

Two questions:

How does the alcohol industry sell its product to young people?

...and can public health learn from this?

Can You Sell Health Like Hooch?

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PERTH
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Can You Sell Health Like Hooch?

1. In theory yes; social marketing is a well established discipline
2. And it works
3. So how do the alcohol companies do it?
4. Conclusion: in theory yes; in practice it is very difficult

What is marketing?

- The processes business uses to encourage consumption of its products:
 - Multifaceted
 - Strategic and long term – relationships not just transactions: the who as well as the what
 - Seeking to influence the behaviour of customers, stakeholders even competitors
- Social marketing uses the same techniques to influence social and health – rather than consumer - behaviour

What is marketing?

mass media
advertising

billboards press
television

What is marketing



What is marketing



This is what we tend to focus on

Football Sponsorship



Venues



Electronic Gig Guide



Merchandise



Mass Media Advertising



Festival Sponsorship



Texting



Electronic Gadgets



Websites



Young person

Competitions

WIN TICKETS TO THE CRUCIAL IN WORLD CUP QUALIFIERS!

Fancy watching the national team polish off the Poles and thrash the Slovaks? It's getting close to crunch time in the World Cup qualifiers and our lads have a couple of tricky home ties

Social Networking Sites



POS



WIND-UP EMAILS



LOTTERY WINNER
A confirmation email informing your mate collect their prize.
Send wind-up >



Cumulative impact: these communications are designed to reinforce and support one another

What is marketing



What is marketing



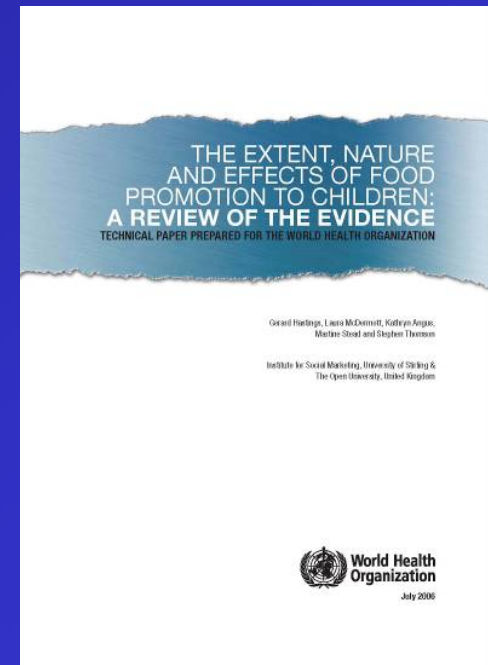
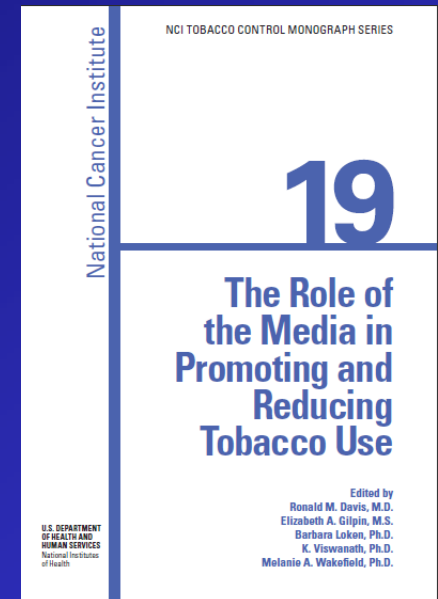
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We know marketing influences young people

This is clear for

- tobacco ✓
(Cochrane Collab, 2004)
- energy dense food ✓
(WHO, 2006)
- and alcohol



“it is undeniable that alcohol advertising acts as an encouragement to consumption”

(European Court of Justice ruling – C152/78 (2002))

Evidence statement 5: There is conclusive evidence of a small but consistent association of advertising with consumption at a population level. There is also evidence of small but consistent effects of advertising on consumption of alcohol by young people at an individual level.

(UK Gvt Review (2008))

“alcohol advertising increases both the uptake of drinking and consumption in young people”

(Science Committee of the EU Commission Alcohol Forum 2009)

“Longitudinal studies consistently suggest that exposure to media and commercial communications on alcohol is associated with the likelihood that adolescents will start to drink alcohol, and with increased drinking amongst baseline drinkers.”

