



# Setting the responsible drinking agenda

April 2008



The nine Portman Group member companies manufacture over sixty per cent of the alcohol sold in the UK:



**DIAGEO**



**Coors**

**!nBev**



## The Portman Group is the social responsibility body for UK drinks producers

Since its introduction in 1996, over 70 products have been removed from sale for breaching the Code. The Code rules and the independent complaints process have consistently raised standards of alcohol marketing.

Our role is to:

- Encourage and challenge the industry to promote its products responsibly
- Demonstrate leadership regarding best practice on alcohol social responsibility through the actions of member companies
- Speak on behalf of members on these issues to inform public opinion and policy.

The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks sets minimum, mandatory marketing standards for all alcoholic drinks sold in the UK. Since its introduction in 1996, over 70 products have been removed from sale for breaching the Code. The Code rules and the independent complaints process have consistently raised standards of alcohol marketing. The Code, for example, prevents any marketing to children and any association with social or sexual success.

Going further than the Code, Portman Group member companies have pioneered a number of ground-breaking initiatives to educate the public about responsible drinking. These include unit labelling, the widespread promotion of responsible drinking messages and establishing [www.drinkaware.co.uk](http://www.drinkaware.co.uk), which is now the main source of consumer information on sensible drinking.

## Message from the Chief Executive

The vast majority of us enjoy drinking socially and responsibly. But for too many people, however, excessive drinking is a way of life. Problems of alcohol misuse are deeply rooted in society, prevalent in communities, damaging people's health, relationships and careers. Portman Group member companies, the UK's largest drinks producers, are united in their commitment to change this.

Fine words are not enough. By becoming a member of the Portman Group, companies are making a public declaration of their willingness to sacrifice profit for the wider, public good.

Our Code of Practice protects the public from irresponsible marketing that can cause harmful behaviour such as under age or rapid drinking. But our member companies go further than the Code's minimum standards, demonstrating leadership on social responsibility.

Companies are in a unique position to inform and educate consumers through their marketing. The creation of [www.drinkaware.co.uk](http://www.drinkaware.co.uk), unit labelling and the widespread promotion of responsible drinking messages are examples of their ground-breaking work. Additionally, responsible drinking is promoted in unique and innovative company-led initiatives, some of which are featured in this report.

We regularly measure and publish our members' commitment to social responsibility. In our latest evaluation we were pleased to find that responsible drinking messages appeared on three billion drinks containers and on £150 million worth of advertising during 2007 alone.

I hope you will agree that the examples highlighted in this brochure are inspirational. Our member companies have clearly put social responsibility at the heart of their business operations.

It is encouraging that their social responsibility work appears to be contributing to improvements in the nation's drinking. The latest Office for National Statistics evidence shows that the number of adult harmful drinkers continues to fall and has been falling steadily since 2001. Crucially, even among 16-24 year-olds, fewer of them are binge drinking now compared to 2003.

That's not to say that we are complacent. Far from it. We are considering what more producers could and should be doing to create a better, healthier drinking culture. We would be pleased to discuss your ideas on this. Together, we can engineer further improvements in the nation's drinking.

Yours,



**David Poley**  
Portman Group Chief Executive

Companies are in a unique position to inform and educate consumers through their marketing. The creation of [www.drinkaware.co.uk](http://www.drinkaware.co.uk), unit labelling and the widespread promotion of responsible drinking messages are examples of their ground-breaking work.



## Group actions

# What all Portman Group member companies are doing

## Funding for The Drinkaware Trust

In June 2006, the new charity, the Drinkaware Trust, took over the responsible drinking educational work previously done by the Portman Group. The Trust's objective is to positively change the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm. The Trust is a unique partnership run by an independent board of Trustees including representatives of the medical profession, alcohol charities and industry.

**The Portman Group is providing £6.3 million in funding between 2007-2009 for the Trust's education and campaigning work.**

In its first year, the Trust has helped over three and a half million people to make better, informed drinking choices.

Examples shown: The Drinkaware Trust's website and educational materials.

