

Appealing alcoholic beverages and marketing practices in Europe

EL SA project overview of the of the practices most appealing alcohol products and advertisements selected by young people

The ELSA project (2005-2007) of STAP (National Foundation for Alcohol Prevention in the Netherlands) includes representatives from 24 European countries. The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in EU Member States and Norway.

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1 Introduction

This report provides an overview of the alcoholic beverages and marketing practices that are most appealing to 12 to 16 year olds in 13 European Member States. ELSA partners have asked young people to list appealing alcoholic beverages and alcohol marketing practices in order to inventory the kinds of alcoholic drinks and alcohol commercials that minors feel attracted to.

The European Council Recommendation of 2001 restricts the design and promotion of alcoholic beverages directed to young people. This report provides a first indication of the extent to which the design and promotion of the most appealing alcoholic beverages are in breach of the European Council Recommendation.

2 European Council Recommendations and EU Directives

The European Council has made recommendations for effective mechanisms in the fields of promoting, marketing and retailing, to ensure that producers do not produce alcoholic beverages specifically targeted at children and adolescents, and to ensure that alcoholic beverages are not designed or promoted to appeal to children and adolescents. The Council Recommendation of June 5th 2001¹ on the drinking of alcohol by young people, in particular children and adolescents (2001/458/EC) states that Member States should,

¹ Retrieved at April, 2nd 2007 from:

<http://europa.eu.int/eur-lex/>

pri/en/oj/dat/2001/l_161/l_16120010616en00380041.pdf

II. [...]

1 encourage, in cooperation with the producers and the retailers of alcoholic beverages and relevant non-governmental organisations, the establishment of effective mechanisms in the fields of promotion, marketing and retailing;

[...]

(a) to ensure that producers do not produce alcoholic beverages specifically targeted at children and adolescents;

(b) to ensure that alcoholic beverages are **not designed or promoted** to appeal to children and adolescents, and paying particular attention inter alia, to the following elements:

- the use of styles (such as characters, motifs or colours) associated with youth culture,
- featuring children, adolescents, or other young looking models, in promotion campaigns,
- allusions to, or images associated with, the consumption of drugs and of other harmful substances, such as tobacco,
- links with violence or antisocial behaviour,
- implications of social, sexual or sporting success,
- encouraging children and adolescents to drink, including low-price sales of alcoholic drinks to adolescents,
- advertising during, or sponsorship of, sporting, musical or other special events that a significant number of children and adolescents attend as actors or spectators,
- advertising in media targeted at children and adolescents or reaching a significant number of children and adolescents,
- free distribution of alcoholic drinks to children and adolescents, as well as sale or free distribution of products which are used to promote alcoholic drinks and which may appeal in particular to children and adolescents;

[...]

(d) to allow manufacturers to get pre-launch advice, in advance of marketing a product or investing in a product, as well as on marketing campaigns before their actual launch;

(e) to ensure that complaints against products which are not being promoted, marketed or retailed in accordance with the principles set out in points (a) and (b) can be effectively handled, and that, if appropriate, such products can be removed from sale and the relevant inappropriate marketing or promotional practices can be brought to an end;

- 2 urge the representative producers and trade organisations of alcoholic beverages to commit themselves to observe the principles described above.

The only European statutory regulation that contains an article focused on the regulation of alcohol advertisement is the Television without Frontiers Directive (TWFD). This directive generates the necessary conditions for the free movement of TV and other media broadcasts. Article 15 in the directive states that advertising and teleshopping for alcoholic beverages shall comply with the following criteria:

- (a) it shall not be aimed specifically at minors or, in particular, depict minors consuming these beverages;
- (b) it shall not link the consumption of alcohol to enhanced physical performance or to driving;
- (c) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;
- (d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
- (e) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light; and
- (f) it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.

The Television without Frontiers Directive will be revised into The Audio Visual Media Services Directive (AVMSD) at the end of May 2007, in order to respond to new technological developments (such as video on demand, mobile TV, audiovisual services on digital TV). On December 13th 2006, a large majority in the European Parliament adopted the first reading of the AVMSD. However, with regard to the advertisement of alcoholic beverages the parliament adopted no additional regulations.

It is stressed in the Council Recommendation that alcoholic beverages should not be produced or promoted to appeal to young people. The TWFD states that advertising of commercials should not be aimed specifically at minors. This report provides an overview of alcoholic beverages and alcohol advertisements that are attractive to minors. We evaluate whether elements in the design and promotion of these alcoholic beverages are in breach of the European Council recommendation and the TWFD.

3 Procedure for listing appealing beverages and marketing practices

In order to identify the alcoholic beverages and commercial communications that are appealing to young people, ELSA partners in 13 Member States provided a list of appealing beverages and marketing practices. ELSA partners have identified appealing alcoholic beverages in Austria, Belgium, Bulgaria, the Czech Republic, Denmark, Germany, Ireland, Italy, the Netherlands, Norway, Romania, Spain, and the United Kingdom.

Young people between the ages of 12 and 16 were asked to identify (promotions of) alcoholic beverages that they like. Illustrations of these marketing practices and alcoholic beverages that are appealing to children were collected.

Young people were informed about the kinds of media where they can find marketing practices. However, specific examples of marketing practices for alcoholic beverages were avoided to circumvent influencing the answers of the respondents. The respondents were asked to name and to describe alcoholic beverages and alcohol promotion that they 'like' or find 'appealing'. A list of the different beverages and marketing practices mentioned was made (they were defined by their description if necessary). The number of times the beverages and marketing practices were mentioned was counted.

The coordinator of the ELSA project did not request a representative sample of the student population. It was recommended to collect information from at least 100 young people of which an even amount of girls and boys.

A standard questionnaire was provided to all partners. See Appendix A for the format of the questionnaire. These were translated in the national language. Some partners decided to slightly adapt the provided questionnaire; they mentioned these adaptations in the method section described in Appendix B. Of the 13 responding countries, 10 described the method they used. In these descriptions the partners addressed the amount of young people they questioned, and where and how the survey was conducted.

