



Alcohol Advertising in Cinemas

Greg Lyons

Independent consultant to the Cinema Advertising Association



The Cinema Advertising Association is the trade body representing cinema advertisers in the UK and Ireland

- The CAA is a member of the Committee of Advertising Practice (CAP)
- CAA members are bound, through their contracts with cinemas, to pre-clear all cinema commercials



The Copy Panel

- Members are drawn from both member companies
- None may be company directors
- Decisions are by consensus and vote
- The independent chair has a casting vote
- All decisions must be justified in light of the relevant non-broadcast codes:
 - British Code of Advertising, Sales Promotion and Direct Marketing (the CAP Code)
 - Advertising Standards Authority for Ireland Code (the ASAI Code)
- Approval by the Copy Panel indemnifies the advertiser and cinema against financial loss

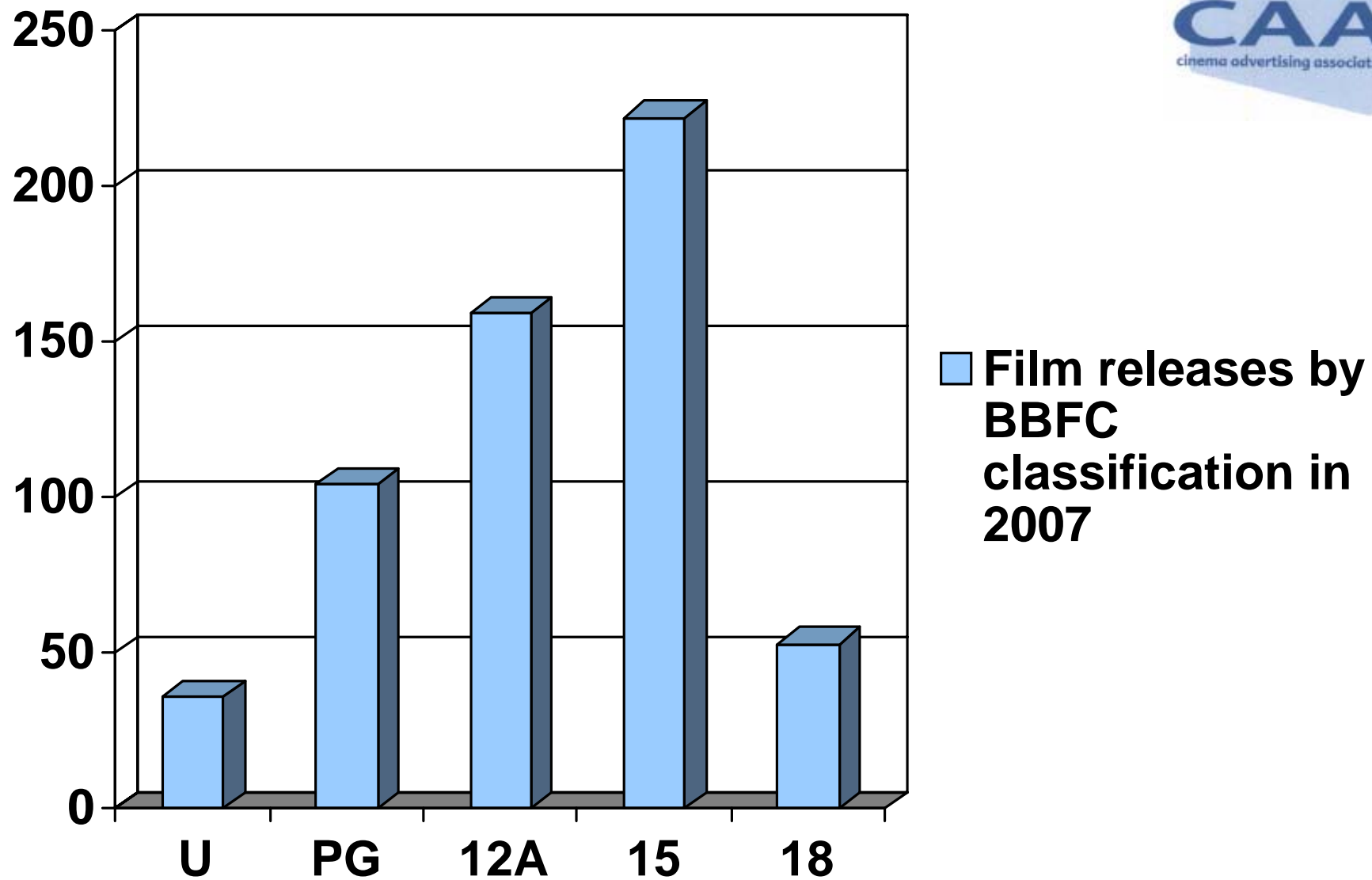


CAP Code 56.5 (Alcoholic Drinks)

One of the fifteen CAP codes specifically targeting alcohol advertising

- Marketing communications should not be directed at people under 18 through the selection of media, style of presentation, content or context in which they appear. No medium should be used to advertise alcoholic drinks if more than 25% of its audience is under 18 years of age

The 25% rule was introduced by the CAA over 20 years ago




Data taken from British Board of Film Classification Annual Report 2007

The Proscribed Films List

A predictive system

- List dispatched weekly with every reel containing alcohol advertising to every screen in the UK and Ireland
