



S T A P

**STICHTING
ALCOHOLPREVENTIE**

Monitoring Alcohol Marketing in Europe:
by volume or content?

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Overview Parallel Session:

- What is alcohol marketing and what is its effect on alcohol consumption among young people?
- How is alcohol marketing regulated in Europe?
- How is alcohol marketing monitored in Europe?
 - The Netherlands: STAP
 - Denmark: Landsraadet
 - US: CAMY
 - Europe: EFRD

Effects of Alcohol Marketing:

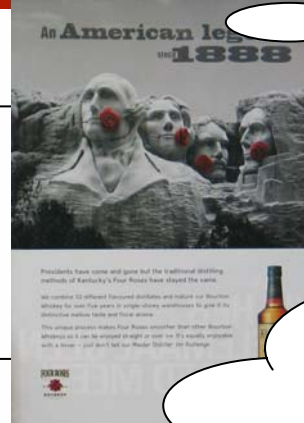
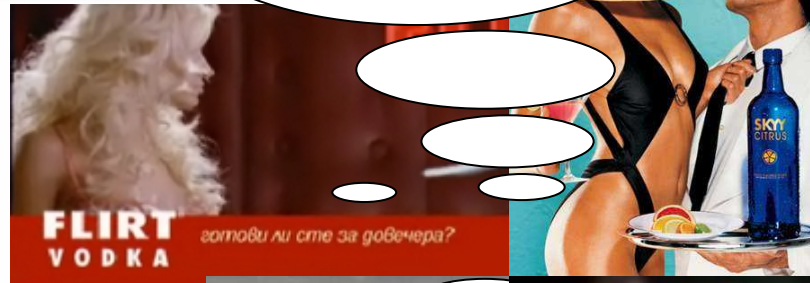
- Econometric studies: Little evidence of effect
Measured at population level!
- Cross-sectional studies: Mixed effects
Causality can not be established!
- Longitudinal studies: Find effect of alcohol marketing

Young men will, by being exposed to alcohol in movies and alcohol commercials, immediately drink more and faster. This behavior seems unconscious and affects the alcohol consumption. (Bot, 2007, dissertation "Real life in the pub")

Conclusion:

Shiomi et al (2005)

Stalby et al (2007)



Product placement:

Sargent et al (2006)

Bot (2007)

Youngsters will drink 1% more alcohol for every additional alcohol commercial they are exposed to. (Snyder et al., 2006)

Word of Mouth Marketing

Types of Alcohol Marketing

Internet

Point of Sale:

Ellickson et al (2004)

Hurtz et al (2007)

(2007)



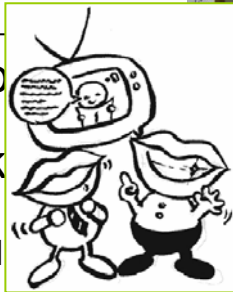
Promotional Items:

Henriksson et al (2008)

McClure et al (2006)

Collins et al (2007)

Fisher et al (2007)



Sponsorship:

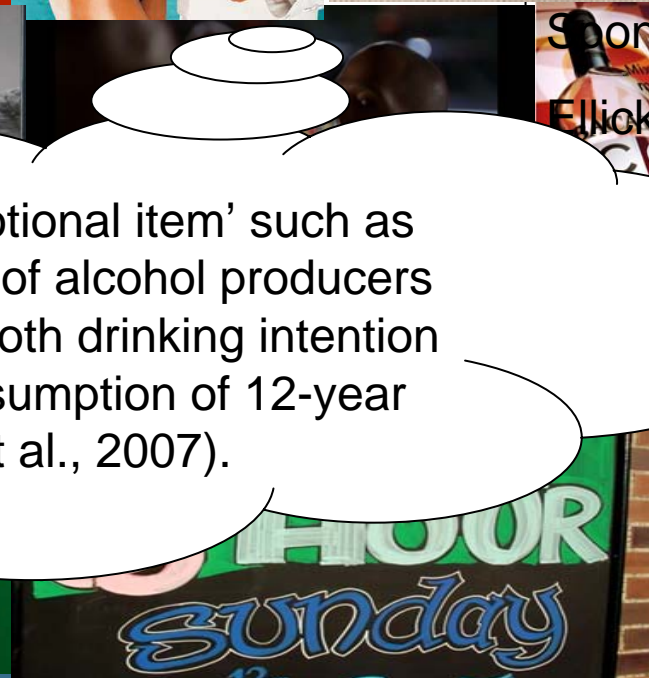
Ellickson et al (2004)

