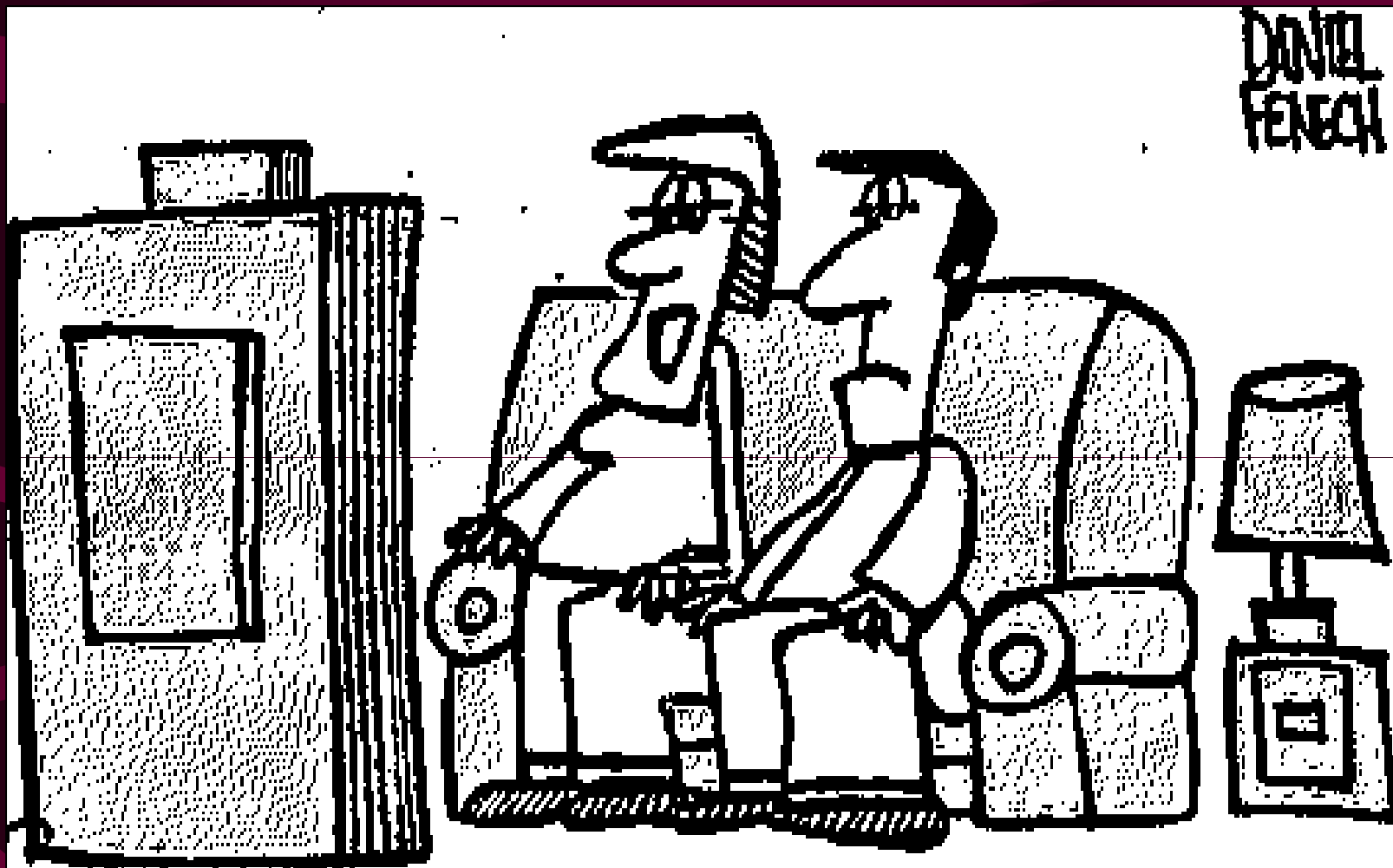


Alcohol Advertising: What is the Problem and What is the Solution?

