

EUROPEAN ALCOHOL AND HEALTH FORUM

TASK FORCE ON MARKETING COMMUNICATIONS

6th Meeting - Tuesday 9 June 2009 (10h00 - 17h00)

Centre Albert Borschette - Room 3B
rue Froissart, 36, Brussels

SUMMARY REPORT

1) Welcome and introduction by the Chair

The Chair welcomed all participants (*see list in Annex 1*).

There were apologies from many NGO sector members due to clash of dates with another event.

2) Presentation of alcohol advertising in cinemas.

A representative of the Cinema Advertising Association (CAA) outlined to the Taskforce how cinema advertising comes about. The presentation included:

- CAA advertising panel adjudicates on cinema advertising, and a pre-clearance of all cinema advertising is required.
- CAA's Code 56.5 (Alcoholic Drinks) has used 25% of audience under 18 as threshold for alcohol advertising for 20 years.
- The process for decision making on advertising content in cinemas was outlined: E.g. advertising time has to be pre-booked, decisions on advertising suitability based on prior notice of genre, which is usually indicative of age suitability and certification.

Alcohol advertising is proscribed for the following:

- high profile family movies
- children's 'U' certificate films
- all Disney cartoons, family focus or family gap films, "gross out" comedies
- Superhero/comic book spin-offs (since summer 2008)

Examples of data supplied to alcohol panel were presented. These included advertising reel approval protocols: members endeavour to ensure that no advertising reel contain more than 40% of alcohol advertising as measured by duration; members endeavour to ensure that alcohol commercials do not appear sequentially. A weekly list of films containing alcohol advertisements is prepared for monitoring purposes.

CAA reported it aims to reflect public opinion in its code on the advertising of alcohol at cinemas. Cinema advertising is 1.1% of total advertising spending in the UK. The UK has the highest compliance rate with code. The instrument to proscribe and the direct accountability of cinema managers are considered to be important factors in achieving high compliance rates.

In the discussion, the CAA answered questions relating to (inter alia) how pre-clearance works and how advertising relates to films. This is done by the member companies in the advance viewing process, but it is not 100% accurate for example the Devil Wears Prada wasn't proscribed and yet subsequently the under-18 audience profile was estimated to be just over 25%. Currently films and advertising cannot quickly switch because of technology limitations. Digitalisation is expected to help but transition to this is expected to be slow.

The following points also came out of the discussion:

- It is unlikely that cinemas will ever do without any kind of advertising given the revenue generated by this to cinema chains, many cinemas would not survive without advertising.
- There is limited discussion among the different national between cinema advertising associations. The CAA is member of the Screen Advertising World Association (SAWA) which promotes best practice and is currently piloting an alcohol project.
- There are relatively few complaints about alcohol advertising, most related to sexual references in advertising.

The Chair concluded that cinema advertising is an issue on which dialogue between Member States might be useful and wider stakeholders are encouraged to cooperate on this topic.

3) Alcohol Sponsorship

The European Sponsorship Association (ESA), and partner organisations, presented its commitment to collect the view of its members on alcohol sponsorship.

The presentation highlighted the following:

- The International Chamber of Commerce (ICC) defines sponsorship in its Code of Sponsorship. In summary it is an 'exchange of image' for mutual benefit of the parties. The most important objective for sponsors is the impact on the brand image, followed by the visibility of the brand through media.
- Globally, sponsorship continues to grow. Europe has 29% of global market in sponsorship, and sport is the dominant category (88% of all sponsorship activity). There is also growth in areas such as broadcast sponsorship: and naming rights, for example stadium. The biggest sponsor product category is clothing; beer is 4th biggest sponsor category, as measured by spend, spirits and wine much smaller share.

- A survey of sponsor recipients found that self-regulation is commonplace, and that the most common position was a total ban or ban on some alcohol categories. The decision criteria/policy was determined by the nature of the support and activity (e.g. age, professional or amateur) and related core objectives/ethical positions of the sponsor recipients such as a commitment to healthy lifestyles. The terms of reference for sponsorship vary on a case by case basis, but overall 9/10 of those surveyed would support responsible marketing of alcohol as conditional term.
- ESA representatives referenced a research report on alcohol sponsorship undertaken by Foundation for Advertising Research in New Zealand. (This was carried out by Harker, Wiggs and Eames, who reviewed 56 papers). The report's key findings were in support of sponsorship overall.

The discussion included the following points:

- There are no exact figures on size of the marketplace, but 22 % of organisations accept sponsorship from beer and wine sponsors, no figures for spirits.
- There was a call for greater standardisation of rules, in particular on responsible drinking messages.

