

# **International Evidence and Policy Developments Concerning Alcohol Marketing**

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# Alcohol and global health

- Approximately 3 million deaths per year
- Top risk factor for death and disability among persons aged 15-49
- Major driver of health inequality: Same amount of alcohol will do much greater harm in a poor family, community or country
- In 2016, alcohol caused more death and disability worldwide than:
  - Tuberculosis
  - HIV
  - Diabetes
  - Hypertension
  - Digestive system diseases
  - Road traffic injuries
  - Violence

# Risks to Youth (US data)

- Young people who begin drinking before age 15 are five times more likely to develop alcohol problems later in life than those who wait until they are 21. (OSG, 2007)
- They are:
  - Four times more likely to develop alcohol dependence (Grant and Dawson 1997)
  - Six times more likely to be in a physical fight after drinking;
  - Greater than six times more likely to be in a motor vehicle crash because of drinking;
  - Almost five times more likely to suffer from other unintentional injuries after drinking (Hingson et al. 2009).

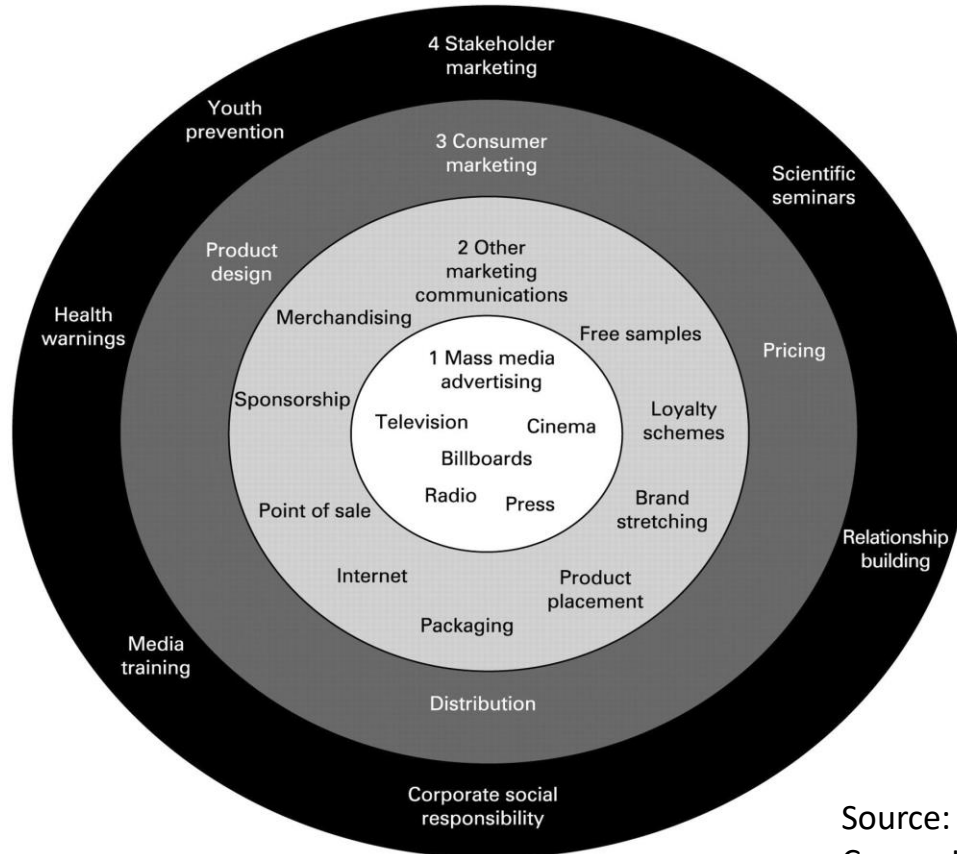
# Health risks among adults

- USA: “Diseases of despair”
  - Unprecedented decline in the life expectancy of middle-aged non-Hispanic whites
    - Poisoning/overdose
      - Between 2000 and 2016, death rates from alcohol-specific causes increased 55%
      - For young adults 18-34, death rates increased 69% from 2007 to 2017
    - Suicide
      - 23% attributable to alcohol use
    - Liver cirrhosis
      - More than 50% of cases caused by alcohol

# Alcohol marketing

- Modern alcoholic beverages are of their essence *marketed* beverages
- Purposes of marketing:
  - Promote brand-switching among existing brands
  - Protect market share from competitors
  - Inform public of new products
  - **Attract new users**

# Alcohol marketing activities



Source: National  
Cancer Institute,  
2008

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# Alcohol industry consolidation

- Alcohol sales: more than \$1.5 trillion/year
- Beer:
  - In 1979, the 10 largest beer companies sold 28% of the world's beer.
  - In 2017, they sold 67% of the world's beer.
- Spirits
  - In 2006, the 10 largest distilled spirits companies sold 42.3% of the world's spirits.
  - In 2017, they sold 50.5% of the world's spirits.
- Wine
  - The ten largest wine producers have maintained a small and stable 13% share of global wine sales.

# Alcohol industry consolidation

Company Name	Headquarters	Revenues (US\$ billions)	Retail Sales (US\$ millions)	Percent of Total Retail Sales
Anheuser-Busch InBev NV	Belgium	\$56.4	\$170,941.2	11.1%
Heineken NV	Netherlands	\$24.7	\$77,521.6	5.0%
Asahi Group Holdings Ltd	Japan	\$19.4	\$32,266.4	2.1%
Kirin Holdings	Japan	\$16.6	\$18,999.2	1.2%
Diageo Plc	United Kingdom	\$15.7	\$68,624.4	4.5%
Suntory Holdings Ltd	Japan	\$11.0	\$29,297.4	1.9%
Molson Coors Brewing Co	United States	\$10.9	\$35,090.7	2.3%
Pernod Ricard Groupe	France	\$10.2	\$46,061.9	3.0%
Carlsberg A/S	Denmark	\$9.4	\$38,929.1	2.5%
Kweichow Moutai Co Ltd	China	\$8.5	\$22,926.4	1.5%
<b>TOTAL TOP TEN</b>		\$171.9	\$540,658.3	35.1%



# Characteristics of the world's largest alcohol companies

- If their revenues were combined, they would be the 54<sup>th</sup> largest economy in the world.
- As an industry, alcoholic beverages are the 8<sup>th</sup> most profitable in the US, and 21<sup>st</sup> in the world – more so than pharmaceuticals or soda
- Key to their dominance and profitability is *marketing*
  - AB Inbev is the world's 9<sup>th</sup> highest spending advertiser – spending more than Coca-cola, Toyota, General Motors or Ford
  - They are among the largest advertisers at country level, particularly in low- and middle-income countries.