For ethical reasons most partners provided the respondents (and their parents) with health promotion materials describing the effects and risks of using alcoholic beverages after they completed the assignment.

4 Results

4.1 Most appealing alcoholic beverages

The ELSA partners provided us with a list of the ten most appealing alcoholic beverages and of the ten most appealing alcohol marketing practices. These lists are reported in appendix C. Pictures of packages of the most appealing alcoholic beverages are collected and presented in this report.

In general the overview shows that colourful packages of alcopops are overrepresented in the list of most appealing alcoholic beverages. Moreover, we can see that in many countries youngsters find the pre-mixes Bacardi Breezer and Smirnoff Ice very attractive. Beer, however, is still also frequently mentioned by young people. Although frequently mentioned, the beer bottles and tins did not seem to be designed to attract youngsters in particular.

Surprisingly, we find in Romania that beer brands are more appealing than alcopops. In Bulgaria we see a lot of vodka brands instead of premixes with vodka. In Italy, young people often mentioned names of mixes they could make themselves instead of premixes. The appealing beverage Spritz, for example, is wine with water and strong liquor of your choice often being added to this drink.

4.2 Most appealing alcohol marketing practices

The ELSA partners provided a list of marketing practices that are most appealing to young people in their country. In addition, the ELSA partners were asked to collect examples of these most appealing alcohol marketing practices. Almost all marketing practices mentioned by the youngsters were television commercials with the exception of a few billboards. Pictures of the most appealing billboards were taken and shots of the most appealing television commercials were made. Only pictures of a modest or good quality were selected to be reported here. The selected alcohol marketing practices are categorized in accordance with the theme addressed in the commercial.

The overview shows that sexual success, sportive success and social success are frequently used themes in the marketing practices most appealing to youngsters. Dancing and going out in clubs is another frequently used topic.

Violence is only used in one of the most appealing marketing practices, namely in a Czech TV commercial.

We should also note that the most appealing commercials are often very funny. Humour is a frequently used element, which apparently is very attractive to youngsters.

5 Conclusion

The ELSA partners collected a list of the most attractive alcoholic beverages and commercial communications according to young people in European Member States. According to the Council Recommendations of 2001 and the Television without Frontiers Directive, alcoholic products and alcohol marketing may not be directed specifically to young people. The use of styles associated with youth culture in alcohol advertisement is restricted by the Council Recommendations.

The results show that in most countries youngsters between 12 and 16 years of age are clearly able to identify appealing brands and advertisements of these brands. Alcopops are overrepresented in the list of most appealing alcoholic beverages. Although formally restricted by the Recommendations, the examples in the report show that these alcoholic beverages are often packaged in brightly coloured bottles or tins.

In addition, the ELSA report shows also that besides alcopops, beers are very appealing to youngsters. Although beers appear to be very attractive to 12 to 18 year olds, the Council Recommendations do not address these alcoholic beverages since these drinks are not packaged in colourful bottles.

When youngsters are asked to identify appealing marketing practices they often mention television commercials. Many brands mentioned by young people as most appealing alcoholic beverages were also mentioned in the list of most appealing alcohol advertisement. Brands of beer, although not packaged in colourful bottles or tins were often recognized in the list of most attractive commercials. Although the Council Recommendation limits implications of social, sportive or sexual success in alcohol advertisements, the collection of most appealing marketing practices shows that many attractive advertisements address links with one of these elements. Another commonly used theme is dancing or going out. Although going out in clubs is not explicitly mentioned in the Council Recommendation, it can be argued that dancing and going out is associated with youth culture. Humour is another frequently used element in the collection of commercials most appealing to young people in the Member States. However, humour by itself as an element in advertisement is not addressed by the Council Recommendation.

In general, when comparing the lists of most appealing alcoholic beverages and most appealing marketing practices in 13 Member States with the European Council Recommendation and the TWFD, we have to conclude that most of the appealing beverages and advertisements seem to be in breach of the European directives and recommendations. The products are often very colourful, which apparently is perceived as attractive by young people. Appealing commercials often suggest sexual, social or sportive success. In addition, other frequently used elements and themes in commercials, such as going out and the use of humour, appear to be very attractive to young people but is not addressed by the Council Recommendation.

6 Overview of the 10 most appealing beverages

selected by young people (12-16 year) in 2006

Austria



Wine



Sparkling Wine/
Champagne



Beer



Vodka



Cocktails



Glogg/Mulled Wine



Tequilla



Eristoff®
(different types)



Bacardi®



Jagermeister®

Belgium



Bacardi Breezer®



Wine



Pisang Ambon®



Passoa®



Martini®
Flavoured jenever
Cherry beer



Champagne



Flügel®



Baileys®



Smirnoff Ice®



Pils beer

Bulgaria



Flirt Vodka®



Sobieski®



Beck's®



Absolut®



Zagorka®



Kamenitza®



Tuborg®



Smirnoff®



Jack Daniels®

Czech Republic



Wine



Gambrinus®



Egg – flip



Metaxa®



Puschkin vodka®



Tequila



Amundsen vodka®



Baileys Irish Cream®

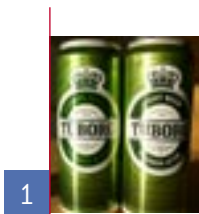


Pilsner Urquell®



Fernet Stock®

Denmark



Green Tuborg Beer®



Carlsberg Beer®



**Smirnoff Ice®
(RTD)**



**Jägermeister®
(Bitter)**



Smirnoff Vodka®



**Baileys®
(liqueurs)**



**Fisherman's Friend®
(RTD)**



Wiibro Beer®



Bacardi Rum®



**Gajol Vodka Shot®
(RTD)**

Germany



Veltins V+®
(V+kola, V+lemon,
V+energy)



Cab®
(Cola & Beer, Cab Lemon)



