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Effects of Alcohol Marketing  
during European Football Championship

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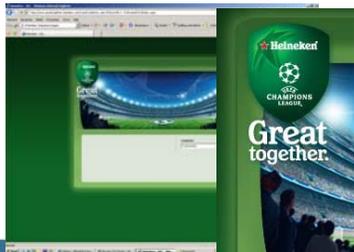
The alcohol industry is a marketing industry

- And sport sponsorship is an important marketing channel:
- Dr O'Brien (2009): "Sport is not only being used by the alcohol industry to encourage drinking among sportspeople and fans, it is also the primary vehicle for alcohol-industry marketing to the general public."

For the first six months of 2009 Anheuser-Busch spent more than US\$194 million or around 80% of its US TV advertising budget on sport (Lefton 2009).



- Many large championships and games, clubs and games are sponsored by alcohol producers.



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Effect of sponsoring European Football Championships

- Every Championships new promotional items and commercials are launched.
- Eg World Championships in 2010:
- Play commercial



UEFA 2008 success of Carlsberg:

- More than 1 billion people watched the matches on TV.
- Carlsberg's perimeter boards were visible on TV for more than 20 minutes of every match.
- Among the biggest hits were the 350,000-plus Carlsberg wigs in team colours distributed to fans in the fan zones. They all carried a Carlsberg logo, and pictures of wig-wearing fans were seen over the whole world.

Information derived from Carlsberg annual report 2008.



Why is it so important: research tells us:

- There is strong evidence that exposure to alcohol advertising leads to more harmful drinking among young people (e.g. Anderson et al 2009);
- But sport sponsorship is in particular attractive to alcohol advertisers!



Why is it so important: research tells us:

- Importance sports sponsorship on TV

Collins et al (2007):  
Effect of different marketing exposures among Dakota 7<sup>th</sup> grades (n=1786):

- TV sports beer ads (b= .28),
  - other TV
  - beer ads ( b= .22),
  - radio listening (b= .21), and ownership
  - of promotional items (b= .67; all *p-values* .05).
- Exposure to ESPN beer ads just missed significance (b= .22, *p* .05).



Why is it so important: research tells us:

- Importance sports sponsorship of athletes:

O'Brien et al (2011):

Research among Australian sportspeople (n=652) shows that:  
- receipt of alcohol industry sponsorship was predictive of higher drinking scores,  
-Non-alcohol sponsorship or combinations were not.



Longitudinal study in the Netherlands

- In cooperation with the University of Twente
- Researcher: Veronique de Bos MSc.
- Football Championship 2008:



Research question

What is the influence of alcohol promotion during the European football Championship (EC) 2008 on drinking behaviour among Dutch youth of 12 to 15 years old?

Sample of 1688 youngsters (national sample);  
Research Design: Pretest-posttest design

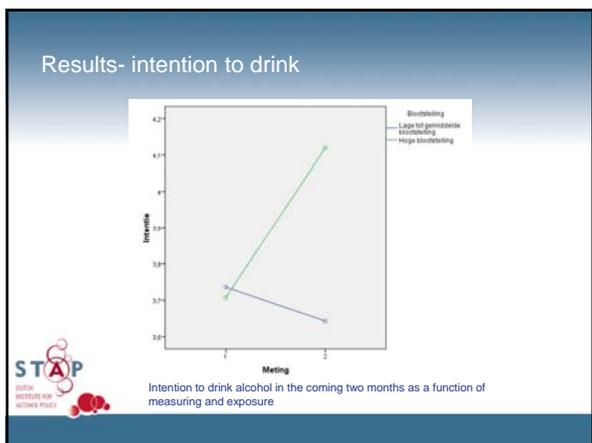
	time 1		time 2
Group A:	O <sub>1</sub>	X	O <sub>2</sub>
Group B (control):		X	O <sub>2</sub>



Results- brand recall

- EC exposure has a significant positive effect on brand knowledge of respondents (F=8.35, p=0.00).
- There exists an interaction effect between measuring, exposure to the EC and age (F=7.78, p=0.01).



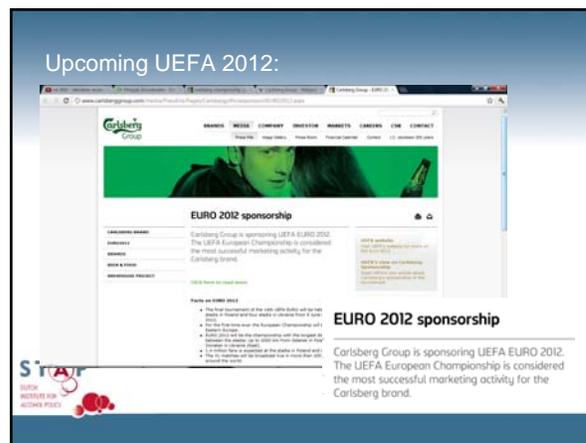
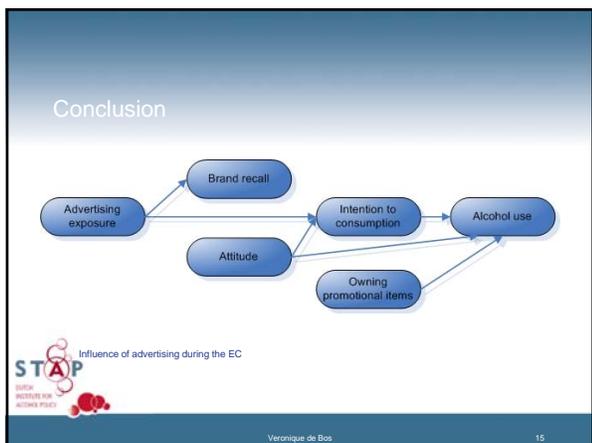


### Results- alcohol use

EC exposure has no direct effect on the behaviour of drinking alcohol among youth.

Might be due to the non-drinkers who did not initiate drinking within these 3 weeks.

- Attitude with respect to beer drinking
- Intention to drink alcohol
- Owning alcohol promotional items



### Policy recommendations

- Extensive monitoring exposure to alcohol advertising & promotional items
- Volume restrictions sport related alcohol marketing and sponsoring are recommended.