Alcohol and Alcoholism 2009

ISM research

- Using a cohort design to investigate the impact of alcohol marketing
- Random sample of 1000 13 year olds followed up at 15; asked about drinking and marketing
- In-home interviews, plus self completion for the sensitive information (eg on drinking)
- Funded under the National Prevention Research Initiative (consortium funding led by the Medical Research Council)

Results

- a. astonishing ubiquity of alcohol promotion
- b. its effects on drinking behaviour

Types of advertising seen	13 year olds (2006)	15 year olds (2008)
<i>Sample size</i>	920	636
	%	%
TV/Cinema	77	76
Sports Sponsorship	61	76
Clothing (sports tops)	66	73
Music Sponsorship	34	46
Sponsorship of TV & Film	30	32
Social networking sites	12	*34
Mobile communications	24	*21
Websites	14	*7
Any channel	96	97
Number of channels	5.5	6.0

* Note: question wording varied between stages

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Results

Effects

After controlling for important confounding variables significant associations emerged between awareness, appreciation and involvement with alcohol marketing at Stage 1 with drinking behaviour at Stage 2:

- uptake of drinking
- amount consumed

Gordon, MacKintosh and Moodie (in press) *The impact of alcohol marketing on youth drinking behaviour: A two-stage cohort study*
Alcohol and Alcoholism

Social marketing also works

- Commercial marketing clearly has an effect
- A review of SRs on alcohol prevention and harm minimisation
- 8 out of 13 had a positive effect overall; 4 mixed / moderate effects, 1 no effect
- strong evidence of impact

Gordon R, McDermott L, Stead M, Angus K (2006)
The effectiveness of social marketing interventions for health improvement: What's the evidence?
Public Health, Elsevier

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Health Select Committee Enquiry

Internal marketing planning documents: Client/Agency Contact Reports; Client, Creative and Media Briefs; Media Schedules; Advertising Budgets; Market research reports

The Sources of the Documents

PRODUCERS	BRANDS	COMMS AGENCIES
Beverage Brands	WKD (an alcopop)	Big Communications Bray Leino PR Five by Five (digital)
Diageo	Smirnoff vodka	AKQA JWT
Halewood International	Lambrini (a perry) Sidekick shots	BJL Cheethambell JWT
Molson Coors Brewing Company	Carling	Beattie McGuinness Bungay (BMB)

Health Select Committee Enquiry

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HEALTH WARNING

This is just a glimpse inside alcohol promotion

This promotion is very extensive: one of the companies pleaded that the documents for just one brand would amount to one million pages

The chosen producers and comms agencies are not especially at fault: they are just typical

International	Sidekick shots	
Molson Coors Brewing Company	Carling	Beattie McGuinness Bungay (BMB)

The intentions, thinking, strategising that underpins alcohol marketing in the UK

Emerging Problems

1. Drunkenness, potency and excess
2. Promoting sociability and social success
3. Appealing to masculinity and femininity

