

MARKETING COMMUNICATION AND THE ROLE OF THE MASS MEDIA

**ROUND TABLE AT OPEN FORUM ON ALCOHOL AND HEALTH
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INTRODUCTION BASED ON OPINION GIVEN BY THE WORKING PARTY OF THE SCIENCE GROUP AT A & H FORUM

- PETER ANDERSON (CHAIR)**
- DAVID FOXCROFT (CORRESPONDING MEMBER)**
- EILEEN KANER (CORRESPONDING MEMBER)**
- MARJANA MARTINIC**
- JACEK MOSKALEWICZ**
- ALOJZ NOCIAR**

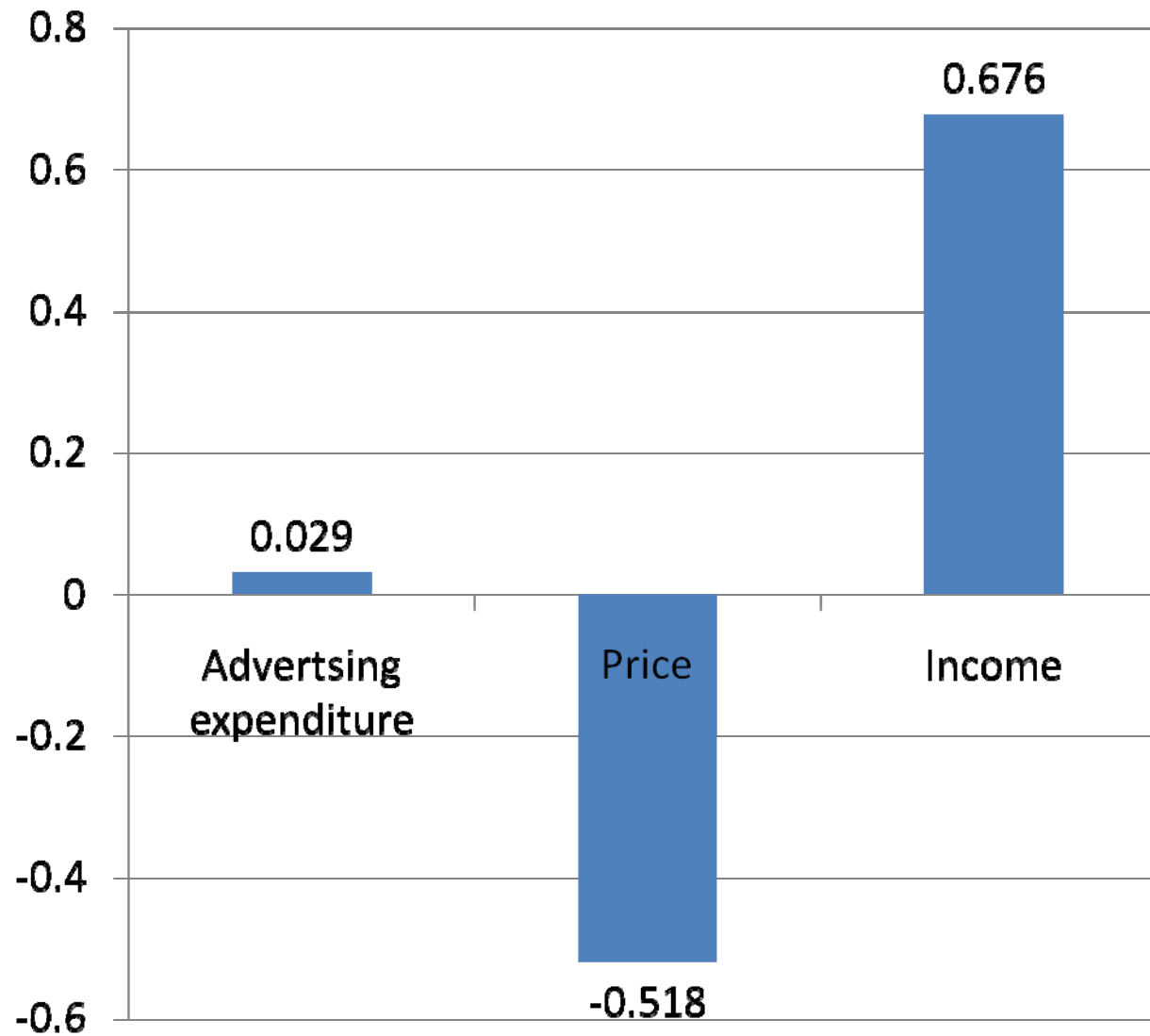
MARKETING AS MULTI-LEVEL ENTERPRISE

- **ADVERTISING**
- **PRICE PROMOTION**
- **PHYSICAL AVAILABILITY**
- **MARKET SEGMENTATION
AND TARGETING**

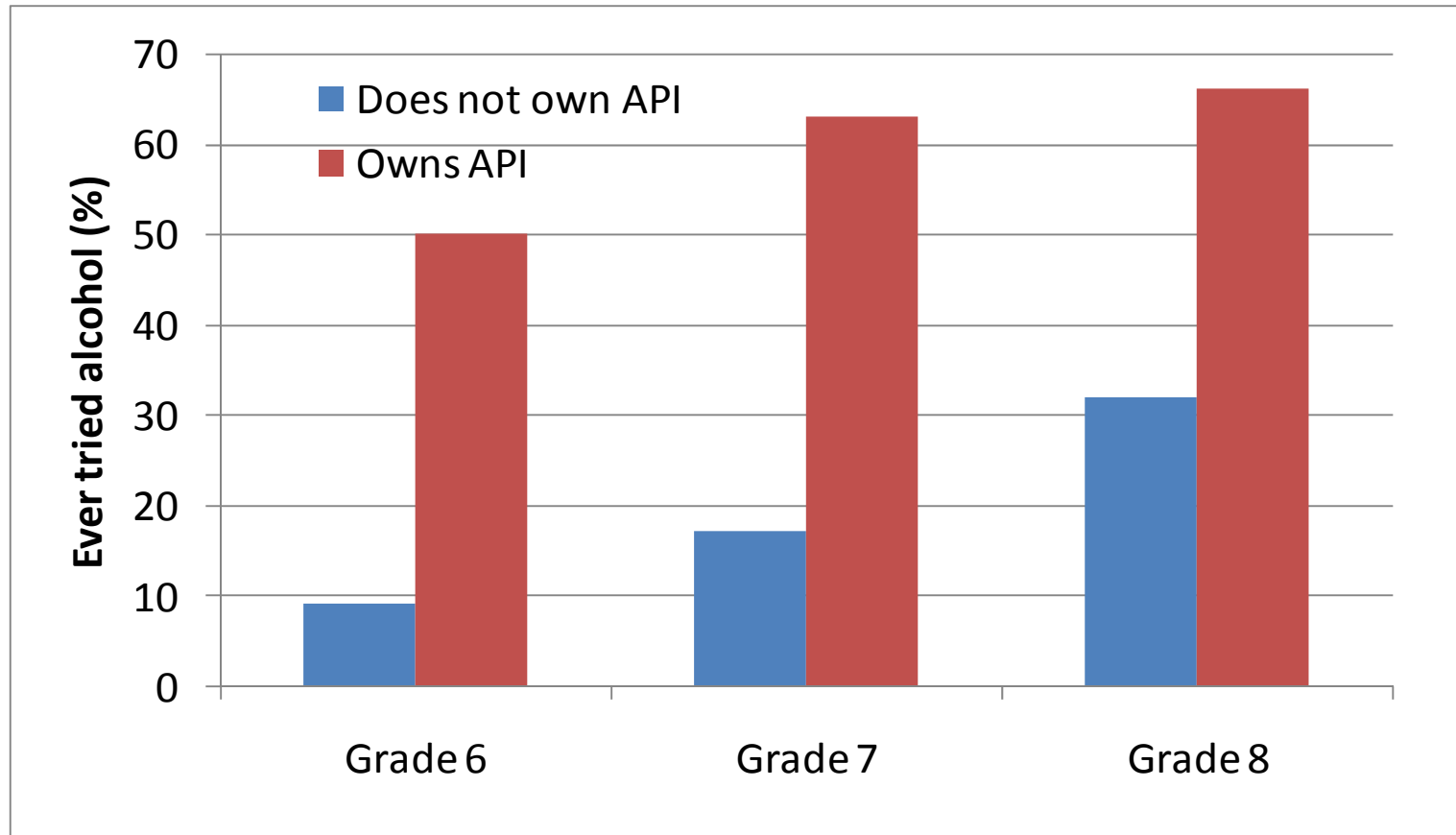
RESEARCH APPROACHES

- **QUALITATIVE STUDIES**
- **ECONOMETRIC STUDIES**
- **CROSS-SECTIONAL STUDIES**
- **EXPERIMENTAL STUDIES**
- **CASE STUDIES**
- **LONGITUDINAL STUDIES**

