

Regional Situation on Alcohol Marketing Regulations

Dr Maristela G Monteiro

Senior Advisor on Alcohol and Substance Abuse

PAHO/WHO



Pan American
Health
Organization



World Health
Organization

REGIONAL OFFICE FOR THE Americas

What is marketing?



Examples of Alcohol Marketing





Antioxidant beer

INSTANT ENERGY! 24 Fresh Ideas to Recharge Your Mind and Body

Special Double Issue Just \$3.50

fitness

Mind, Body + Spirit

BURN MORE CALORIES
The New Science Behind A Faster Metabolism

Pretty Hair, Glowing Skin
Solutions for a Gorgeous Summer

Slim. Sexy. Confident!
Your Fast Track to Tight Abs, Butt and Thighs

Stick-With-It Exercise Strategies

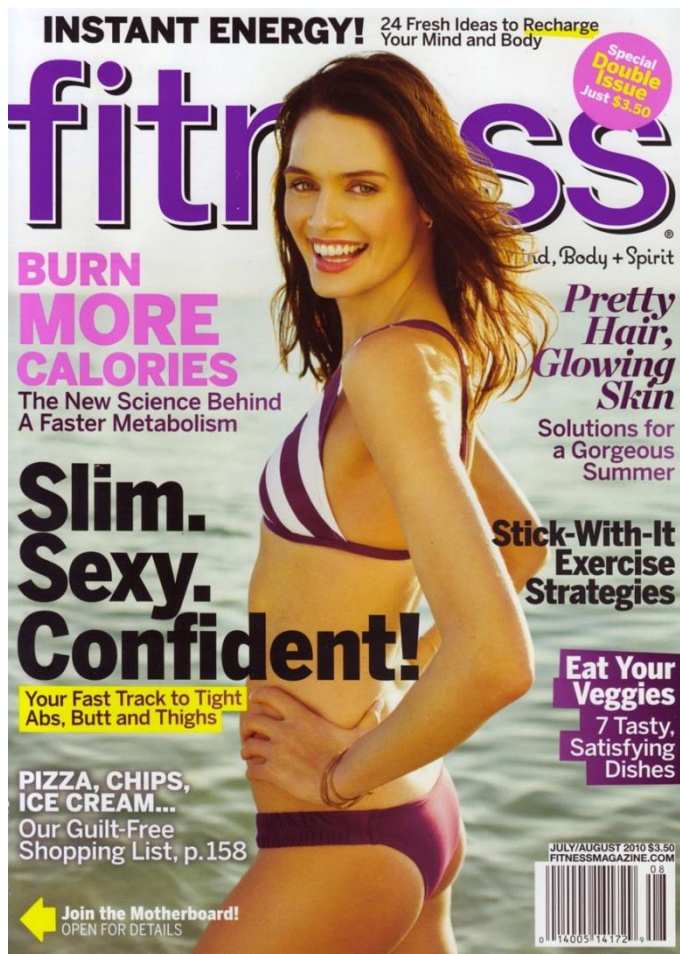
Eat Your Veggies
7 Tasty, Satisfying Dishes

PIZZA, CHIPS, ICE CREAM...
Our Guilt-Free Shopping List, p.158

Join the Motherboard!
OPEN FOR DETAILS

JULY/AUGUST 2010 \$3.50
FITNESSMAGAZINE.COM

0 14005 14172 9



Beer With Benefits

What's hot in ale? Tea. Coffee has been used to flavor porters and stouts, and now java's cousin is getting in on the action. Sure, you'll get more bang for your antioxidant buck from fruits and veggies, but, hey, every little bit counts. Wondering what the latest combo of two brews in one tastes like? We chose our top three earls gone wild. —Sarah D'Angelo



< BluCreek Zen IPA

The India pale ale–green tea mash-up was the fave. “It’s refreshing—similar to a traditional IPA,” says senior fitness editor Lindsey. (blucreek.com)

MateVeza Yerba Mate IPA >

Testers enjoyed the fruity flavor of this brew, made with South American yerba maté. Special projects editor Caroline put it simply: “Yummy!” (mateveza.com)

< Ineeka Organic Green Tea Bier

This ginger-tinged Belgian-style ale tastes more like herbs than hops. “A good option for people who don’t love the flavor of beer,” says associate beauty editor Ayren. (ineeka.com)



Advertising: Internet



Minister of Sport Anil Roberts and Director congratulate the owners of Carib.Guineas



COMMAND YUH CROWN & WIN THE ULTIMATE MANCATION IN BRAZIL

Win Like a MAN!

Look under the specially marked **ULTIMATE MANCATION CROWN** and instantly win the adventure of a lifetime. **6 winners will each receive an all-expenses paid trip to Brazil.** Plus, there are several other instant prizes to be won!

The ULTIMATE MANCATION includes:

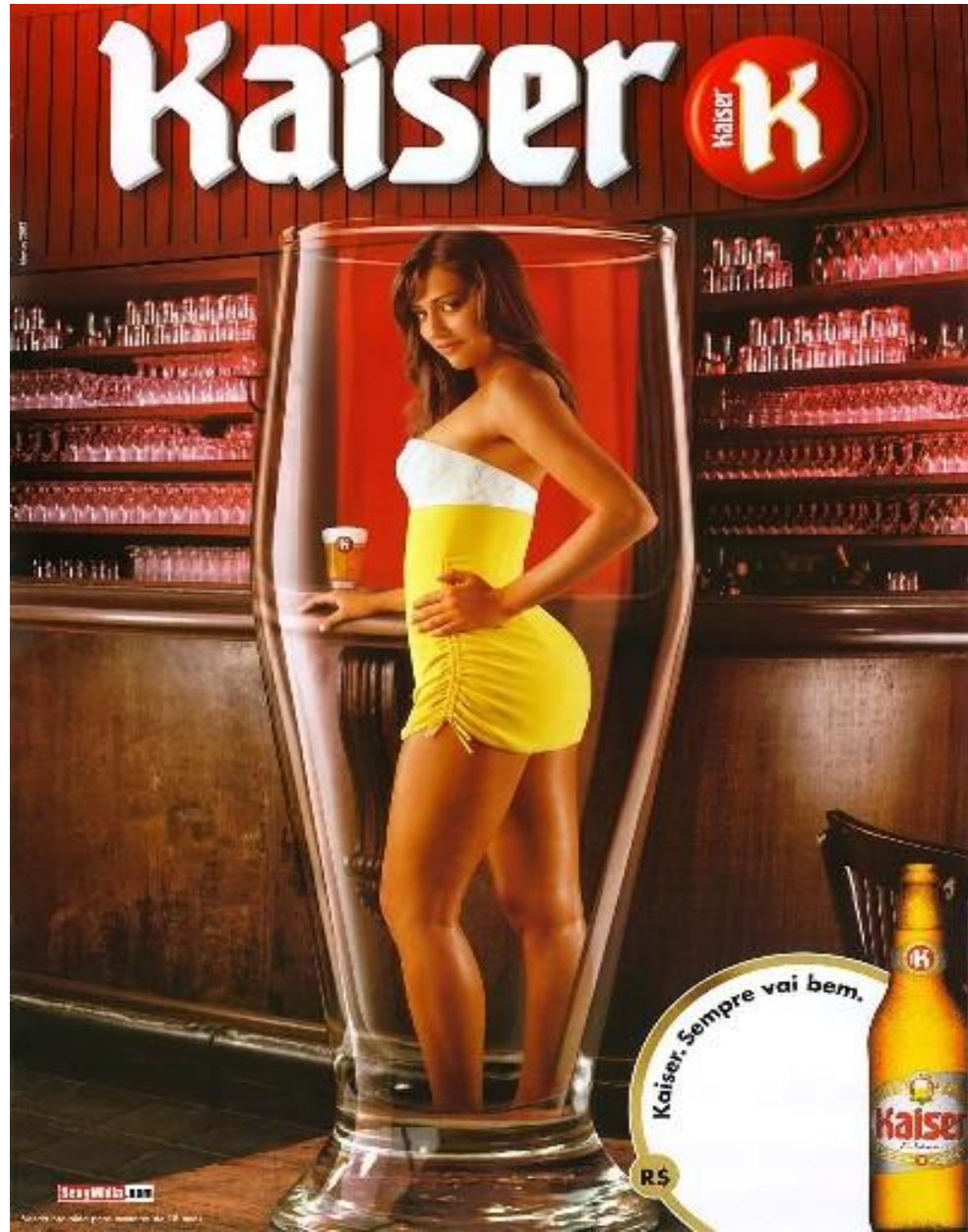
- Taking in a football game
- A Safari at its Wildest
- A Night Club Tour
- Hang Gliding

- Promotion runs from 5th August to 5th October 2013
- Winners of Mancation will receive their trip next year!
- All entrants must be 18-years and over
- Must be in possession of a valid passport and visa
- Employees of Caribbean Development Company & CARIB BREWERY LIMITED, Colter Moppan Belgium Limited and their immediate families, are not allowed to enter

A MAN'S BEER

Sponsorship







ADVERTENCIA: EL ABUSO DE LA BEBIDA PERJUDICA LA SALUD. I.H.A.D.F.A

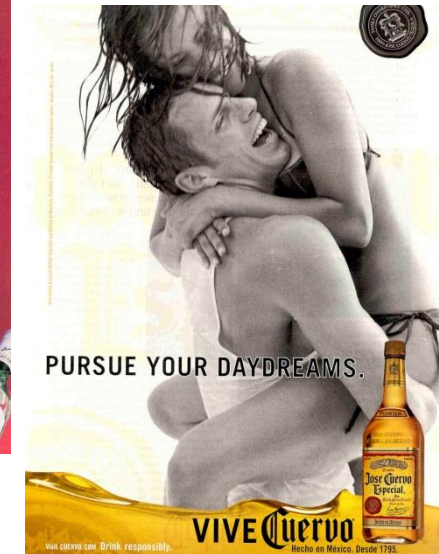
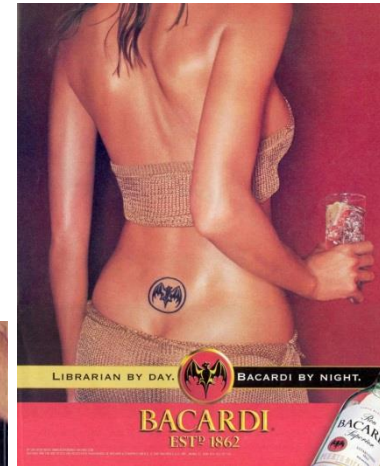
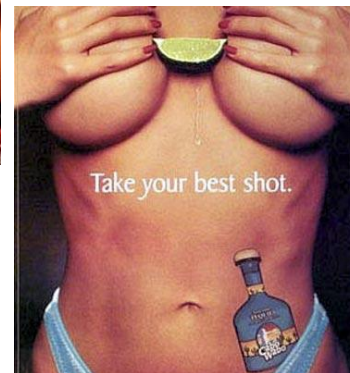
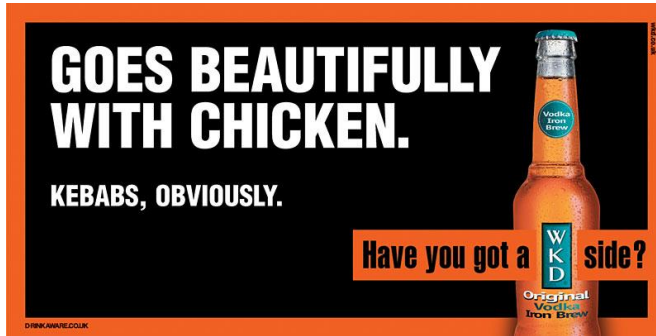
https://www.facebook.com/photo.php?fbid=10152337064444847&set=pb.73491349846.-2207520000.1404935249.&type=3&src=https%3A%2F%2Fscontent-a.xx.fbcdn.net%2Fphotos-xf1%2Fv%2Ft1.0-9%2F10247457_10152337064444847_2189706401456207093_n.jpg%3Foh%3Dc3b2f71cce0f500e34c613bead85f352%26oe%3D5446BEC8&size=900%2C675