# The importance of alcohol marketing

- Marketing plays a key role for the industry nationally and globally
  - Functions as significant barrier to entry
    - AB Inbev's cost of advertising per barrel sold significantly lower than its competitors – same is likely true of Diageo
  - Helps to generate oligopoly profits, which in turn support more marketing spend
    - Alcoholic beverages are the 8<sup>th</sup> most profitable industry – more profitable than soft drinks, less so than tobacco
  - Counters increasingly bad health news

# Alcohol industry marketing spend

- AB Inbev is the 9<sup>th</sup> largest marketer in the world – according to *Advertising Age*, spent \$6.2 billion globally in 2017.
- According to US figures, alcohol marketing spend is increasingly going to social media:
  - AB Inbev spent \$595 million on traditional measured media in 2017, \$947 million on digital and social media
  - Molson Coors spent \$429 million on traditional media in 2017, \$456 million on digital and social media

# Examples of Alcohol Marketing



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# COLD BEER • FINE WINES • LIQUOR & LOTTERY

*Yuengling*  
OPEN

*Miller Lite* B  
RAVENS

ATM  
INSIDE

ANGRY  
ORCHARD  
HARD CIDER

BLUE MOON

\$9.99

6PK BOTTLES

\$8.99

6PK BOTTLES

SAMUEL  
ADAMS

\$9.99

6PK BOTTLES

Lite

Coors  
LIGHT

THE WORLD'S MOST REFRESHING CAN

MILLER LITE & COORS LIGHT

\$22.89

30 PACK CANS

Yuengling  
TRADITIONAL  
LAGER

Yuengling  
LAGER

CANS

\$17.99

24 PACK  
SUITCASE CANS

Yuengling  
LAGER

BTL

\$19.99

24 PACK  
LOOSE BOTTLES

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# Facebook

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Four Loko

15 hrs · 🌟

If this isn't you after Thanksgiving you're doing it wrong



Drink Responsibly #PhasexProjects



Like



Comment



Share



158

Top Comments ▾

69 shares

12 Comments



Write a comment...



**H Cohen Baker** this is me after four, four lokos haha

Like · Reply · 4 · 14 hrs · Edited



**David Menso** Fat one there

Like · Reply · 12 hrs

View 10 more comments

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**Fireball Whiskey** added a new photo.

May 22, 2014 · 🌐



Like · Comment · Share

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# Instagram



emrata • Follow

New York, New York

emrata ATTACK OF THE 50 FT EMRATA. I'm so excited to share with you guys that I am now a part of @drinkbabe 🌟 consciously coupling with my good friend, wine visionary and fellow entrepreneur @thefatjewish is an actual dream. Watch out for powerful billboards like this one to take over your hometown!

Load more comments

تم ا\_م

itfrat28 Cool

itfrat28 🍷

fpulvirenti7 The new King kong 🍑🍑🍑🍑🍑



382,652 likes

MARCH 21

Log in to like or comment.



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coachella • Follow

Paid partnership with cupcakevineyards

coachella What's better than a frozen wine cocktail? A frozen wine cocktail with your face on it! @cupcakevineyards is serving up refreshing beverages almost too pretty to drink, so make sure their Frozie Factory is on your festival to-do list. Open to guests 21+. #ChooseJoy

Load more comments

rnlexy @certified\_beast\_33 gotta try one  
elenamantopoulou @matildaa.sp 🥰🥰  
lalalehua @emilyjpat @toni\_xclusive we  
have to do this!



22,751 likes

5 DAYS AGO

Log in to like or comment.



Coachella demographics: 16% age 15-19; 27% age 20-24

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# Miss Universe Loves Cointreau



oliviaculpo • Follow

oliviaculpo I partnered with @cointreau\_us to unveil The Designer Cocktail Series and create my spin on the Cosmopolitan: The Red Carpet Cosmo. Make your own and send me pics 🍹👩🏻: .....

The Red Carpet Cosmo by Olivia Culp

Ingredients:

3/4 oz. Cointreau

2 oz. Vodka

3/4 oz. Fresh Lime Juice

Bar Spoon of Raspberry Jam

How to Make:

Combine all ingredients in a shaker. Shake vigorously with ice and strain into a coupe glass. Garnish with skewered candied ginger #TheArtOfTheMix

Load more comments

anaps92 @sarapuerto q hace ajajja

iessvnewh @katie snook16 next time I'm



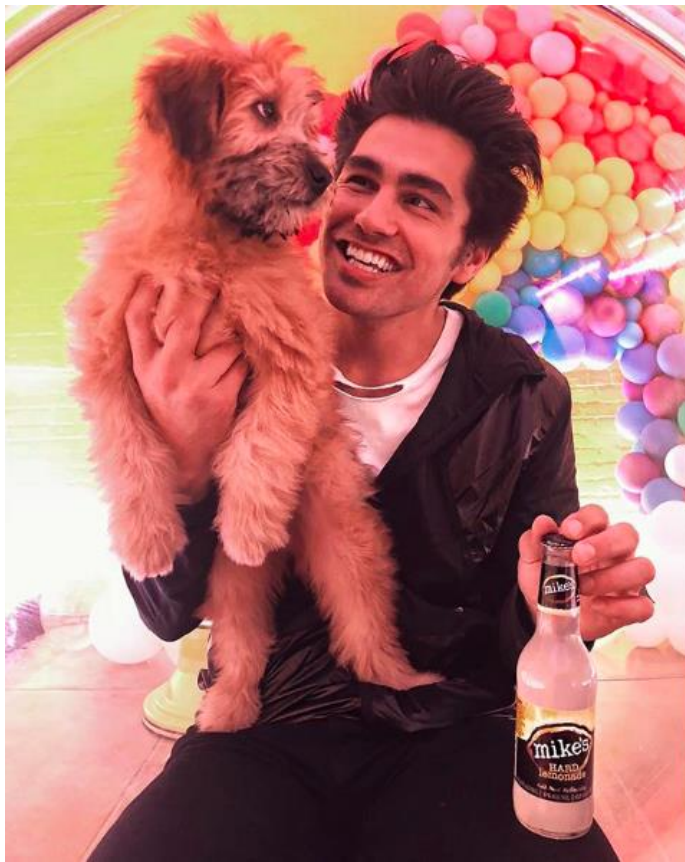
619,180 views

NOVEMBER 9, 2018

Log in to like or comment.



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todderic\_ • Follow

todderic\_ when life gives you lemons i'm sure it will come with @mikeshardlemonade so make sure to take both! #mhl #ad

Load more comments

sydneyysnow @elizabeth\_whelan

the\_chipster23 @mackennak42

stephtarno That's the cutest dog with the best beard.

fwbailee23 Benji



165,374 likes

JUNE 7, 2018

Log in to like or comment.