Econometric studies

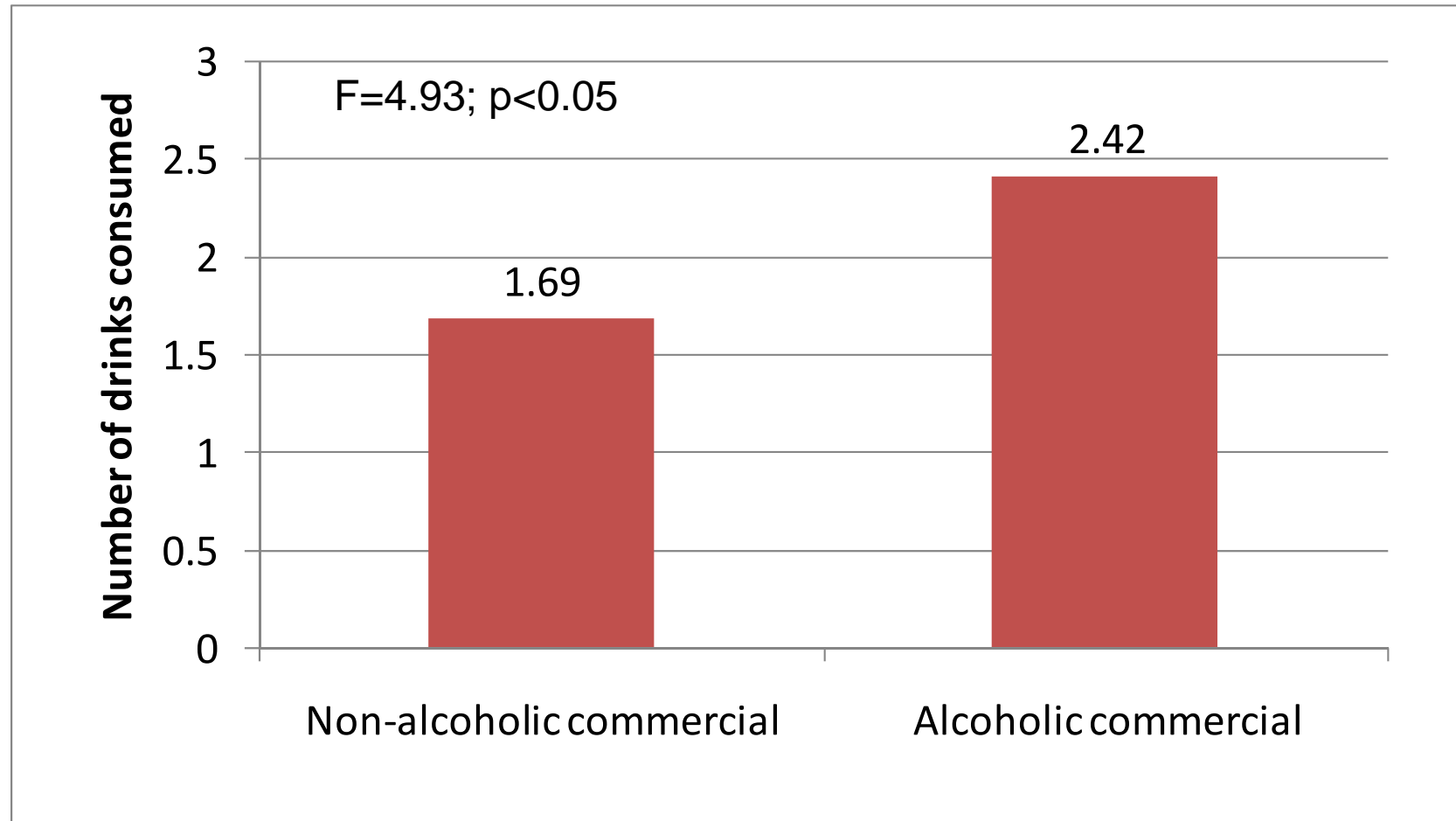


Cross-sectional studies



% adolescents who reported ever drinking alcohol by grade and ownership of alcohol promotional item (API)

