



Actions of the alcohol industry during the pandemic

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A decorative horizontal bar at the bottom of the slide, composed of several colored segments: blue, teal, green, yellow, orange, and red.

Overview

- Examine how alcohol producers) have engaged with the pandemic across marketing, CSR & philanthropy
- Based on a crowdsourcing collaboration between SPECTRUM research consortium and NCD Alliance, highlighting:
 - adaptation of marketing and promotions to leverage the pandemic
 - the role of cause-related marketing & corporate philanthropy in advancing strategic priorities
 - partnerships and collaborations with governments, international organisations and civil society
 - Shaping debates about ‘building back better’
- Implications for governance and for building back better

Signalling Virtue, Promoting Harm

Unhealthy commodity industries and COVID-19



Over 1000 examples crowdsourced from 100 countries across unhealthy commodity industries including alcohol, tobacco, ultra processed food and sugar sweetened drinks, gambling, fossil fuels and infant formula.

Signalling Virtue, Promoting Harm is a preliminary exposé and analysis of tactics and strategies adopted by unhealthy commodity industries during the COVID-19 pandemic to date.

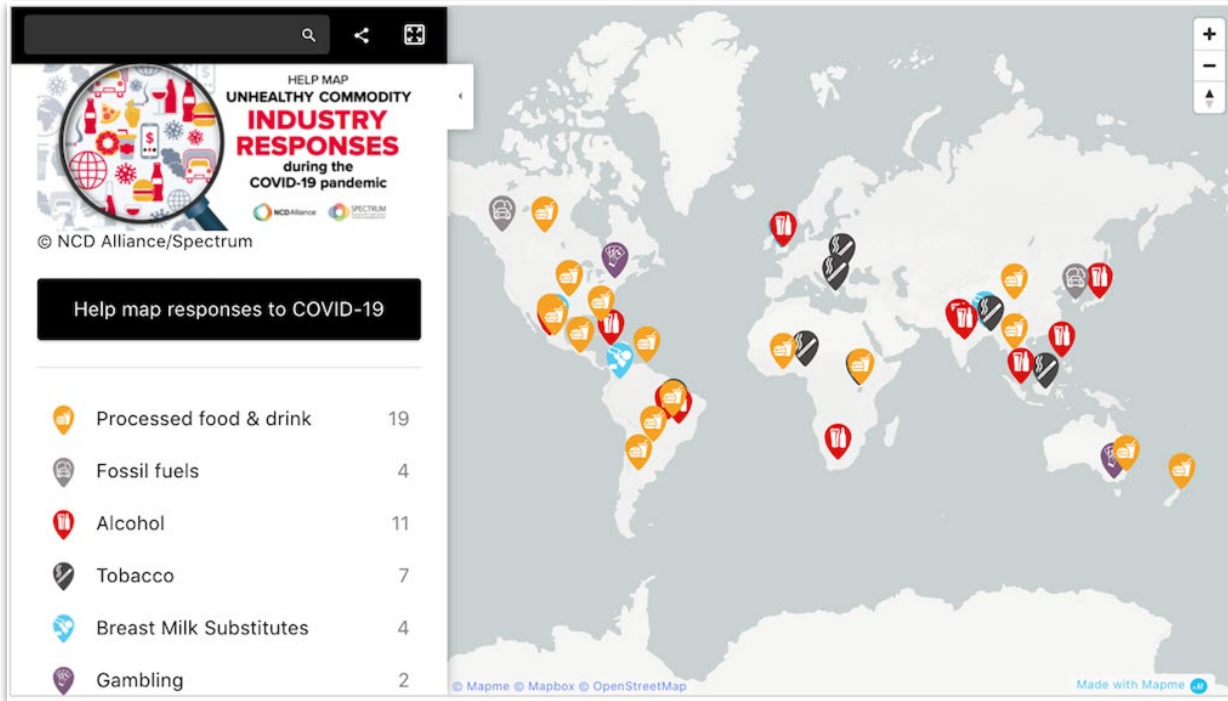
4 main strategies are outlined, illustrated with examples

- Adapting marketing and promotions, increasing availability
- Corporate social responsibility and philanthropy
- Shaping policy environments
- Pursuing partnerships, coveting collaboration.