Toddy Smith – Instagram star – began building on-line following when he was 19, now 26 – has more than 2 million Instagram followers, more than 1 million YouTube channel subscribers

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# DJ Khaled's Alcohol Advertising Past



One of DJ Khaled's deleted Instagram posts. Instagram

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# DJ Khaled is not alone...

- Study by VicHealth in Melbourne, Australia released earlier this year:
  - Looked at top 70 Australian Instagram influencers and their alcohol-related content
  - 73% of the top influencers featured alcohol brands in their Instagram accounts in the past year
  - 39% of these were undisclosed (did not feature a hashtag such as #sponsored #ad #collab or use the “Paid partnership” option)

# Twitter

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**BACARDI**  @BACARDI · Feb 14

Rocking that millennial pink 🍹 #NYFW 🍷 #CuatroAndGrapefruit



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**Smirnoff** @SmirnoffEurope · Mar 19



Powerful women doing powerful things. Huge shoutout to Flexx London and their event for #IWD2019



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**Budweiser** ✓  
@budweiserusa



Who's ready for a cold one at the [@BudweiserUSA](#) Country Club [@Stagecoach](#)? 🍷 Wait until you see what we have in store for you this year! [#ThisBudsForYou](#)



7:41 PM · Apr 26, 2019 · [Twitter Web Client](#)

11 Retweets 83 Likes

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**Four Loko**  @fourloko · 20h  
This one... this one hits home



 **sarah of house stigs** @s\_stigsxo · 21h

Where y'all sitting???

[Show this thread](#)



 34

 96

 482



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# Snapchat



# “Diageo pulls Captain Morgan Snapchat ads over age concerns” (2018)



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# YouTube

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# YouTube viewship

Brand	Video	Number of Views
Absolut	Swedish House Mafia-Greyhound Music Video	63,122,693
Michelob Ultra	The Pure Experience Pure Gold Super Bowl	16,881,544
Heineken	The Date	10,527,900
Michelob Ultra	Robots-Super Bowl 2019	8,591,159
Bud Light	Game of Thrones X Bud Light	7,477,604
Budweiser	A Dream Delivered - Folds of Honor	6,683,049
Captain Morgan	Captain, Captain	2,207,355
Aviation Gin	The Process	2,042,168
Bacardi	Dance Floor	1,275,194

# Exposure on YouTube: What do we know?

- Assessment of 16 brands associated with highest underage past 30-day prevalence
  - Created fake profiles age 14, 17 and 19
  - Every profile was able to subscribe to each of the 16 official alcohol brand YouTube channels; on average 2/3 of the brands' channels were successfully viewed (Barry et al. 2015)

# Pilot survey 2013

- 1192 youth ages 13-20
- 1124 adults ages 21+
- Internet panel
- Source: Jernigan et al., *Alcoholism: Clinical and Experimental Research*, 2017

# Findings: exposure to alcohol advertising in past 30 days

	Youth	Adults
TV	69.2%	61.9%**
Radio	24.8%	16.7%***
Magazines	35.7%	36.4%
Billboards	54.8%	35.4%***
Internet	30%	16.8%***

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$ , proportions weighted

# Findings: seeing alcohol content on the internet (ever)

	Youth	Adults
Alcohol advertisements	468 (40)	278 (25.3)***
Celebrities using alcohol	422 (36.1)	227 (20.8)***
Celebrities wearing alcohol-branded items	325 (27.7)	175 (15.9)***
Friends/peers using alcohol	346 (29.5)	334 (30.6)
Friends/peers showing negative effects of alcohol use	187 (16.1)	148 (13.6)

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$ , proportions weighted

# Findings: interacting with alcohol content on the internet (ever)

	Youth	Adults
Alcohol advertisements	114 (9.7)	78 (7.1)
Celebrities using alcohol	126 (10.7)	63 (5.7)**
Celebrities wearing alcohol-branded items	109 (9.3)	54 (4.9)**
Friends/peers using alcohol	165 (14.1)	111 (10.1)*
Friends/peers showing negative effects of alcohol use	110 (9.4)	53 (4.8)**

\* $p < .05$ ; \*\* $p < .01$ ; \*\*\* $p < .001$ , proportions weighted



# Findings: deception

Age Groups	N	Lied about age on the Internet	Lied about age in Social Media	Lied in an Internet-Based Profile
13-14	339	40.7%	42.2%	35.2%
15-16	280	35.0%	33.0%	32.0%
17-18	250	37.8%	34.7%	36.2%
19-20	323	38.2%	26.4%	32.2%
21-34	246	18.8%	10.1%	25.6%
35-49	273	12.5%	9.5%	17.9%
50+	605	4.4%	2.7%	7.6%

# Alcohol Advertising and Youth

- **Initial published reviews (2009) summarize 13 longitudinal studies**
  - Followed groups of young people over time, monitoring alcohol marketing exposure and drinking behavior
  - Find increased exposure to alcohol advertising and marketing is associated with drinking initiation and increased consumption and greater risk of problems, even after controlling for wide range of other variables



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# More recent research findings

- **Jernigan et al. systematic review 2017:**
  - 12 longitudinal studies published since 2008
  - 9 unique cohorts containing 35,129 participants not previously reported on
  - Cohorts from Europe, Asia and North America
  - Range in duration from 9 months to 8 years
  - All found significant associations between levels of exposure to alcohol marketing and subsequent levels of drinking among youth
- **Confirmation of “best buy” status as effective and cost-effective intervention (Chisholm et al. 2018, Cook et al. 2014)**
  - Estimate is that bans or comprehensive restrictions associated with 1.2% drop in prevalence
- **Cochrane review forthcoming in special JSAD supplement**



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# Alcohol Marketing

## A Major Risk Factor for Underage Drinking

- **Forms of alcohol advertising and marketing that predict drinking onset among youth**
  - Alcohol advertisements in magazines
  - Beer advertisements on television
  - Alcohol advertisements on radio
  - Alcohol advertisements on billboards
  - In-store beer displays and sports concessions
  - Alcohol use in movies
  - Ownership of alcohol promotional items
- **Alcohol companies have moved rapidly into social media – research has not kept up**



