



**S T A P**

**STICHTING  
ALCOHOLPREVENTIE**

Monitoring Alcohol Marketing in Europe:  
by volume or content? (Part 2)

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# Monitoring by CAMY

Monitoring volume of youth exposure

- Examine the adherence to the 30% threshold in the US.
- Arguments based on research.

## Examining youth exposure to alcohol ads in magazines:

- MRI audience data is used:
  - + Large data set, accounting for 79% of all ads in magazines.
  - In practice, of course, not every advertisement is seen by every reader, and not all advertisements are equal in terms of their effect or other attributes.
- Use audit perspective (after-the-fact-data):
  - + This “audit perspective” is an objective measurement of the reported audience at the time the advertisement appeared.
  - The audit perspective cannot be said to replicate what media planners do.
- Measurement of both subscribers as well as pass-along readers:
  - + Including both subscribers as well as pass-along readers gives more insight in the real exposure.
  - Only national editions are included in CAMY analyses, because only national edition audiences are measured by MRI.

# Importance of including Passalong readers:

Table 1: Ages 12-20 Composition for Total Readers, Subscribers and Passalong Readers, 2006 (Full Run Editions)			
% under 21			
Publication	Total	Subscribers	Passalong Readers
<i>Vibe</i>	32.3%	12.0%	34.6%
<i>ESPN The Magazine</i>	27.0%	21.0%	27.8%
<i>Sports Illustrated</i>	22.0%	12.0%	23.7%
<i>Rolling Stone</i>	26.8%	15.0%	28.2%
<i>Jane</i>	28.0%	5.0%	34.5%
Sources:	MRI	Magazine Subscriber Studies	MRI

Source: Ostroff & Jernigan, 25 October 2007, [www.camy.org](http://www.camy.org)



# Examining youth exposure to alcohol ads on television:

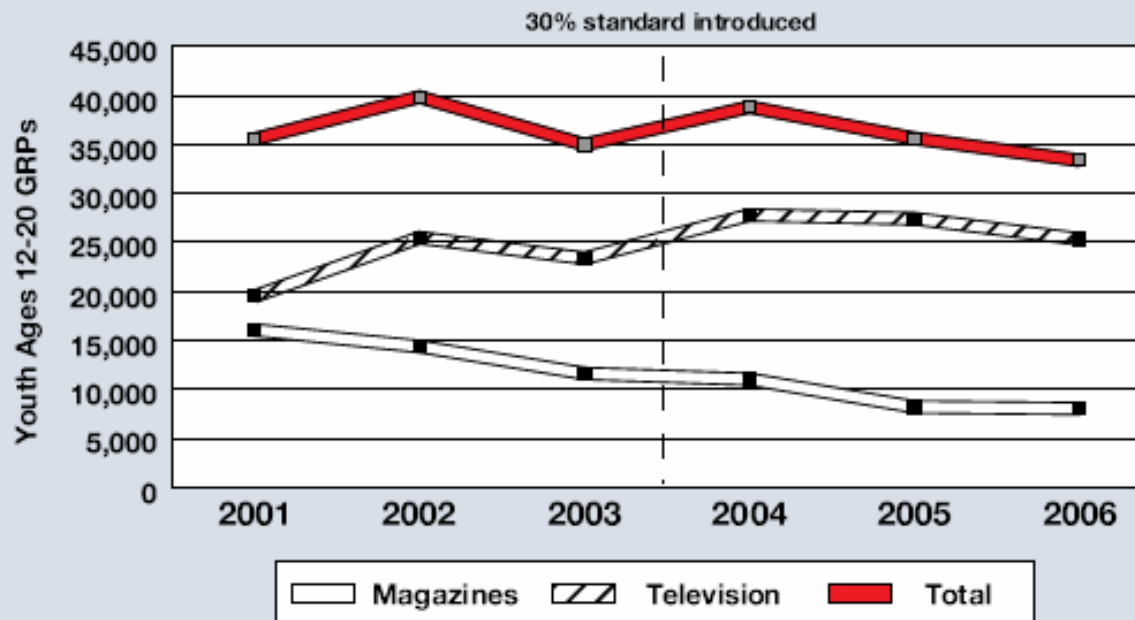
- Nielsen data is used:
  - + Large data set
  - Some people avoid watching commercials by switching to another channel or fast-forward past ads. There is still no widely accepted method to control for avoiding behaviour of viewers.
- Use audit perspective (after-the-fact-data):
  - + This “audit perspective” is an objective measurement of the reported audience at the time the advertisement appeared.
  - The audit perspective cannot be said to replicate what media planners do.
- CAMY uses census instead of sampling of data.
  - + Use of a complete census avoids any error introduced by projecting annual exposure numbers from a sample. Significant difference with measurement method  
DISCUS!