- **Describe the effects of advertising on drinking**
- **Discuss industry self-regulation guidelines**
- **Describe a new procedure for evaluating compliance with industry content guidelines for responsible advertising**
- **Share results of research on content violations by major beer companies**
- **Suggest a policy response**



“ I’M GOING TO RUN TO THE FRIDGE DURING THE GAME SO I DON’T MISS ANY OF THE SUPER BOWL ADS.”

Youth Exposure to Alcohol Ads

- Between 2001 and 2007, more than 2 million alcohol advertisements were aired on U.S. television; in 2001, 39% of these ads were aired during sports programming
- Between 2001 and 2006, almost 20,000 alcohol ads were placed in U.S. magazines
- Youth are 22 times more likely to see an alcohol ad than a public service announcement
- In 2006, 4.4 alcohol ads were aired per hour of programming for the 15 highest rated TV shows in the 12-20 age group

Regulating alcohol promotion

- The marketing of alcohol is a global industry.
- Alcohol brands are advertised through television, radio, print, point-of-sale promotions, and the Internet.
- Advertising reinforces perceptions of drinking as positive, glamorous, and relatively risk-free.
- Exposure to repeated high-level alcohol promotion inculcates pro-drinking attitudes and increases the likelihood of heavier drinking.
- There is more evidence that increased exposure is associated with more drinking than decreased exposure is associated with reduced drinking

Regulating alcohol promotion

Legislation restricting alcohol advertising

- A well-established precaution used by governments throughout the world, despite opposition from the alcohol industry.
- Countries with total bans on advertising have less drinking and fewer alcohol-related problems.
- But research suggests most other restrictions (like partial bans) have not achieved a major reduction in drinking and related harms in the short-term

Self-regulation codes

- **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)

EXAMPLES OF

Industry Self-regulation Codes

- International companies (e.g., Heineken, Brown Forman, Anheuser-Busch)
- International associations (e.g., Portman Group, Amsterdam Group)
- US domestic associations (Beer Institute, Wine Institute, DISCUS)
- Others

Industry Self-regulation Codes

Vulnerability Assumption

- Certain groups should not be exposed to irresponsible advertising content because of presumed vulnerability to alcohol's effects or susceptibility to advertising
- Examples: children, adolescents, pregnant women, alcoholics, children of alcoholics

The U.S. Beer Institute

Guideline 2

Beer advertising and marketing materials should not portray, encourage or condone:

- situations where beer is being consumed excessively, in an irresponsible way, or in any way illegally
- persons in a state of intoxication or in any way suggest that intoxication is acceptable conduct

Compliance Review

- Complaints against beer advertisements are made to the Code Compliance Review Board
- The beer manufacturer responds to the complaint
- 3 members of the board make a decision
- In 2006 and 2007, the Compliance Board responded to 8 complaints
- All were overturned

Evaluating industry codes governing alcohol advertising

- **A research project to apply a new rating procedure to ads broadcast on the NCAA basketball tournament between 1997 and 2008**
- **Funded by the National Institute on Alcohol Abuse and Alcoholism**

Initial Research with 300 college students who rated 6 ads considered to have possible code violations

- College students perceive actors in some beer commercials to be excessive drinkers
- These perceptions are related to individual differences in alcohol expectancies, family history of alcoholism, alcohol dependence severity, binge drinking and alcohol-related problems
- Heavy drinkers perceive more drinking in alcohol ads but are less likely to call it excessive

Measuring Code Violations

- Questions measuring the viewers' agreement or disagreement with statements of fact and opinion (e.g. "This ad depicts situations where beer is being consumed excessively").
- Viewers' perception of the age group to which the ad primarily appealed (e.g. "The images in this ad are most appealing to which of the following age groups: below 21; between 21 and 30; etc.").
- Perception of the appeal of the ad (e.g. "How appealing are the images in the ad to you?"). Scale: "Very Unappealing" to "Very appealing".
- Perception of the amount of drinking taking place (e.g. "How many drinks do you estimate this person is likely to consume in the situation shown in the ad?").

