Alcohol Marketing in the Americas during the 2014 FIFA World Cup Tournament

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Public Health, Big Alcohol and Underage Drinking

Big Alcohol   vs   Public Health

- Concentration into a few big transnationals
- Focus on LMIC and BRIC countries
- Increased marketing spend
- Industry self-regulation is the most effective way to prevent exposure to inappropriate ads
- Parents need to talk to their children about alcohol

- Diverse global network
- Global health concerns with LMIC and BRIC
- Increasing concerns about marketing impact
- Evidence of a causal relationship between alcohol ad exposure and early onset of drinking
- Evidence that self-regulation is ineffective

What is industry self-regulation?

- **Guidelines developed by the alcohol industry that define responsible advertising practices**
  - **Exposure guidelines**: specify markets that should not be exposed to alcohol promotions (e.g., children, adolescents, pregnant women)
  - **Content guidelines**: specify content that should not appear in advertising (e.g., cartoon characters, celebrities, young looking actors, excessive drinkers, drinking while driving)
- **Procedures to screen advertising content**
- **Procedures to adjudicate complaints about violations of the guideline codes and to remove noncompliant ads**

Evaluating the alcohol industry's compliance with industry self-regulation codes for responsible advertising

2014 FIFA World Cup Project

Rationale for the Study

- The 2014 FIFA World Cup Tournament was one of the largest media events in human history, reaching an estimated one billion viewers.

- The combined viewership of all 64 World Cup matches was estimated to be in excess of 8 billion people

- Significant proportions of the viewers were likely to be children, young adults below the legal alcohol purchase age, pregnant women, alcoholics and members of other groups considered vulnerable to the effects of alcohol.

- The alcohol industry and the Global Alcohol Producers in most countries are responsible for regulating the marketing of their products to protect vulnerable groups.

- Monitoring of exposures to potentially harmful advertising is an important responsibility of the public health community.

Project goals

- Evaluate compliance of ad content with an international marketing code proposed by the alcohol industry

- Analyze the impact of marketing restrictions, which were expected to be positively associated with a decreased frequency of code violations and reduced alcohol advertising exposure.

- Identify evidence for industry targeting of population segments such as minorities and youth

Methods

Sample

- We focused on five member states of PAHO: Argentina, Brazil, Canada, Mexico, and the United States, plus Spain
  - N = 87 ads
- Expanded to include additional countries
  - Australia, France, Finland, Ireland, the Netherlands, South Africa, and Scotland

Ad Rating Procedures

- Each TV ad broadcast in each country during the Round of 16 was recorded and rated by one of 3 teams of "expert" raters
- 15 English raters
- 15 Spanish raters
- 18 Portuguese raters

Rating Questionnaire

- Questions developed to measure the "Guiding Principles" developed by the International Center for Alcohol Policies (ICAP) to serve as an international model for industry self-regulation.

- 5-point rating scales were used to measure the viewers' agreement or disagreement with statements of fact and opinion
  - "This ad depicts situations where alcohol is being consumed excessively"

- These items were rated using the

  following response categories:

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree
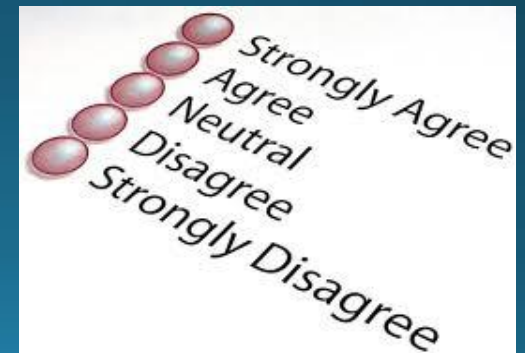
Rating Questionnaire

- A second type of measurement uses age perception items, designed to measure the viewers' perception of the actor's age
  - "How old do you think this actor is?"

- The third measurement consisted of items related to the viewer's perception of the amount of drinking taking place
  - "How many drinks do you estimate this person is likely to consume in the situation shown in the ad?"

Findings

- 84 unique alcohol ads were obtained for 39 unique alcohol brands that were produced by 20 alcohol companies.