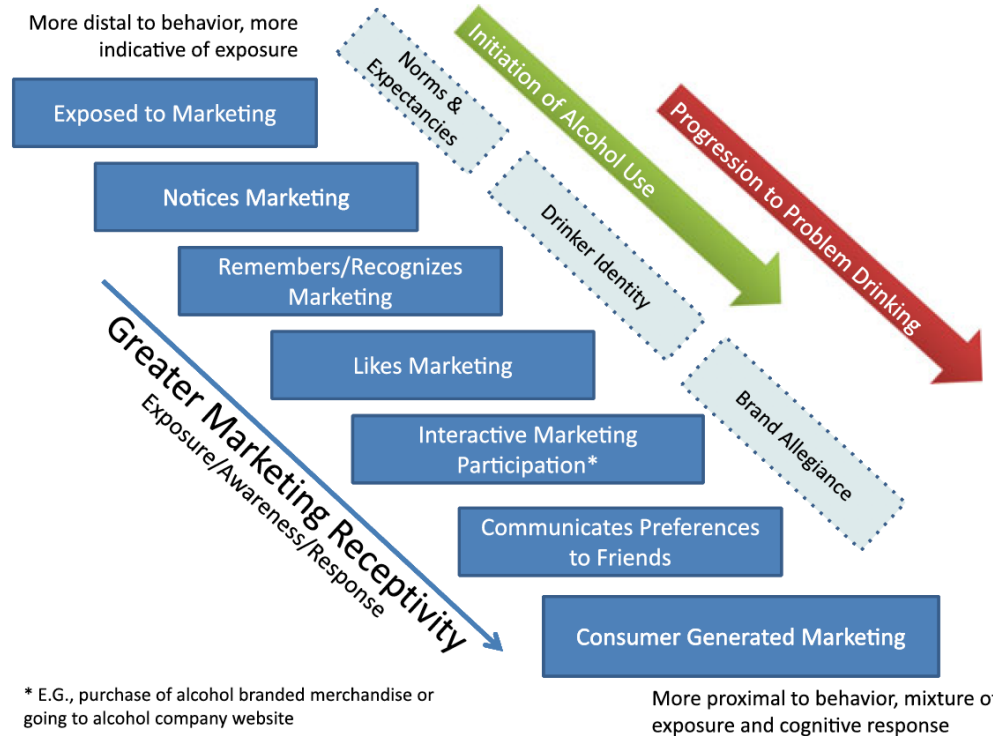
Collins et al., Journal of Adolesc Health 2007;40:527-34;  
Snyder et al., Arch Pediatr Adolesc Med 2006;160:18-24;  
Stacy et al., Am J Health Behav 2004;38:498-509  
Pasch et al., J Stud Alcohol Drugs 2007;68:586-596;  
McClure et al., Am J Prev Med 2006;30:277-83;  
Stoolmiller et al., BMJ Open 2012;Feb 20;2:e000543;  
Sargent et al., J Stud Alcohol. 2006;67:54-65; Henriksen  
et al., J Adolesc Health 2008;42:28-35.

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# US research on youth alcohol consumption by brand

- 2011 on-line survey of 1,031 young people ages 13-20
- Refuted common myths:
  - Kids drinking the same brands as adults - FALSE
  - Kids drink the cheapest brands - FALSE
  - Kids drink the brands that are easiest for them to obtain – FALSE
- Associated brand and type of alcohol with consequences
  - Kids who drink eight specific brands more likely to experience fights and injuries
  - Kids who drink supersized alcopops exclusively six times more likely to suffer injuries
- Found significant effects from exposure:
  - Kids with self-reported exposure to a brand three times more likely to drink that brand
  - Population-level exposure (Nielsen data) associated with five times greater likelihood of youth consuming that brand
  - Alcohol brands popular among underage drinkers more likely than other brands to advertise in magazines with high underage readerships, resulting in the disproportionate exposure of underage youth

# Heuristic marketing receptivity model



- McClure et al., 2013

# How does the effect work?

- Davis et al. 2019, followed 4840 young people from age 12 to 22
- Measured exposures:
  - (a) videos on the internet showing someone who is drunk or high;
  - (b) pictures or comments on a social networking site (e.g., Facebook) showing or talking about someone who is drunk;
  - (c) movies showing someone who is drunk or high;
  - (d) television programs showing someone who is drunk or high;
  - (e) alcohol advertisements on billboards, magazines, or somewhere else;
  - (f) songs that talk about getting drunk or high; and
  - (g) video games that show someone getting drunk or high

# How does the effect work?

- Greater exposure to substance-related media can increase normative beliefs for peer alcohol use, which then predicts greater alcohol use during adolescence
- Social media is a SUPER PEER
- Implications for action:
  - Normative feedback integrated into interventions
  - Media literacy
  - “...effective public policies (e.g., buy-in from local, state, and federal government as well as from the platforms that provide access to content)”



# The Super Peer



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# Failure of industry self-regulation


- Beer advertising and marketing materials should not portray beer drinking before or during activities, which for safety reasons, require a high degree of alertness or coordination.




Video supplied by Nielsen Inc., used with permission

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**DISCUS code: The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal purchase age.**

 **Smirnoff Ice**  
January 24 ❄️

Blend in by standing out ;)



**“WHY FIT IN WHEN YOU WERE BORN TO STAND OUT”**  
- DR. SEUSS -

Like · Comment · Share

👍 792 💬 12 📩 105

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# Effectiveness of industry self-regulation



- Review of over 100 articles from multiple countries
- Of the 19 studies evaluating marketing codes and 25 content analysis studies, all detected potentially harmful content
- 57 studies found high levels of youth exposure to alcohol advertising
- The current self-regulatory systems that govern alcohol marketing practices are not meeting their intended goal of protecting vulnerable populations

# Effectiveness of industry self-regulation: 2014 FIFA World Cup as a case study



- Television broadcasts of the 2014 FIFA World Cup in Argentina, Brazil, Canada, Finland, France, Mexico, Spain and the United States.
- Overall, 91% of unique ads were found to contain at least one violation.
  - there were no differences across countries
- A majority of ads presented alcohol as necessary for social success (80.5%), as a means of removing social or sexual inhibitions (66.7%), as a stimulant, sedative or tranquilizer (65.5%), or as a method to enhance physical, sporting or mental ability (58.6%).
- Countries with least restrictive alcohol marketing policies had the most violations.

