

STAP

DUTCH  
INSTITUTE FOR  
ALCOHOL POLICY

## New trends in alcohol marketing aimed at young people

The rise of Corporate Social Responsibility campaigns by the alcohol industry

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Expert Meeting on Alcohol & Health, Stockholm, 21-22 September 2009

# Overview

- Introduction of STAP
- Why monitoring alcohol marketing?
- Recent trend in alcohol marketing:  
Corporate Social Responsibility campaigns by the alcohol industry
- Link with Tobacco CSR
- Alcohol CSR at the European level
- Six Dutch Alcohol CSR examples
- Implications for alcohol policy

# What does STAP – Dutch Institute for Alcohol Policy - do?

- Nationally:

Promoting moderate alcohol use through media, Ministry of Health and Parliament

- Alcohol marketing:

Monitoring and advice to Dutch government and European Commission

- Local alcohol policy:

Research and advice

- Alcohol free zones:

Supporting parents, volunteers and professionals

- Alcohol and pregnancy:

Research, promoting 0-norm



# Monitoring Alcohol Marketing

- Commissioned by the Ministry of Health, Welfare & Sports
- Since 2000
- Relevance: alcohol marketing has impact on drinking behavior of young people! (see review of Anderson et al., 2009)
- Volume versus content
- Alcohol advertising (e.g. tv, radio, outdoor, print, etc.)
- Alcohol marketing (e.g. sponsoring, promotional items)
- Product innovations (e.g. Heineken Draught “wherever you want”)
- Trends (e.g. buzz marketing, social media marketing, experience marketing, etc.)

- Research (e.g. price discounts)
- Etc.



The Jägermeister Experience



Heineken Draught beer

# Trend: Corporate Social Responsibility (CSR)

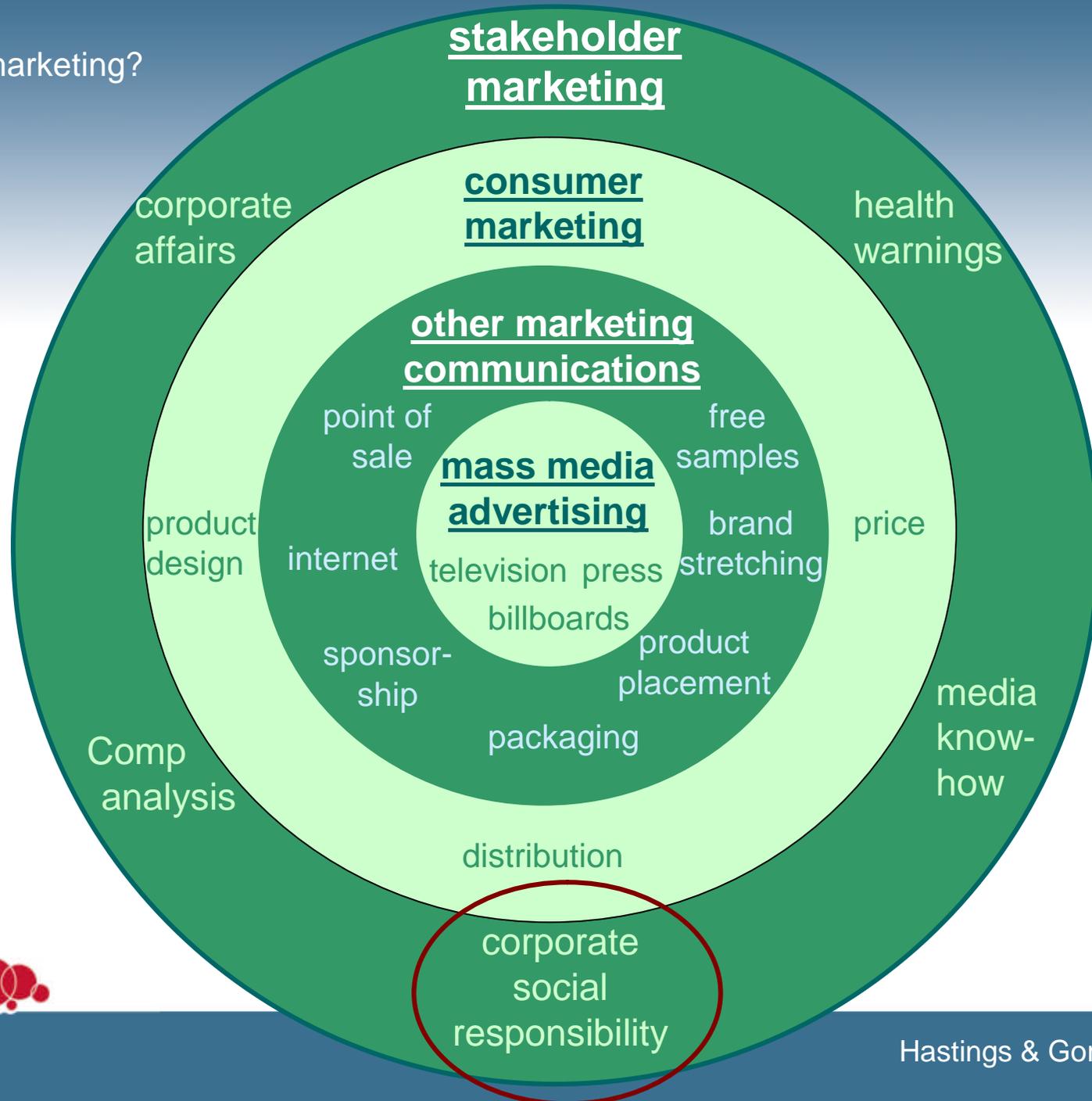
- Education by the alcohol industry
- “Responsible Drinking”
- Actually: trying to uphold a positive image (Hastings & Angus, 2008)
- Problem of source credibility (trust)
- Ambiguous message