XuXu®



Baileys®



Wodka Gorbatschow®



Kleiner Feigling®



Frankenheim blue®



Jägermeister®



Smirnoff Ice®



Ramazzotti®

Ireland



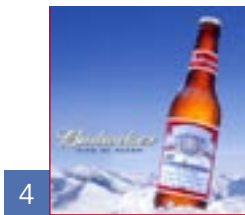
Smirnoff®



Wkd®



Bulmers®



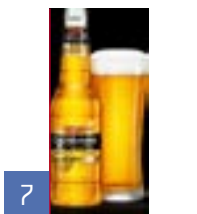
Budweiser®



Bacardi Breezer®



Vodka



Miller®



Guinness®



Heineken®



Wine/Baileys®/Carlsberg®

Italy



1

Bacardí Breezer®



2

Wine



3

Baileys®



4

Vodka



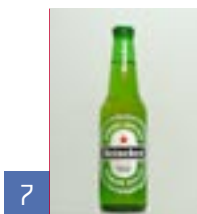
5

Limoncello



6

Spritz (wine with water, often mixed with strong spirits)



7

Heineken®



8

Beck's®



9

Moretti®



10

Cuba Libre (mix of Rum, Lime Juice, and Coke)

The Netherlands



Bacardi®



Bacardi Breezer®



Heineken®



Flugel®



Martini®



Malibu®



Amstel®



Passoa®



Bavaria®



Grolsch®

Romania



Bergenbier®



Ursus®



Becks®



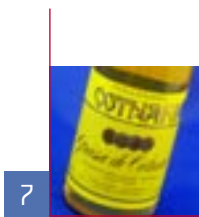
Skol®



Golden Brau®



Tuborg®



Grasa de Cotnari®



Alexandrion brandy®



Timisoreana®



Wembley Dry Gin 2®

United Kingdom



WKD®



Foster's®



Carling®



Stella Artois®



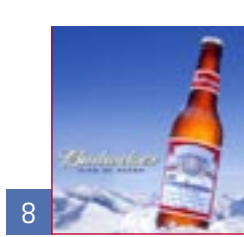
Lambrini®



Smirnoff Ice®



Smirnoff Vodka®



Budweiser®



Strongbow®



Magners

7 Overview of the most appealing alcohol marketing practices

selected by young people (12-16 year) in 2006

Theme: **Sexual Success**



Bulgarian commercial by Flirt
Vodka with an erotic atmosphere



Bulgarian commercial by Flirt
Vodka which gives a suggestion
of sexual success. The "Angel of
Alcohol" forces a woman to go to
the room of a man she met at a
party.

Theme: **Sexual Success**



Billboard in Austria by Campari



In this Romanian advertisement by Beck's a couple is dancing erotically.

Theme: **Sexual Success**



This Romanian commercial by Vodka Kreskova shows a man who comes home in a very erotic atmosphere. However, the man stays very cool under the attention that the girls give him. The only thing that excites him is his alcoholic beverage.

Theme: **Sexual Success**



In this commercial of William Lawsons. The lady feels attracted by the Scottish guy. He provokes the lady by opening his legs and the lady laughs about it.

Theme: **Sexual Success**



Romanian beer commercial by Skol which is situated in a striptease club.

Theme: **Dance**



Czech commercial by Becherovka with dance and the suggestion of sexual success.

Theme: **Dance**



In this Dutch commercial by Bacardi a young looking guy misses his train to sell his drinks. However, a bus arrives and together with the drinks a great party starts

Theme: **Dance**



Beer commercial from Romania by Ciuc shows a guy who orders a beer. This beer makes people



Beer commercial from Poland by Freeq shows a guy who is very unpopular with the girls. When he orders a beer, the beer turns out to spray. This beverage is so trendy that suddenly all other people in the disco want to drink with the unpopular guy.

Theme: **Violence**



Czech commercial by Fernet Stock with violent elements and the suggestion that relaxing with friends is related to drinking beer.

Theme: Sportive Success



The Austrian commercial of Ottakringer shows a product which can be used in a soccer game. A can 'kick the ball' by opening the bottle.

Theme: **Sportive Success**



Austrian beer commercial by Zipfer Sparkling shows a very athletic talented woman

Theme: Sportive Success



In this Slovakian commercial of Gambrinus the distributors of beer are heroes and they can play soccer with the barrels of beer.

Theme: **Sportive Success**



These men are inspired by the Olympic Games and their beer. Slovakian beer commercial by Pilsner.

Theme: **Social Success**



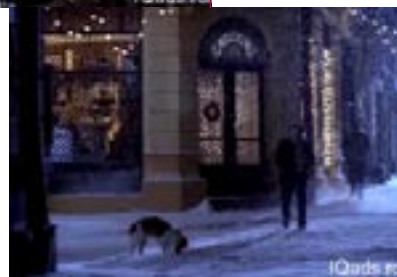
A German beer commercial by Cab connects the beer with a style of life with art, music and social success. With a young woman saying: "I am so shy, but I don't show it." And another young woman says: I never go out without my beer."

Theme: **Social Succes**



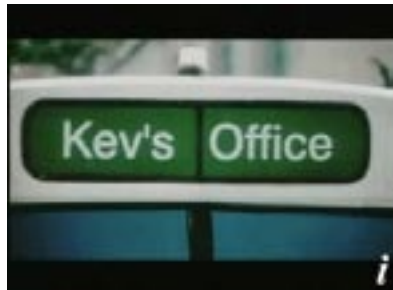
This Dutch beer commercial by Heineken shows Rudy who is a shepherd. However, when snow begins to fall Rudy transforms into a very popular skiing teacher. In the pub he exclaims: "Beer?" (In Dutch: "Biertje?")

Theme: **Social Succes**



In this Romanian beer advertisement by Bergenbier, a guy is drinking beer with his friends. Consequently, he forgets to buy a Christmas present for his wife and the store is closed already. The guy decides to give her a strayed dog.

Theme: **Social Succes**



When Kev wakes up the world is changed completely in this commercial by Carlsberg,. Instead of missing the bus, Kev gets his own bus including breakfast. Suddenly he is popular with girls, and instead of being fired Kev gets a promotion. At the end of the day Kev is working at a sunny place drinking a beer.