# Other media

- Movies
  - Dartmouth Medical School
  - Top 100 box-office hits per year, 1996-2009
  - 1400 movies
    - 500 tobacco brand appearances
    - 2433 alcohol brand appearances
    - Tobacco screen time and brand appearances dropped
    - Alcohol brand appearances rise from 80 to 145 per year

From: **Trends in Tobacco and Alcohol Brand Placements in Popular US Movies, 1996 Through 2009**

JAMA Pediatr. 2013;167(7):634-639. doi:10.1001/jamapediatrics.2013.393

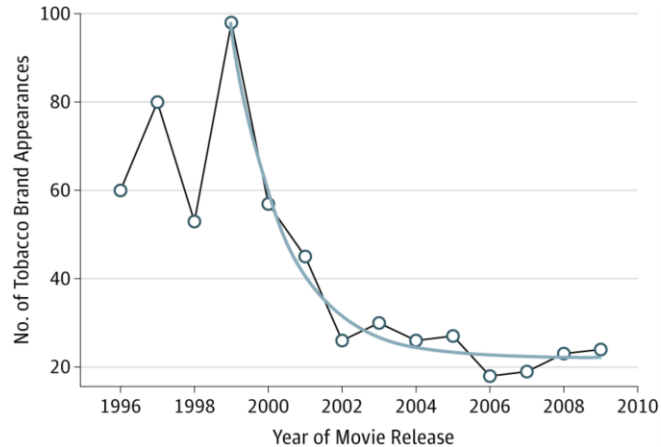
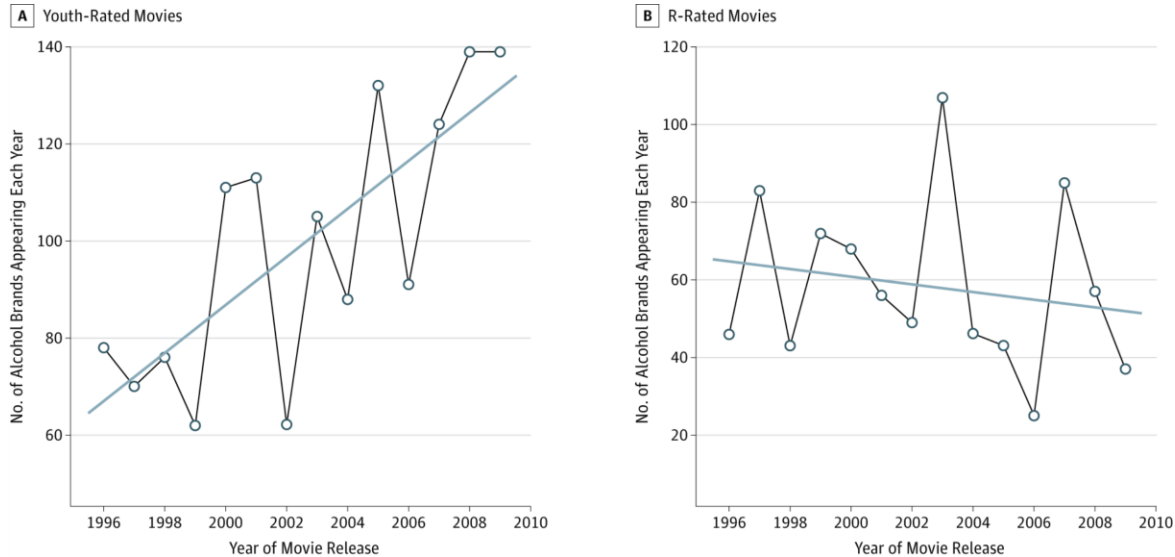


Figure Legend:

Trend in Tobacco Brand Appearances Trend in tobacco brand appearances in the top 100 movies with the highest US box-office gross revenues from 1996 through 2009. Points show the actual data, and the bold line shows the post-1999 trend estimate. Rate of decline is 7.0% per year.

## From: Trends in Tobacco and Alcohol Brand Placements in Popular US Movies, 1996 Through 2009

JAMA Pediatr. 2013;167(7):634-639. doi:10.1001/jamapediatrics.2013.393



### Figure Legend:

Trends of Movie Alcohol Brand Counts Trends of movie alcohol brand counts from (A) youth-rated and (B) R-rated movies, with a linear trend line. For youth-rated movies, slope = 4.97 (P = .002); for R-rated movies, slope = -0.99 (P = .52).



# Other media

- Popular music (Siegel et al. 2014)
  - 720 most popular urban, pop, country and rock songs, 2009-2011
  - 38% of urban songs mentioned alcohol, 12% a specific brand
  - 22% of country songs mentioned alcohol, 6% a specific brand
  - Most common brands mentioned: Patron, Hennessy, Grey Goose, Jack Daniel's

# Alcohol marketing: The case for causality

- “Bradford Hill” criteria for assessing causal relationships between environment and disease (Sargent and Babor 2020):
  - ✓ Strength of the association
  - ✓ Dose-response relationship
  - ✓ Temporal association (does the cause precede the effect?)
  - ✓ Consistency (across locations, populations, circumstances)
  - ✓ Specificity (one type of exposure leads to one specific outcome)
  - ✓ Plausibility (biological or psychological)
  - ✓ Experimental evidence
  - ✓ Coherence (is there evidence youth drinking goes up without exposure or goes down without it?)
  - ✓ Analogy (similar to findings on tobacco marketing?)

# Alcohol marketing in the age of COVID-19

- "I think now, if there's still someone doing marketing and doing self-serving campaigns, these times were officially over and officially gone." -- Marcel Marcondes, AB Inbev U.S. C.M.O.
- AB Inbev says it has shifted its sports spending and is:
  - Converting its breweries to produce hand sanitizer for health care workers
  - Donating \$5 million to the Red Cross to convert 20 stadiums into blood drive donation centers
  - Creating “Open for Takeout”, subscribed to by 160,000 bars and restaurants, to help people locate outlets open in their zip code
  - Under the Natural Light brand, launching a student loan relief program to help students pay off loans in April
  - Under the Michelob Light brand, sponsoring streaming workouts
  - Under the BonV!V spiked seltzer brand, donating \$100,000 (matched by UN Women) to women helping their local communities during the pandemic



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# Alcohol and COVID-19

- Short-term:
  - Alcohol suppresses multiple aspects of the body’s immune system response, with particular effects on the lungs’ ability to fight infection
  - Off-premise sales are up considerably, accompanied by an increase in police calls for domestic violence and emergency room presentations of child abuse
- Long-term:
  - People are putting in place now patterns of “drinking to cope” which will get them in trouble
    - Studies of the aftermath of SARS, the World Trade Center disaster, and Hurricanes Katrina and Rita show increases in alcohol use disorders and youth drinking 1-2 years after the event, associated with proximity to the event

# AB Inbev COVID-19 ad



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# Policy options for alcohol marketing

- No regulation
- Industry self-regulation
- Co-regulation
- Partial bans
- Total bans

# Marketing policy options

- Total ban
  - Easiest to implement
  - Least expensive to implement
  - Research base is not extensive, because most “natural experiments” are increasing marketing
  - Will generate significant alcohol industry opposition
    - Will claim hurts competition
    - In fact, current high marketing spend creates high barriers to entry that already hurt competition



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# Marketing policy options

- Partial bans
  - Content-specific
  - Time-specific
  - Audience-specific
  - Beverage-specific
  - Medium- or channel-specific
  - Location-specific
  - Event-specific
- Again, research base not as broad as for the other best buys – clearest case is that marketing exposure affects youth drinking



# WHO' s Global Strategy

- (a) Legislatively-based regulatory or co-regulatory frameworks, preferably with a legislative basis, that regulate content, volume, sponsorship, new marketing forms
- (b) development by public agencies or independent bodies of effective systems of surveillance of marketing of alcohol products;
- (c) setting up effective administrative and deterrence systems for infringements on marketing restrictions.