# Tobacco CSR - experiment

- **CSR experiment with tobacco** (Henriksen et al., 2006):
  - Youngsters aged 14-17 years
  - Viewed one out of two anti-smoke campaigns
  - One from the tobacco industry, one from an NGO
  - Results:
    - Ads had no effect on the intention to smoke
    - However: after education by tobacco industry → more positive attitude towards the industry!
- Conclusion of the authors: Tobacco prevention by tobacco industry can be harmful! Better left to 'neutral' organisations.

What is marketing?



## WHO Report: “Tobacco industry and corporate responsibility... an inherent contradiction” (2003, p. 2-3)

### *Youth Smoking Prevention*

“One area where nearly every major tobacco company invests publicity efforts to improve their corporate image is the development and promotion of ineffective youth smoking prevention programmes. While these programmes are created to appear to dissuade or prevent young people from smoking, in fact the effect is often the contrary.” [...]

“Tactically, these programmes serve the purpose of creating the appearance that tobacco companies are proposing solutions for the problems they create. In reality they detract attention from proven, effective solutions – including price and tax increases – to which young people are particularly sensitive. Tobacco companies vigorously oppose price and tax increases”.



[underlined by STAP]

# Alcohol CSR at the European level

## Four examples:

- CSR as Commitment in the European Alcohol and Health Forum
- Diageo campaign 2008: “The choice is yours”
- SABMiller and HIV/Aids Strategy
- “Smarter Drinking” Drinkaware campaign UK 2009