ADVERTENCIA: EL ABUSO DE LA BEBIDA PERJUDICA LA SALUD. I.H.A.D.F.A

https://www.facebook.com/photo.php?fbid=10152337050749847&set=pb.73491349846.-2207520000.1404935270.&type=3&src=https%3A%2F%2Fscontent-a.xx.fbcdn.net%2Fphotos-xf1%2Ft1.0-9%2F10154434_10152337050749847_642684781573071833_n.jpg&size=900%2C675

Examples of alcohol marketing code violations



Images sourced from
Google Images

ALCOHOL, BREAST CANCER and MARKETING

RECIPES & PAIRINGS
SHERYL'S SELECTIONS

CHATEAU ST JEAN

ENTER FOR A CHANCE TO
WIN A GIBSON GUITAR

NOTES OF HOPE
WITH
SHERYL CROW
&
CHATEAU ST JEAN

SHARE YOUR NOTES OF HOPE AND YOU COULD WIN
AN AUTOGRAPHED Gibson GUITAR

ENTER NOW

FOR EVERY BOTTLE OF CHATEAU ST. JEAN YOU
BUY THIS OCTOBER, \$1 WILL BE DONATED
TO HELP FIND A CURE FOR BREAST CANCER

A Perfect Pairing
OF RELAXED ELEGANCE

Chateau St. Jean Chardonnay and Cabernet Sauvignon bottles with pink ribbons.



happy
Bitch™

Special October Promotion

For every bottle of our
Pink Chardonnay you purchase
in October, we will donate \$1.00
to breast cancer research.

Thank you for your support.

www.HappyBitchWines.com

HARD PINK
LEMONADE
JOIN THE FIGHT

SCREW CANCER.
RELAX WINES HELPS
SAVE THE TA-TAS.

#RELAXWINE

100% PINK YOUR DRINK 100%

CHAMBORD

LIKE OR SHARE THIS POST AND WE'LL DONATE
\$1 TO A NATIONAL BREAST CANCER CHARITY.

Evidence

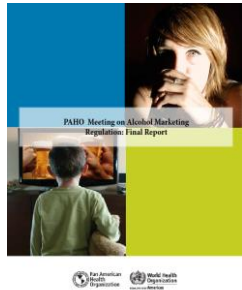
***Marketing* increases the *Purchase* and *Consumption* of alcoholic beverages**

Addiction supplement: Alcohol marketing regulation: From research to public policy

<http://onlinelibrary.wiley.com/doi/10.1111/add.v112.S1/issuetoc>

- **PAHO Meeting on Alcohol Marketing Regulation: Final Report 2016**
- **PAHO Technical Note on Alcohol Marketing Regulation 2017**

http://www2.paho.org/hq/index.php?option=com_content&view=article&id=13130&Itemid=40342



Antecedentes acerca de la reglamentación y el seguimiento de la comercialización de las bebidas alcohólicas para la protección de la salud pública



Marketing policy options

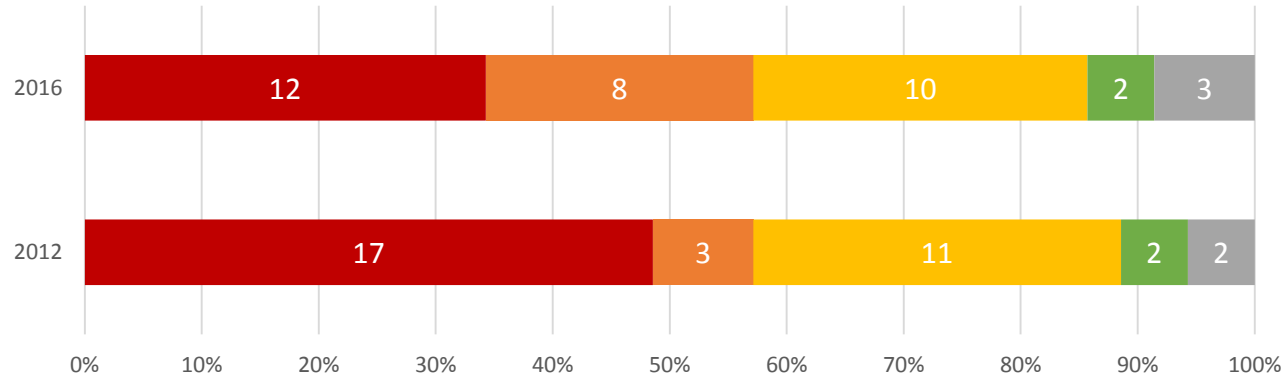
- Total ban
 - Easiest to implement
 - Least expensive to implement
 - Research base is not extensive, because most “natural experiments” are increasing marketing
 - Will generate significant alcohol industry opposition
 - Will claim hurts competition
 - In fact, current high marketing spend creates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



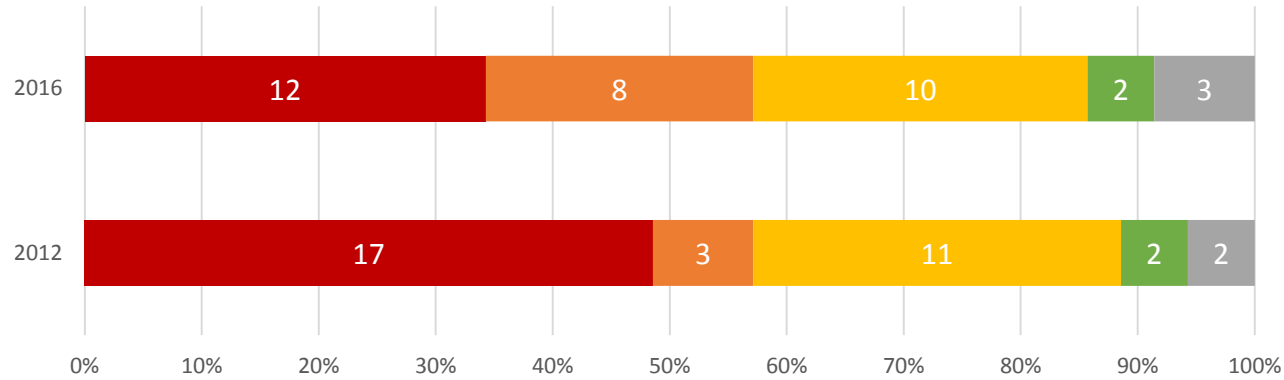
Marketing policy options

- Partial bans
 - Content-specific
 - Time-specific
 - Audience-specific
 - Beverage-specific
 - Medium- or channel-specific
 - Location-specific
 - Event-specific

