

New trends in alcohol marketing aimed at young people

Is effective regulation still possible?

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September 21, 2009

New trends in alcohol marketing aimed at young people: Is effective regulation still possible?

- ❑ Political and social pressure against alcohol-related harm
- ❑ Reaction of alcohol industry:
 - Glorifying self-regulation
 - Innovations in alcohol advertising
 - Creating a positive image of the brand and product
- ❑ Corporate social responsibility as a marketing tool
- ❑ How can this form of marketing be regulated effectively?

How the alcohol industry reacts on political pressure:

Marketing a responsible image of alcohol (brands)

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DG Sanco on regulating tobacco advertising:

- ❑ **Virtual environment** is the most common cross-border platform for tobacco advertising and the biggest challenge for the effective implementation of the EU advertising ban. (p.7, COM (2008) 330 final)
- ❑ One of the remaining common marketing practices is to advertise the tobacco manufacturer with a **positive image as a responsible market operator** (p.9, COM (2008) 330 final)

Alcohol in the news (previous week):

**Widespread Alcohol Abuse
Clouds Mongolia's Future**
9 sep 2009, by NPR

**Report recommends banning
alcohol advertising and raising prices**
9 September 2009, BMJ

Drink and drugs a leading cause of youth deaths
11 sep 2009 Guardian

Other news last week:

Sweden denies 'losing control' of alcohol policy

16 September 2009, euractiv.com

The Swedish health ministry has rubbished claims by Europe's beer industry that the country's alcohol policy has led to increased consumption and boosted illegal trade.

The Brewers of Europe is circulating a new report by the Swedish Retail Institute which claims "the Swedish authorities have lost control over a large part of the alcohol trade"

SNP curb on drink prices is condemned in America

12 September 2009, news.scotsman.com

THE Scottish Government's flagship proposal to tackle the nation's alcohol problem has been attacked by US drinks companies who have urged ministers to abandon their minimum pricing policy.

Response alcohol industry:

- ❑ Glorifying self-regulation to prevent legislation or to limit further statutory regulations.
 - ❑ Advantages of self-regulation according to EASA (September 2009):
 - ❑ Cheap & accessible
 - ❑ Quick
 - ❑ Flexible
 - ❑ Reversal of Burden of proof
 - ❑ Complaints are handled case by case
 - ❑ Impartial
 - ❑ Effective sanctions
- ❑ Increasing involvement in marketing practices that are difficult to restrict legally
- ❑ Creating a positive image of the brand and producer by Corporating Social Responsibility and marketing the product as responsible.

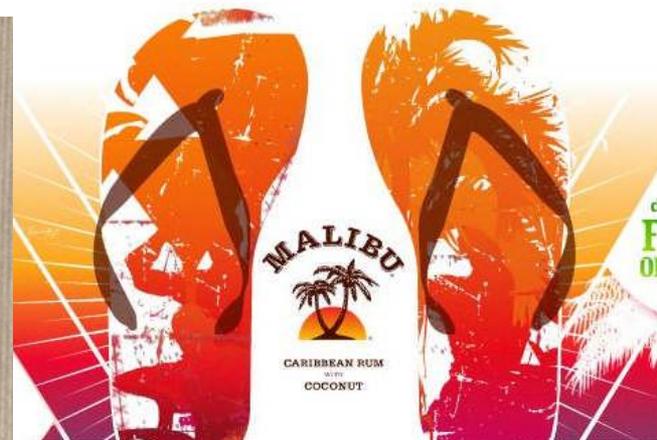
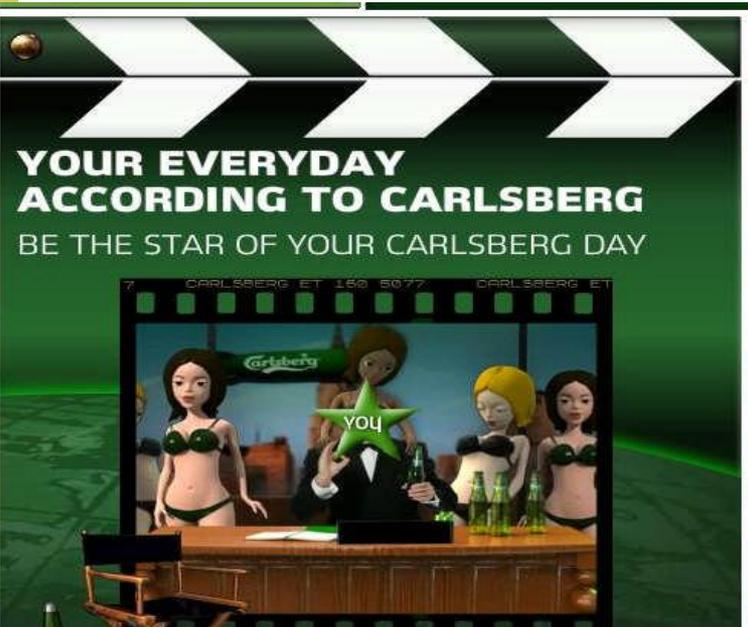
Trends in alcohol marketing:

- ❑ Advertisers are aware and make use of the cumulative effect of alcohol marketing:
 - ❑ Collins et al (2007) examined the joint effect of exposure to advertising in 6 channels; TV, Radio, Press, Point of Sale, Price Promotions & Merchandising; on youth drinking.
 - ❑ Finding study: Joint effect of exposure at Grade 6 was strongly predictive of Grade 7 drinking & intentions to drink.
- ❑ Youngsters are exposed by large amount marketing by many different channels.
 - ❑ Irish youth is exposed by alcohol marketing through 16 different channels (NYCI, 2009)
- ❑ Marketing spend is moving into below the line channels (web, viral, sponsorship) and promotional items

Below the line channels: the internet and promotional item:



- Recent Dutch research: 1 in 5 of the youngsters has visited a website of alcohol brands
- 42,3% of the youngsters has an alcohol-branded promotional item (glasses, key cords, hats, posters etc). (2009, not yet published)

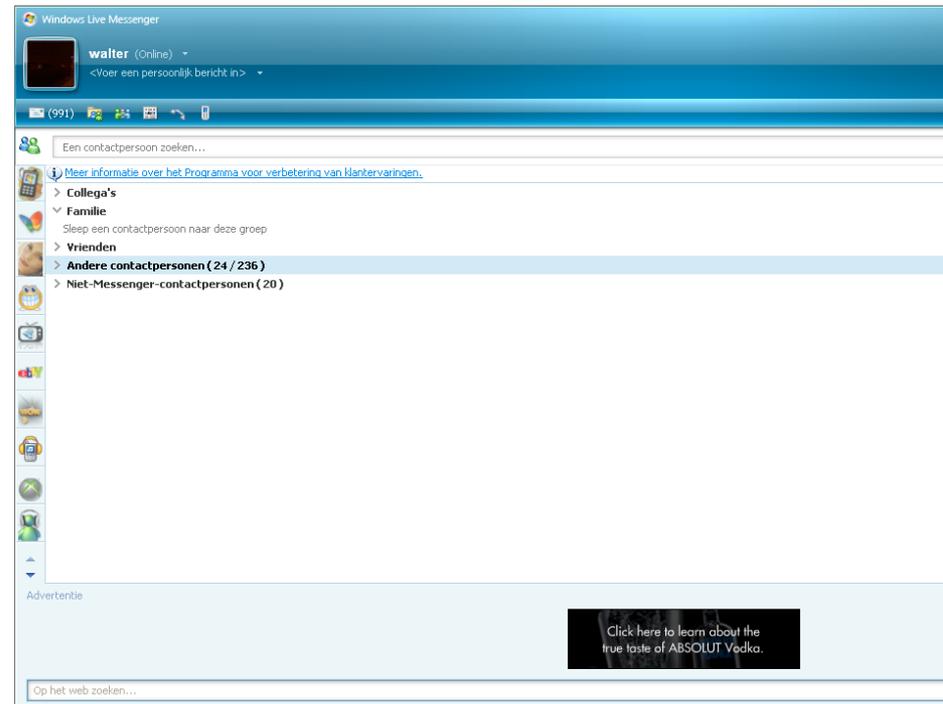


On-line social networks

- ❑ In social networks such as MySpace, Facebook, Hyves. Advertisement often initiated by alcohol producer.



