



S T A P

**STICHTING
ALCOHOLPREVENTIE**

The need for a European longitudinal study on the effects of Alcohol Marketing

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Effects of Alcohol Marketing:

- Advertising affects only loyalty to brands and does not affect alcohol consumption.
- This idea was underlined by a presentation of Prof. Fred van Raaij which stated at a meeting of the Alcohol Marketing Task Force on 5th of March 2008:
“Advertising in a mature market is not stimulating primary demand but brand choice.”

What does scientific evidence say:

- Econometric studies: Little evidence of effect
but: Do not focus on effects adolescents

- Cross-sectional studies: Mixed effect
but: Do not establish causality

- Longitudinal studies:

Youngsters who are more exposed to alcohol advertisements:

- start earlier with drinking alcohol;
- drink higher quantities of alcohol at one occasion (binge drinking);
- Consume alcohol more frequently.

Research shows that attractive advertisement increases the effect on purchasing alcohol by youngsters.

- The intention of youngsters to purchase alcohol is predicted by how appealing youngsters find the advertisement. This attractiveness is constructed by the use of humor, celebrities and animals. Commercials mainly focused on product qualities contribute to a lower intention to purchase alcohol (Chen et al., 2005).

US-based findings generalizable to European Context?

Critic Landmark Report at the request of the EFRD:

- “Universal conclusions should not be deduced from empirical studies assessing exposure to advertising in the US: product, population, medium, market, perceptions and regulations will differ.”



The need for a European study:

- No European longitudinal study available which measure directly the effect of exposure to alcohol advertisements.
- Data is currently collected in the UK.
- No data cross-national comparison available.

There is a need for a European evidence to emphasize the importance of further restrictions.

Objectives study:

- To quantify the volume of exposure of alcohol advertisements on television to young people within selected European countries;
- To examine the impact of individual exposure to alcohol marketing, and the impact of the overall volume of alcohol marketing in the country on the drinking behaviour of 12-15 year olds in selected European countries over a three year period; and
- To examine the impact of alcohol expectancies and liking of alcohol marketing on the relation between alcohol marketing exposure and drinking behaviour of 12-15 year olds in selected European countries over a three year period.

Partners in the project:

- Selected countries: NL, GE, FI, SW, ITA, PL
- Partners in the project:
 - STAP (NL)
 - ZEUS (GE)
 - SoRAD, Stockholm University (SW)
 - Eclectica Snc (IT)
 - ASL (IT)
 - University Twente (NL)
 - NAD (FI)
 - PARPA (PL)
 - Institute of Psychiatry and Neurology (PL)

Advisor: Gerard Hastings, Social Marketing Institute



Phases of the project (1)

Year 1:

- Quantification of the volume of exposure of alcohol advertisements on television to young people. Data will be purchased from Nielsen Media Group.
- Focus groups will be organized by all participants within their own country to identify possible cultural differences in alcohol consumption and concepts used when talking about alcohol.
- Developing and pre-testing a standard questionnaire.
- A random selection of schools will be made in the countries or regions of study. The partners will invite these schools to participate in data collection from their students.

Phases of the project (2)

Year 2:

- The data of the first wave will be collected by the partners within the schools of the 8 selected European countries. The data will be entered into a SPSS data file, analysed at the country level by the participating partners, and analysed at the European level using appropriate multi-level analyses by STAP.

Year 3:

- Second wave of data collection, with data management and analyses as for year 2.

Year 4:

- Third wave of data collection, with data management and analyses as for year 2.

Risk assessment:

- The robustness of the results will depend on the ability to achieve adequate follow-up rates in the second and the third waves of the data collection.
- It is planned to minimize loss to follow-up through stratified sampling.

Thank you for your attention.

Any Questions?