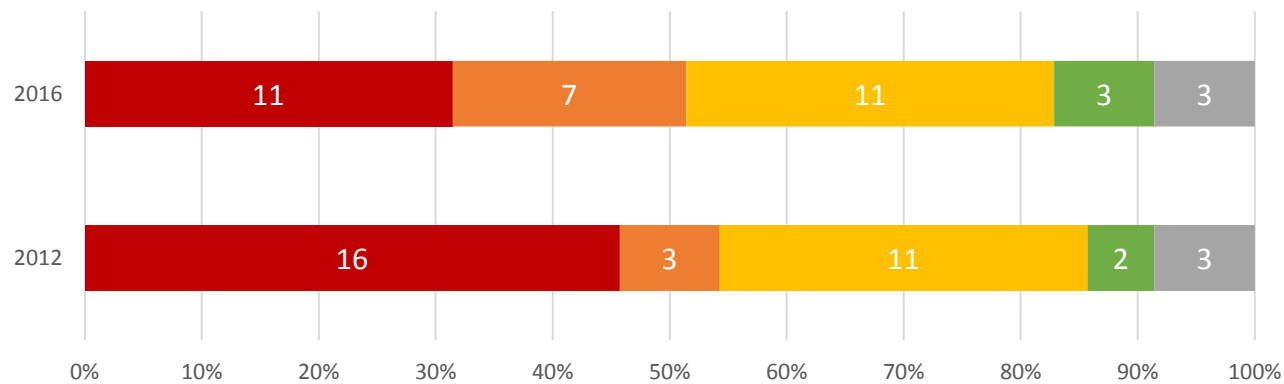
BEER



WINE



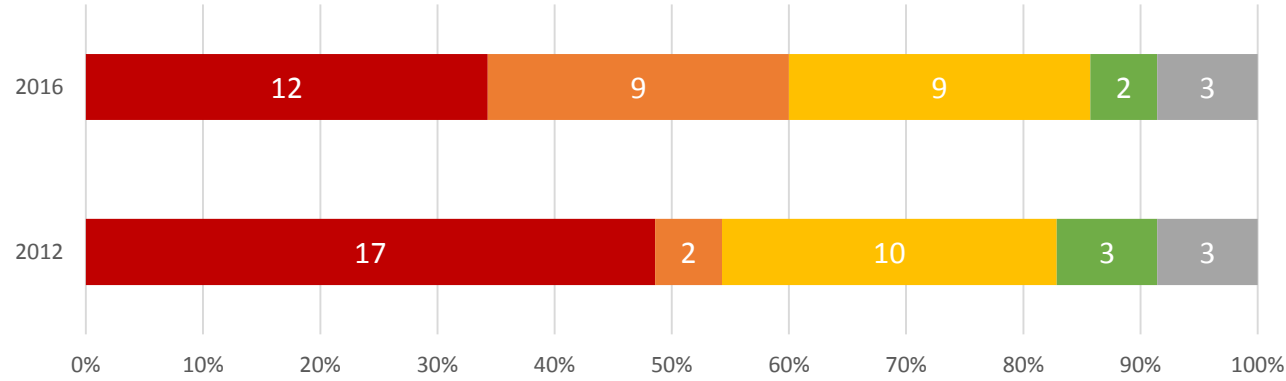
SPIRITS



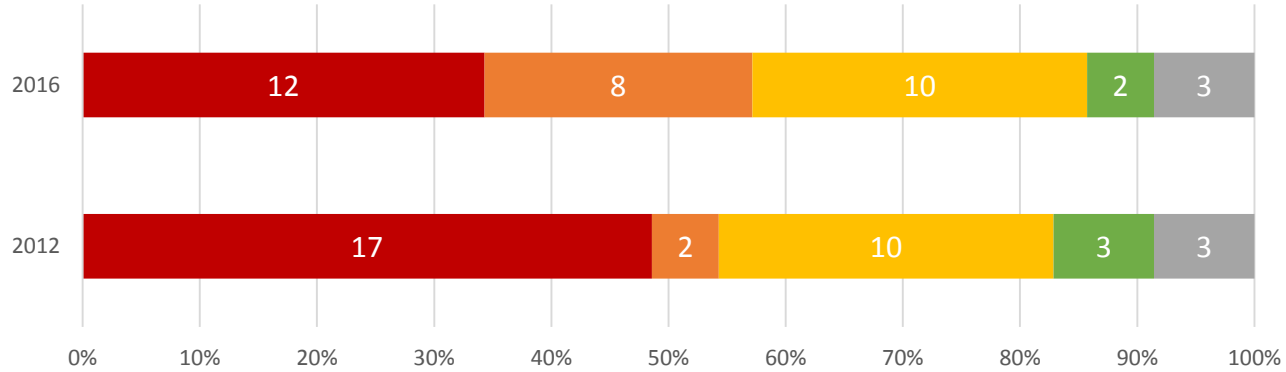
Advertising restrictions on national tv (2012,2016)

- No restrictions
- Voluntary / Self-Regulated
- Partial Restriction
- Ban
- No response / No data