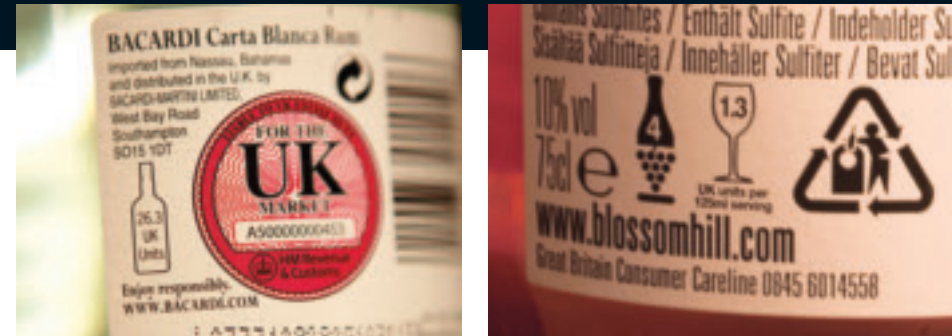


## Unit labelling

Companies unit label their packaging to inform consumers about the alcoholic content of each drink.

**Over 3 billion drinks containers were unit labelled during 2007.**

Examples shown: Bacardi Rum's responsible labelling, Diageo's Blossom Hill's responsible labelling, S&N's Jacques Cider responsible labelling and Beverage Brand's responsible WKD label.





## Promotion of www.drinkaware.co.uk

www.drinkaware.co.uk educates consumers on responsible drinking, raising awareness of alcohol units and provides help to parents who want to talk to their children about alcohol. This website is promoted heavily by Portman Group member companies on their advertising and drinks containers.

**www.drinkaware.co.uk appeared on 3 billion drinks containers and on £150 million worth of print, poster, cinema and television advertising during 2007.**

This publicity has made it the main source of responsible drinking information for consumers, attracting 4.2 million hits and 125,000 visitors every month.

*Examples shown: Drinkaware's poster campaign and website, and WKD's television advertising promoting www.drinkaware.co.uk*

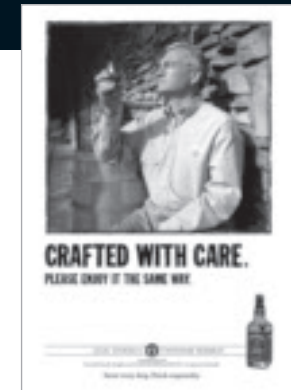


## Responsible drinking messages

Companies include messages about the importance of responsible drinking on their marketing. 'Enjoy responsibly' or 'know your limits' appear extensively on member companies' advertising and drinks containers.

**This has contributed to a greater understanding of alcohol units. In 2004, 83 per cent of the population were aware of alcohol units rising to 86 per cent in 2006.**

*Examples shown: Carling's unit indicator promotion, Carlsberg's 'Enjoy Responsibly' initiative and Brown Forman's Jack Daniel's 'Drink Responsibly' campaign.*



## Group actions

# What all Portman Group member companies are doing

## Website age verification pages

Companies add age verification pages to their UK brand websites to deter people under the legal drinking age from accessing the site.

**These urge entrants to submit their dates of birth and should under-18s attempt to enter the site they are re-directed to an appropriate website for advice on the hazards of under age drinking.**

*Examples shown: Carlsberg's website, [www.carlsberg.co.uk](http://www.carlsberg.co.uk) and Bacardi's website, [www.bacardi.com](http://www.bacardi.com)*

## Clauses in contracts

Companies have now incorporated a suitable clause into their contracts to discourage suppliers from promoting their brands irresponsibly. No formal action has been taken yet to revoke a contract but a number of member companies have averted problem promotions through proactive discussions with retailers.