**Table 4: Occurrence Audit Versus Quarterly Average Audit of Alcohol Advertising Placements With in Excess of 30% Underage Audiences, 2001–2005**

Alcohol Category	Year	Total Ads	Ads Exceeding 30%			
			Audit	Percent	Quarterly Avg	Percent
Beer and Ale	2001	179,371	22,187	12.4%	18,361	10.2%
Beer and Ale	2002	217,720	29,392	13.5%	24,759	11.4%
Beer and Ale	2003	235,686	31,677	13.4%	26,320	11.2%
Beer and Ale	2004	217,981	25,259	11.6%	21,188	9.7%
Beer and Ale	2005	221,862	17,453	7.9%	12,424	5.6%
Distilled Spirits	2001	5,702	396	6.9%	310	5.4%
Distilled Spirits	2002	10,534	700	6.6%	632	6.0%
Distilled Spirits	2003	21,325	2,322	10.9%	1,670	7.8%
Distilled Spirits	2004	36,183	4,781	13.2%	4,773	13.2%
Distilled Spirits	2005	50,166	4,512	9.0%	4,363	8.7%
Low-Alcohol Refresher	2001	18,264	1,973	10.8%	1,672	9.2%
Low-Alcohol Refresher	2002	40,023	5,576	13.9%	4,291	10.7%
Low-Alcohol Refresher	2003	20,179	2,391	11.8%	1,688	8.4%
Low-Alcohol Refresher	2004	11,688	1,013	8.7%	731	6.3%
Low-Alcohol Refresher	2005	20,831	2,303	11.1%	1,931	9.3%
Wine	2001	24,626	903	3.7%	731	3.0%
Wine	2002	34,476	1,413	4.1%	1,202	3.5%
Wine	2003	13,743	375	2.7%	263	1.9%
Wine	2004	22,831	1,438	6.3%	1,159	5.1%
Wine	2005	13,116	364	2.8%	327	2.5%

# Results CAMY: Television & Magazine exposure 2001-2006

Figure 3: Trends in Youth Exposure to Alcohol Advertising in Magazines and on Television, 2001–2006



# The method of CAMY: Conclusion

## Advantages method CAMY

- The research conducted by CAMY gives an indication of the amount of young people which are reached by alcohol advertisements. In this way, CAMY is able to measure the adherence of alcohol advertisers to the threshold of 30%.

## Limitations method CAMY

- The studies of CAMY do not show the effect of this exposure to the drinking behaviour among young people.
- The studies give no information how adolescent interpret the exposed alcohol advertisements.
- Only traditional types of alcohol marketing are included/

# Monitoring by EFRD

Monitoring content of alcohol advertisement

- Examine the adherence to the own voluntary code in 15 European countries
- Only examining the adherence of the articles with content restrictions

# Examining content of ads on tv, print and radio

## Method

- Data: all ads on tv, magazines and TV (N=5620) in 15 European countries from January 2006 to December 2006.
- SROs have received a User Guide on how the review should be conducted with regard to content, benchmarks (EFRD Common Standards, national, sector and SRO codes, as applicable) and method of reporting (including a template to fill in).
- The reviews are usually performed by persons having expertise in administering complaints, providing copy advice or clearing ads. Parallel to this monitoring process by the SROs, three independent reviewers oversaw the project to ensure that the process is governed by sound procedures and principles.
- Only tests content, do not test the 30% threshold in the code!
- All ads Tested against Self regulation Code, Except in France!



# Results Monitoring EFRD:

## Overall High Compliance:

- The overall compliance rate for all sectors in the expanded 15-country analysis is 95.6%
- SROs found that 249 ads were non-compliant. Fifteen of these were the subject of upheld complaints. The rest were deemed non-compliant by the SROs, but were not the subject of a complaint.

**HOWEVER:** Due to vague codes, it is almost difficult to be in breach with the code.

# 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)

## Non-Compliance under specific clauses of the EFRD code:

<b>Clause</b>	<b>2007</b>
Basic Principles	3
Misuse/Excessive Consumption	10
Minors	20
Drinking and Driving	4
Hazardous Activities/Workplace and Recreation	12
Health Aspects	4
Alcohol Content	2
Performance	9
Social Success	19
Sexual Success	34
National Rules*	34

## France as the exception:

Of the 249 ads found non-compliant, 103 were from France where alcohol beverage advertising is restricted by legislation (Loi Evin) rather than self-regulation.

Country	Compliance 2007 %
 Austria	100
 Belgium	95.7
 Czech Republic	n/a
 Denmark*	100
 France	85.7
 Germany	98.0
 Greece	99.0
 Hungary	100
 Ireland	98.1
 Italy	98.5
 Netherlands	96.4
 Poland	92.3
 Portugal	99.4
 Slovakia	97.7
 Spain	97.2
 UK	94.5
<b>TOTAL</b>	<b>95.6</b>



Source: EFRD Compliance Report 2007

# Effectiveness Loi Evin:

- EFRD: This result may reflect uncertainty among those who have to work with this law over its appropriate interpretation and application.
- STAP: It shows that the restrictive French legislation is clearly able to identify breaches. It is plausible that French ads which are now in breach with the Loi Evin will show total compliance with the vague and less restrictive voluntary rules of the alcohol industry.

# Conclusion: Monitoring by Volume or Content?

- Volume restrictions:
  - 30% threshold does not protect European young people to over exposure.
  - Data is expensive and only available for traditional media (TV, Radio, Press)
  - By using after-the-fact data, young people are already exposed.
- Content restrictions:
  - Voluntary codes are generally too vague to protect young people.
  - Volume of exposure to alcohol advertisements has a larger effect on drinking behaviour in young people.

# Invitation



European Centre for Monitoring Alcohol Marketing will organize a work conference on Alcohol Marketing. The conference will be structured around the following topics:

- Monitoring of Alcohol Marketing in European Countries
- Effects of Alcohol Marketing
- Trends in Alcohol Marketing Practices
- Developments in Alcohol Marketing Regulations

Participants will include: Policy makers at the national and European level, and representatives of Public Health NGOs.

The conference will be held on 20th of November 2008 (from 19:00h to 21:30h) and on 21th of November 2008 from 09:00h to 15:30h) in Brussels.

Conference fee: €150

Bookings can be made by sending an email to [eucam@eucam.info](mailto:eucam@eucam.info)

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