# 1. CSR as commitment in Forum

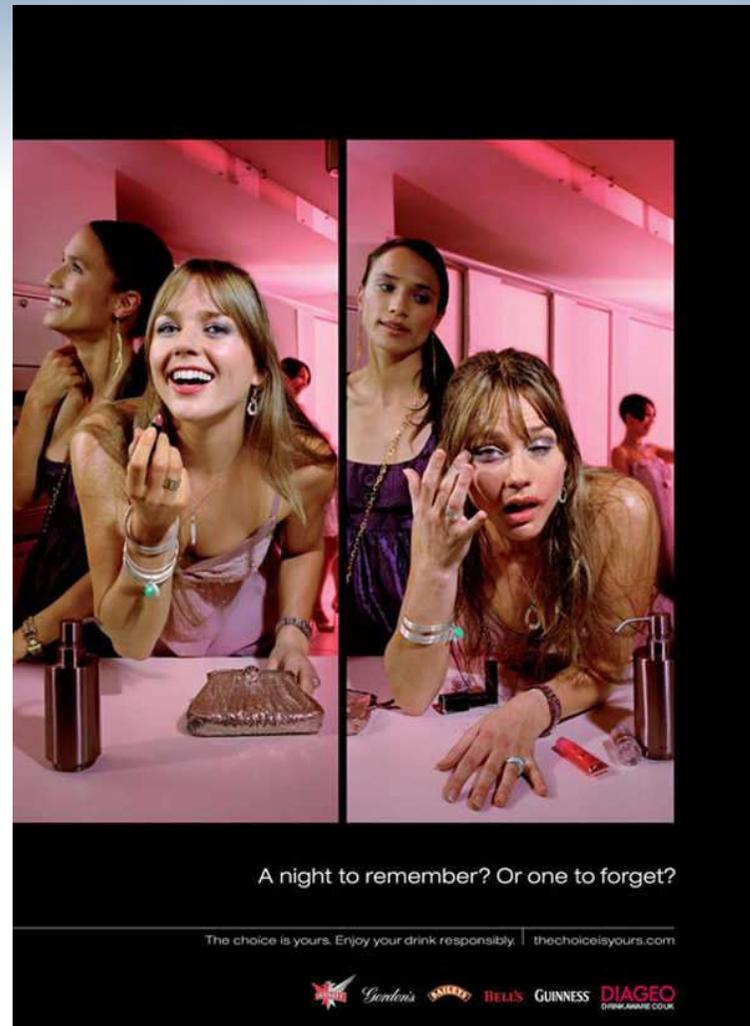
- EC launched EU Alcohol and Health Forum in 2007
- April 2009: Brewers of Europe “number one” contributor to the Forum (news release by the Brewers).
- Brewer’s filed more than one third of all Commitments to the Forum (37 of approx. 100).
- However: majority of industry commitments on education (De Bruijn, 2008).
- Effectiveness?!
- Topics e.g. drinking and driving, alcohol and pregnancy

## 2. Diageo “The choice is yours” campaign

- Diageo, 2008
- Target group: 18-24 year olds.
- “A night to remember? Or one to forget?”
- Several media + [www.thechoiceisyours.com](http://www.thechoiceisyours.com)
- Diageo: importance of “danger of losing social credibility”
- University of Bath: extreme inebriation seen as “personal esteem and social affirmation”.

Ad is actually advertising

(see logo’s of Diageo brands)



# 3. SABMiller and HIV/AIDS Strategy

The screenshot shows the SABMiller website's 'Sustainable development' section. The 'Our priorities' list is circled in red, with 'HIV/AIDS' highlighted. The main content area features a heading 'Our priorities: HIV/AIDS' and a sub-heading 'Contributing to the reduction of HIV/AIDS'. It includes a photograph of two smiling people and a navigation bar with tabs for 'Overview', 'Background', 'Approach', 'Performance', and 'Case studies'. Below this are three featured documents: 'Position paper', 'HIV and Aids – Sharing the lessons', and 'Living and working with HIV/AIDS'.

**Sustainable development**

Strategic approach

**Our priorities**

- Responsible drinking
- Water
- Energy & carbon
- Packaging
- Waste
- Supply chain
- Communities
- HIV/AIDS**
- Human rights
- Transparency

Where we operate

- People
- Products and quality
- Reporting
- Case studies
- Videos
- Events
- Partnerships
- SABMiller in the news
- Contacts

**Our priorities: HIV/AIDS**

**Contributing to the reduction of HIV/AIDS**

We are working to contribute to the reduction of HIV/AIDS within our sphere of influence.