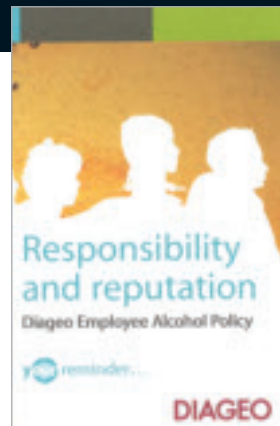


## Workplace alcohol policies

Companies encourage their staff to promote responsible attitudes to alcohol.

**Companies have developed workplace alcohol policies and they ensure that new staff receive information and training on the importance of responsible drinking and marketing. Employees recognise that they are ambassadors for the business and that they can influence people's attitudes towards alcohol positively through their own responsible behaviour and information sharing.**

*Examples shown: Beverage Brands' employee alcohol policy, Diageo's employee alcohol policy and Bacardi Brown-Forman Brands' Social Responsibility Z-card.*



## Portman Group Advisory Service

Companies access fast, free and confidential marketing advice from the Portman Group to help them abide by the Code of Practice. This allows marketeers to discuss ideas with the Portman Group and to get confidential advice on whether a brand strategy may possibly be in breach of the Code.

**Member companies and their marketeers also receive regular training as the Code evolves.**

In fact, many companies have their own marketing guidelines to promote best practice. They have also developed internal approval processes to ensure that material is compliant with the relevant regulatory codes.







SEA YACHT & BOAT  
COMPANY LTD

106



**"There are clear and growing signs that drinks companies are taking their responsibilities more seriously. Industry attitudes are shifting and I've no doubt that they can help to shift consumers' attitudes too. Let's be clear - I'm all for companies using their marketing and industry expertise to get the message across and raise awareness of the need to drink responsibly. That's the point of partnership, and why partnership works"**

**Jacqui Smith**  
Home Secretary, 6 Feb 2008

## Unique company initiatives

# Dedicated responsible drinking advertising

“The message of the campaign is that everyone has a choice on a night out. The results show that young adults related to and understood this, with the realism bringing home a sense of personal awareness of drinking.”

**Benet Slay**  
Managing Director, Diageo

Coors was also the first alcohol sponsor to provide alternatives of unbranded replica shirts for children. Programme pages have also been donated for the Portman Group and Alcohol Focus Scotland to promote sensible drinking.

### Diageo

#### 'The Choice Is Yours' campaign

The campaign aired in the four weeks between the Government's 'Know Your Limits' advertising and anti-drink-driving campaign. This ensured a sustained responsible drinking message reached consumers in the lead up to the festive season.

For the first time, this innovative, integrated campaign included broadcast, outdoor and print advertising, plus the digital launch of [www.thechoiceisyours.com](http://www.thechoiceisyours.com) – an interactive and engaging website to draw attention to alcohol consumption. The campaign ran nationally throughout November 2007 on prime time television and through digital, outdoor and print advertising. The results revealed:

- 62% were more likely to consider drinking responsibly as a result of seeing the adverts
- 92% said the adverts and website are the kind that make you think about drinking responsibly
- 89% said the adverts made them aware of the choices when drinking
- 80% of people understood the main message to be about responsible drinking
- 95% said it's good to see alcohol companies advertising a responsible drinking message.

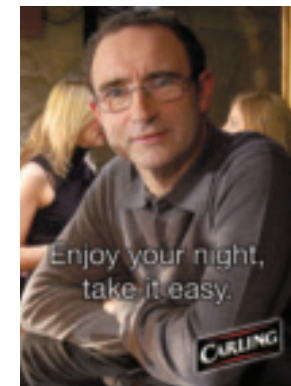
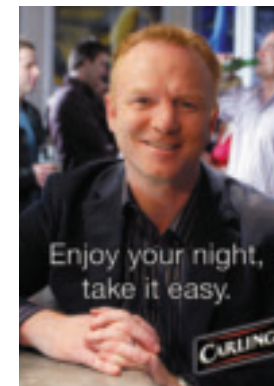
### Coors

#### Old firm campaigning

Coors Brewers has a proud tradition of using its Carling sponsorship of Rangers and Celtic Football Clubs to promote responsible drinking.