Theme: **Social Succes**



Belgian beer advertisement by Maes starts with:
"Wanna bet for a Maes?"
Vandalism by making a gap in the ice increases social success. The reward is a beer.

Theme: **Social Success**



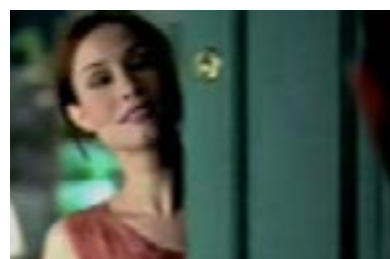
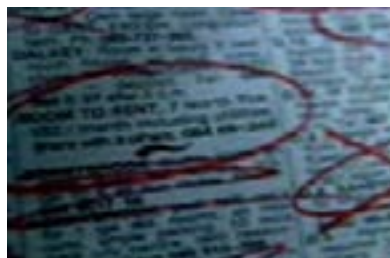
This Czech commercial by Metaxa shows a group of friends who are enjoying the sunset. With their bottle they are able to freeze time.

Theme: **Social Success**



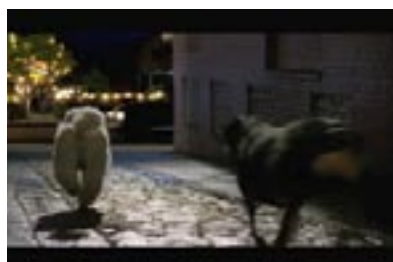
In this Danish commercial by Baileys a man has some trouble with putting ice cubes in his drink. His friends are laughing. He decides to be 'smart' and to use the bowl of ice cubes as his glass. He earns the respect of his friends after this.

Theme: Social Success



In an Irish commercial by Carlsberg, a guy is looking for a room. He visits his new flat and finds a place with 'everything' a man wishes: beautiful ladies, pizza, soccer and of course beer.

Theme: **Social Succes**



In this Slovakian commercial by Gambrinus, a guy is attacked by a dog. His friends who are drinking a beer rescue him by using a dog of a lady.

Theme: **Young Looking Models**



Enjoying time. In this Austrian beer commercial by Edelweiss young looking models are shown.

Theme: **Animals**



A Polish beer commercial by Zubr shows a heavy bison which has troubles standing up.



An Irish beer commercial by Budweiser shows a group of horses that are involved in a snowball fight. One horse is smarter than all others and pushes against the tree. All the snow falls on the other horses.

Theme: Science fiction



When Kev wakes up the world In this Danish beer commercial by Tuborg, three aliens are dancing in a grocery shop. The owner of this show is not so happy about this. He gives them other clothes and shows them new moves. When they all grab a beer, they are beamed up.

Theme: **Other**



Billboards in Austria by Jägermeister and by Puntigamer.

Theme: **Other**



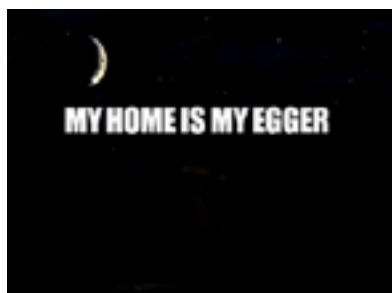
Austrian beer commercial by Gösler on men protecting their beer. If they have their beer everything is ok.

Theme: **Other**



A beer commercial from the Czech Republic and Slovakia by RadeGas shows people who have a day full of bad luck. It suggests that all things are ok if you can drink your beer.

Theme: Other



Commercial from Austria by Egger



Commercial from the UK by Strongbow

Theme: **Other**



Commercial from the UK by Smirnoff in which the damaged bottle is excluded from the group and drops on the floor.

Appendix A **Format questionnaire**

Form (example)

[name organisation] wants to know ...

- if young people like alcoholic beverages or alcohol promotion;
- and if 'yes': which alcoholic beverages or alcohol promotions they like.

A few examples of ways to promote alcoholic beverages:

- advertising on TV, radio, Internet, billboards;
- packaging; the alcoholic beverage itself;
- sales promotion and advertising of lower prices
- advertising of volume discounts
- events (sponsoring); sport, cultural or else
- sampling or interpersonal promotion
- placement and special presentation at selling points
- advertising through mobile phone use (e.g. sms-advertising)
- visible sponsoring of TV programmes or movies or paid product placement
- Internet based advertising and promotion; banners, newsletters, etc.
- using other products with the name, logo and/or trademark of an alcoholic beverage brand.

A few types of alcoholic beverages:

- Beer in glass, cans, bottles or kegs for home-use.
- Wine or wine-based drinks (like ports) in glass, bottles, plastic rtd (ready-to-drink) bottles with screw cap.
- Hard or strong liquor based on distilled spirits.
- Strong liquor with a fruit base in a big bottle.
- Shooters: often strong liquor in a 'one-shot' small bottle package.
- Alcopops, premixes or rtd's (ready-to-drink): often liquor-based drinks with partly strong liquor, partly lemonade or juice.

We ask you to describe on this form....

- alcoholic beverages (brand) you like or that appeal to you (section 1);
- promotions for alcoholic beverages that you like or that appeals to you (section 2).

You are not obliged to totally complete this 'form'. Maybe you only know one example that you like or you do not know any. That is fine.

Age:

I am a: girl boy

Section 1: Alcoholic beverages

Below is space to name and describe alcoholic beverages you like or that are appealing to you. You do not need to have tasted them! State the brand name and describe it in your own words (colours, shape bottle, etc).

[leave one page open]

Section 2: Promotion of alcoholic beverages

Below is space to name and describe promotions of alcoholic beverages you like or that are appealing to you. Name which alcoholic beverage the promotion was for, where you observed it, and how it looked.

[leave one page open]

Need more space? Ask for a new form.

