele_biertap
 - http://www.goedkoopbier.nl/nieuws/Heineken_in_top_100_van_meest_waardevolle_merken_ter_wereld
 - http://www.goedkoopbier.nl/nieuws/Heineken_moet_zich_meer_gaan_focussen_op_bier
 - http://www.goedkoopbier.nl/nieuws/Heineken_wint_met_de_TapChallenge
 - http://www.goedkoopbier.nl/nieuws/Jupiler_meest_genoemde_biermerk_in_online_berichtgeving
 - http://www.goedkoopbier.nl/nieuws/Biermarkt_in_Nederland_is_een_oligopolie_volgens_Olm_bier
 - http://www.goedkoopbier.nl/nieuws/Olm_bier_in_schappen_Nederlandse_supermarkten
 - http://www.goedkoopbier.nl/nieuws/Bieromzet_meer_dan_10_procent_hoger_tijdens_WK
 - http://www.goedkoopbier.nl/nieuws/GfK_voorspelt_extra_10000_verkochte_thuistaps
 - http://www.goedkoopbier.nl/nieuws/Gratis_voetbal_bieropeners_bij_een_Bavaria_kratje
 - http://www.goedkoopbier.nl/nieuws/Heineken_moet_reclameborden_weghalen_van_sportvelden
 - http://www.goedkoopbier.nl/nieuws/Start_the_Future_bier_met_60_procent_alcohol
 - http://www.goedkoopbier.nl/nieuws/Zwaarste_bier_uit_Nederland_van_45_procent_alcohol_is_ge_en_bier
 - http://www.goedkoopbier.nl/nieuws/Nieuw_bierrecord_Oktoberfest_7_miljoen_liter_bier_gedronken
 - http://www.goedkoopbier.nl/nieuws/Jupiler_heeft_speciale_iPhone_app
 - http://www.goedkoopbier.nl/nieuws/Heineken_wint_met_Social_Networks_advertentie
 - http://www.goedkoopbier.nl/nieuws/Kennisinstituut_Bier_officieel_van_start
 - http://www.goedkoopbier.nl/nieuws/Bavaria_Dutch_Dress_bijna_nergens_meer_te_krijgen
- Henriksen, L., Feighery, E.C., Schleicher, N.C., & Fortmann, S.P. (2008). Receptivity to alcohol marketing predicts initiation of alcohol use. *Journal of Adolescent Health*, 42, 28-35.
- Hondebrink, M. (2006). The perception of young people concerning alcohol advertising: Evaluating the European Council Recommendation and the Dutch Advertising Code. Enschede: Universiteit Twente.
- Institute for Social Marketing (2010). *"Routes to Magic": The Alcoholic Beverage Industry's Use of New Media in Alcohol Marketing*. Commissioned by SHAAP.

- James L. (2008). *Winners and Losers of the Next UK Media Downturn*. World Advertising Research Centre.
- Jones, L., James, M., Jefferson, T., Lushey, C., Morleo, M., Stokes, E., Sumnall, H., Witty, K., Bellis, M. (2007) *A review of the effectiveness and cost-effectiveness of interventions delivered in primary and secondary schools to prevent and/or reduce alcohol use by young people under 18 years old*. Liverpool: John Moores University.
- Kennisinstituut Bier. www.kennisinstituutbier.nl
- Koordeman, R., Anschutz, D.J., van Baaren, R.B., & Engels, R.C.M.E. (2011a). Effects of Alcohol Portrayals in Movies on Actual Alcohol Consumption: An Observational Experimental Study. *Addiction*, 106, 547-554. DOI: 10.1111/j.1360-0443.2010.03224.x
- Koordeman, R., Anschutz, D.J., & Engels, R.C.M.E. (2011b). Exposure to alcohol commercials in movie theatres affects actual alcohol consumption in young adult high weekly drinkers: an experimental study. *The American Journal on Addictions*, 20, 285-291. DOI: 10.1111/j.1521-0391.2011.00134.x.
- Koordeman, R., Kuntsche, E., Anschutz, D.J., van Baaren, R.B., & Engels, R.C.M.E. (2011c). Do we act upon what we see? Direct effects of alcohol cues in movies on young adults' alcohol drinking. *Alcohol and Alcoholism*, advance access published April 14, 2011. Doi: 10.1093/alcalc/agr028.
- <http://www.lkvv.nl/index.php/diensten/symposia/alcoholbeleidsdag>
- Lindstrøm, M. (2008). *Buyology. Hoe everything we believe about why we buy is wrong*.
- Marketingmix: <http://www.netmba.com/marketing/mix/>.
- Marketingtribune, retrieved at April 8th 2011. <http://www.marketingtribune.nl/nieuws/award-om-bier-drinken-bij-maaltijd-te-promoten/>
- McClure, A.C., Stoolmiller, M., Tanski, S.E., Worth, K.A., & Sargent, J.D. (2009). Alcohol Branded Merchandise and its Association with Drinking Attitudes and Outcomes among U.S. Adolescents. *Archives of Pediatrics and Adolescent Medicine*, 163, 211-217.
- Meier et al., (2008). *The independent review of the effects of alcohol pricing and promotion. Summary of Evidence to Accompany Report on Phase 1: Systematic Reviews*. School of Health and Related Research, University of Sheffield, UK.
- MeritMedia.nl:
<http://www.meritmedia.nl/Nieuws/N3/InstoreMarketingVlucht.html>
<http://www.meritmedia.nl/Nieuws/N2/SupermarktenNarrowcasting.html>
- Nielsen Media Research 2010 (o.a. Creative Dynamix).
- Nieuwenhuis, M. & Postmes, T. (2010). *Grensoverschrijdend gedrag onder Groningse studenten. Een onderzoek naar omvang, trends en verklarende factoren*. ISW (Instituut voor integratie en sociale weerbaarheid) en Rijksuniversiteit Groningen.
- <http://www.nieuw-volendam.nl/index.php?nid=10922>
- Nightlife Magazine (2010).
- NOS.nl (15/03/2010). Retrieved at May 24th 2011: <http://nos.nl/artikel/143928-goliath-heineken-sleept-david-voor-de-rechter.html>