Carlsberg commercial at Facebook 2008 for Norwegian adolescents



Absolut Vodka banner on MSN for Dutch and Belgian adolescents



IN AN ABSOLUT WORLD...

"IN AN ABSOLUT WORLD, 100 jaar obsessie met perfectie kan leiden tot slechts één ding: de echte smaak van vodka." Ontdek de reeks ABSOLUT door te klikken op de link hieronder of stuur ons uw gegevens aan voor meer informatie over de beschikbaarheid van onze producten.

Voornaam

Naam

E-mailadres

Advertentie



Win 500
mastrad[®]
keukenhulpjes



-
- **Usergenerated advertisement:** For example on YouTube. Often initiated by consumers but sometimes marketers use this platform for their own means.



Movie on YouTube initiated by Heineken.

Alcohol marketing: blogs and websites by 'fans'

- In small letters: financed by retailers and wine producers.

www.twis.info

The screenshot shows a Mozilla Firefox browser window displaying the website 'The Wine Info Site - TWIS : all wine information, informative wine portal for consumers'. The browser's address bar shows the URL 'http://www.twis.info/?action=setLanguage&LANGUAGE=en&'. The website's header features a navigation menu with links for 'home', 'about TWIS', 'wine producers', 'wine regions', and 'grape varieties'. The main content area is divided into several sections:

- Background info**: A list of articles with titles and dates, including 'Champagne: brut, sec ... etc.' (2008-10-18), 'The 'ideal' serving temperature' (2008-04-10), 'Movie: See the grapes grow' (2008-02-01), 'Interesting links' (2007-12-13), 'Wine and Christmas dishes' (2007-10-06), 'Why roses?' (2007-08-03), 'Sur lie`' (2007-04-21), 'Umami, the 5th taste' (2007-03-05), and 'Heavy bottles of'.
- Setup A Wine Tasting Club**: A link to a 'Free Social Network for Wine Lovers'.
- Wine Pouter**: A link to 'Elegant & Unique Wine Accessories'.
- Welcome to The Wine Info Site**: A section with a sub-header 'Information and content create an added value' and a paragraph explaining the site's mission: 'The Wine Info Site @ - TWIS is an information driven marketing system for the international wine market. It creates value for the wine producer, by activating the producers information on a dynamic internet site in an international, general wine environment and background. TheWineInfoSite@ produces internet sites for individual producers and wine-retailers, who pay a fee. After that, they have a subscription on the system.'
- Special : Wineproducer of the Month...**: A section featuring 'Château Vignelaure' with the motto 'Sans le soleil je ne suis rien' and a small image of the vineyard.

The browser's taskbar at the bottom shows several open applications, including 'Postvak...', 'easyJet...', 'Anderso...', 'Google ...', 'list of p...', 'Media Li...', 'Present...', and 'The Wi...'. The system clock in the bottom right corner shows '19:04'.

Alcohol Marketing on your mobile or Iphone

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ACCESSIBILITY • SOUND OFF

WHAT'S ON SMIRNOFF.MOBI?

Smirnoff.mobi is your pocket guide to original nights out, delicious drink recipes and everything you need to know about our exceptionally pure vodka.

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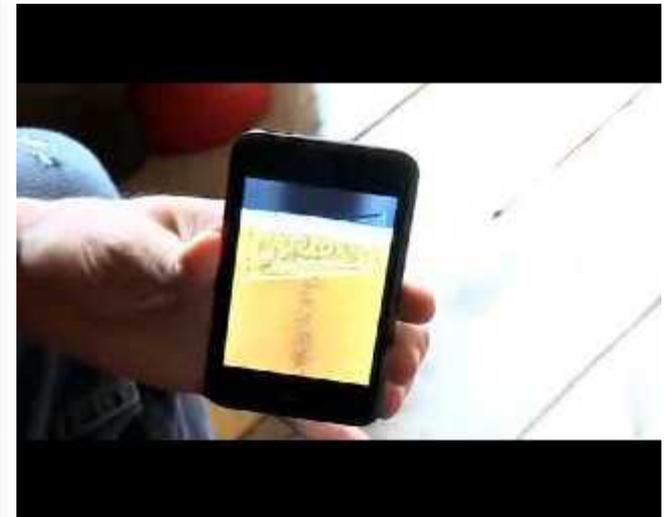
WELCOME
Where do you want to get started?