all are
outlawed by
the regulatory
codes

Drunkenness, potency and excess

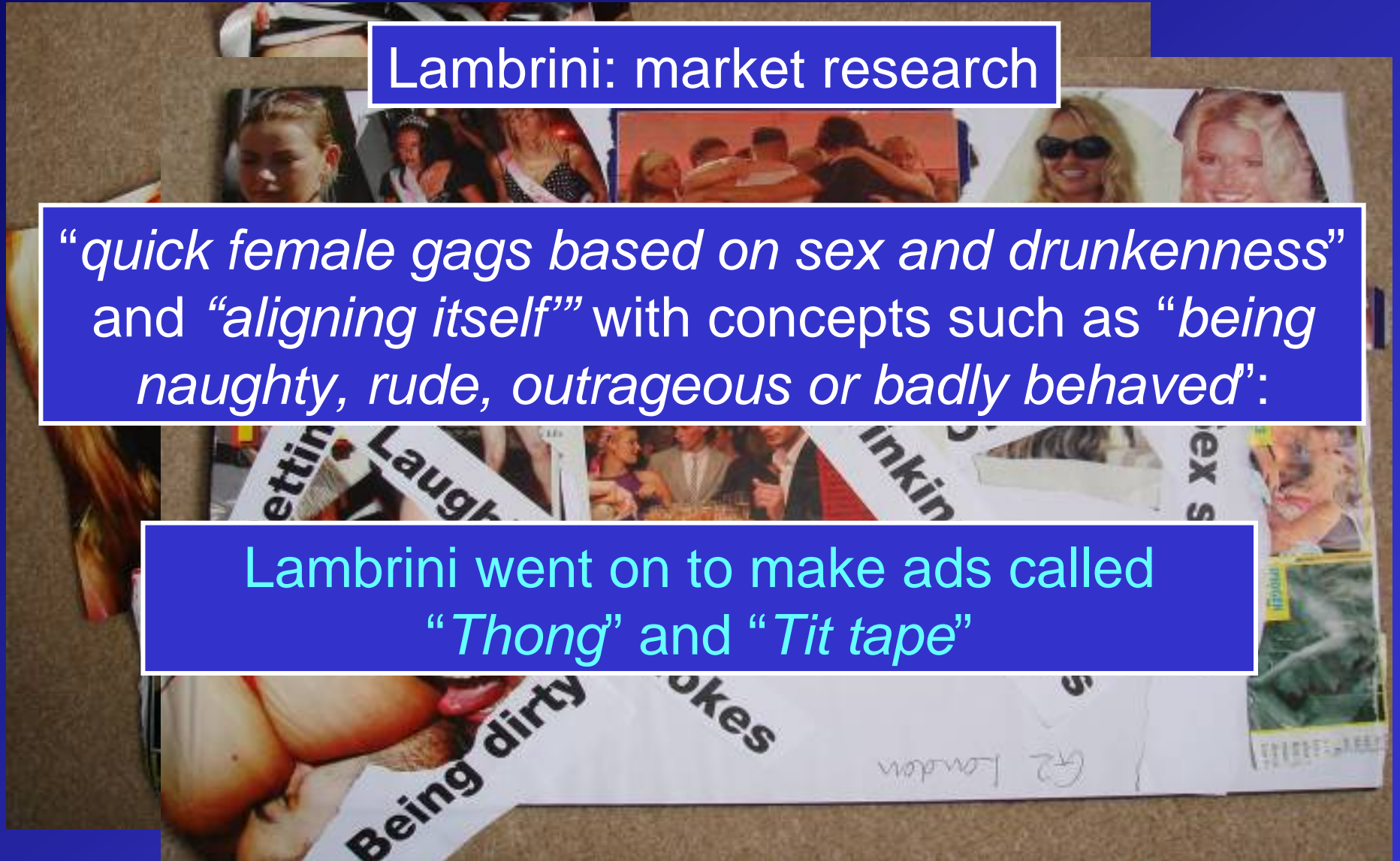
The self-regulatory codes state that advertising must not link alcohol with brave, tough, unruly or daring people or behaviour; nor should it encourage irresponsible, anti-social or immoderate drinking (whether in terms of style or amount). References to, or suggestions of, buying repeat rounds of drinks are not acceptable – including any suggestion that other members of the group will buy any further rounds. Ads must not suggest that a drink is to be preferred because of its alcohol content or place undue emphasis on alcoholic strength

Drunkenness, potency and excess

Lambrini: market research

“quick female gags based on sex and drunkenness” and “aligning itself” with concepts such as “being naughty, rude, outrageous or badly behaved”:


Lambrini went on to make ads called *“Thong”* and *“Tit tape”*

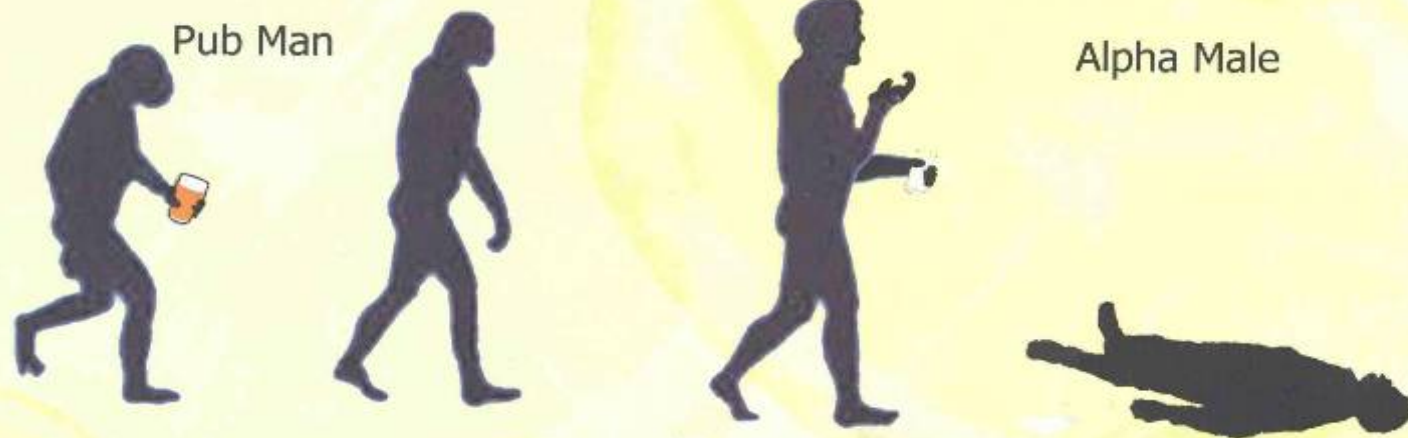





Drunkenness, potency and excess


3.8 What are Pub Man's Needs at This Point?

ink
Consumer Strategies

 If we think of the average bloke in terms of the cycle of evolution:



-  Reassurance, ease, simplicity bonding
-  Ritual habit
-  Repetitive

-  Individual, quirky, more energy and drive, adventure, sex, sexual allure, challenge bravado, image, **fun**, hedonism

Comfort zone

The mission

Spirits and mixers can fulfil better here

SMIRNOFF



Promoting sociability and social success

The self-regulatory codes state that alcohol can not be linked to the social acceptance of the social success of individuals, events or occasions. More specifically, advertisements must not imply that drinking can enhance an individual's popularity, confidence, mood, physical performance, personal qualities, attractiveness or sexual success.

Promoting sociability and social success



Category Insight

To own sociability
is to dominate
the booze
market

“3 Aspects of ‘Belonging’... **Initiation**: Expressions of the moment when an individual joins a group and finds a happy home in the pack – The Moment of Belonging. **Celebration**: An expression of the sheer joy of belonging – The Joy of Belonging. **Contagion**: An expression of the magnetic power of the group – The Power of Belonging”.

Promoting sociability and social success



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“Broadly speaking each piece of communication will either; celebrate ‘Join Us’, by championing the benefit of togetherness, or facilitate ‘Join Us’, by providing and enhancing experiences where togetherness is key”

CARLING



They feel they should be drinking
wine, but don't like the taste

Promoting sociability and social success



Category Insight

To own sociability
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the booze
market

“Carling celebrates, initiates and promotes the togetherness of the pack, their passions and their pint because Carling understands that things are better together.”



They feel they should be drinking
wine, but don't like the taste

Appealing to masculinity and femininity

advertisers must not imply that alcohol can enhance attractiveness, masculinity or femininity – nor use daringness, toughness, bravado, challenge, seduction, sexual activity or sexual success.

Appealing to masculinity and femininity



girls just wanna sparkle!

Home UK's Sexiest Legs Search Girls Guides Celeb Pins Contact us Links

Have you got the Perfect Pins?

The largest fashion event in the world is set to take you by storm at the NEC in Birmingham from the 1-6 December 2006 and Lambrini will be there!

We're launching the first ever Search for the UK's Sexiest Legs and we'd love all you Lambrini girls to come along and take part!

Contestants will have to show off their perfect pins and answer questions from a panel of judges. The overall winner from daily contests will be chosen by our fashion expert and PP's Head of Design

Fashion shows will take place at every day at the following times:-
Friday Dec 1 - 11am, 1pm and 3pm
Saturday Dec 2 until Wednesday Dec 6 - 10am, 12pm, 2pm and 4pm

Should you win, not only will you win the crown of the UK's Sexiest legs but you will participate at PP's Spring Collection photoshoot and take home your very own model portfolio!

If you can't make it to Clothes Show Live, do not fear, you still have a chance of entering. Simply send us some pictures of your pins looking Pretty Perfect and you could be in with a chance of winning a host of Lambrini girl goodies including shopping vouchers, concert tickets, Pretty Polly Sparkle Fishnets and of course bottles of Lambrini for you to share with your friends.

So pop along to see us on Stand PU98 and strut your stuff!