Experimental studies

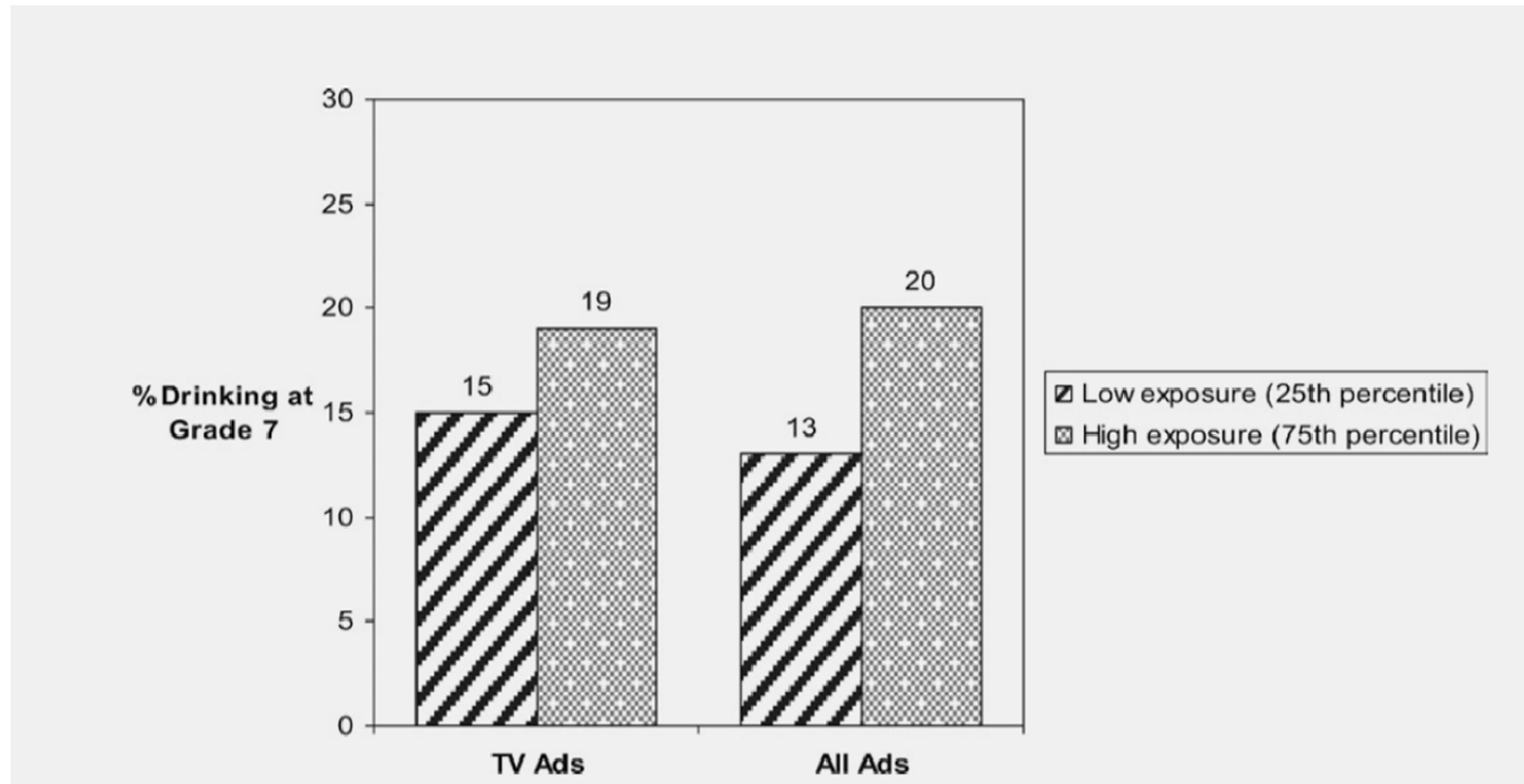


Longitudinal studies

	Studies with positive effect (N)	Total studies (N)
Overall advertising	3	3
Brand recall and receptivity*	1	1
TV advertisements*	2	3
TV and video exposure*	3	3
Alcohol use in motion pictures*	3	3
Beer concession stands*	1	2
Alcohol branded merchandise*	3	3
Radio*	0	1
Magazines*	0	2
In store displays*	0	2