Appendix B Method

1 Belgium

Provided student sample:

In Belgium the provision of the student sample was facilitated by the fact that there were some good contacts with teachers from secondary schools in Dendermonde, a small city in the centre of East Flanders. We gave these teachers some information about the ELSA project and the specific task, and asked the principal for permission to participate in this project. Two schools were willing to cooperate, a general secondary school (Royal Atheneum - ASO) and a technical secondary school (Royal Technical Atheneum - TSO).

Place and number of respondents:

In total we have received 149 completed questionnaires. We only used the results of 130 respondents because 17 students had already reached adult age (18 years) and 2 of them were below the age of 12 years, consequently they did not belong to the target group. Most respondents are girls (69,2%). Only 40 students are boys (30,8%). Most students are 16 years old (29%).

In the general secondary school all students get general secondary education (ASO) but they are scattered around several different school curriculum (Latin, mathematics, languages). In sum 100 students between 12 and 17 years from 6 classes filled in the questionnaire: 17 of the first grade, 21 of the second grade, 11 students of the third grade, 17 students of the fourth grade, 21 students of the fifth grade and 13 of the sixth grade. This group consists of 61 girls and 39 boys. The sex and age distribution is given in table 1.

In the *technical secondary school* 30 students filled in the questionnaire, of which 29 girls and 1 boy. The sex and age distribution is presented in table 1.

Table 1 Age and sex distribution of the respondents

Age	ASO		TSO		TOTAL
	girls	boys	girls	boys	
12 years	10	7	-	-	17
13 years	12	4	-	-	16
14 years	13	3	-	-	16
15 years	6	11	3	-	20
16 years	11	10	17	-	38
17 years	9	4	9	1	23
total	61	39	29	1	130

In the general secondary school one class of every grade answered the inquiry. In the technical secondary school two classes of the fifth grade contributed to this research.,

Coordinating the introduction of the questionnaire:

A research worker of VAD coordinated the research in the different classes; an accompanying teacher was present in every class. VAD introduced the research goals and clarified the questionnaire. After this explanation the students filled in the questionnaire anonymously.

Is the method described by the ELSA project coordinators used?

Yes. We used the Dutch questionnaire translated by STAP and introduced the questionnaire to the pupils as suggested:

- we explained the types of alcoholic drinks;
- we asked which types of marketing they had already seen and explained the other ones (most named were TV, radio and magazine advertising, but it was striking that more of the youngest pupils mentioned other types of alcohol marketing e.g. advertising on trucks, advertising outside and inside bars, promo teams, ...);
- we explained the type of questions: more specifically we said that it was important to describe the drinks or marketing practices as well as possible so we would be able to trace these images down.

Other comments:

To thank them for their participation, VAD gave the schools some VAD-health promotion material.

2 Bulgaria

Provided student sample:

The groups were generally approached by addressing the school principals with a written demand for cooperation. (A sample letter can be found below.) After acquiring their approval we were usually directed to a teacher with whom to plan and organize a classroom visit. The teachers were most often attending without direct interference.

Place and number of respondents:

We have involved groups of school students from:

- Balkan High School, Sofia
- National High School for Trade and Finance, Sofia
- Vocational High School for Mechanics and Electrotechnics, Sofia
- A. S. *Pushkin* High School for Foreign Languages
- a mixed group of school-students from the city of Plovdiv

Coordinating the introduction of the questionnaire:

As it is seen, the various marketing practices were listed on the cover page of the form; they were also explained verbally before distributing it to the students. We attempted to be as interactive as possible in order to maintain young people's interest and involvement so 1) we asked them what the practices they already knew were and 2) completed and explained those they did not mention. Examples were always given, without any reference to a brand though.

Is the method described by the ELSA project coordinators used?

We explain the objective of the survey briefly and also insisted that it was anonymous and confidential. We also explained that we needed their responses to be as individual as possible so we asked them to discuss only *after* everyone had completed the form. The form we used was prepared according to the example set in the Appendix A and slightly modified, as follows:

Hello! This simple questionnaire can help us understand more about Bulgarian young people's attitudes with relation to alcohol products and alcohol advertisements. We would like to know 1) whether young people do like alcoholic beverages and/or advertisements and, if yes, 2) the particular beverages and/or advertisements they like the most.

Here are a few examples of ways to promote alcoholic beverages:

- by TV or radio advertisements, including sponsoring of TV programmes or movies
- by Internet advertisements – banners, newsletters, commercial e-mails, mailing lists, etc.
- by advertisements in printed media such as newspapers, magazines, etc.
- by free of charge brochures and leaflets distributed by post; through flyers in bars, restaurants and pubs; printed announcements of sales promotions, etc.
- by billboards, signboards and neon-boards located in exterior or interior environments
- through the packing of the alcoholic beverages themselves – labels, bottles, boxes, etc.
- by sales promotions in stores and supermarkets offering an opportunity to taste; by free of charge sampling in bars or during concerts, parties, sports events, etc.
- by official sponsorship of sports events, concerts, festivals, etc.
- by using other products with the name, logo and/or trademark of an alcoholic beverage brand.

Here are a few types of alcoholic beverages that are most popular:

- Beer (in glass or plastic bottles, cans, etc)
- Wine – white, red, rose, etc. (in glass or plastic bottles, in plastic rtd bottles with screw cap, etc.)
- Hard or strong liquors – such as whiskey, vodka, rakia, gin, cognac, mastic, rum, etc. (most often in glass bottles)
- Liqueurs
- Shooters – often strong liquor in a ‘one-shot’ small bottle package
- Alcopops – premixes or ready-to-drinks: often liquor-based drinks with partly strong liquor, partly lemonade or juice

We ask you to describe

- 3 alcoholic beverages you like the most or find most appealing
- 3 promotions/advertisements of alcoholic beverages you like the most or find most appealing

The survey is entirely anonymous and confidential! We would appreciate straightforward answers. Maybe you only know one that you like or you do not know any. That is fine.