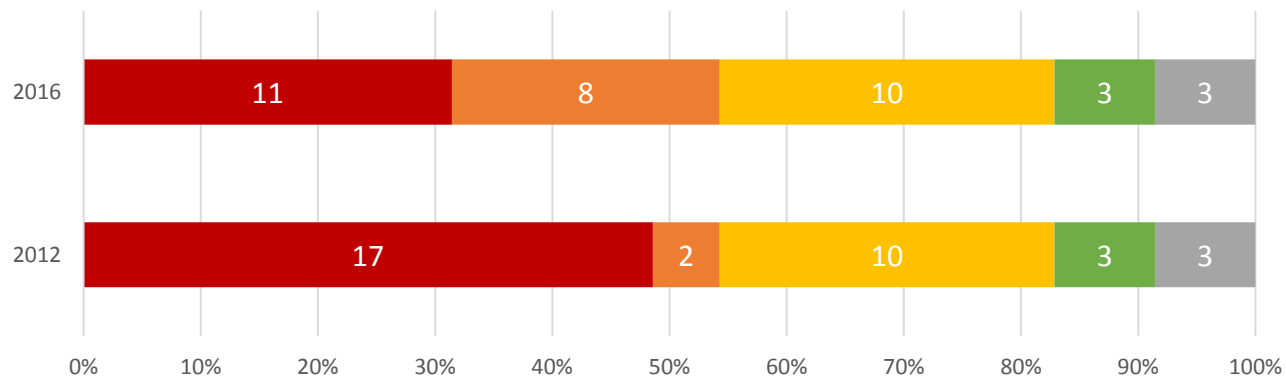
BEER



WINE



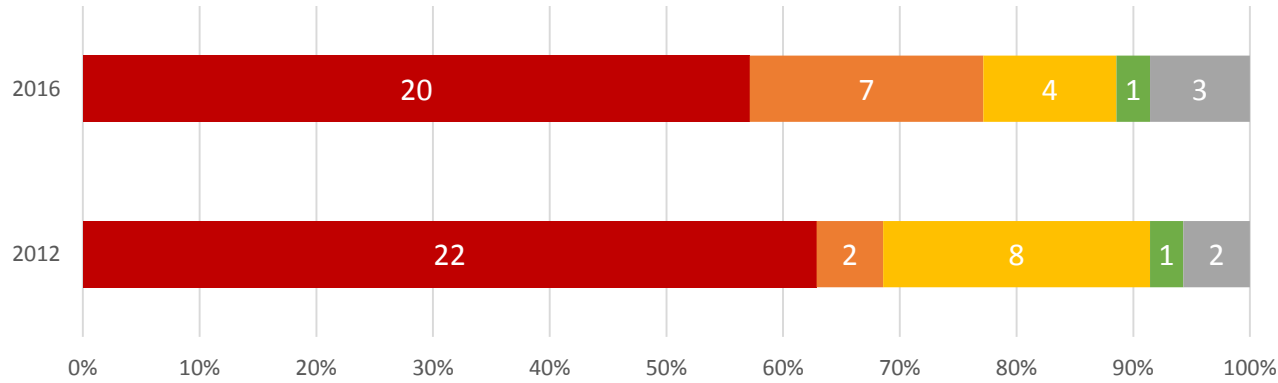
SPIRITS



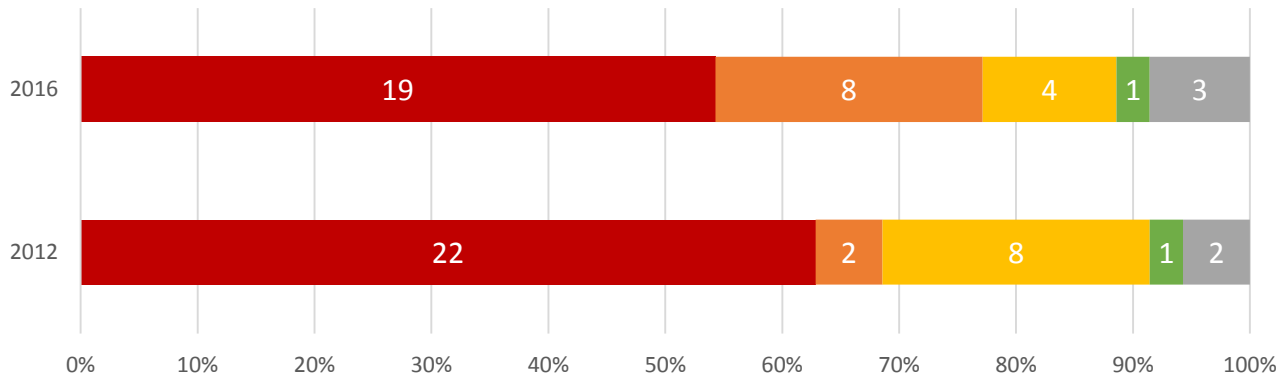
Advertising restrictions on national radio (2012,2016)

- No restrictions
- Voluntary / Self-Regulated
- Partial Restriction
- Ban
- No response / No data