*controlling for the impact of the other media in multivariate analyses

SIZE OF EFFECT



Collins et al 2007

Let's have a strong one

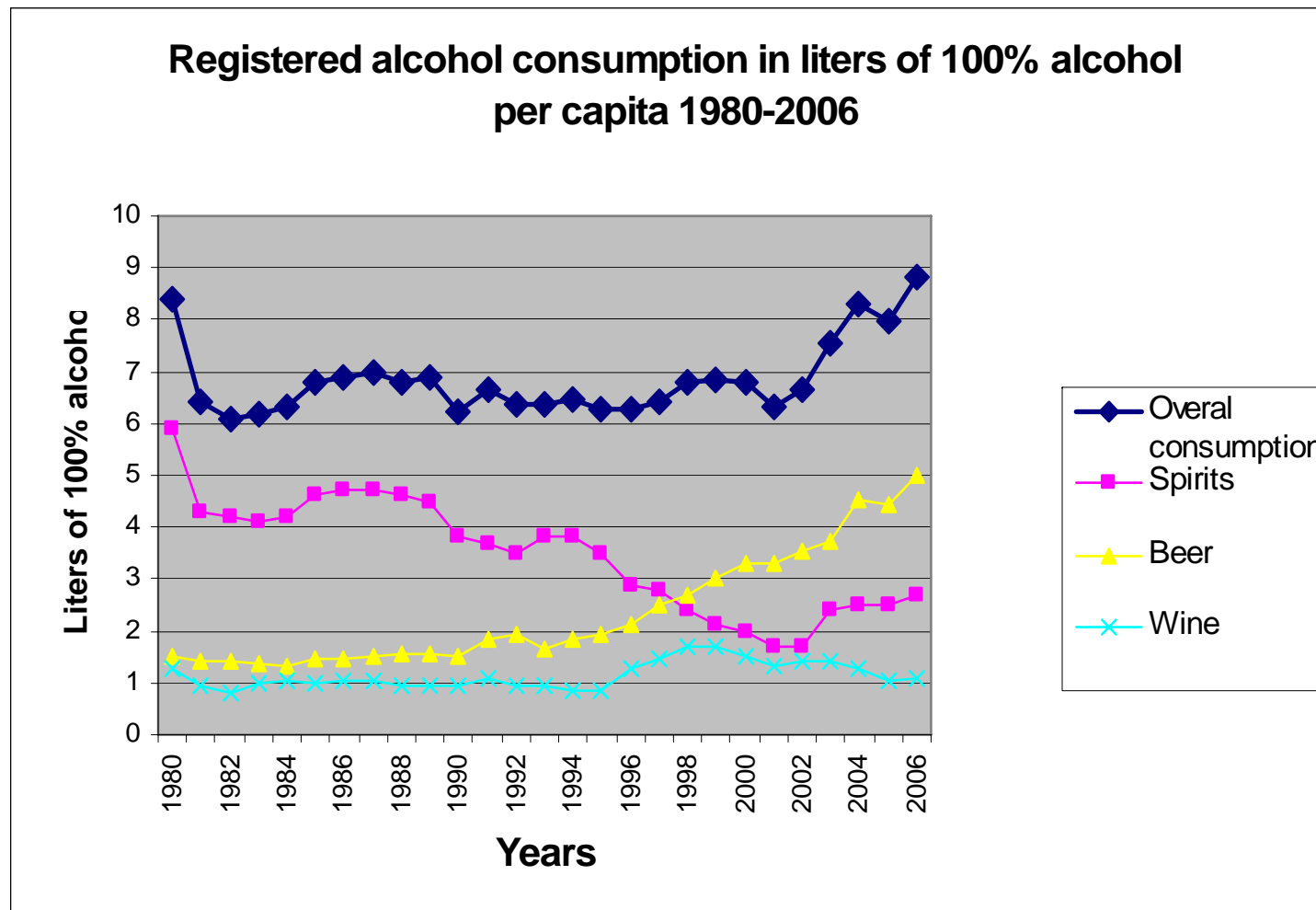


Advertisement which refers to sexual attractiveness



Time for change. Time for EB

CASE STUDIES. POLAND



CONCLUSIONS

**MOST OF THE STUDIES CONFIRM
IMPACT OF ADVERTISING
ON ALCOHOL CONSUMPTION**

CONCLUSIONS

- **IT SHOULD BE STRESSED THAT THE STUDIES COME FROM COUNTRIES WITH A LONG HISTORY OF ADVERTISING AND WITH RELATIVELY HIGH LEVELS OF ALCOHOL CONSUMPTION**
- **THEREFORE, IT IS DIFFICULT TO SPECULATE THE SIZE OF THE IMPACT OF MARKETING IN CULTURES WITH EITHER A SHORT HISTORY OF ADVERTISING OR LOW ALCOHOL CONSUMPTION**

EFFECTIVENESS OF ALCOHOL POLICIES (BABOR 2008)

STRATEGY	EFFECTIVENESS	EVIDENCE	COST
TAXATION	+++	+++	LOW
MINIMUM AGE	+++	+++	LOW
DENSITY LIMITS	++	+++	LOW
LOW BAC	+++	+++	LOW
ADS BANS	+	+	LOW
EDUCATION	0	+++	HIGH

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