**Charities and academics call out aggressive marketing of alcohol to women**

After years of objectifying and sexualising women in their advertising, the alcohol industry is now targeting women more directly, linking their products to women's friendships, feminism and empowerment. However women’s empowerment will always be secondary to increasing profits for these companies.

At a time when the gap between alcohol consumption of men and women in the UK is narrowing and alcohol-specific deaths among females in 2017 reached the highest rate since 2001, alongside unrelenting promotion of Prosecco, pink gin and skinny lager, we need to question the idea that every day or excessive drinking is normal and desirable.

The #dontpinkmydrink campaign seeks to calls out aggressive marketing of alcohol to women whether it's pink, sweet or low calorie products aimed at women, or merchandising which suggests that it’s wine o’clock.

Professor Emslie, who leads Glasgow Caledonian University (GCU) Substance Use and Misuse research group, joined forces with Alcohol Focus Scotland in November 2018 to launch a social media campaign #dontpinkmydrink which calls out focused marketing of alcohol to women The campaign calls attention to how alcohol is continuously normalised within our society using phrases such as “Is it wine o clock yet?” and “Pop the Prosecco”.

The National Records for Scotland figures show there were 1,235 alcohol-related deaths in 2017 - 854 were men and 381 were women. Despite a significant drop in alcohol-related deaths since 2001, death rates are still higher in Scotland than anywhere else in the UK.

The campaign is asking for your help this International Women’s Day, Friday 8 March, by calling out the targeting of women by alcohol producers on Twitter.

The alcohol industry, keen to jump on the marketing bandwagon and use feminism to help boost their profits, have in the past launched misguided products specifically for International Women’s Day. From [Johnny Walker becoming Jane](https://www.entrepreneur.com/article/309990) in honour of the day to [BrewDog’s ‘satirical’ pink IPA](https://www.theguardian.com/business/2018/mar/06/brewdog-pink-beer-for-girls-punk-ipa) lazy marketing ploy, these cynical moves to appeal to women have been widely criticised.

So whether it's pink drinks, products or promotions specifically for International Women’s Day or merchandising which promotes ‘gin-dependent’ women – let the alcohol industry know what you really think about them profiting from women’s rights. Remember to use the hashtag #dontpinkmydrink