The HIV/AIDS pandemic is particularly relevant to our operations in Africa. We have programmes in place for our employees, their families, local communities and suppliers and we share our experiences with our operations around the world. This helps us to ensure the wellbeing of our staff and the stability of our workforce.

[See all priorities](#)

**Overview** Background Approach Performance Case studies

**Position paper**

Our position on HIV/AIDS: the need to contribute to the reduction of HIV/AIDS within our sphere of influence

[Download Position](#)

**HIV and Aids – Sharing the lessons**

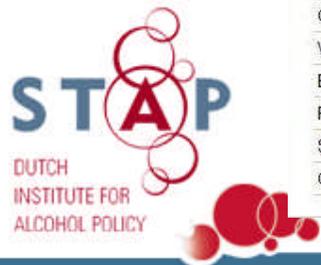
Report from our stakeholder workshop on the role of private sector partnerships in addressing the pandemic

[Download Living and](#)

**Living and working with HIV/AIDS**

Briefing paper with a more detailed overview of the HIV/AIDS pandemic and our programmes and plans

[Download Living and](#)



However, alcohol as risk factor for unsafe sex!

## 4. £100 million 'Smarter Drinking' campaign

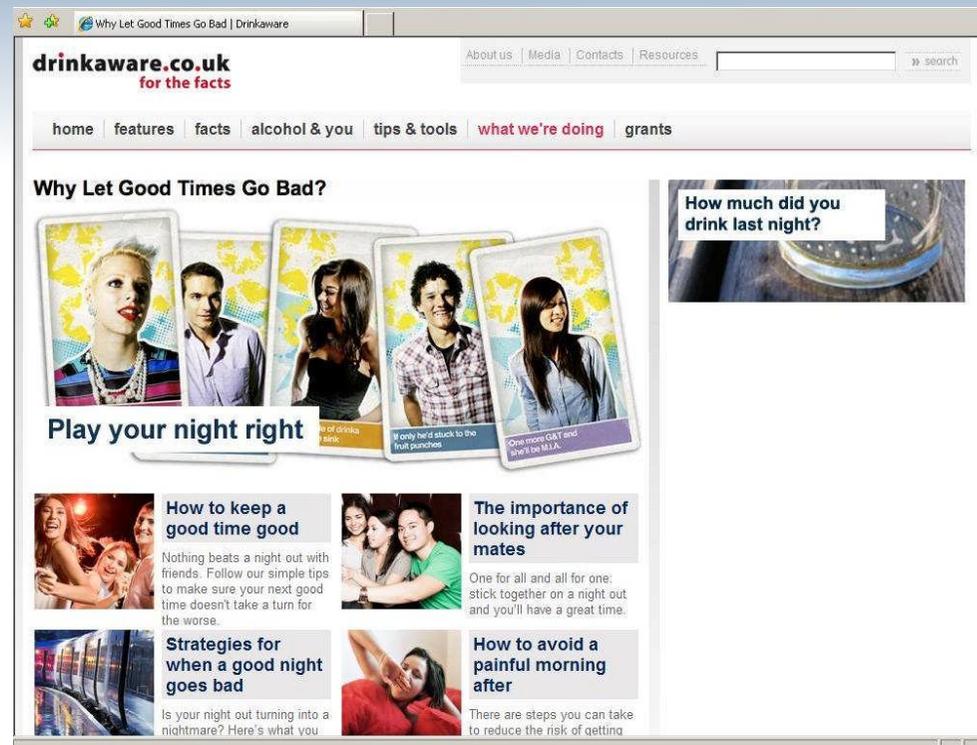
- Initiative of 45 companies & Drinkaware
- Tackle binge drinking
- Target group 18-24 year olds
- Slogan: "Why let good times go bad?"
- Backed by UK Government (1st year conditional "on the results of an independent audit of the campaign's funding and effectiveness")
- Costs: £100 million
- Duration: 5 years
- Outdoor advertising, signs, drink mats in pubs, on-pack and point of sale displays
- Biggest media spend on responsible drinking messages ever!