Coors first brought the club managers together to appear in TV commercials in 2003 with Rangers' Alex McLeish and Martin O'Neill of Celtic urging drinkers not to hit the bar too many times.

Consumer research showed that the message hit home with audiences, prompting Coors to run another burst of radio advertising during 2005. In this follow-up campaign, Gordon Strachan, current Celtic boss, advised people to stick to a game plan by “having a night you'll never forget – instead of one you can't remember.” Alex McLeish offered some tactics: “Stay in control and don't have too much to drink. That way, you'll be right on top of your game.”



## Brown-Forman

### Jack Daniel's responsible drinking campaign

Poster, cinema and underground advertising focus on 'maturity.' Consumers of Jack Daniel's are urged to 'take it easy' and 'don't push it' in a £1 million campaign. 1 in 6 inserts in press advertising was responsibility themed; 1 in 9 London and Glasgow underground posters and every other cinema ad focused on drinking responsibly. This campaign was also adapted and activated within the National Union of Students (NUS), specifically launched during exam periods which are notoriously associated with excessive drinking caused by stress.



"This campaign complements our freshers' fairs activity, specifically raising unit awareness and understanding of the government's recommended drinking guidelines."

#### David Dearie

Managing Director, Brown-Forman Beverages Europe & Africa

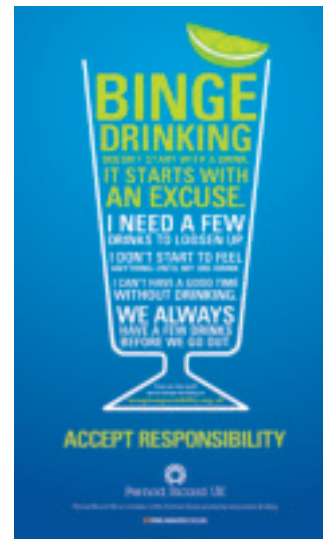
## Pernod Ricard UK

### Accept Responsibility campaign

Pernod Ricard UK's new social responsibility campaign urges consumers to 'Accept Responsibility' for their own drinking behaviours. While the industry accepts its own responsibility in helping consumers to make informed decisions about drinking, it cannot single-handedly resolve these issues of alcohol related harm. We must all collectively play a part in taking responsibility for the decisions we make about how and when we consume alcohol.

Pernod Ricard UK is challenging consumers to confront their own drinking behaviours and the excuses they make about drinking alcohol through an above-the-line campaign.

This campaign will be delivered in three stages. The first phase targets binge drinkers and was launched in April 2008 with adverts appearing in UK papers and online media for one month.





## Drink-Drive

The advertisement ran alongside the branded advertising campaign with one in five of all advertisements seen being the “Safe-Ride” creative.

### Brown-Forman

#### Southern Comfort “Safe-Ride” initiative

Launched in Christmas 2007 on the anti-drink-drive theme, this campaign was specifically targeted at young people in their 30s, emphasising the importance of getting home safely. Advertisements ran across the UK television network during December, appearing in 600 spots. Research indicates that they were seen at least once by 26 million adults. The next burst of advertising was aired throughout January and February to coincide with Southern Comfort’s heritage and connection with Mardi Gras. The advertisement ran alongside the branded advertising campaign with one in five of all advertisements seen being the “Safe-Ride” creative. In addition, the “Safe-Ride” responsibility ad was run on 95 university campuses and appeared on television screens within bars.