Ad # 2 – Noise Complaint

Sam Adams Light beer

A policeman comes to a house to inquire about a noise complaint. The man who answers the door hides a Sam Adams Light behind his back. Other people in the house keep silent. Without knowing of the presence of policeman, a young-looking man gets a Sam Adams Light from the kitchen, opens the bottle and yells “Oh, baby, here’s what I am talking about!” When he looks up and finds out that the policeman is looking at him, he realizes what happens and appears to be embarrassed. In the last scene, it reads “For more bloopers, visit www.samadamslight.com”.

Ad 2 Noise Complaint

Guideline #	Description of violation	Violation %		
			Freq.	
4.a	This ad uses symbols, language, music, gestures or cartoon characters that are intended to appeal primarily to persons below age 21.		58%	Time 1
			61%	Time 2
4.e	The characters or actors in this ad appear to be below age 21.		70%	Time 1
			70%	Time 2
4.e	How old do you think this person is? (Age in terms of years)	20	70%	Time 1
		20	66%	Time 2
6.a	This ad gives the impression that the alcohol product has special or unique qualities if in fact it does not.		64%	Time 1
			50%	Time 2
10	This ad suggests that the alcohol product advertised may have an intoxicating effect on the drinker.		55%	Time 1
			49%	Time 2
11	This ad shows people in the act of drinking an alcoholic beverage.		88%	Time 1
			77%	Time 2
11	This ad shows people swallowing an alcoholic beverage.		62%	Time 1
			47%	Time 2