# PAHO Technical Group Principles

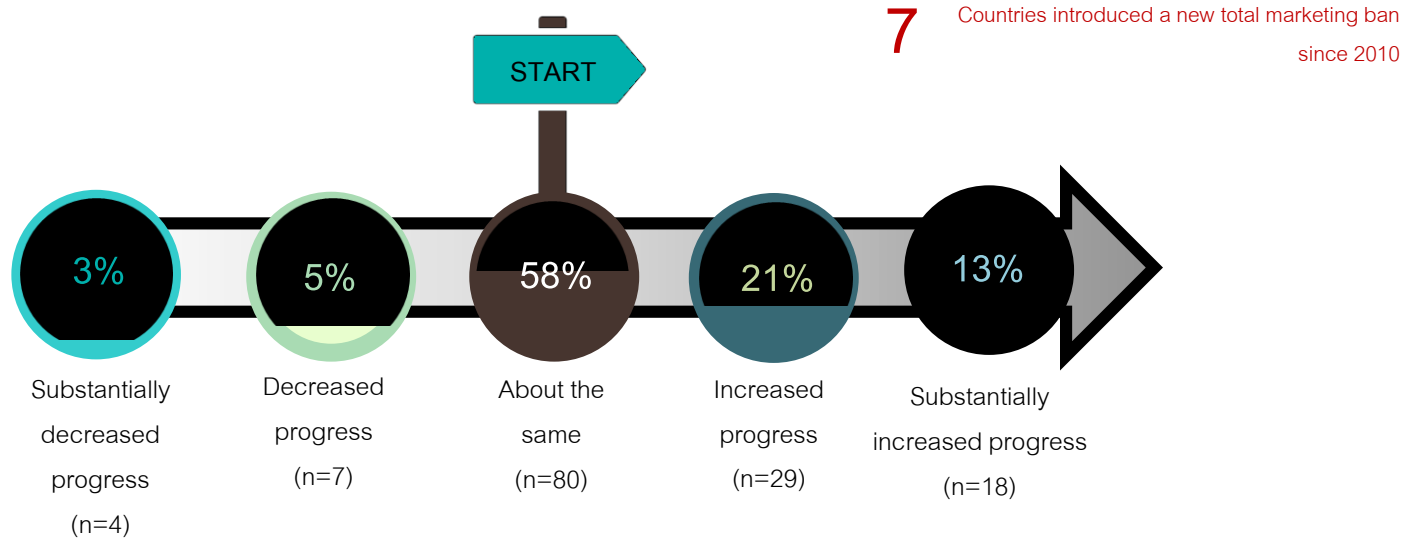
- (a) A comprehensive legally-binding ban on all alcohol marketing is the only means to eliminate the risk of any exposure to alcohol marketing for those most in need of protection
- (b) From a public health standpoint, there is no rationale for applying different regulations to alcoholic beverages of varying alcohol content by volume or type of beverage
- (c) Regulatory capacity to develop, implement, enforce, and monitor restrictions on alcohol marketing is an essential public health function and therefore should be addressed in legislative measures and allocation of resources to monitor the implementation of these restrictions.
- (d) Cross-border alcohol marketing should be subjected to the same regulatory measures as those applied to marketing originating from within a State

# PAHO Technical Group Principles

- (e) Civil society not affiliated with the alcohol industry can participate in developing, supporting, and monitoring effective measures for regulating alcohol marketing, if given a clear mandate and resources for doing so.
- (f) The alcohol industry has commercial and other vested interests, which, in accordance with national laws, can be used to disqualify its participation in setting countries' public health policies with respect to alcohol marketing.
- (g) Multilateral and bilateral international agreements can be used to protect national or subnational regulations in the context of public health and safety, or explicit provisions can be written into these agreements.

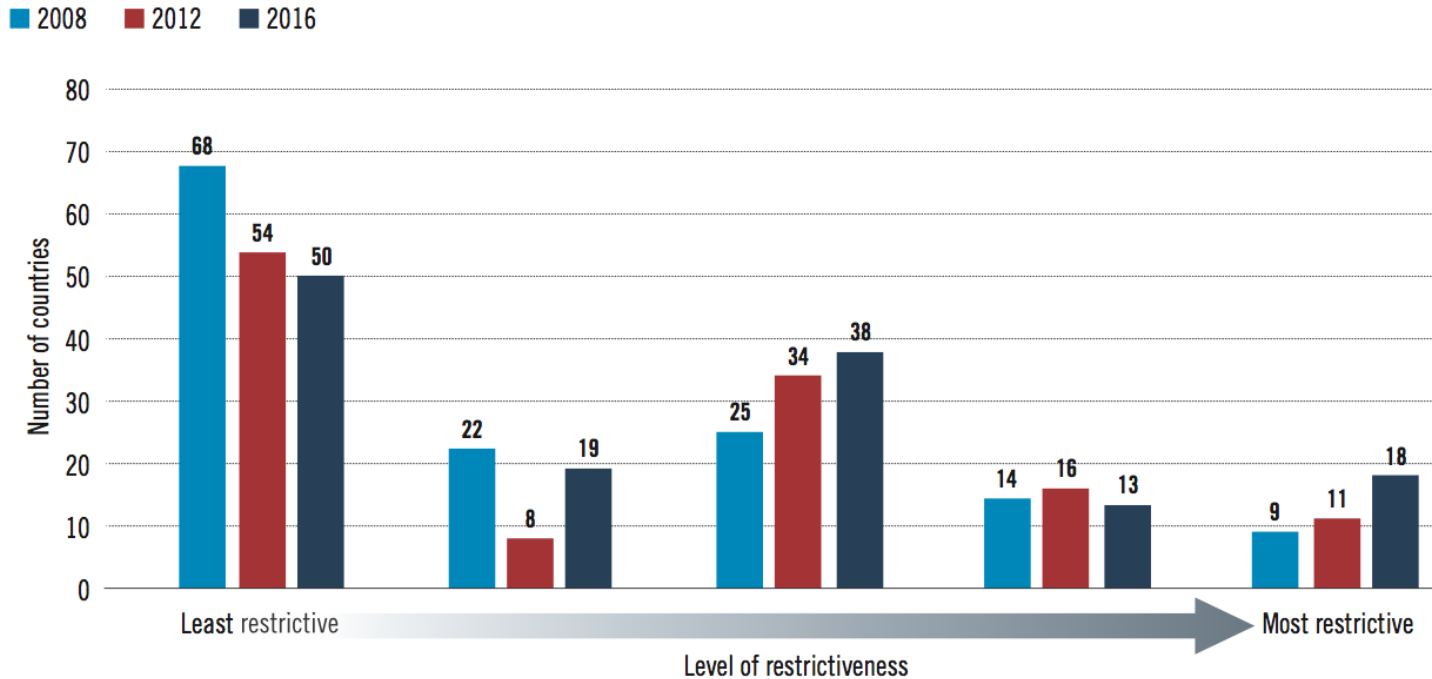
# Trends in statutory regulations for marketing since 2010 by number of countries