- NOS Journaal (13 juli, 2010). Reporting on the honouring of the Dutch team, sponsored by Heineken. See: <http://nos.nl/uitzending/17854-20100713-200000-nos-journaal-2000-uur.html>
- NRC, 11th April 2007. Heineken: afzet vrouw moet hoger. <http://archieff.nrc.nl/index.php/2007/April/11/Economie/15/Heineken%3A+afzet++vrouw+moet+hoger/check=Y>
- NRC.nl: <http://www.nrc.nl/nieuws/2011/02/16/heineken-ziet-winst-fors-stijgen/>
- NRC.nl: http://www.nrc.nl/economie/article2636066.ece/Heineken_verkoopt_meer_bier_dankzij_overname
- NRC.nl: http://www.nrc.nl/sport/article2568344.ece/FIFA_trekt_aanklacht_tegen_biermeisjes_in
- Nu.nl: <http://www.nu.nl/algemeen/2291974/nederlands-elftal-gehuldigd-museumplein.html>
- Nu.nl: <http://www.nu.nl/buitenland/2270183/bavaria-betaalde-opgepakte-oranje-babes.html>
- O'Brien, K.S. & Kypri, K. (2008). Alcohol industry sponsorship and hazardous drinking among sportspeople. *Addiction*, 12, 1961-1966.
- O'Brien, K.S. Miller, P.G., Kolt, G.S., Martens, M.P. & Webber, A. (2011). Alcohol Industry and Non-Alcohol Industry Sponsorship of Sportspeople and Drinking. *Alcohol and Alcoholism*. doi: 10.1093/alcalc/agq095
- Oktoberfest in Amersfoort (2010): <http://www.leusderkrant.nl/page/Plaatsnamen/Zaterdagavond-Oktoberfest.613304.news>
- http://www.om.nl/onderwerpen/verkeer/actueel/@152959/jupiler_league/
- Productschap wijn. Per capita wine consumption. Retrieved at April 8th 2011: http://wijn.nl/site/MARKTONDERZOEK/Auto_wijnconsumptie_per_capita.php
- Proost! (2010).
- <http://www.reclameweek.nl/bureau-nieuws/bertje-is-een-marketinghit-%2814614%29.html>
- REGULATION (EC) No 1924/2006 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 20 December 2006 on nutrition and health claims made on foods. Official Journal of the European Union.
- Rehm et al., (2009). Global burden of disease and injury and economic cost attributable to alcohol use and alcohol-use disorders. *Lancet*, 373, 2223–33.
- STAP (2009). Alcohol en sport sponsoring: hoe sterk verweven?
- STAP (2010a). Lonken met bier. Een analyse van prijsacties op bier in supermarkt en slijterij in 2008 en 2009.
- STAP (2010b). Trendrapport 2009. Monitoring van trends en innovaties op het gebied van alcoholreclame en –marketing in 2009.
- STAP (2011). To appeal or not to appeal: Testing self-regulation of alcohol advertising. Results of the AMMIE-project (Alcohol Marketing Monitoring in Europe). Retrieved from: <http://www.eucam.info/eucam/home/ammie-complaints.html>.
- Stenius, K & Babor, T.F. (2010). The alcohol industry and public interest science. *Addiction*, 105 (2), 191-198. Published Online: Oct 5 2009.
- STIVA (2011). STIVA in vogelvlucht.

- Supermarktactueel.nl: retrieved at 31 March 2011:
<http://www.supermarktactueel.nl/nieuws/actualiteiten/beste-introductie-2010-bavaria-0-0-wit>
- Wikipedia.org. Retrieved at 16 March 2011 at:
http://en.wikipedia.org/wiki/Ambush_marketing#cite_note-0
- World Cancer Research Fund / American Institute for Cancer Research. Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. Washington DC: AICR, 2007.