- Three unique ads for alcoholic beverage stores were also included in the sample.

- The greatest number of ads were created for Tecate (8 ads), Budweiser (7 ads), Corona (6 ads), Bud Light (5 ads), and Coors Light (5 ads).

- AB InBev (27 ads), SABMiller (13 ads), and Heineken (13) produced the most unique ads.

- The greatest number of ads were created for beer (62 ads) and distilled spirits (13 ads).

Prevalence of code violations

- Overall, 91% of unique ads were found to contain at least one violation. THERE WERE NO DIFFERENCES ACROSS COUNTRIES IN THE VIOLATION RATES

- Guiding Principle 5 (inappropriate emphasis on the effects of alcohol, 88.5%), 3 (contrary to health and safety, 81.6%), and 4 (appeal to minors, 52.9%) were each violated in the majority of unique ads broadcast.

- 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%).

- A majority of ads also depicted minors or individuals likely to be perceived as minors (52.9%).

SQUEEZE THE MOST
OUT OF SUMMER
#LIVESUMMER

Any evidence of age and ethnic targeting?

- Raters estimated the approximate age of an ad's youngest character to be 24.7 years old (median = 24.0).

- Mean perceived age of the youngest characters in the ad ranged from 21.2 to 27.2 years old when stratified by country ($p < 0.001$).

- The US English ads had the oldest appearing characters and Argentina had the youngest

- US Spanish ads had significantly more violations in guidelines related to responsible consumption, drinking to resolve problems, presenting alcohol as a stimulant, sedative or tranquilizer, depicting at-risk groups, and presenting alcohol as a means of removing inhibitions, achieving sexual success, or making an individual more attractive.

What about integrated marketing beyond the TV ads?

- Sponsorships
- Logos worn be players
- Sideboards with brand names
- Brand images of fans drinking
- Sponsored parties outside stadiums
- Service within stadiums
- Digital media

Policy Restrictiveness

- No differences were detected in the overall violation rate based on the restrictiveness of alcohol marketing policies
- Ads from countries with the least restrictive marketing policies violated Guideline 4 (minors) more often than ads from countries with slightly restrictive or restrictive marketing policies ($p = 0.033$).
- No TV ads were observed by expert viewers in France and Finland, two countries with statutory bans on most forms of advertising

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Does Industry Self-Regulation Protect Young Persons from Alcohol Marketing?

Findings from three systematic reviews

Methods for systematic reviews of the scientific literature

- Literature searches using SCOPUS, Web of Science, and PubMed
  - 32 articles on alcohol marketing exposures from 18 countries
  - 28 articles on content of alcohol ads from 15 countries
  - 3 articles on code compliance/complaint procedure from 11 countries
- Reports published by public health agencies, research centers or non-governmental organizations
  - 13 reports identified from 8 organizations on exposure
  - 13 reports from 9 organizations on content
  - 9 reports and 9 annual reports on code compliance/complaint procedures
- Approximately 100 publications

Are the Codes Effective?

- Evidence from research in multiple countries shows that industry self-regulation regimes are ineffective.
  - Exposure. High percentages of youth are exposed to alcohol marketing through TV, radio, print, outdoor, and digital (54 studies)
  - Content. High rates of code violations have been found within multiple media (40 studies; TV and digital rates as high as 75%)
  - Complaint process. Industry-managed complaint procedures complicated, long, and rarely uphold complainant. No effective system for removing non-compliant ads .
- We found no studies published in peer reviewed journals indicating that alcohol self-regulated marketing codes are effective

Conclusions

- Alcohol marketing was frequent and visible during the 2014 FIFA World Cup games

- Code violations of the ICAP Guiding Principles were extremely high regardless of the type of marketing restrictions

- Some evidence of targeting of youth and ethnic minorities

- Industry self-regulation does not prevent exposure or potentially harmful marketing content, but statutory bans do

- In the context of recent commitments of 13 global alcohol producers to permit third party monitoring of alcohol marketing, this research suggests the need for an independent global monitoring system as well as statutory controls to protect vulnerable populations.

Back to the arena metaphor....What can we learn from Public Health vs Big Tobacco and Big Soda?