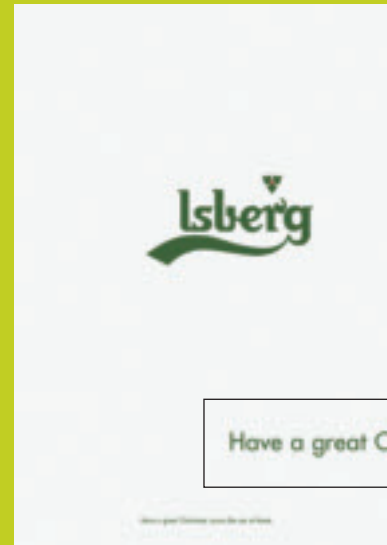


### Carlsberg

#### Carlsberg campaign

This campaign, devised by Saatchi’s, took place over two Christmas periods – key times for ‘Don’t Drink-Drive’ campaigns. The idea behind the activity was to leave the ‘Car’ at home, hence the resulting ‘Lsberg’ wording. The campaign ran as strip adverts across the consumer press supported by a number of PR activities in the trade press. In addition, Carlsberg UK produced a unique set of beer mats for the key Christmas periods and distributed these throughout its on-trade customer base. This effective activity was well received by the trade and described as an innovative way of getting a ‘leave the car at home’ message to drinkers.

This impactful activity was well received by the trade and described as an innovative way of getting a ‘leave the car at home’ message to drinkers.



Have a great Christmas. Leave the car at home.





## Influencing retailers

### Best Bar None

The Best Bar None Award is granted to British alcohol on-premise retailers with a demonstrable commitment to social responsibility and creating a safe and healthy environment for customers. Setting the national benchmark for good practice, the programme is now operating in over 80 areas of the UK, contributing to a reduction in crime and harm. Premises gaining the award display a plaque outside to show the public that they have implemented key actions which have raised standards in their outlets.

Producers support these regional awards through their involvement on working parties and sponsorship. Carlsberg support the Best Bar None Awards in Oxford and Brighton. Diageo sponsors Best Bar None in Portsmouth, Brent, Newcastle, across Scotland and the NUS. Brown-Forman and Bacardi-Martini, through its joint UK venture, sponsors Best Bar None in the NUS, Southampton and Poole, and plans to extend this sponsorship to another five cities within the UK during 2008.

### Beverage Brands Retailer Kits

Beverage Brands feature a Point of Sale Hotline number on cases of stock, trade advertising and press releases. Independent retailers and publicans can call the hotline to order Point of Sale kits, with 600 distributed on average every month. All of the kit's branded items clearly feature the Drinkaware logo and some contain responsible drinking materials such as posters, leaflets and unit calculators. In 2007, Beverage Brands included responsible drinking materials in 150,000 cases of their WKD product. These proved particularly popular with independent retailers, who are notoriously more difficult to reach, and who do not have access to the same corporate resources as larger retailers. This enabled them to demonstrate their commitment to educating consumers about responsible drinking.



"Best Bar None actively encourages the responsible serving of brands in a controlled environment delivering a quality product to its consumers."

**John Beard**  
Bacardi-Martini Limited's CEO

## Events work

Police, public safety and emergency services officials welcomed the sensible drinking approach with only a handful of people arrested for minor offences during the celebrations.

“We encourage servers to think carefully about how they serve alcohol and to whom. This training makes them more confident about the law and how to enforce it.”

**Stuart MacFarlane**  
President, InBev UK

### Scottish and Newcastle (S&N UK) Edinburgh's Hogmanay

Edinburgh's Hogmanay Street Party is one of the world's premier New Year's celebrations with more than 95,000 people celebrating the arrival of 2008. The event receives global media coverage for Edinburgh and Scotland and is one of Scotland's iconic events. While attendees can bring their own alcohol to the event, this year saw the first sales of alcohol at specially constructed temporary bars on Princes Street. S&N UK developed responsible drinking signage for this event rather than the usual brand advertising. Police, public safety and emergency services officials welcomed the sensible drinking approach with only a handful of people arrested for minor offences during the celebrations.



### InBev T In The Park

This is a major music festival held annually in Scotland since 1994 and named after its main sponsor, the brewing company Tennents, owned by InBev. The company promotes responsibility throughout the event, which 100,000 people attended over three days in 2007.

Responsible drinking messages were promoted on the T In The Park website and on all event related materials, including guides, bar tokens and point of sale materials. InBev also donated advertising space to The Drinkaware Trust to raise consumer awareness of its efforts to reduce alcohol misuse.