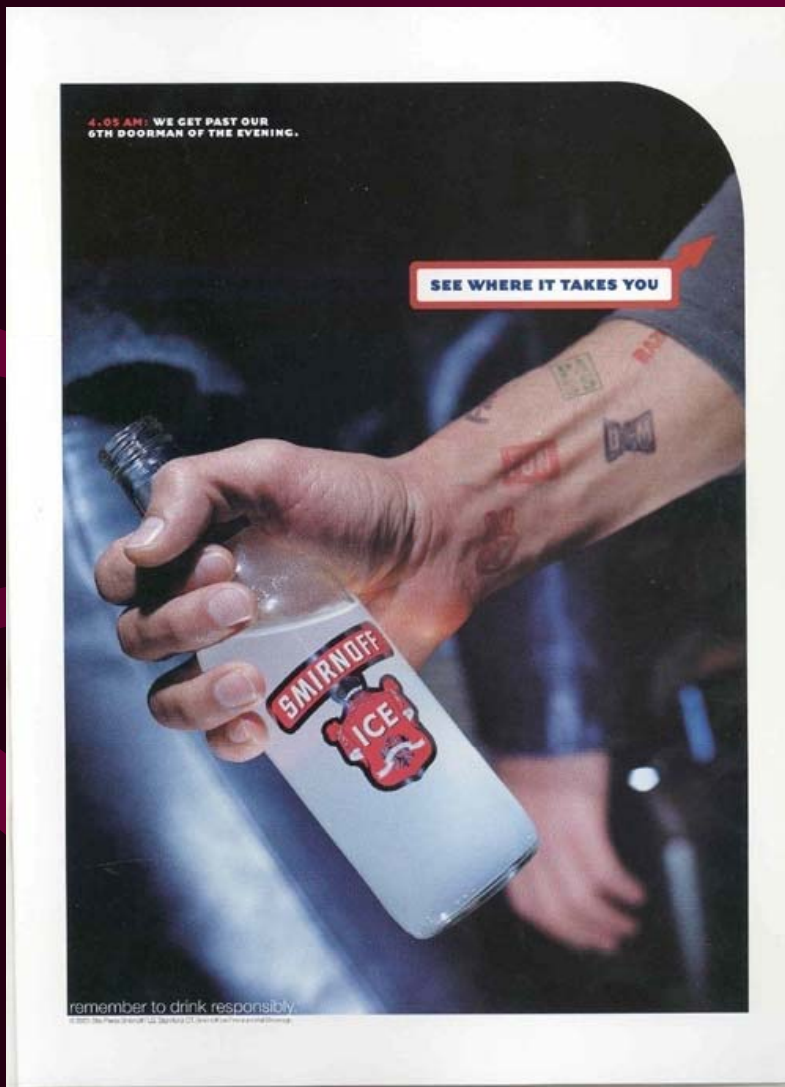
Ad 2 Noise Complaint

Guideline #	Description of violation	Violation %		
		Avg.	Freq.	
2.b	This ad shows situations where people are drinking an alcoholic beverage excessively.		62%	Time 1
			53%	Time 2
2.b.	How many drinks do you estimate this person is likely to consume in the situation shown in the ad? (# of drinks)	6.5	74%	Time 1
		5.5	61%	Time 2
2.b	This ad shows situations where people are drinking alcohol responsibly. (Reversed)		55%	Time 1
			51%	Time 2
2.b	This ad shows situations where people are drinking in an illegal way or in an unlawful setting.		60%	Time 1
			61%	Time 2
2.c	This ad shows people in a state of drunkenness.		62%	Time 1
			66%	Time 2
2.c	This ad suggests that being drunk is acceptable.		54%	Time 1
			66%	Time 2
2.d	This ad shows or implies some form of illegal activity.		65%	Time 1
			60%	Time 2

Ad # 5 - Stamp of Approval – Smirnoff Ice malt beverage (print ad)

This full page magazine ad shows an arm grasping a bottle of Smirnoff Ice malt beverage. There is no human face on this picture, just an arm. The bare skin of the arm shows six different nightclub stamps. One text superimposed on the picture reads “4:06 am. We get past our sixth doorman of the evening.” Another text reads: “See where it takes you.”

Smirnoff Ice: Stamp of Approval



4:06 A.M. WE GET PAST
OUR SIXTH DOORMAN OF
THE EVENING

SEE WHERE IT TAKES YOU

Example of violation

Stamp of Approval - Smirnoff Ice

	Description of item	Score		
		Avg.	Freq.	
2.b	How many drinks do you estimate this person is likely to consume in the situation shown in the ad? (# of drinks)	7.4	72%	
2.b	This ad shows situations where people are drinking alcohol responsibly. (Reversed)		60%	
2.c	This ad suggests that being drunk is acceptable.		51%	

The NCAA Beer Ad Study

- Funded by NIAAA
- 290 beer advertisements shown during the men's and/or women's NCAA basketball tournament were rated by 15 professionals trained in psychology, public health, alcoholism, social work and other helping professions

Aims of NCAA Beer Ad Study

- Estimate the prevalence of content code violations in beer ads shown during the NCAA tournament games (1999-2008)
 - Determine which sections of the Code are violated most often
 - To determine if different producers use age targeting to different degrees
 - To determine if different products are intended to appeal to different age groups

Percent ads with a violation by producer

Producer	% Ads with a violation ^a	% Ads with no violation	N (%)
Anheuser-Busch	39.9%	60.1%	178 (100%)
SABMiller	31.9%	68.1%	72 (100%)
All other producers	32.5%	67.5%	40 (100%)
Total	36.9%	63.1%	290 (100%)

^a An advertisement was in violation of the advertising code when all expert raters agreed a violation existed for the ad

Conclusions

- Code violations of the US Beer Institute Guidelines are prevalent (39%) during NCAA sports events that appeal primarily to US college students.
- Significant differences among the major US beer producers, with Anheuser-Busch ads having the highest prevalence of code violations.

Conclusions

- Most violations were found in content areas suggesting key public health concerns, such as content appealing primarily to young persons and the association of beer drinking with social success and sexual attractiveness.

Conclusions

- Findings are consistent with evidence from other countries showing that alcohol industry self-regulation procedures are ineffective in preventing content violations.

You deserve it!

3 Beers 1 winner

Drink Carlsberg Gold and have an even better time with friends with this full-bodied premium lager that brings out the full flavours created by the unique Carlsbergian yeast and the finest Danish barley malt. Then if Carlsberg Gold is your favourite:

SMS GOLD to 04 40 40 40 or 40 40, or select online at www.sobamw.com and you could WIN t-shirts, caps, and more in really great ways.