Age: _____ I am a: girl boy

Part I: alcoholic beverages

Below is space to name and describe 3 alcoholic beverages you like the most or that are appealing to you. You do not need to have drunk them! We ask you to state their brand name and describe it in your own words (e.g. colour, shape of the bottle, etc.)

(If you need more space, please write on the back of the page or ask for extra sheets)

Part II: advertisement of alcoholic beverages

Below is space to name and describe 3 promotions/advertisements of alcoholic beverages you like or that are appealing to you. We ask you to name which alcoholic beverage the promotion was for, where you observed it and how it looked.

(If you need more space, please write on the back of the page or ask for extra sheets)

Thank you for your help!

Other comments:

After everyone had completed and returned the form we did some brainstorming and discussion on common hidden messages and strategies in alcohol marketing as well as widespread risks associated with alcohol. Both were listed on the blackboard. We encouraged the young people to maintain a critical attitude and then decide for themselves. An emphasis was put on the harm associated with drink-driving, health issues, sexual behaviour, addictions, etc. with some figures and suggestions.

3 The Czech Republic

Provided student sample:

The study was conducted on April 28, 2006 in four classes of a grammar school - III., IV., V., and VI. Grade.

Place and number of respondents:

More than 100 students at the age of 13 – 17 years participated in the survey, but only 47 girls and 48 boys filled it in properly.

4 Denmark

Provided student sample:

In order to cover the age composition in the best way possible, we contacted a 6th grade (12-13 years of age), a youth school (14-15 years of age) and students in their first year of High School (16-17 years of age). We used already established contacts: A boyfriend of a colleague, who happens to be a schoolteacher; a youth school, where a colleague is a board member; and an old high school teacher.

Place and number of respondents:

All in all we questioned 90 students: 50 girls and 40 boys.

Coordinating the introduction of the questionnaire:

I made an extensive Power Point presentation in which I first presented different types of alcohol (without illustrations) and second different types of marketing (with illustrations of marketing products other than alcohol).

Is the method described by the ELSA project coordinators used?

Because of this presentation we used only a very concise form. The form provided the possibility of 3 answers to each question of 5 lines. We made one addition to the form, namely the age of the students.

Other comments:

We received some scientific supervision from the National Institute of Public Health. We went to see research assistant Morten Hulvej Jorgensen, who is experienced in doing research, which involves young people and alcohol. He suggested that we ask the students to make a brainstorm in connection with each subject in the Power Point presentation. The brainstorm is made in order to come up with different alcohol brands and concrete examples on alcohol marketing. The results are written on the blackboard, making it possible for everybody to fill them in the forms later.

5 Germany

Place and number of respondents:

Altogether 135 pupils of five classes of a comprehensive school in the city of Hagen (a big city in the centre west of Germany) were queried in March 2006. Data from 130 pupils were analysed as 5 pupils were below the required age of 12 years. Among these were 70 boys and 60 girl between 12 and 16 years of age (mean age = 13.6).

Coordinating the introduction of the questionnaire:

The survey was conducted by teachers who were instructed both face-to-face and in written form about how to realise the survey. The teachers first explained the questionnaire and then practised with examples of non-alcoholic beverages. For completing the questionnaire the children had about 20-25 minutes. The pupils were told to fill in the form by themselves; exchange of information was not allowed.

Is the method described by the ELSA project coordinators used?

The used questionnaire was a German adaptation of the form in the training manual with some minor revisions.

Other comments:

After the survey, the topic of alcohol and advertising was discussed in the classroom. How the topic was addressed was left up to the teachers and differed depending on the age of the pupils, the time available, and the teachers' personal engagement. Young people were also provided with health promotion materials. Data quality differed depending on the respective class (pertaining to response rate and particularity of descriptions). On the one hand this can be traced back to different age groups and a different level of education of pupils in the different classes. On the other hand it is assumed that the quality of how teachers explained the task differed, which could unfortunately not be controlled for.

6 Ireland

Provided student sample:

We contacted the principals of three schools, two in different parts of Dublin, Knocklyon – a suburb in the South of Dublin, Blakestown in the West of Dublin and one in Limerick in the South West of Ireland, and asked for permission to carry out the survey. We gave each of them information about the project, its aims and objectives and the principals agreed to facilitate the survey. They referred my request to the teacher with responsibility for Social, Personal and Health Education (SPHE) who made the arrangements for me.

We had hoped to carry out the survey with two different age groups, however this was not possible for the teachers to arrange due to timetable difficulties. My survey was therefore carried out with two classes of young people in each school who were mostly aged either 15 or 16.

Place and number of respondents:

We received a total of 139 completed surveys; the gender breakdown was 68 girls and 71 boys.

Coordinating the introduction of the questionnaire:

Prior to distribution of the surveys we explained what was meant by alcohol marketing practices and some examples were given of the range of different practices currently used by drink companies. We also explained what was meant by alcoholic beverages without reference to any specific brands; however in one school a pupil asked whether or not a specific (branded) product was alcoholic and it was necessary to respond as the school had a significant number of Muslim children who were unfamiliar with alcoholic beverages. The mention of this product (Baileys) may have influenced the responses given in this particular school as 7 students listed it as appealing but it was not listed by students in any other school as being appealing. Despite the teachers asking pupils to complete the survey without reference to each other there was some discussion, and it is possible there was collusion in the answers.

Is the method described by the ELSA project coordinators used?

We used the survey form provided, and carried out the survey during a two-week period in the month of May 2006.

Other comments:

A number of difficulties arose with the survey, for example many of the students failed to respond fully to the question on alcohol marketing practices that appealed to them, giving only the brand name of the product rather than describing the specific promotion that appealed to them e.g. “Carlsberg have good ads”. In order to overcome this difficulty, we have counted and ranked the number of times a particular product was mentioned by the students as well as the number of times a marketing practice was mentioned. A number of students attributed ads to the wrong companies and none of them mentioned the time or date when the marketing practice was published.

7 Italy

Provided student sample:

The sample has been identified in the cities of Padova and Torino. The groups of young people were found by contacting school teachers, with whom interventions of health promotion on alcohol issues in Padova and prevention activities on risky behaviours in Torino had been previously organised.