In partnership with Alcohol Focus Scotland and the Scottish Licensed Trade News (SLTN), InBev last year put all of the 500 event bar staff through the ServeWise course. This educated them about problems of under-age drinking, drink-driving, binge drinking and alcohol-related crime and disorder.



## Positive role-models



### Bacardi Limited

#### Michael Schumacher, Bacardi Limited's Global Social Responsibility Ambassador

The seven-times Formula 1 World Motor Racing Champion is Bacardi Limited's Global Social Responsibility Ambassador. The focus of the initiative, which includes a high profile multi faceted media campaign including advertising, consumer engagement, PR and digital media, is to communicate an international 'drinking and driving don't mix', social responsibility message. Bacardi Limited will run campaigns in many different markets around the world. Within the UK, a £1.5 million campaign will culminate in targeting the crucial months of November and December when the incidence of potential drink-drive cases tends to peak. Bacardi-Martini will be encouraging people hosting parties at home and drinking in bars to be certain that they and their friends make responsible decisions about how they should get home. The overall programme of activities includes initiatives involving retailers and consumers as well as TV advertising.

[www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com)

Within the UK, a £1.5 million campaign will culminate in targeting the crucial months of November and December when the incidence of potential drink-drive cases tends to peak.



### Carlsberg

#### Martin Johnson promoting healthy living for Carlsberg

Martin has been the face on a number of high profile promotional campaigns for Tetley's, brewed by Carlsberg. Martin is the perfect ambassador for an alcoholic brand, as he's extremely respected and physically fit. As part of Carlsberg's 'Drinking Sensibly' and 'Healthy Lifestyle' campaigning, Martin has made personal appearances at several university events. He's spoken with authority about how a world cup winning captain can reach the peak of fitness and achievement but also continue to have a healthy social life.

"Students provide the ideal audience because they tend to be in the 18-24 age group, perceived to be heavy drinkers. Thousands of them have learnt from a successful athlete on the negative impact that excessive alcohol can have on career aspirations."

**Doug Clydesdale**  
Chief Executive Officer, Carlsberg



## Community projects

"This arrest scheme has been hailed a huge success and is being used as a model across West Mercia. Whilst being open to anyone, it is predominantly aimed at young people, highlighting the dangers of alcohol misuse. We have seen a dramatic reduction in re-offending among those that have been helped by the scheme."

**Superintendent Kevin Purcell**  
Herefordshire Division,  
West Mercia Police

### Scottish and Newcastle (S&N UK) Alcohol Arrest Referral Scheme

Scottish and Newcastle company, Bulmers, is working in partnership with the community alcohol team of the Primary Care Trust, police, local government and the Bulmer Foundation on this project in Herefordshire. The scheme allows offenders to have their individual drinking assessed with trained counsellors at the Community Alcohol Service, when the Police believe alcohol has contributed to their arrest. Methods of engaging with offenders include: visiting the police cells; being present at the magistrates' court with attendance as a police bail condition; and attendance at two counselling sessions cancelling a fixed penalty notice issued for an alcohol-related offence. The re-offence rate in the year to April 2007 for those who attended the scheme in these six months was 16%, but 49% for those who did not.

### Diageo CragRats Theatre

2008 sees Diageo partner with theatre company, CragRats, for the third consecutive year to roll out the innovative alcohol awareness theatre tour, 'Wasted', aimed at 11-14 year old pupils in secondary schools across England and Scotland.

This year's 'Wasted' tour was performed to 24,000 young people in 120 schools between January and March. The play involves three characters: Kelly, her older boyfriend, Mike, and their friend, Taz, and follows the characters through a number of situations touching on under age drinking, the impact of alcohol on friendships and social achievement, personal danger, the law and the challenges of peer pressure and making personal choices.

Since Diageo became involved with CragRats in 2005, 40,000 pupils in 690 schools have participated in the programme workshops. And what's more, evaluation amongst pupils and teachers who have previously seen the play, or participated in the workshops, has revealed some compelling results: 96% said it made them think about the effects of alcohol misuse and 98% of teachers agreed the play is beneficial for students.