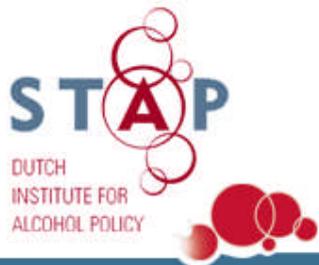
# Effectiveness of “Smarter Drinking” Campaign?

Professor Ian Gilmore, chair of the UK Alcohol Health Alliance and president of the Royal College of Physicians, responded by stating:

*“There is very little evidence that health messages work to prevent binge or harmful drinking”.*



*“Instead, all the international evidence shows that increasing the price and reducing the availability of alcohol, together with bans on advertising, are the main methods of reducing alcohol-related harm. We need strong government action in these areas right now.”*



# Six Dutch CSR examples from 2008

## Example 1:

- Bacardi and The Music Factory “together against alcohol use youngsters”
- Tv program “Say sorry with Nikkie” (wellknown VJ)
- Youngsters aged 16-20 can offer apology about drinking behavior
- Weekly during a period of 3 months on ‘youth channel’ TMF
- Advertising Code: “no alcohol advertising on youth channels”! (> 25% minors)
- However:
  - Bacardi reaches target group with ‘education’
  - Bacardi logo on closing credits
  - First episode with “rum coke”
    - clandestine advertising
    - invalidates goal program



# Example 2: Bacardi & “You don’t want to spoil a great party”

- Tv commercial
- Famous Dutch soap series actor is having a fight in a club and is kicked out. We cannot understand what is being said in the commercial.
- “You don’t want to spoil a great party”
- Turns out: film was played backwards!
- Another story evolves when played forward: He walks *into* the club, bumps into someone by accident, orders water instead of turning down.
- Message Bacardi: “Drink Responsibly”
- Focus on 16-20 years
- However:

**STAP** – Alcohol advertising not allowed to focus < 18!  
– Bacardi = hard liquor, age limit is 18.

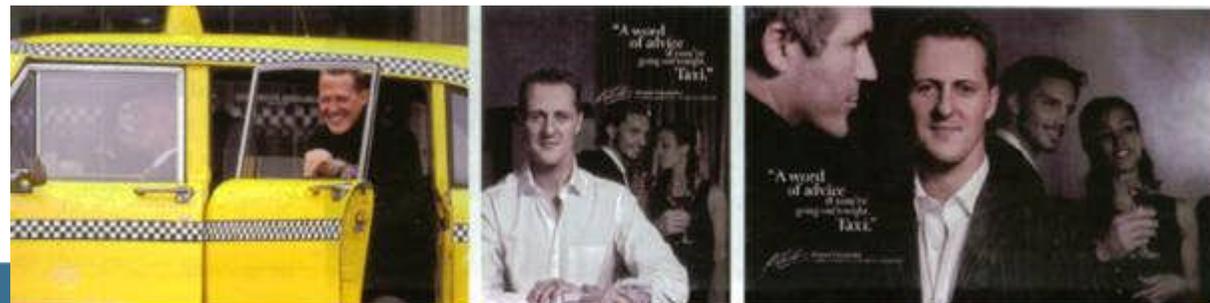
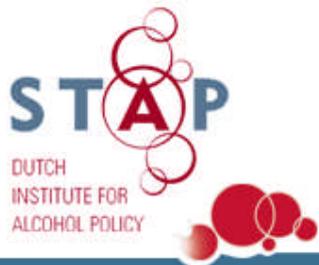
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## Example 3:

# Bacardi & Michael Schumacher with “don’t drink & drive”

- Worldwide campaign “Champions Drink Responsibly”
- Ex-Formula 1 racer Michael Schumacher
- Message “don’t drink & drive”
- Part of the campaign: “Champions Drivers Club”
  - Free non-alcoholic cocktails for the driver who remains sober
- Traffic Safety vs. Public Health
- Compare: Bavaria Taxi