Place and number of respondents:

Schools involved are:

- Liceo Scientifico, age 16-17 years old (2 classes, third year of high school)
- Liceo Psico-Pedagogico, age 16-17 anni (2 classes, third year of high school)
- Istituto Tecnico Professionale, age 16-17 anni (1 class, third year of high school)
- Scuola Media Inferiore, age 13-14 anni (6 classes, third year of secondary school)

with a total number of 222 students, 89 males and 132 females. Only one subject has not given indications on gender.

Age

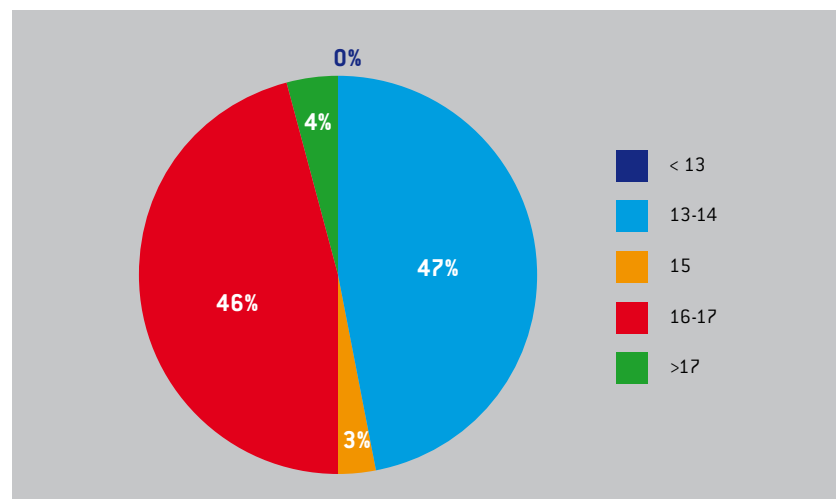
Some subjects are above or under the identified age ranges (from 13 to 14; from 16 to 17):

five students 18 years old,
three students 19 years old
one student 21 years old (probably repeating one year or more)
seven students 15 years old
one student 12 years old
two with no information on age.

The age 16-17 is well represented by half the sample (101 subjects). Equally well represented are students between 13 and 14 years old with 102 subjects.

Coordinating the introduction of the questionnaire:

Questionnaires were filled in by the students in classes with the presence of a teacher, after explaining briefly the research aim and therefore telling them to try to be as honest as possible.



Is the method described by the ELSA project coordinators used?

The proposed questionnaire has been translated into Italian with no substantial changes from the English version.

Other comments:

While filling in the questionnaire, students have often asked clarifications, for example about question 2 “how does it seem to you” (which could refer to both advertising and alcohol beverage): the students were told to give both answers, if possible.

8 The Netherlands

Place and number of respondents:

Altogether 136 pupils of seven classes in three comprehensive schools in the Netherlands were queried in June 2006. The schools were located in the east (Hoogeveen), the west (Amsterdam) and the middle (Utrecht) of the country. Data from 127 pupils were analysed as 9 pupils were above the required age of 17 years. Among these were 79 boys and 48 girls between 12 and 17 years of age.

Coordinating the introduction of the questionnaire:

The survey was conducted by a STAP employee during the normal school classes. The STAP employee first explained the questionnaire and then gave some examples without mentioning brand names. For completing the questionnaire the children had about 20-25 minutes. The pupils were told to fill in the form by themselves; exchange of information was not allowed.

Is the method described by the ELSA project coordinators used?

The used questionnaire was a Dutch adaptation of the form in the training manual with some minor revisions.

Other comments:

After the survey, the topic alcohol and advertising was discussed in the classroom. How the topic was addressed was left up to the teachers and differed depending on the age of the pupils, the time available, and the teachers' personal engagement.

Data quality differed depending on the respective class (pertaining to response rate and particularity of descriptions). On the one hand this can be traced back to different age groups and a different level of education of pupils in the different classes. On the other hand it is noticed that the religious background of the respondents influenced their responses. Muslim children often responded that they never watched alcohol marketing and did not know any brand names, or responded that their religion did not allow them to drink any alcohol. Only two of the seven investigated classes contained many Muslim children.

9 Romania

Place and number of respondents:

- Volume of the sample: the sample included 248 respondents; one questionnaire was used in each school, addressed to the pupils.
- Layering criteria: 2 regions (from urban and rural area)

Pupils group:

- 1 **“Doamna Chiajna” School**
(Grupul scolar “Doamna Chiajna” – com. Rosu, Chiajna, jud Ilfov)
 - class a VIII B – 24 pupils (pupils aged 14 to 15 years)
 - class a VIII A – 23 pupils (pupils aged 14 to 15 years)
 - class a IX A – 21 pupils (pupils aged 15 to 16 years)
 - class a IX D – 23 pupils (pupils aged 15 to 16 years)
- 2 **General school “Jean Monnet”, Bucharest, sector 1:**
 - class a VI A – 21 pupils (pupils aged 12 to 13 years)
- 3 **Scoala generala Pantelimon, com. Pantelimon, jud. Ilfov**
 - class a VII C – 26 pupils (pupils aged 13 to 14 years)
 - class a VIII B – 24 pupils (pupils aged 14 to 15 years)
 - class a VIII D – 25 pupils (pupils aged 14 to 15 years)
- 4 **Sc. Generala nr. 205 “Sf. Stelian”, Bucuresti, sector 6**
 - class a VII-a A – 24 pupils (pupils aged 13 to 14 years)
 - class a VII-a B – 23 pupils (pupils aged 13 to 14 years)
 - class a VIII –a B – 24 pupils (pupils aged 14 to 15 years)

Coordinating the introduction of the questionnaire:

Interviews were conducted between 17 and 28 April, 2006, by 3 interviewers; 2 teachers and an employee of LSOSAAMS.

Is the method described by the ELSA project coordinators used?

