



European Alcohol and Health Forum

Task Force on Marketing Communication

Meetings of 16 July and 12 November 2008



16 July: Chair's conclusions on main issues

1. 'Not targeting youth':

- great majority of EU-population would approve banning of alcohol advertising targeting young people (Eurobarometer)
- no consensus on the 20%-30% issue, need for more information
- Task Force members, especially economic operators, are invited to submit more information on this issue to the Commission services, focussing on
 - to what extent is youth involved to determine what is (especially) attractive to them (young persons, youth organizations or experts on youth)?
 - youth exposure to marketing communication ('audience profiling')
 - commitments to submit information were made by economic operators (how is youth involved?; data on markets and periods of time of youth exposure; advertising 70%-30%: 'real' values closer to 20%?)
- Commission will draft a paper based on this information



16 July: Chair's conclusions on main issues

2. Applying SR-codes to the hospitality industry and the retail sector

- **Example of UK: marketing code of alcohol industry has been adopted by hospitality industry**
- **coherent value chain approach: Task Force members should in principle work towards adoption of alcohol producers' codes by hospitality industry and retail sector in all MS**
- **to start with, the part of the value chain covered by the Codes should be mapped**



16 July: Chair's conclusions on main issues

3. Social Marketing

- **Task Force agreed to organize separate meeting on Social Marketing (12 November 2008)**
- **issues paper (G. Hastings) was discussed;**
- **need for more knowledge; Task Force has not yet a final and common approach towards Social Marketing in general and towards the involvement of the industry in particular**

4. Compliance monitoring programmes in self-regulation

- **need for involvement of all stakeholders in SROs, in order to make the monitoring process more inclusive**
- **opening of dialogue around SR with all stakeholders**



European
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12 November Social Marketing WS: Chair's conclusions

1) Social Marketing is «hard to do»:

- time, money
- impact on behaviour unclear
- social context matters!

2) but: can be effective; good campaigns -

- can raise awareness
- can underpin policy debate
- can build momentum for better enforcement
- can include suggestions for new social norms / behaviour / values



12 November Social Marketing WS: Chair's conclusions

3) evaluation:

- strict causality unprovable
- but: indicators of outcome trends are of interest (eg: MEAS results: road deaths before/after)

4) willingness to co-operate

- moving, but from different positions in different MS – legitimate diversity of approaches
- concept of 'complementary, coordinated approaches' to be explored



12 November Social Marketing WS: Chair's conclusions

5) What do we want to share?

- need for mapping of Social Marketing situation and developments in MS
- identify what is worth to be shared
- research / evaluation / framing of campaigns

6) Degree of trust – source of messages:

- variety of approaches:
 - 'branded' / 'unbranded'
 - position / role of economic operators?



Task Force Marketing Communication: next steps

- **Prepare, in written procedure, for adoption at next session:**
 - **report on Self Regulation to Forum**
 - **report on Social Marketing to Forum**
 - **Report on “targetting/not targetting youth” to Forum**

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