- NIGHTLIFE GUIDE
- POCKET BARTENDER
- PROPER PARTYING
CLEARLY ORIGINAL
CLEARLY SMIRNOFF
SMIRNOFF

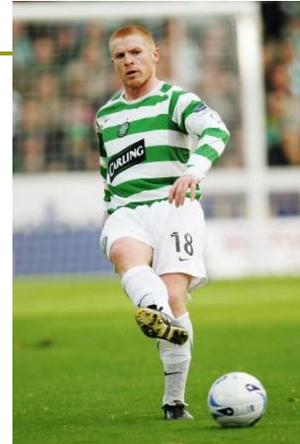
DRINK RESPONSIBLY • DRINKIQ.COM • HTML

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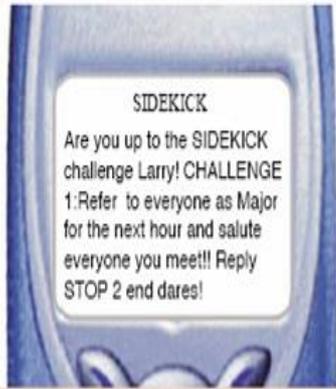
Carling ad on iphone



Cumulative effect?



conditions apply



Alcohol-Flavoured Food



GIR DEG 25 TIMER I DØGNET!

Innovations in packages and product



HOME | THE BAILLEYS@ LOUNGE | WHAT'S NEW | THE DRINKS | THE STORY | THE RANGE

DRUM ROLL PLEASE...

for our award-winning flavours

We are all totally thrilled that *Baileys*® with a hint of Mint Chocolate and Crème Caramel have scooped a prestigious Product of the Year 2008* award for being soooo gorgeous.

Mwah, mwah... big kisses to all of you who voted - you've got great taste.

Have you discovered your flavour yet?

Just like *Baileys* with a hint of Mint Chocolate or Crème Caramel, it's your distinctive taste and style that make you unique.

Try our amazing personality test to find out what makes you special. You'll reveal your flavour in a beautiful illustration that's as intricate and fabulous as you and you'll get a written profile too. You'll also find out which *Baileys* flavour is perfect for you.

It's really clever, have a go and discover what a work of art you are.

Discover your flavour with *Baileys*





* *Baileys* Flavours has been voted Product of the Year in the Alcoholic Drinks Category in a UK survey of 12,008 people by TNS

New Half Sugar Blueberry

Available from April 1st with a £6.5m support package

Bacardi Breezer is the biggest selling RTD ever 30.4 million 50cans in the last 8 years*

Bacardi Breezer is the No.1 RTD brand in grocery For the last year to 25/02/08 Bacardi Breezer was the biggest RTD both Volume and Value in Multiple Cans**

Bacardi Breezer Half Sugar has repositioned the RTD category 87% of Half Sugar purchasers are new or lapsed RTD consumers***

Half the Bacardi Breezer range is now Half Sugar With Refreshing Raspberry, Zesty Lemon, Citrus Apple and now New Busting Blueberry




