

Alcohol sport sponsoring of the top teams in Europe

Alcohol Marketing Monitoring In Europe

- Five European countries: Germany, Italy, Bulgaria, the Netherlands and Denmark
- Monitoring year: 2010
- Funded by the European Commission



AMMIE has monitored four alcohol marketing areas

- Measure the **volume** of alcohol marketing
- Report on alcohol marketing **trends**
- Examine the **regulation** of marketing
- Map the extent of **sports sponsorship**

Sports sponsorship – the most important marketing tool?

- In the US **60 percent** of the budget is used on sports sponsorship
- In 1999 the European budget was 168 mill. US dollars
- Only the sports clothing and car industry out do this amount of money (Boere 2005)

Most important – for many reasons Sports target broadly and young

- General population - links alcohol and health
- Athletes - hazardous drinking (O'Brien 2011)
- Club members children and young people
- The audience – higher consumption

The audience –an alcohol nursery

- higher consumption, when sponsored
- many minors exposed to marketing (Wildenberg 2009)
- introduction to drinking/recruiting new costumers
- segment of young men prone to develop a habit of large scale drinking (Helling 2004)

Most important – for many reasons Sports target deeply

- **Loyalty** the unique hook of sports sponsorship is the creation of loyalty. Already loyal to the club, the team. This kind of loyalty will last for long, maybe for life
- **Positivity** high spirits, open, receptive, the opposite to be on guard.

The Danish advertising business:

*"The trick is that the consumers are two-three times more positive inside the **sports segment** compared to outside: You have a hook into a positive segment"* (Markedsføring, vol. 6, 2010)

The AMMIE method

- Before AMMIE - no data on how many sports clubs are alcohol sponsored
- Selecting the five most frequently performed team sports by minors
- These were: football, basketball, volley ball, field hockey and handball
- Select 10 topclubs for each sport, examining their websites – 50 all in all for each country

The AMMIE results - large differences

- Bulgaria 2 percent
- Denmark 20 percent
- The Netherlands 44 percent
- Italy 46 percent
- Germany 72 percent

Sponsorship depends on media interest

Bulgaria – no real sports sponsoring

- Only one case out of 50 – a football club sponsored by a Carlsberg brand
- Bulgaria no country of great athletic achievements
- Public interest in sports is declining
- The alcohol industry wants to connect with success and popularity

However some national football and basket ball organizations and tournaments are sponsored



Denmark – football and Carlsberg

- 10 out of 50 clubs are alcohol sponsored
- Mostly football sponsorships
- Carlsberg number one sponsor
- Carlsberg has been sponsoring the FC-Copenhagen since 1999
- In Denmark sports sponsorship has developed greatly in terms of money. The Danish market for sports sponsorship peaked in 2008 with **€ 166 mio**. From 1995-2008 an **increase of 271 %**, its almost a four times.

Denmark – Carlsberg on the FC-Copenhagen childrens' page



The Netherlands – keeping a high profile

- 44 percent clubs are alcohol sponsored
- Mostly football (100 percent) and field hockey (70 percent)
- Heineken sponsors a broad range of sports
- High profiling sponsorship
- Targeting children directly



Amstel partner van AFC Ajax

Directors of Ajax and Heineken drinking together and shaking hands as Business Partners

"WE SHARE THE SAME ROOTS AND WE BOTH ENJOY AMSTERDAM'S INTERNATIONAL FAME AMONG FOOTBALL FANS. AT ONE TIME IT HAD TO LEAD TO COOPERATION"

Logos at virtually every side including the childrens' pages



Italy – retailers as sponsors

- 46 percent alcohol sponsored
- Volleyball is number one with 70 percent
- Sponsors are also retailers: restaurants, wine cellars, etc.
- Alcohol-sports sponsorship common in Italy, the great popularity and high levels of clubs ensure high visibility of products and brand recognition

Germany – mostly sponsored by brewereies

- The highest number of alcohol sponsored clubs in the study. 36 out of 50 that is 72 percent.
- The examined football and handball clubs sponsored 100 percent
- As many as 3 breweries sponsor the German handball league team
- Basketball is also highly sponsored
- All three sports have great media coverage

Germany - seven kinds of sponsorships or partnerships

- Co-sponsorship
- Stadium sponsorship
- Premium partnership
- Champion partnership
- Classic partnership
- Exclusive partnership
- Service partnership

Football – the future of European alcohol sponsorships

- In average 66 percent of the alcohol sponsored clubs are football clubs
- Volley and basket respectively 30 percent
- Handball 22 percent
- European sponsorship is most likely to concentrate on football being a highly televised sport

Better regulation is needed

"Regulations concerning sports sponsorship are rare and largely ineffective"

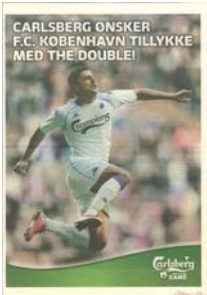
(Hastings et al 2010)

I have brought an example from Denmark on this. From the FC Copenhagen

The Danish code

- § 4 Alcohol and sporting activity must not be linked
- § 4 must not give the impression that alcohol can lead to success
- § 6 must not use rolemodel with special appeal to minors
- § 3 must not encourage excessive drinking

2009 Carlsberg links alcohol and sporting success



- Full page ad in news paper
- Logo transformed to Champions
- Displays a sports star celebrating the victory
- Criticism from Board, but mitigating that no products are shown

2010 Three sports stars market Carlsberg beer



**2010 Three sports stars market
Carlsberg beer**

- Three major stars
- On the FC-Copenhagen website
- Champions logo now in gold
- Sport stars markets gold beer
- Complaint upheld

**2011 The entire football team with
giant Carlsberg beers**



**2011 The entire football team with
giant Carlsberg beers**

- Photo seria from 2010 and 2011 on the website
- An escalation – number of sports stars has increased
- Sports stars not only promoting beer, but also drinking it – binge style
- Giant Carlsberg beers and glasses
- Ruled out marketing from 2010 still on the site

**2011 The entire football team with
giant Carlsberg beers**



**2011 The entire football team with
giant Carlsberg beers**



**2011 The entire football team with
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- The Board acknowledges the logo and the beers as Carlsbergs' responsibility, but not the photo series
- Criticism to FC-Copenhagen and Carlsberg for not removing ruled out marketing
- The Board encourages Carlsberg and FC-Copenhagen to discuss the code

The code has no effect on sponsorship

- Complaints upheld three times with no results
- We are not able to prevent Carlsberg from violating the code in more and more gross ways
- Statutory legislation is needed, a ban on sports marketing and serious sanctions

Thank you for listening!