HILL KNOWLTON
ents\2006\1. Key Documents\A2

at fashion

ing Lovers

The intentions, thinking, strategising that underpins alcohol marketing in the UK

Emerging Problems

1. Drunkenness, potency and excess
2. Promoting sociability and social success
3. Appealing to masculinity and femininity
4. Sponsorship
5. New media

Sponsorship

In the UK there is no formal regulation of sponsorship by alcohol companies (which is a major gap)

Sponsorship

In the UK there is no formal regulation of sponsorship by alcohol companies (which is a major gap)

But linking alcohol consumption with sporting success and youth culture is explicitly prohibited

Sponsorship

Youth Culture

“Football and beer are perfect partners. Football’s not the same without beer and beer’s not the same without football. Together let’s change the word ‘beer’ in the above sentence to Carling”

“More people are attending live music than ever before. FACT. Which is great for Carling as beer and live music go hand in hand. FACT”

The screenshot shows the Carling Cup website with a blue background. At the top, there's a navigation bar with links like 'Home', 'About Us', 'Sponsors', 'Partners', 'Media', 'FAQ', 'Contact Us', and 'Shop'. Below this, there's a large blue banner with the text 'Youth Culture' and two quotes. The bottom section features several promotional banners: 'BIG DEBATE MUST READ COMPETITIONS', 'ENTERTAINMENT', 'MEMBERS', 'CONTACT US', 'SHOP', 'Enter your predictions for the third round now!', 'Spot The Ball - Win Beer!', 'Take on your mates and win great Carling prizes in our Carling Cup Predictor Challenge Game!', 'We're giving away tickets to every Carling Cup match this season!', 'The draw for the third round of the Carling Cup has been made...', and 'CARLING POLL'.

BIG DEBATE MUST READ COMPETITIONS

- ▶ ENTERTAINMENT
- ▶ MEMBERS
- ▶ CONTACT US
- ▶ SHOP

Enter your predictions for the third round now!

Spot The Ball - Win Beer!

Can you spot the ball in our

Take on your mates and win great Carling prizes in our Carling Cup Predictor Challenge Game! Enter your third round predictions now!

- We're giving away tickets to every Carling Cup match this season! [Enter our third round competition now!](#)
- The draw for the third round of the Carling Cup has been made, and it has produced some fascinating ties. Amongst the picks are Leeds vs Liverpool, Aston Villa vs Cardiff City and Chelsea vs Queens Park Rangers. To see the draw in full, click [here](#).
- Check out the best pictures from the second round in our [Carling Cup Gallery!](#)