Signalling Virtue, Promoting Harm

Unhealthy commodity industries and COVID-19



<https://ncdalliance.org/why-ncds/covid-19/map-unhealthy-industry-responses>



Adaptive marketing



REGLA 6 LAS FALTAS QUE SE COMETAN EN EL CAMPO SERÁN SANCIONADAS DE POR VIDA. ¡DILE NO A LA VIOLENCIA EN CASA!

#ESTE PARTIDO SE JUEGA EN CASA

NO NO

REGLA 6

EL EXCESO DE ALCOHOL ES PERJUDICIAL PARA LA SALUD. PROHÍBESE EL EXPENDIO DE BEBIDAS EMPAQUETADAS A MENORES DE EDAD.

AGUILA

PATROCINADOR OFICIAL

#ElPartidoSeJuegaEnCasa

Adaptive marketing: scale and significance



AmBev, Brazil livestreaming concert series:

“achieving in two months what was supposed to be done in two years” promoting its Brahma Duplo Malte brand



“375 million views so far breaking all viewing records possible. We had 24 times more earned media impressions than [for the] FIFA World Cup in 2018.”

Accelerating digitalisation (and presenting this as supporting communities)



Anheuser-Busch InBev @abinbev · Jul 24

Olá from Brazil, where our colleagues at @Ambev have created a new way to buy drinks: the PIT STOP! Here you can order online for delivery or pick up some of our best products easier and faster than ever at one of our 1,800+ locations. For more: pitstopoficial.com.br



Strategic continuity amid change:

Marketing and corporate social activities (Kotler et al 2012)

- 1. Corporate Social Marketing:** Supporting a behavior change campaign intended to improve public health, safety, the environment or community well-being.
- 2. Cause Promotion:** Providing funds, in kind contributions or other resources to increase awareness and concern about a social cause.
- 3. Cause-Related Marketing:** Linking contributions to a cause based on product sales or other consumer actions.
- 4. Corporate Philanthropy:** Making a direct contribution to a charity or cause, typically in the form of cash grants, donations, and/or in-kind services.
- 5. Workforce Mobilisation:** Supporting employees, retail partners and/or franchise members to volunteer at community organizations and causes.
- 6. Socially Responsible Business Practices:** Conducting discretionary business practices to support social causes.



Cause-Related Marketing:

A corporation links monetary or in-kind donations to product sales or other consumer actions. Most commonly, this offer is for an announced period of time and for a specific product and for a specified charity. (Kotler et al 2012)

- acute conflicts: stimulate purchase of unhealthy commodity to fund health or social cause

Corporate Philanthropy:

[M]ore corporations are now experiencing pressures, both internally and externally, to move to a more strategic approach, choosing a focus and tying philanthropic activities to the company's business goals and objectives. (Kotler et al 2012)

- still often seen as 'neutral', comparatively uncontentious



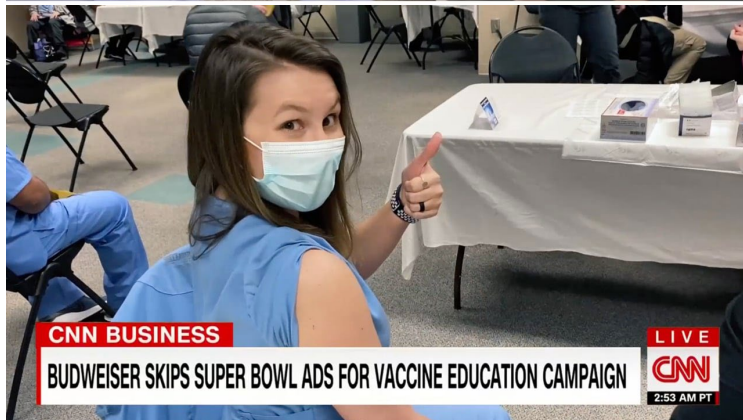
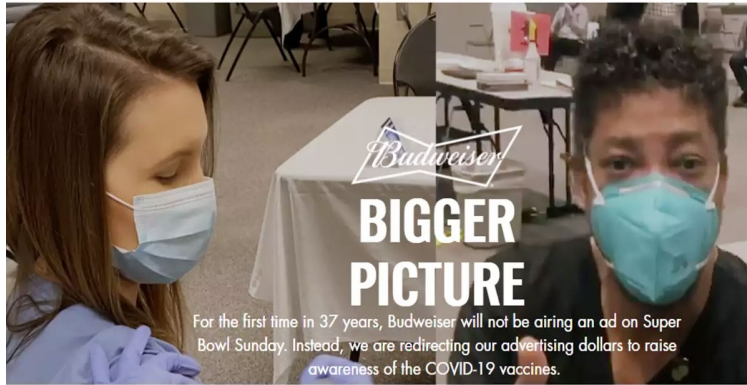
Cause-Related Marketing