Enjoy Bacardi Breezer Responsibly with Bacardi Breezer 0.00%

*Source: Nielsen, UK, 2007
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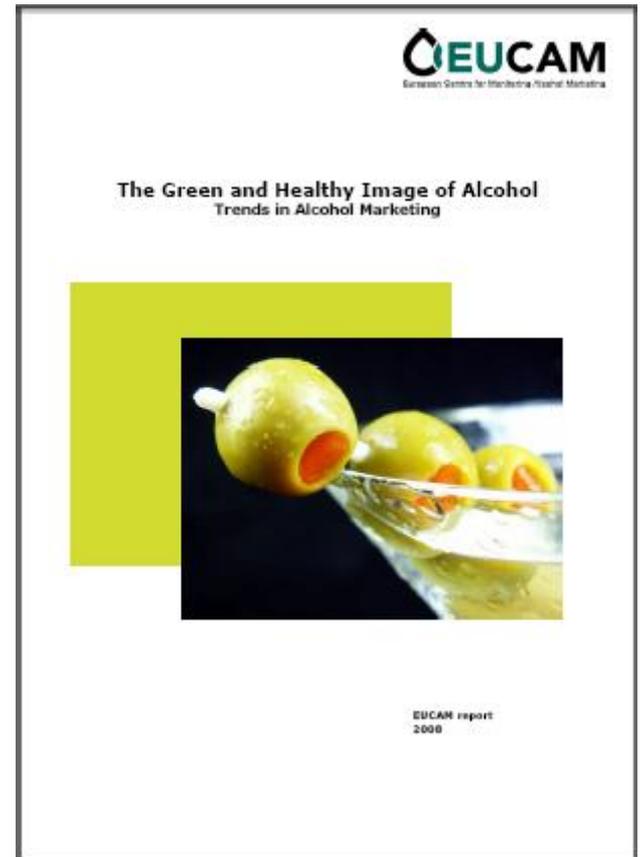
Policy challenges:

- ❑ Age check on internet is not sufficient to protect young people.
- ❑ Difficult to monitor independently, especially on volume.
- ❑ Alcohol marketing on the web is often interactive which may increase its impact on young people
- ❑ With below the line marketing it is not always easy to identify initiator.

Healthy image of alcohol marketing

- EUCAM trend report (2008)

www.eucam.info



Antioxidants in drinks

- ❑ “The consumer will feel good in his body and mind after drinking this alcoholic beverage“
- ❑ “...Added green tea helps to reduce stress”
- ❑ And the added blue berries “(...)may help combat disease and promote healthy aging, which include: improved motor skills and actually reversing the short-term memory loss that comes with aging; inhibit all stages of cancer; protect against heart disease and damage from stroke; help prevent urinary tract infections; and improve night vision and prevent tired eyes”



Providing false health claims in ads is in breach with European law

Diet product?



GET THE DIGITS
BACARDI & DIET COLA

0 CARBS
0 SUGAR

bacardi.com

LIVE LIKE YOU MEAN IT™



New
Half Sugar
Blueberry

Available from April 1st
with a £6.5m support package

Bacardi Breezer is the biggest selling RTD ever
35.4 million '90 cases in the last 8 years*

Bacardi Breezer is the No. 1 RTD brand in grocery
for the 1st year to 25/02/06. Bacardi Breezer was the biggest RTD
both volume and value in Multiple Deacons*

Bacardi Breezer Half Sugar has rejuvenated the RTD category
87% of Half Sugar purchasers are new or repeat RTD consumers**

Half the Bacardi Breezer range is now Half Sugar
With Refreshing Raspberry, Zesty Lemon, Crisp Apple and now
new Bursting Blueberry

BACARDI BREEZER

Enjoy Bacardi Breezer Responsibly
www.bacardi.com/rtddrink

Natural ingredients

- Alcoholic drinks with fresh spring water.



Marketing the product as green

- Recyclable bottle by Anheuser-Busch



Market the company as green

OUR PLEDGE

Our pledge is to continually seek to operate more efficiently and maintain our quality standards, while considering our environmental impact in order to be better stewards of the world in which we live.

A square box with a white border containing the text "RECYCLING".

RECYCLING

A square box with a white border containing the text "RENEWABLE ENERGY".

RENEWABLE
ENERGY

A square box with a white border containing the text "EMPLOYEE INVOLVEMENT".

EMPLOYEE
INVOLVEMENT

A square box with a white border containing the text "WILDLIFE AND HABITAT".

WILDLIFE AND
HABITAT

A square box with a white border containing the text "WATER CONSERVATION".

WATER
CONSERVATION



Corporate Social Responsibility (CSR)

- ❑ CSR can be seen in the light of promoting a responsible brand image.
- ❑ Includes also other forms of social marketing by the industry (eg responsible drinking campaigns).
- ❑ **Business as usual:** The benefits of CSR:
 - Enhanced reputation;
 - Better staff recruitment;
 - Avoidance of heavy handed government regulation (Hastings, 2008).
- ❑ Hastings & Angus (2008): Tobacco industry corporate social responsibility is a form of marketing, and as such it should be prohibited under the terms of the tobacco advertising ban”.