The Chair concluded that this was helpful background to the work of the Forum and encouraged ESA to continue its commitment. He observed that it may be helpful for the ESA to provide a leadership role on best practice on all aspects of sponsorship and public health, not just as relates to alcohol.

4) Brewer's of Europe commitments

The Brewers of Europe (BoE) reported on its commitments to implement and extend seven primary operational standards amongst its 24 national members (which represents 95% of beer brewed). They described their obstacles to change and the progress they have made so far.

The Chair recommended benchmarking against the 2006 Report quality standards. He suggested that sustainability could be determined by the independence of reviewers and that the Commission would be happy to support in whatever capacity. This includes highlighting countries where there is greatest need for more political support, once there is sufficient evidence of economic operators' substantial actions.

5) EASA commitments

The EASA has no formal commitments in the Forum, but it presented its progress to implement the Alcohol Forum charter targets in all Member States. Progress is estimated at 74% of charter targets achieved in the 27 MS but there is still work to be done in particular on copy advice and stakeholder involvement such as jury composition and monitoring. EASA also presented progress against the development of guidelines for digital marketing communication.

6) Reports on mapping exercises in three related areas

New drafts of the three reports relating to 1) Social Marketing, 2) Targeting/Not Targeting Youth and 3) Self Regulation were presented to the Taskforce. They had undergone a further revision in the light of comments received at the last Taskforce meeting on 10 March.

Participants noted the improvements to these reports. However, there were further requests for minor changes to all three reports. The Chair proposed that all suggestions and comments on reports' content should be emailed to the Commission by June 16th, in order for the reports to be finalised at the end of June. On the SR mapping exercise, some economic operators offered to find a way to meaningfully compare their different approaches for measuring the maturity of SR systems in their sectors.

The Chair presented his draft conclusions on the process to develop the mapping reports, and their findings, to the Taskforce for feedback from Members. These conclusions are intended to inform the Plenary meeting in November, and will be published as part of the summary report of that meeting.

7) Next steps/future of the Taskforce on Marketing

The Chair advised that a discussion about future work, and therefore about further meetings of the Taskforce, should take place at the forthcoming Forum Plenary (12 November 2009).

The Chair encouraged the Taskforce to attend the Commission organised Swedish Presidency event in Stockholm on 21-22 September for a continuation of these discussions. The Commission briefed the Taskforce on the forthcoming Swedish Presidency Conference, and the progress report on the EU Alcohol Strategy that the DG Health and Consumers plans to present there. The Chair advised all who are interested to attend to contact Commission services to pass on their interest to the conference organisers.

8) AOB

The Commission updated the Taskforce on the progress to set up a Clearing House, and on the feasibility study into funding structures for voluntary and not for profit public health activities at EU level (mentioned above). Proposed individuals have been informed of their nomination to the Advisory Board. If possible the first meeting will be held before the summer break, or in September at the latest.

The Commission updated the Taskforce on its recent commissioning of a feasibility study into funding structures for voluntary and not for profit public health activities at EU level. The objective is to explore the potential for US style foundations that can capture funds from a range of sources and use for public health purposes. It is a 6 month study, which has recently started work. As a result of interest from Taskforce members, the Commission will provide the contractors undertaking this study with the contact details of Taskforce Members. The Commission will also share the terms of reference of the project with Taskforce Members.

Chair thanked all for their participation.

The next meeting will be the Alcohol Forum plenary on 12 November 2009.

Annex 1: List of participants

ORGANISATION	FIRST NAME	SURNAME
EASA	Laure	ALEXANDRE
Comperio Research	Chris	BARNES
Diageo	Csaba	BATYI
EFRD	Carole	BRIGAUDEAU
Advertising Information Group	Julia	BUSSE
EPC	Olivia	CAMPBELL
ASA	Sophia	CHRYSOPOULOU
ESA	Helen	DAY
CEPS	Jamie	FORTESCUE
EASA	Olivier	GRAY
Pernod-Ricaed S.A	André	HEMARD
Osborne Clarke	Nick	JOHNSON
WFA	Malte	LOHAN
European Association of Communications Agencies	Dominic	LYLE
CAA Copy Consultant	Greg	LYONS
FAEP	David	MAHON
EPC	Angela	MILLSWADE
Moët Hennessy	Pierre-Yves	QUERTON
CPME	Jukka	SIUKOSAARI
The Brewers of Europe	Catherine	VAN REETH

European Commission	Robert	MADLIN
European Commission	Ceri	THOMPSON
European Commission	Pieter	DE CONINCK
European Commission	Marjatta	MONTONEN
ISM, Stirling University	Georgina	CAIRNS
ISM, Open University	Ross	GORDON