Carlsberg
GOLD

Carlsberg
Beer Selection 2008

Drink Responsibly. Only for 18 years and over.
Period: 1st September - 30th November 2008

Probably your best beer choice

Conclusions

- Self-regulation codes tend to be easily circumvented and largely ineffective.
- The Precautionary Principle suggests that alcohol promotion communications should be limited in the interests of public health.
- Industry compliance with self-regulation advertising codes should be evaluated regularly for both exposure and content guidelines.

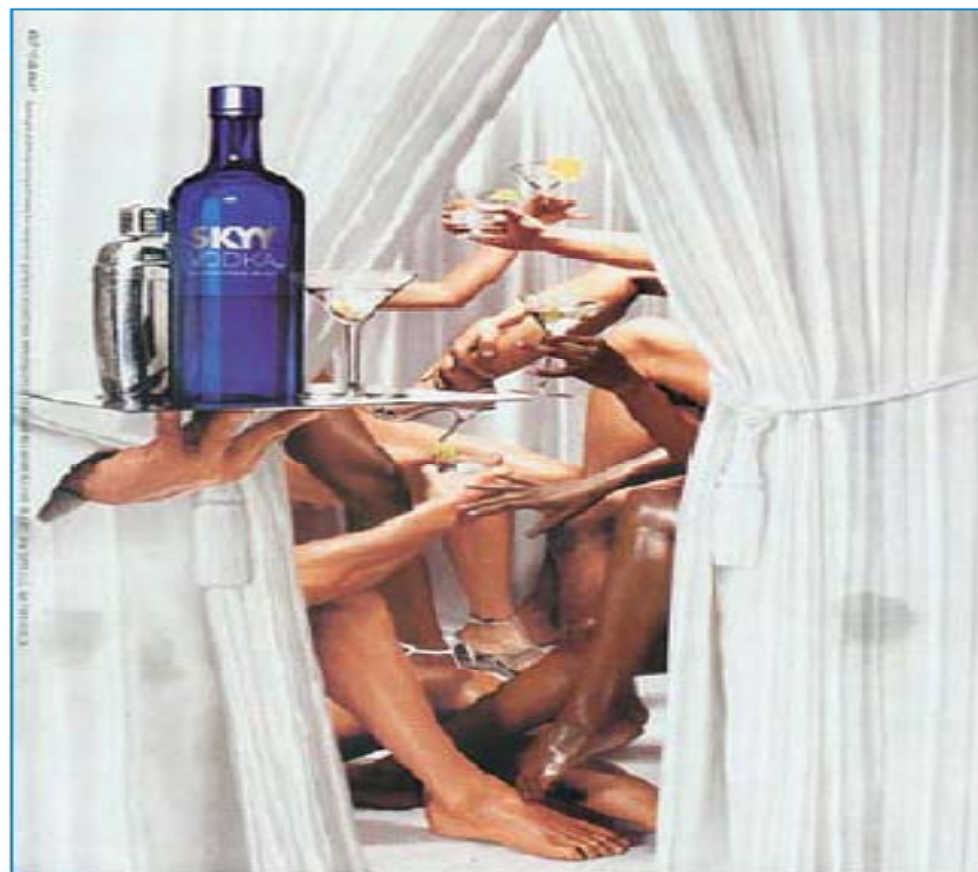
Should beer advertisements be shown during NCAA games?

- NCAA states that it would lose too much revenue if it did not allow beer manufacturers to advertise
- The Beer Institute claims that the percentage of underage youth in the audience is below the level stated in the Code

Why Big Alcohol Can't Police Itself

A Review of Advertising Self-Regulation in the Distilled Spirits Industry

A Marin Institute Report



Model Policy: Loi Evin

- Passed in 1985 but not defined and enforced until 1991
- Definition of alcoholic drinks (1.2%)
- No advertising targeted at young people
- No ads on TV or in movies
- No sponsorship of cultural or sporting events

Model Policy: Loi Evin

- Advertising permitted only in the press for adults, on billboards, on radio
- Messages and images should refer only to the qualities of the product such as origin, composition, production, etc.
- A health message must be included on each ad

ABSENTE



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