“When the nation reaches the White House's goal of 70% of adults partially vaccinated, Anheuser-Busch will buy America's next round of beer, seltzer, non-alcoholic beverage or other A-B product* – inclusive of over 100 brands – to enjoy with family and friends.” PR Newswire 2nd June 2021

<https://prn.to/3gY4HYJ>

Health promotion? Or promoting an unhealthy commodity?



Mexico: Heineken offers to produce 50 tons of carbonated ice for COVID-19 vaccine protection



Corporate philanthropy (?)

- United States, Budweiser made a commitment to donate \$5m to the American Red Cross *“as it redeploys cash earmarked for sports and entertainment toward containing the outbreak, as well as allocating its media airtime toward relaying public service announcements.”*

Budweiser Canada are similarly reported to have redirected \$500,000 of sports investments to the Canadian Red Cross,



ANHEUSER-BUSCH

To help address COVID-19, Anheuser-Busch is **focused on the health and safety of our employees and serving our communities.** As we have in the past, **we are leveraging our capabilities, our relationships and our reach to provide assistance to those in need.**

PRODUCING HAND SANITIZER ACROSS 4 FACILITIES

REDIRECTING
sports & entertainment investments with a **\$5M donation to American Red Cross**

WORKING
with the Red Cross and our sports partners to **host blood drives at stadiums, arenas, and our tour centers in Merrimack, NH, and St. Louis, MO**

Marketing spend & philanthropy: Coca-Cola

Going Dark, Doing Good: Coca-Cola Channels Millions in Marketing Spending to Support COVID-19 Relief

🕒 3 MIN READ | 04/24/2020

WE'LL BE OFF AIR
FOR A WHILE...

Coca-Cola

“We made the decision to communicate what we are doing as a system, instead of talking about ourselves. And **doing, for us, means donating funds to address the most critical needs,**”

- Manolo Arroyo, Global Chief Marketing Officer and President, Asia Pacific Group.
(emphasis added)

<https://www.coca-colacompany.com/news/going-dark-doing-good-coca-cola-channels-millions-in-marketing-spending-to-support-covid-19-relief>

Partnerships and collaboration: governments



ABInBev
Ecuador

“More Ways We Are Part of the Solution”

Peru - for “more than 140 years, Backus and Peru have been working together in union”

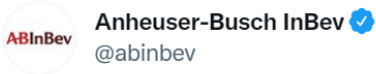
Ecuador - “Cervecería Nacional shows ‘together we are stronger’

Mexico - For nearly 100 years, Grupo Modelo has been there to help when Mexico needs it most. Together with local governments, our teams are helping citizens battle COVID-19...”

Colombia – “a new emergency hospital, co-funded by the Bavaria Foundation, opened in Barranquilla to better serve patients suffering from the virus.... The assembly of the hospital... was carried out thanks to teamwork with the Ministry of Defense and the Atlantic Government”.

Building back better?

← Tweet



.@wef Managing Director @SaritaNayyar1 calls on #corporations to address big global challenges, and we couldn't agree more. At AB inBev, we believe #beer is an engine of economic activity that will pave the way for an #inclusive and robust #recovery.



Majority of Global Public Thinks Recovery Will Take Two Ye...
Responsibility to lead this economic recovery falls to both government and businesses, but civil society plays a crucial...
weforum.org

4:43 PM · Aug 12, 2021 · Twitter Web App

← Anheuser-Busch InBev 
2,345 Tweets

Follow



Anheuser-Busch InBev  @abinbev · Jul 26

Finally, @robbinnyc, Director at the @UN Information Center, discusses the challenges we face in achieving the UN @SDGoals and why it is important for the private sector to step up in order to make a difference. #SDGs #TogetherForBetter



1 1 2 

Empowering women?