- To be used actively by the cinema in the case of last-minute film changes



ALCOHOL ADVERTISING DIRECTIVE

PROSCRIBED FILM LIST 127: February and March 2009

Listed below are the films on release or due for release during the next few weeks that have been deemed by the CAA Alcohol Film Panel as unsuitable for showing alcohol advertisements. An asterisk denotes a new addition to the proscribed list.

U FILM
SECRET OF MOONACRE*
HOTEL FOR DOGS*
MADAGASCAR 2
THE TALE OF DESPERAUX
SEVERLY HILL 3 CHILDMURDER
HIGH SCHOOL MUSICAL 3

Plus all animated Disney films

PG FILMS
SOLT*
PINK PANTHER 2*
MARLEY & ME*
BRIDE WARS
INKHEART
BEDTIME STORIES
FAINTHEART

FILMS PROSCRIBED ROI ONLY
CADILLAC RECORDS (ROI CERT TBC)*
SECRET OF KELLS, THE (ROI CERT PG)*
KNOWING (ROI CERT TBC)*
KISSES (ROI CERT 15A)
NIKO AND THE WAY TO THE STARS (ROI CERT PG)
THE SECRET LIFE OF BEES (ROI CERT 15A)
HAMLET 2 (ROI CERT TBC)

12 FILMS
HE'S JUST NOT THAT INTO YOU*
PUSH (CERT TBC)*
CONFESSIONS OF A SHOPAHOLIC (CERT TBC)*
DANCE FLOOR (CERT TBC)*
MALL COP (CERT TBC)*
NEW IN TOWN (PREVIOUSLY TITLED CHILLED IN MIAMI)*
NICK AND NORA'S INFINITE PLAYLIST
YES MAN
THE DAY THE EARTH STOOD STILL
TWILIGHT
THE EXPRESS
SISTERHOOD OF THE TRAVELLING PANTS 2
FAINTHEART

13 FILMS
SEX DRIVE

IMPORTANT NOTE: not all U certified films are necessarily of child or youth appeal, especially art house movies.

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Please do not hesitate to contact me in the event of any queries, particularly if you are uncertain about any films not listed above. The CAA uses CAVIAR database to check film audience profiles and help forecast likely profiles of forthcoming movies.