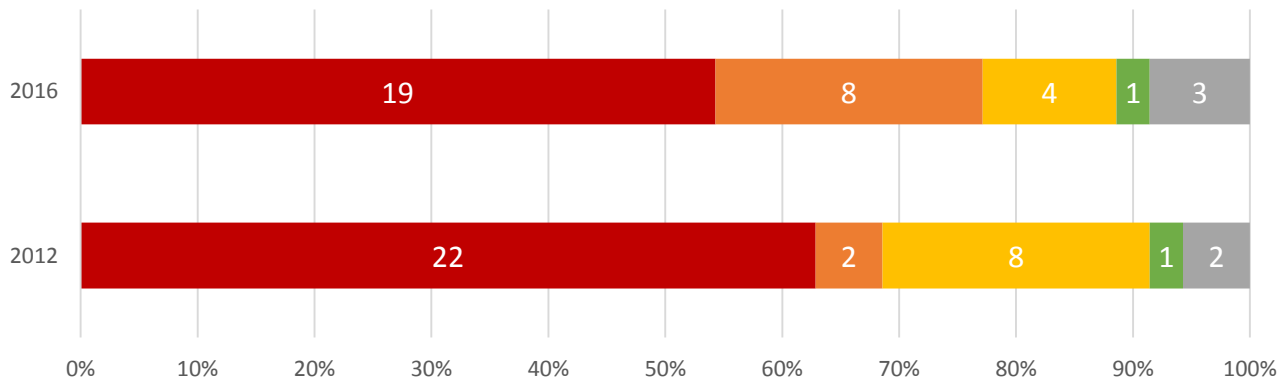
BEER



WINE



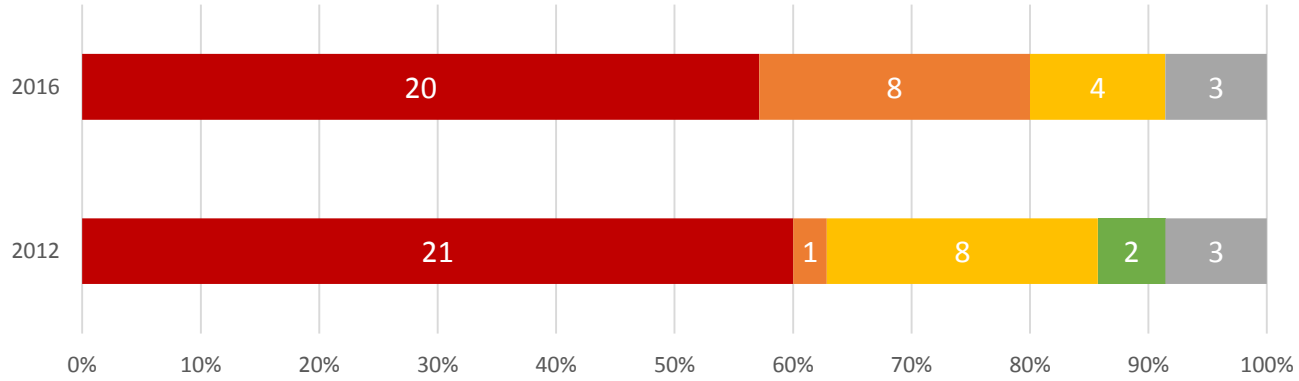
SPIRITS



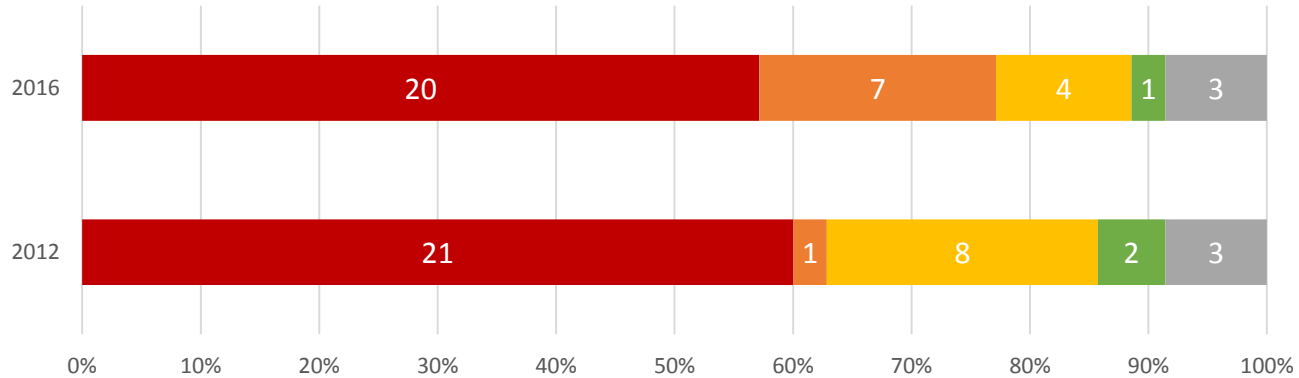
Advertising restrictions on print media (2012,2016)

- No restrictions
- Voluntary / Self-Regulated
- Partial Restriction
- Ban
- No response / No data