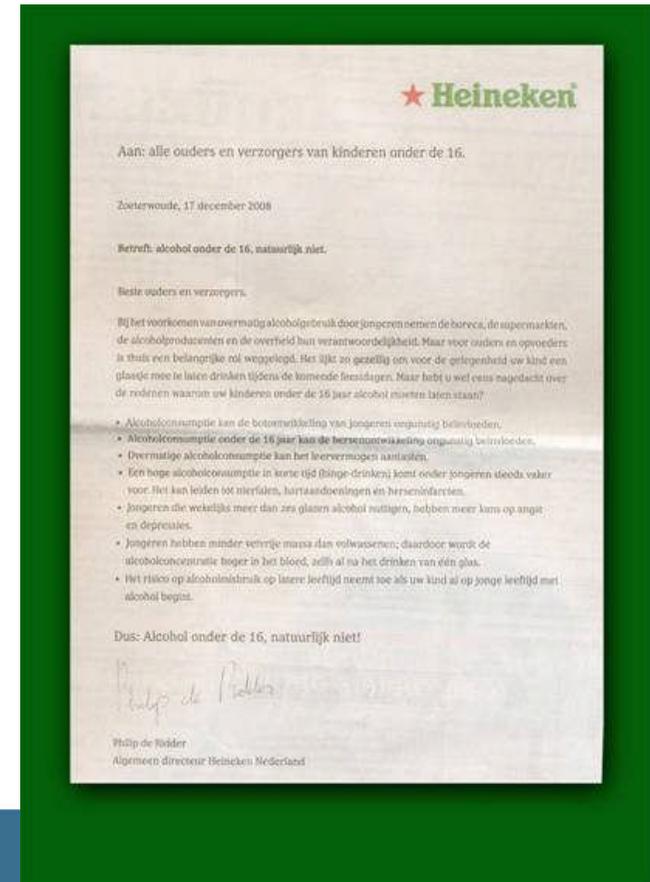
## Example 4: Heineken & “Know the Signs”

- “Know the Signs” part of international campaign “Enjoy Heineken Responsibly”
- Change into embarrassing alter-ego after few glasses too many
- 5 types: The Crier, The Fighter, The Sleeper, The Exhibitionist and The Groper
- Central to campaign: [www.knowthesigns.com](http://www.knowthesigns.com): spot characters in virtual bar
- “Know the signs”:
  - Send your friends a personalized foto upload with ‘Embarassment tool’
  - Match your friends on social networks (Facebook, MySpace etc.)
  - Share ‘Know the Signs’ video via mobile phone
  - Introduction: MSN website Takeover



# Example 5: Heineken points parents to their responsibility

- December 2008: Christmas holidays
  - “Letter” of Heineken in 4 major Dutch newspapers
  - “Industry is taking her responsibility”
  - Parents also an important role!
  - 7 risks of drinking < 16 years
  - Call to parents not to serve alcohol < 16, also during the holidays
  - However:
    - Strong emphasis on 16 years
    - Which responsibility does the industry take?
    - Ad = still alcohol advertising
- Positive for the Heineken brand



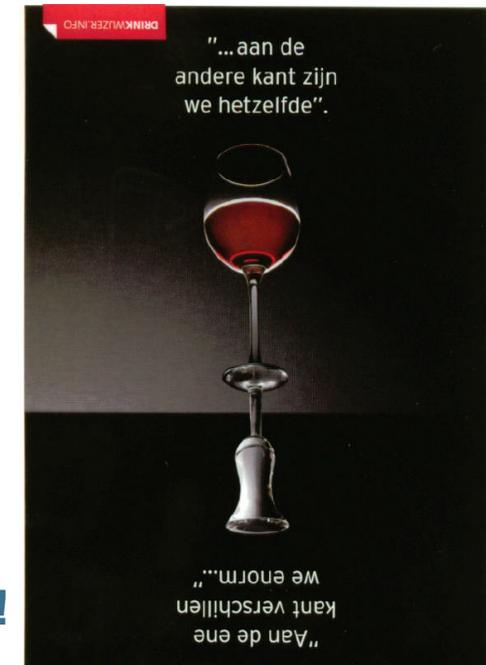
# Example 6: VIP Campaign: “Taste differs. Alcohol does not”