Anheuser-Busch InBev @abinbev · Jul 5

Female entrepreneurs and their local businesses play a critical role in economic development, and represent an important source of income for their families & communities. We're committed to empowering women through retailer development programs. For more: ab-inbev.com/news-media/dre...



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Anheuser-Busch InBev

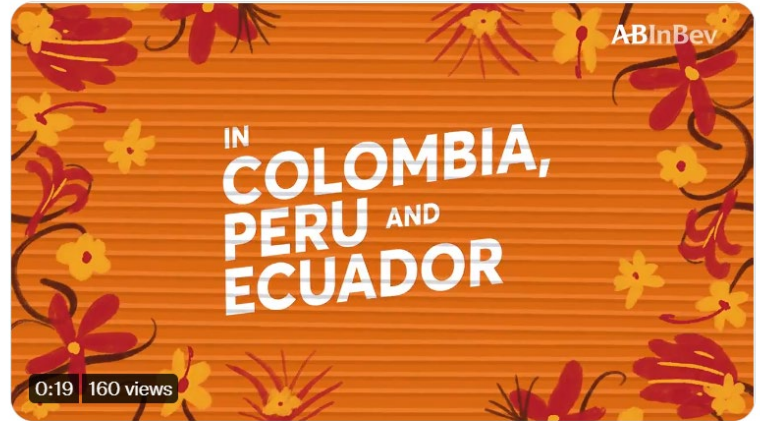
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COVID as legitimating partnership & collaboration?



WHO Foundation

@thewhof

...

Thank you @Nestle for your donation to the #COVID19FUND and your continued support to fight the #COVID19 pandemic

For more information: covid19responsefund.org/en

#healthforall #vaccinEquity



COVID-19 Solidarity Response Fund for WHO

Give to support the World Health Organization's efforts to prevent, detect, and respond to the coronavirus pandemic...

covid19responsefund.org

12:59 PM · Apr 7, 2021 · Twitter Web App

Commentary

BMJ Global Health

The new WHO Foundation – global health deserves better

Nason Maani^{1,2} May Cl Van Schalkwyk,³ Mark Petticrew,^{1,2} Rob Ralston,^{2,4} Jeff Collin^{2,4}

- ▶ The risks regarding undue corporate influence at the expense of independence were at the core of the protected negotiations underpinning the development of the FENSA that guides the WHO itself, but do not appear to be reflected in the Foundations' governance structures.
- ▶ Considering past failed initiatives, and how many global health challenges, including non-communicable diseases and climate change, are driven by powerful transnational companies, the WHO cannot afford to be seen to sacrifice independence or impartiality to the commercial determinants of health in pursuit of funding.

<http://dx.doi.org/10.1136/bmjgh-2021-004950>

WHO Foundation & the alcohol industry: An uncertain (and shifting) response

2. Excluded Categories (red and orange)

March 2021

WHO Foundation Gift Acceptance Policy

a) Red category

- Tobacco
- Alcohol
- Armament
- Subject to UN sanctions

b) Orange category

Assessment will be conducted on a case-by-case basis but a general guidance is offered around the following types of warnings:

- III. Specific industry practices that may contribute to poor human health, for example alcohol industries or Donors indirectly linked to the armament industries.

April 2021

Partnerships as “the only way”?



“(W)e’re also engaging with the private sector, who will be crucial partners in achieving health for all. The Framework of engagement with non-state actors, adopted by this Assembly last year, provides the guardrails for that engagement, but FENSA is not a fence. **We must use whatever partnerships are open to us, in whatever way we can, to achieve our goal. We have to believe in partnerships – that’s the only way.**”

- Dr Tedros Adhanom Ghebreyesus, Director-General of the WHO,
World Health Assembly, May 2018

Policy implications

- industry CSR actions demonstrably perform marketing functions
- industry CSR actions designed to advance cross-border strategic interests (brand, company, industry, global governance functions)
- Need to understand (and regulate) corporate philanthropy as “a tool of legitimization” (Chen et al 2008)
- CSR & philanthropy must be central to effective approaches to regulating advertising, promotions and sponsorship
- Corporate responses to covid heighten the need to manage conflict of interest in health governance