N = 138 reporting countries



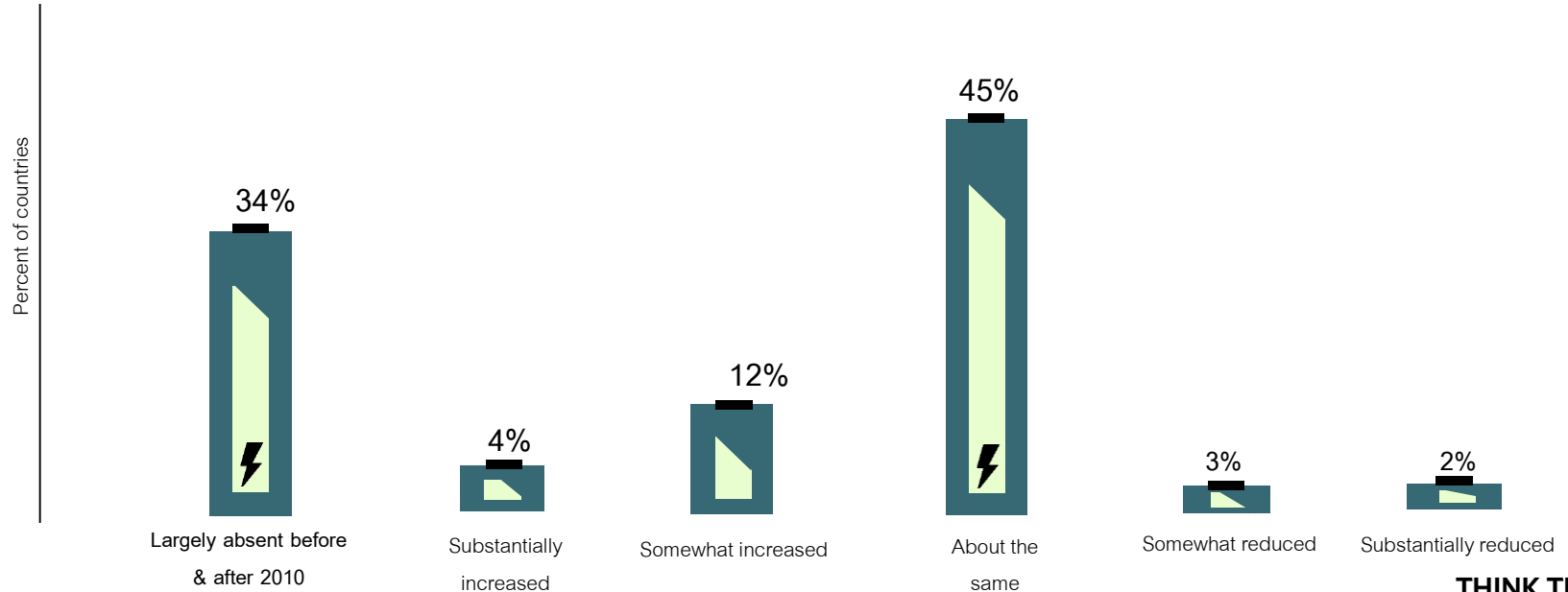
# Trends in restrictiveness of marketing policies, 2008-2016

(n =144 reporting countries)



# Level of statutory regulations for new marketing techniques since 2010

N = 120 reporting countries



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# Case study: Russia

Fig. 12. Relationship between alcohol consumption and life expectancy<sup>a</sup>