- VIP = Association of Importers and Producers of distilled beverages
- Website: [www.drinkwijzer.info](http://www.drinkwijzer.info), free cards, radio
- Radio: “Test your alcohol knowledge now! Start the quiz and win one of the 25 key chain alcohol testers!”
- Research: 42% believes spirits more harmful than beer
- VIP: ‘Misunderstanding’ → standard drink (1 beer = 1 spirits)
- Goal: believe that it is less harmful to drink spirits!
- However: in practice no ‘standard drink size’

(home consumption, new products, differences between countries etc.)



→ Risk of increased consumption of hard liquor!



“On the one hand we are very different...On the other hand we are the same”.

# Importance of CSR to the Alcohol Industry

- Seems as if taking responsibility for the problem
- However: CSR = also brand promotion!
- CSR as way of circumventing legislation?
- Example in the Netherlands:
  - Watershed of alcohol advertising on radio + tv between 6.00-21.00h  
(new Dutch Medialaw, 01-01-2009)
  - Industry is looking for new ways to advertise
  - Still allowed on tv: sponsoring of programmes before 21.00h
  - STIVA (Foundation for Responsible Drinking) interprets alcohol CSR campaigns as 'education', not as alcohol advertising → CSR commercials still allowed before 21.00h?



Has the industry found a way to circumvent the watershed with CSR?

# Implications for Policy

- Limited evidence that education to youngsters is effective  
(Babor et al., 2003; Foxcroft et al., 2006; Jones et al., 2007)
- **CSR campaigns possibly harmful effects!**  
(e.g. more positive attitude towards the industry)  
  
→ preferably NO educational campaigns by the alcohol industry
- CSR campaigns detract attention from evidence-based and statutory measures that impact the 'environment' of the drinker e.g.:
  - tax increase
  - decreasing availability
  - bans on alcohol advertising
- Alcohol CSR slows down effective alcohol policy



Policy makers should base alcohol policy on evidence-based measures

*For effective alcohol policy measures see also: The Lancet, Volume 373, nr. 9682, 2009*

# Is effective regulation still possible?

- **YES! However, not through self-regulation (SR)**
- Always new trends in alcohol marketing: e.g. internet, social media marketing, buzz marketing, viral marketing, experience marketing, mobile phone marketing, packaging, (sport) sponsoring, promotional items, alcohol-flavoured food, etc.
- More personalized and less easy to monitor
- Two main problems with SR remain:
  - Volume: 25-30% criterion cannot prevent high absolute numbers of minors being exposed
  - Content: Advertising will always remain attractive to youngsters (although maybe not 'specifically targeting minors' as the Code prescribes, because *also* attractive to adults)
- Alcohol CSR as new trend also problematic because:
  - Not 'advertising' but 'education', thus allowed to reach minors
  - Not 'advertising' but 'education', thus way to circumvent legislation (e.g. watershed)
  - Possibly harmful for youngsters
- It delays effective regulation

# Percentages of total alcohol consumption accounted for by risky drinking

	UK <small>(Baumberg, 2009)</small>	US <small>(Foster et al., 2003)</small>	Canada <small>(Stockwell et al., 2005)</small>	Australia <small>(Stockwell et al., 2008)</small>
All risky drinking > sensible guidelines <small>(&gt; 3 or 4 UK units/day)</small>	82%	46%	61%	---
Binge drinking <small>(&gt;6 or 8 UK units/day)</small>	55%	---	42%	60%

- Risky drinking UK accounts for 55-82% of total alcohol consumption by 18-64 year olds!
- Comparable numbers in other countries.
- Consumption by underage drinkers accounts for 4.5% of total UK consumption.



→ Do we believe that Alcohol CSR is the answer to this problem??

Thank you for the attention!

Any questions?