## Scottish and Newcastle (S&N UK) Partnership with Turning Point

S&N UK is helping Turning Point provide a new Hospital Alcohol Intervention Service in Queen Elizabeth Hospital, Gateshead. Turning Point is the UK's leading social care organisation providing services for people with complex needs including those affected by alcohol misuse.

Patients possibly in need of support are made known to Turning Point's Alcohol Intervention Worker who may then refer them to the Service, having first sought their verbal consent.

The Service provides these patients with access to relevant information and interventions. It also refers patients, if necessary, to general community based services and specialist alcohol treatment providers.

Under the project, S&N funds the Alcohol Intervention Worker based in the hospital and half funds an Alcohol Case Worker who supports the highly dependent and repeat admissions to the Hospital.

## Bacardi Brown-Forman Freshers Fairs

For the last five years Bacardi Brown-Forman Brands have targeted students at regional Freshers Fairs with responsible drinking packs. The packs contain unit awareness advice and responsible drinking information. Students are an important group to capture with a responsible drinking message before they settle into university life. The project has been a huge success and Bacardi Brown-Forman Brands plan to distribute 20,000 packs to new students this September.



"The service works with hospital patients who are identified as hazardous, harmful or dependent drinkers. It aims to reduce their need for hospital based care, allowing them to get support in their own community."

**Jeremy Blood**  
Managing Director,  
Scottish and Newcastle UK



## Innovative partnerships

“Our marketeers are encouraged to promote responsible drinking in unusual, visible and effective ways. This partnership gave the website high street exposure, literally, putting the Drinkaware brand in shop windows.”

**Joe Woods**  
Managing Director,  
Beverage Brands

### Beverage Brands USC Partnership

Beverage Brands used their promotional partnership with high-street clothing retailer, USC, to significantly raise awareness of [www.drinkaware.co.uk](http://www.drinkaware.co.uk). Before entering into this joint venture, Beverage Brands checked that at least three-quarters of USC shoppers were over 18 to comply with the Portman Group’s Code. As part of the campaign, WKD customers received clothing vouchers when they bought one of the 1.4 million packs which carried the promotion. In return, the WKD brand along with [www.drinkaware.co.uk](http://www.drinkaware.co.uk) were displayed prominently across the windows of 61 USC high-street stores for six weeks and appeared in direct mail to 150,000 store card holders. This unique initiative has helped make drinkaware the most popular website for responsible drinking consumer information in the UK.



USC’s window displays feature the promotion of [www.drinkaware.co.uk](http://www.drinkaware.co.uk)

## Lower alcohol options

The emergence of lower strength drinks has helped to create a healthier culture as well as extend consumer choice.

InBev has released lower alcohol versions of its Stella Artois and Becks brands, called Peeterman Artois and Becks Vier respectively: all are around 4% alcohol by volume. Carlsberg have launched a ‘low alcohol’ Carlsberg lager and an alcohol free variant of Holsten.

Coors has produced a 2% version of Carling, called C2, investing heavily in its development and marketing.

“C2 is for people who enjoy drinking alcohol but want a lower alcoholic option. It may be they’ve got work looming, they have to be up early in the morning or simply want to stay focused while at the same time enjoy a drink.”

**Mark Hunter**  
Chief Executive, Coors









**Portman  
Group**

**Portman Group**

7-10 Chandos Street  
Cavendish Square  
London W1G 9DQ

T. 020 7907 3700

F. 020 7907 3710

[info@portmangroup.org.uk](mailto:info@portmangroup.org.uk)

[www.portmangroup.org.uk](http://www.portmangroup.org.uk)

## About the Portman Group

The Portman Group is supported by the UK's leading drinks producers. We are concerned solely with the social responsibility issues surrounding alcohol. Our role is:

- to encourage and challenge the industry to promote its products responsibly, which we do mainly through operating our Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks;
- to show leadership on best practice in the area of alcohol social responsibility through the actions of our member companies; and
- to speak on behalf of our members on these issues to inform public opinion and policy.