Anisha Patel
ADMINISTRATOR

20th JANUARY 2009

12 Colindale Avenue, London W9 1JF
Tel: 020 7534 6289
Fax: 020 7534 6289

Registered in London under 31017
Registered office: 12 Colindale Avenue, London W9 1JF

Issued every two months, with interim updates as necessary



U FILM

SECRET OF MOONACRE®
HOTEL FOR DOGS®
MADAGASCAR 2
THE TALE OF DESPEREAUX
BEVERLY HILLS CHIUHAHUA
HIGH SCHOOL MUSICAL 3

Plus all animated Disney films

PG FILMS

BOLT®
PINK PANTHER 2®
MARLEY & ME®
BRIDE WARS
INKHEART
BEDTIME STORIES
FAINTHEART

FILMS PROSCRIBED ROI ONLY

CADILLAC RECORDS (ROI CERT TBC)®
SECRET OF KELLS, THE (ROI CERT PG)®
KNOWING (ROI CERT TBC)®
KISSES (ROI CERT 15A)
NIKO AND THE WAY TO THE STARS (ROI CERT PG)
THE SECRET LIFE OF BEES (ROI CERT 15A)
HAMLET 2 (ROI CERT TBC)

12 FILMS

HE'S JUST NOT THAT INTO YOU®
PUSH (CERT TBC)®
CONFESSIONS OF A SHOPAHOLIC (CERT TBC)®
DANCE FLICK (CERT TBC)®
MALL COP (CERT TBC)®
NEW IN TOWN (PREVIOUSLY TITLED CHILLED IN MIAMI)®
NICK AND NORA'S INFINITE PLAYLIST
YES MAN
THE DAY THE EARTH STOOD STILL
TWILIGHT
THE EXPRESS
SISTERHOOD OF THE TRAVELLING PANTS 2
FAINTHEART

15 FILMS

SEX DRIVE



The Alcohol Panel

Currently has ten members who use the following material to reach a decision:

- trailers and marketing for forthcoming films
- previously released comparative films and their verified audience profiles
- the trailers and marketing for comparative films
- their individual knowledge of feature films as an entertainment product

The decision to proscribe or not is taken by majority vote

In the case of a split vote, the film is deemed proscribed



Films that are always proscribed

- Children's 'U' certificate films
- All Disney Cartoons
- 'Family Focus' or 'Family Gap' films

And added in summer 2008

- Gross-out comedies
- Superhero / Comic Book spin-offs



Example of data supplied to Alcohol Panel

Film Name	Est. Cert.	Actual Cert.	Working Release Date	Month of Release	CAVIAR Genre	Comparative Film Profile	7-11	12-14	15-17	<18 Profile
PUNISHER: WAR ZONE	15	18	7/2/09	Feb-09	Action	SIN CITY	0	0	0	0
DOUBT	15		7/2/09	Feb-09	Drama	SLEEPERS	0	0	7	7
FRIDAY 13TH	18		14/2/09	Feb-09	Horror	FRIDAY 13TH: THE FINAL CHAPTER	0	0	0	0
VICKY CRISTINA BARCELONA	12A	12A	14/2/09	Feb-09	Comedy/Drama	MATCH POINT	0	5	17	22
NOTORIOUS	15		14/2/09	Feb-09	Biography/Music	8 MILE	0	0	18	18
PUSH	12A		21/2/09	Feb-09	Sci-Fi/Thriller	JUMPER	4	13	14	31
OUTLANDER	15	15	21/2/09	Feb-09	Adventure/Sci-Fi	ALIEN VS PREDATOR	0	0	15	15
CHE: PART TWO	12A	15	21/2/09	Feb-09	Drama/Biopic	MOTORCYCLE DIARIES, THE	0	0	0	0
CONFESSIONS OF A SHOPAHOLIC	12A		21/2/09	Feb-09	Comedy/Romance	DEVIL WEARS PRADA, THE	3	8	14	25



Advertising Reel Protocols

- Members endeavour to ensure that no advertising reel contains more than 40% of alcohol advertising as measured by duration
- Members endeavour to ensure that alcohol commercials do not appear sequentially in a reel



When advertising alcohol through
cinemas the CAA seeks to reflect public
opinion

This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.