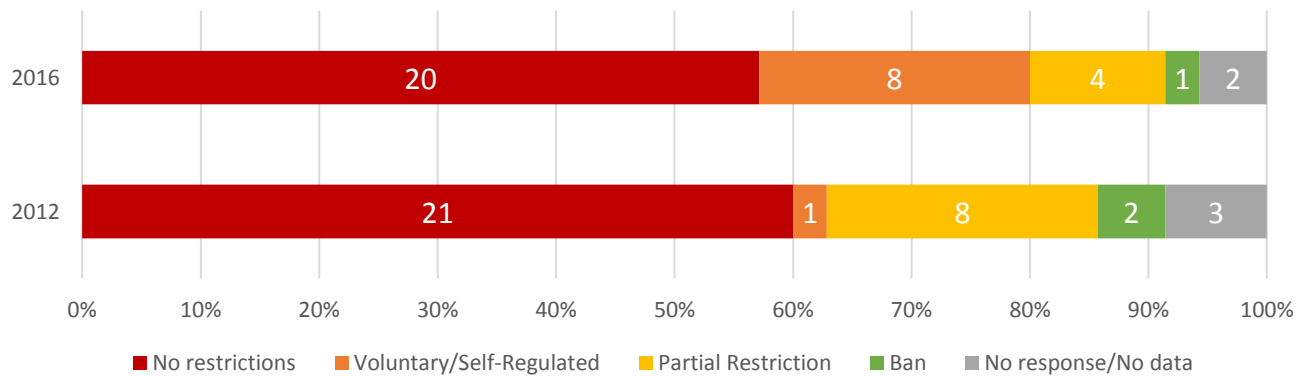
BEER



WINE

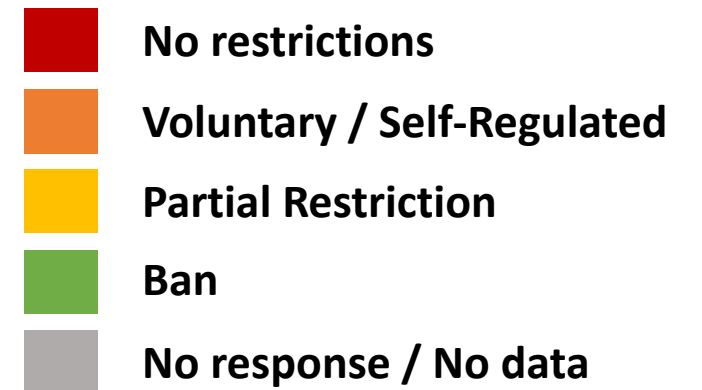


SPIRITS

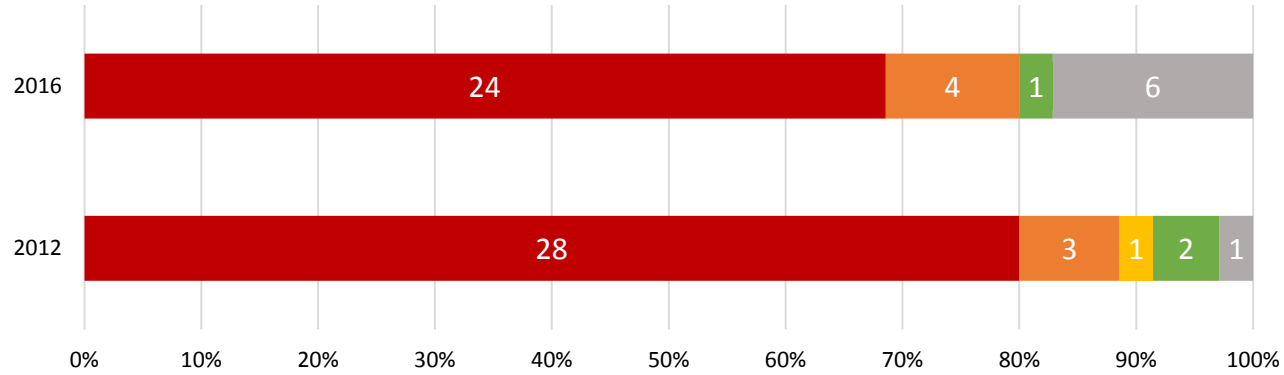


■ No restrictions ■ Voluntary/Self-Regulated ■ Partial Restriction ■ Ban ■ No response/No data

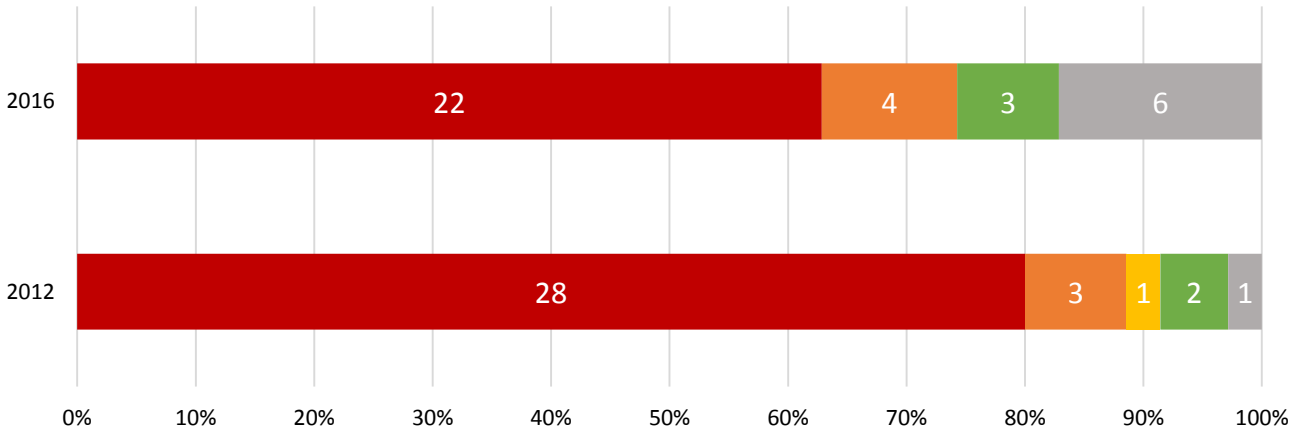
Advertising restrictions on billboards (2012,2016)