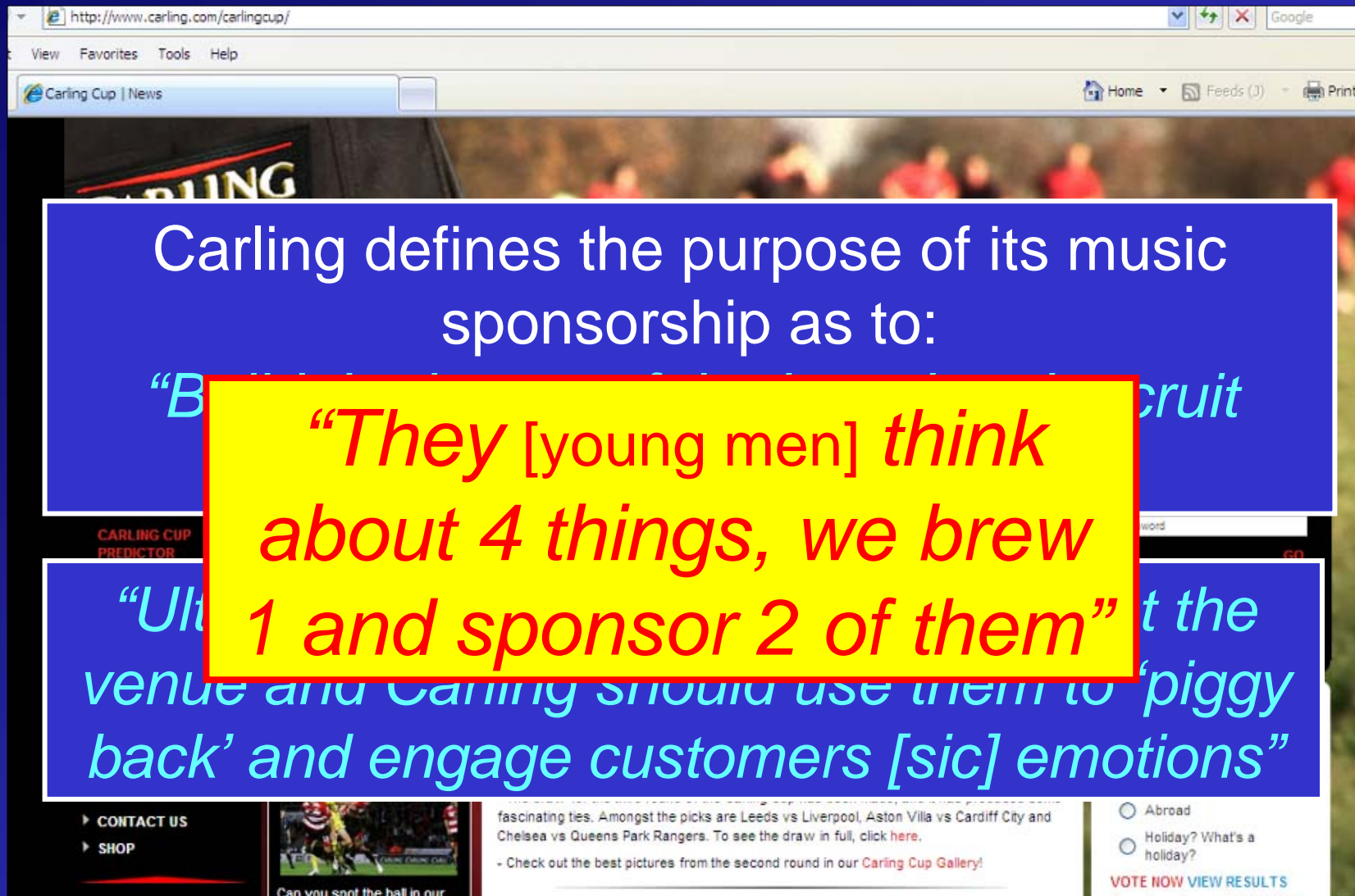
CARLING POLL

Where have you been on holiday this year?

- ☐ Home
- ☐ Abroad
- ☐ Holiday? What's a holiday?

[VOTE NOW](#) [VIEW RESULTS](#)

Sponsorship



The image is a screenshot of the Carling Cup website, specifically the 'Carling Cup | News' page. The browser's address bar shows 'http://www.carling.com/carlingcup/'. The page features a large banner at the top with the Carling logo and a blurred background of a football match. Overlaid on this page are two blue text boxes and one yellow text box. The top blue box contains the text 'Carling defines the purpose of its music sponsorship as to:'. The bottom blue box contains the text '“Ult venue and Carling should use them to “piggy back” and engage customers [sic] emotions”'. The yellow box, which is the central focus, contains the text '“They [young men] think about 4 things, we brew 1 and sponsor 2 of them”'. At the bottom of the page, there is a 'CARLING CUP PREDICTOR' section with a 'CONTACT US' and 'SHOP' link, a small image of a football match with the caption 'Can you spot the ball in our', and a section titled 'fascinating ties. Amongst the picks are Leeds vs Liverpool, Aston Villa vs Cardiff City and Chelsea vs Queens Park Rangers. To see the draw in full, click [here](#). - Check out the best pictures from the second round in our [Carling Cup Gallery](#)!'. On the right side of the bottom section, there are radio buttons for 'Abroad' and 'Holiday? What's a holiday?', and a 'VOTE NOW VIEW RESULTS' link.

Carling defines the purpose of its music sponsorship as to:

“They [young men] think about 4 things, we brew 1 and sponsor 2 of them”

“Ult venue and Carling should use them to “piggy back” and engage customers [sic] emotions”

CONTACT US
SHOP

Can you spot the ball in our

fascinating ties. Amongst the picks are Leeds vs Liverpool, Aston Villa vs Cardiff City and Chelsea vs Queens Park Rangers. To see the draw in full, click [here](#).
- Check out the best pictures from the second round in our [Carling Cup Gallery](#)!

☐ Abroad
☐ Holiday? What's a holiday?
[VOTE NOW VIEW RESULTS](#)

LAMBRINI SPONSORS



COLEEN'S
Real
WOMEN

NEW SERIES STARTS 10TH FEBRUARY

LAMBRINI IS THE NUMBER ONE
WINE STYLE DRINK IN THE UK

A BOTTLE OF LAMBRINI IS SOLD
EVERY SECOND IN THE UK

STOCK UP NOW!



Lambrini

dothelambrini.co.uk

PLEASE DRINK LAMBRINI RESPONSIBLY
SUPPORTERS OF DRINKWARE.CO.UK

New media

New media

Everything X 2

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Conclusion

1. Commercial marketing certainly influences drinking behaviour
2. In theory, so can social marketing
3. We are used to fighting against the odds but we are being over whelmed by commerce
 - We don't have their resources
 - We don't have their ubiquity
 - We don't have their staying power
 - We don't have their bloody nerve

Conclusion

So yes, we can sell health like hooch,
but please level the playing field:
do something to reduce the amount
of alcohol marketing