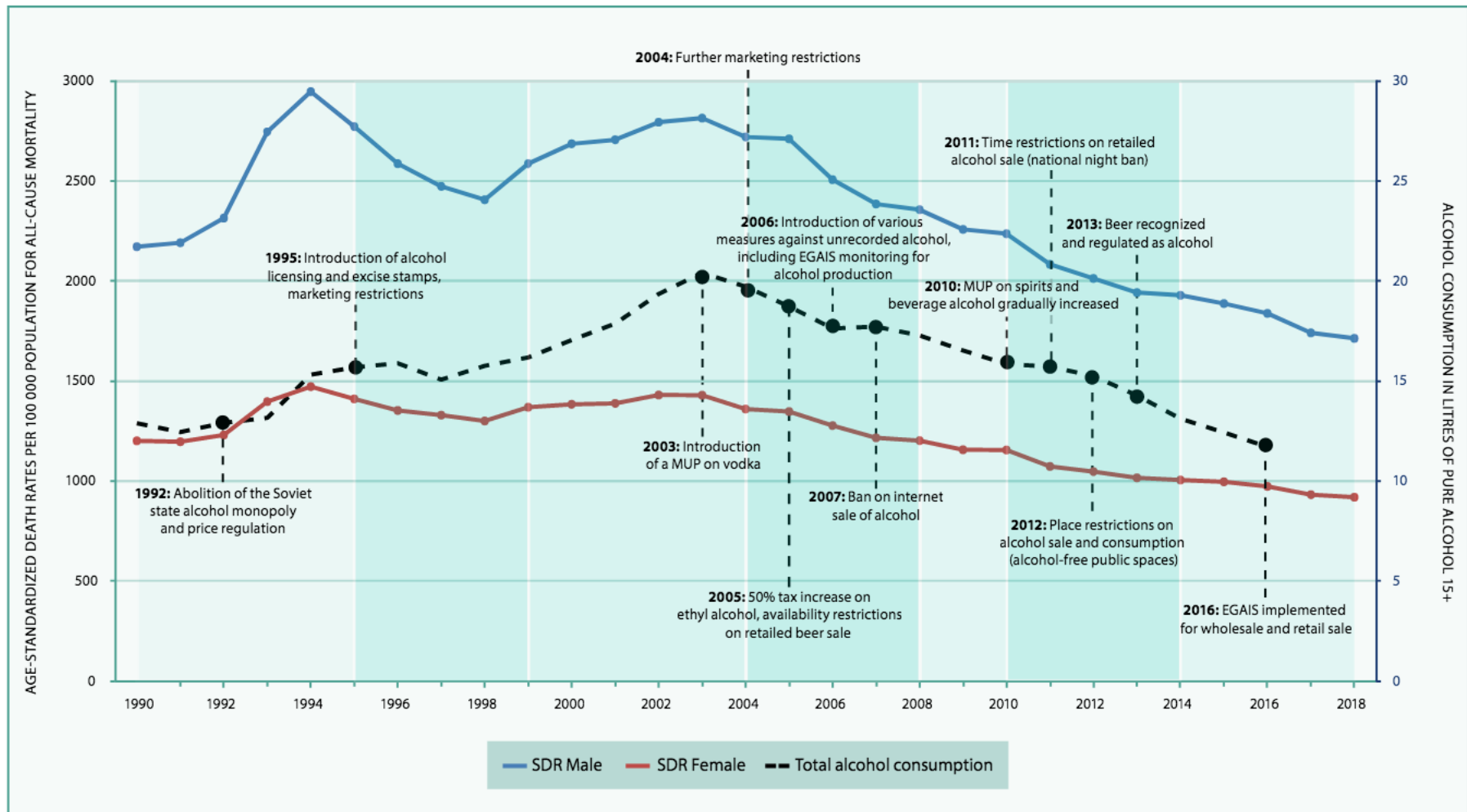


# Case study: Russia

- 1995: Advertising of spirits and wine banned on TV and radio from 7:00 to 22:00
- 1996: All spirits ads banned from TV
- 2004: Beer redefined as alcohol, added to time restrictions for wine advertising
- 2008: Alcohol advertising banned on all forms of transport
- 2012: Alcohol advertising banned on the internet and in electronic media
- 2014: Alcohol ad ban on sports relaxed in preparation for FIFA 2018, ad bans for domestic wines relaxed



**Fig. 14. Effect of important alcohol control measures in the Russian Federation on total alcohol consumption and all-cause mortality in men and women<sup>a</sup>**



# OTHER ALCOHOL AD BANS IN EUROPE

- Lithuania: implemented a complete ban on alcohol advertising in January 2018
- Norway, Sweden: Longstanding ban alcohol advertising on TV
- Bulgaria, Finland, Latvia, Poland, Spain, Slovakia, Romania – no spirits advertising permitted on TV
- Finland:
  - Bans games, lotteries, contests, sharing or efforts to promote sharing in digital and social media
  - Early evaluations finding that although “likes” have reduced, youth exposure to promotions in digital/social media still substantial due to very poor age-gating on the social media sites (Kauppila et al. 2019)

# Counter-ads

- Successful in tobacco, little used in alcohol
- Continuum, ranging from PSA's to true “counter-advertising”
- IOM calls for many experiments in youth-oriented media campaign – none ever funded
- One example – Dover Y2Y



# Countering “Blast”



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# The counter-ads



**Works Every Time**

**B.A.R.F**  
Beer and Alcohol Ruin Futures

Youth who drink alcohol are more likely to experience physical problems such as hangovers or illnesses.

 Oliver Youth Counter Ad Workshop @CounterAdWrkshp

This counter-ad was created by Baltimore City youth and students at the Maryland Institute College of Art during a workshop about underage drinking prevention.



**Works Every Time**

**B.A.R.F**  
Beer and Alcohol Ruin Futures

In 2010, there were approximately 180,000 emergency room visits by persons under age 21 for injuries and other conditions linked to alcohol.

 Oliver Youth Counter Ad Workshop @CounterAdWrkshp

This counter-ad was created by Baltimore City youth and students at the Maryland Institute College of Art during a workshop about underage drinking prevention.

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# Bottom line from research on alcohol advertising

- Youth are vulnerable to influence
- The primary form of protection in most countries is alcohol industry self-regulation
- Guidelines in self-regulatory codes are routinely violated
- Vague language allows for easy circumvention
- Lax exposure guidelines allow excessive youth exposure
- Current self-regulatory review of possible violations not informed by public health expertise and marred by COI
- Early initiation is critical risk factor for both acute consequences and those, such as cancer, that can result from longer-term exposures



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# Marketing techniques

- Embed alcohol in the target audience's lives
  - The brand is the experience.
- Make it affordable
  - Use small containers
  - Keep the price low
- Create new products to catch new audiences
  - Especially young people
- Put the product in places where the audience can easily get it

# What can be done?

- PRODUCT: alcohol impact areas, banning specific products
- PRICE: alcohol tax increases, minimum unit pricing
  - PLACE: licensing/zoning reform
- PROMOTION: local ad bans (billboards, public transit), retail signage restrictions and counteradvertising



# What is to be done: social media

- Take on the platforms
  - We have given our democracy away to unregulated, highly profitable giants
  - “Starting the conversation” with Facebook etc.
- Use local powers to address the marketing “bubble”
  - Outdoor advertising
  - Retail advertising
  - Others?

# What is to be done: social media

- Digital and social media are global platforms
- Global action is needed
- Who is taking the lead?

# A WORLD FREE FROM ALCOHOL-RELATED HARMS

# SAFER

**Strengthen**  
restrictions  
on alcohol  
availability

**Advance &**  
enforce drink  
driving  
counter-  
measures

**Facilitate**  
access to  
screening,  
brief  
interventions  
& treatment

**Enforce bans/**  
comprehensive  
restrictions on  
alcohol  
advertising,  
sponsorship &  
promotion

**Raise prices**  
on alcohol  
through  
excise taxes  
& pricing  
policies

**SAFER**  
A WORLD FREE FROM ALCOHOL-RELATED HARMS



**THINK. TEACH. DO.**  
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# What is to be done: social media

- Framework Convention on Alcohol Control
  - Model is the global Framework Convention on Tobacco Control
  - 168 countries have signed it
  - Sets a floor for national action on tobacco control – countries can do more but sets the minimum
  - Has the ability to address global and cross-border actions
  - Could be a vehicle for limiting alcohol marketing in social media

“Never doubt that a small group of thoughtful, committed citizens can change the world.”

-- Margaret Mead

# THANK YOU!

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