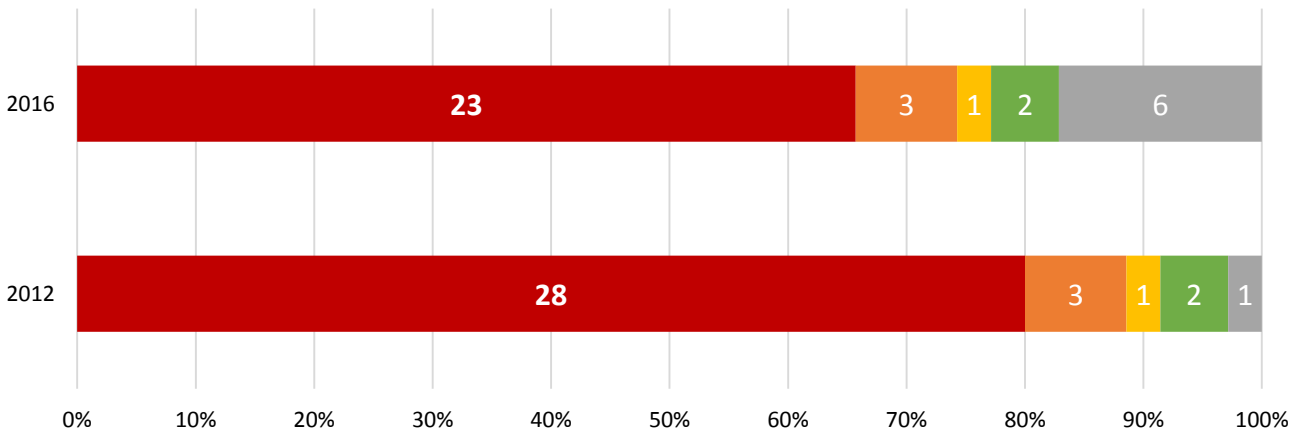
BEER



WINE



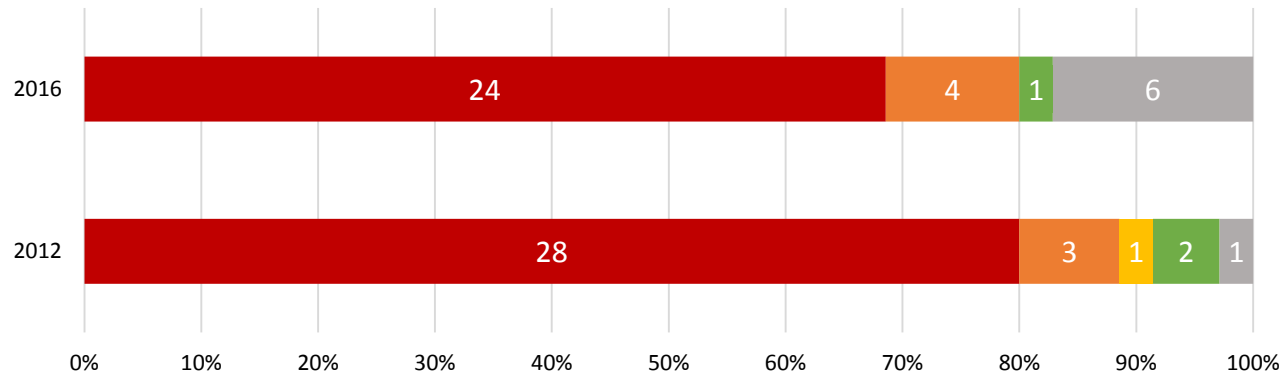
SPIRITS



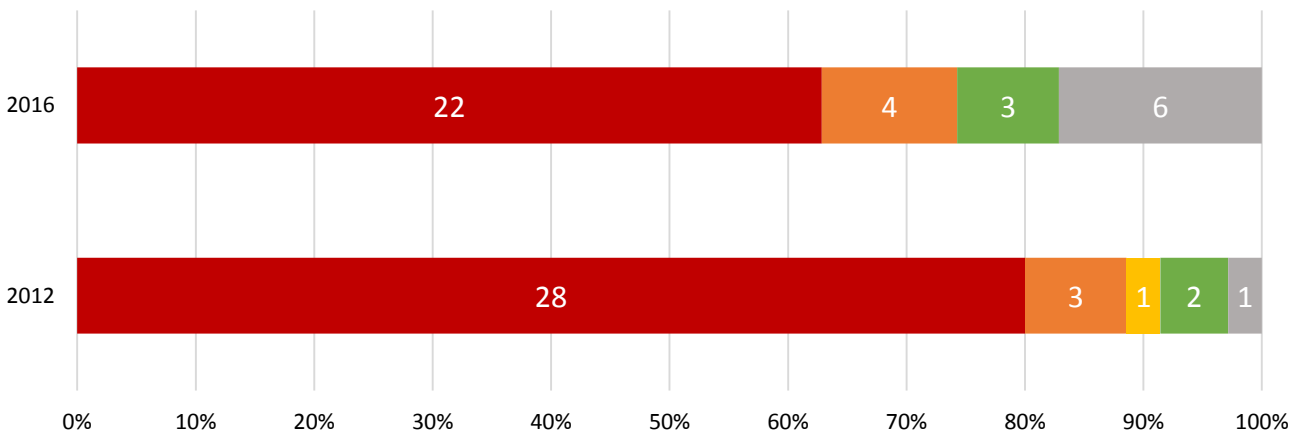
Restrictions on alcohol industry sponsorship of youth events (2012,2016)

- No restrictions
- Voluntary / Self-Regulated
- Partial Restriction
- Ban
- No response / No data

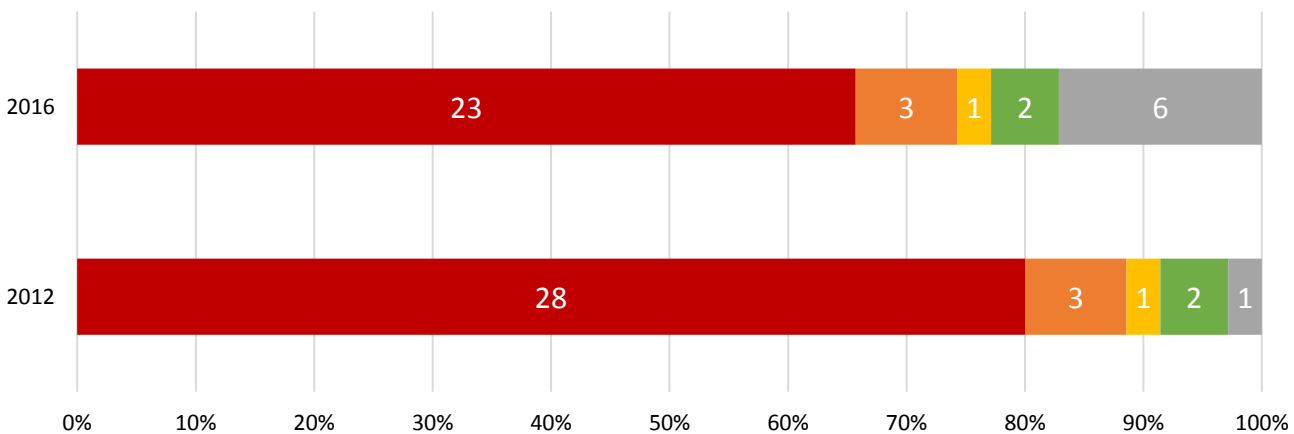
BEER



WINE



SPIRITS



Restrictions on alcohol industry sponsorship of sports events (2012,2016)

- No restrictions
- Voluntary / Self-Regulated
- Partial Restriction
- Ban
- No response / No data