Relative proportions of food, soda, and alcohol TV ads
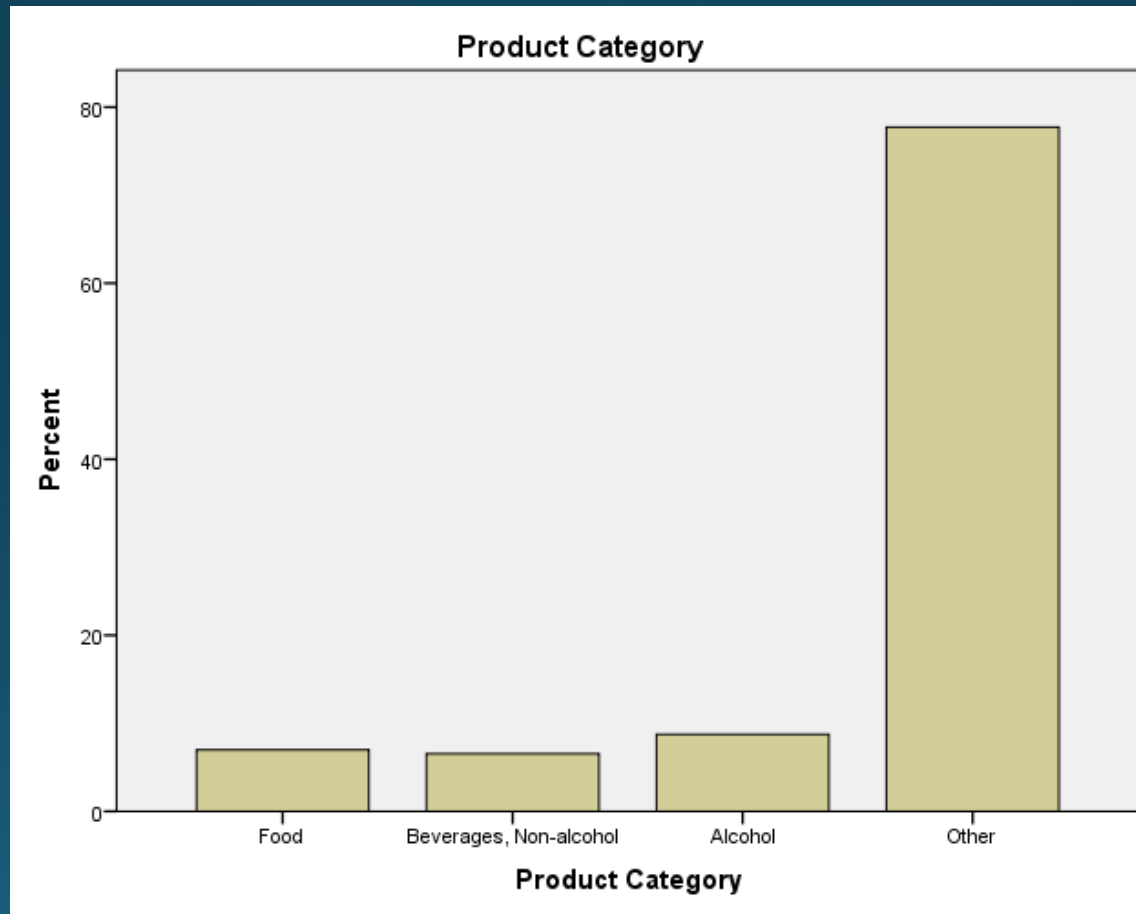
The decline of Big Tobacco and Big Soda in high income countries

- Sales of full-calorie soda and tobacco products have plummeted by more than 25% in the USA
- The policy debate has discredited Big Tobacco and, at times, Big Soda
- Restrictions on availability have shifted consumer tastes toward more healthy lifestyle choices
- Could alcohol control learn from this?

What should the public health community be doing?

- Need for continued public health surveillance of the alcohol industry's marketing activities particularly around mass sporting events and social media

- A short rating scale, called the Alcohol Marketing Assessment Rating Tool (AMART) is a brief rating scale that can be used by public health professionals to identify code violations.

- In the absence of a ban on alcohol marketing, there is a need for research and continued surveillance of the alcohol industry's marketing activities.

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