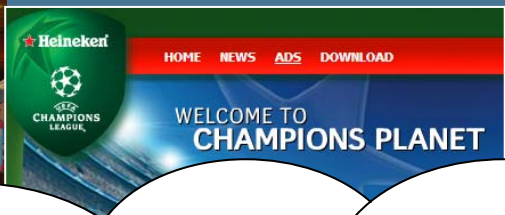
Collins et al (2007)

Possession of a 'promotional item' such as caps, t-shirts or posters of alcohol producers is a strong predictor of both drinking intention as well as alcohol consumption of 12-year olds (Collins et al., 2007).

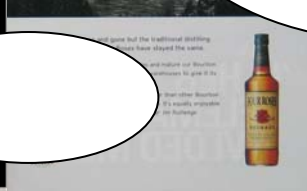
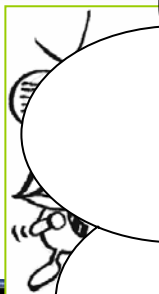
Brand

Product





12-year olds who are highly exposed to overall alcohol advertisement (75th percentile) are 50% more likely to start drinking a year later compared to 12 year olds who are lightly exposed to alcohol advertisements (25th percentile) (Collins et al., 2007).



Volume matters!

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.**

Content matters!

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).

Alcohol marketing regulations:

- There is a need to limit the youngster's exposure to (attractive) alcohol advertisement
- Only 1 European Directive: AVMSD (earlier: TWFD)
- 76 regulations in 24 European countries:
 - 49 fixed by law;
 - 27 voluntary rules by the industry (self-regulation).
- Laws: mainly focussed on volume restrictions
- Self-Regulation: mainly focussed on content restrictions

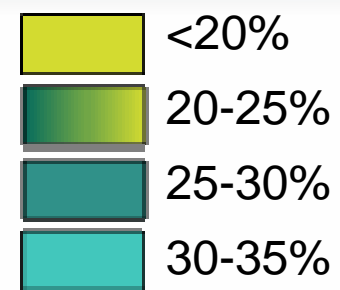
Self-Regulation in Europe: Volume restriction

- EFRD code: Mainly focussed on content restriction
- Only volume restriction is 30% threshold:

2.2 Commercial Communications should only promote Beverages in print and broadcast media for which at least 70% of the audience are reasonably expected to be adults 18 years or older. They should not promote Beverages in print and broadcast media, or events for which more than 30% of the audience is known or reasonably expected to be minors.

(source: EFRD, Common Standards for Commercial Communications, January 2008)

% minors of total population



% minors in EU27 countries:

19.4 %

Source: Eurostat

Self-Regulation in Europe: Content restriction

- 2.4 Commercial Communications should not use objects, images, styles, symbols, colors, music and characters (either real or fictitious, including cartoon figures or celebrities such as sporting heroes) of primary appeal to children or adolescents.
- 2.5 Commercial Communications should not use brand identification such as names, logos, games, game equipment or other items of primary appeal to minors.
- 9. Commercial Communications should not suggest that the consumption of Beverages is a requirement for social acceptance or success.
- 10.2 Commercial Communications should not suggest that the consumption of Beverages enhances sexual capabilities, attractiveness or leads to sexual relations.

(source: EFRD, Common Standards for Commercial Communications, January 2008)