The method used was opinion polls, with face-to-face interviews conducted at the respondent's school. The questionnaire used, translated in Romanian language, is presented in the appendix of this report.

10 United Kingdom

Place and number of respondents:

The sample was derived entirely from a Catholic secondary school in the north of England. It took the form of two sessions within a full-year-group assembly, on the 11 Dec (Year 11) and 14 Dec (Year 8). The sample was split as follows:

- **Age:** 79 12 year olds, 36 13 year olds (115 Year 8 students); 78 15 year olds, 34 16 year olds (112 Year 11 students).
- **Gender:** 125 boys, 102 girls (the gender split being particularly pronounced in the Year 8 group, where 58% of the sample was male).

The representativeness of the sample can be roughly estimated by comparing the results with a separate and nationally representative study conducted by the ASA/Ofcom in Dec 2004. It should be noted that the questions were worded differently ('have drunk beverage in last 6 months' vs. 'brand is appealing'), the mode of the surveys was entirely different (pick from list vs. open choice), the age groups were different (the ASA/Ofcom survey groups results into 11-13 and 14-16 year old age brackets) and that roughly 2 years separates the national survey from this work.

Nevertheless, a tentative comparison of the two studies suggests that the ELSA sample were much less attracted to alcopops and much more attracted to vodka than the national average – particularly in terms of Bacardi Breezer, Smirnoff Ice (vs. Smirnoff Vodka), and Reef. However, there was a considerable degree of overlap between the two samples in terms of other brands, particularly WKD, major beer brands, and Lambrini. Overall, this confirms that the sample was not entirely typical of UK young drinkers, but that it displayed certain similarities that suggests it was not entirely atypical either.

Coordinating the introduction of the questionnaire:

In both groups, the researcher (BB) spoke to the young people for 2-3 minutes before handing out the questionnaires. This explained:

- The purpose of the survey: to find out what young people really like, in every single country within the EU.
- The meaning of the words 'alcohol', 'brand' and 'promotion' (see below).
- The complete confidentiality of their responses.
- That if they could not remember any brands/promotions, or did not want to take part, they could simply leave the form blank.

This explanation and the setting seemed to have been persuasive in getting the cooperation of the young people involved – almost none of the responses showed that the young people were trying to produce 'joke' answers.

However, the questionnaire seemed to have led to a degree of misunderstanding in both groups of respondents, despite the explanation.

- In the first group, the section on promotions was often left blank, and the questions asked to the researcher within the session seemed to suggest that there was some degree of non-comprehension of what the question referred to. This strongly suggests that the suggested question on 'promotions' was not readily understood by young people. On reflection, the question itself was badly formed – in making a serious effort to capture 'promotions' rather than 'adverts', the question became difficult to answer as it was unclear on what basis to compare price promotions, creative advertising, and sponsorship deals. This is likely to affect the comparison. Most of the valid responses to this questionnaire appeared to have interpreted the question as 'adverts' rather than 'promotions'.

Is the method described by the ELSA project coordinators used?

As a result of the unclear questionnaire, the questionnaire was reformulated for the second (younger) group to focus exclusively on adverts (see appendix 2). The comparability of the results from the two groups is therefore slightly reduced, although it is highly likely that the valid responses in both groups interpreted the question in similar ways (as suggested by the results below, and the impressions of the researcher during the two sessions).

Other comments:

The 'clustering' of results geographically was increased by the students' conversations with one another while filling in the questionnaire (a practical concession, rather than a deliberate feature of the design). This means that questionnaires from the 3-4 students who could have spoken to each other within the seating arrangement of the room could be influenced by each other's responses. However, it was not possible for peer influences to operate at longer distance, which should reduce this clustering to a relatively low level. Nevertheless, it would be expected that there may be a high level of random fluctuations in the results, compared to a nationally representative result. Ethically, it appears students in both groups understood the confidentiality of responses, and were aware that they could leave the forms blank. The research will also be supplemented by educational resources given to the school for their use in Personal, Social and Health Education classes.

Appendix C Results

1 Results Austria

Most Appealing Beverages

	Brand	Type	If Type=Other
1	not mentioned	Wine	
2	not mentioned	Other	sparkling wine, champagne
3	not mentioned	Beer	
4	not mentioned	Hard liquor	vodka
5	not mentioned	Other	cocktails
6	not mentioned	Other	glogg, mulled wine
7	not mentioned	Hard liquor	tequilla
8	Eristoff	Hard liquor	Eristoff is the brand for different types of alcohol, it can be only vodka, premix with vodka
9	Bacardi	Other	Bacardi is the brand for different types of alcohol, hard liquor, premix, sparkling wine, vermouth
10	Jägermeister	Hard liquor	bitters

Most appealing marketing practices:

About the marketing practice

	Brand	Title	Date & time	Publication
1	Beer Tender	Beer Tender TV Weihnachten (Beertender Xmas)	December 2006	TV/cinema
2	Heineken	Heineken TV UEFA Cup	Spring 2006	TV/cinema
3	Campari	Campari Plakat Paar Flasche (campari red passion)	Summer 2006	billboard
4	Jägermeister	Jägermeister Plakat. Tschopperwasser	Autumn 2006	billboard
5	Gösser	Gösser TV Angler (fishing)	Spring/Summer 2006	TV/cinema
6	Ottakringer	Ottakringer TV Plopp WM	Spring 2006	TV/cinema
7	Zipfer	Zipfer Sparkling	some years old, but shown in Summer 2006	TV/cinema
8	Puntigamer	Puntigamer Plakat	Summer 2006	billboard
9	Puntigamer	Puntigamer TV Fußballplatz	some years old, but shown in Autumn 2006	TV/cinema
10	Egger	Egger TV Gute Nacht (my home)	Autumn 2006	TV/cinema

2 Results Belgium

The questionnaire consists of two open questions. The first question measures which alcoholic drinks young people like and why. The second question asks which alcohol marketing practices the students know and appreciate.

Favourite alcoholic drinks

The first question provided us a pallet of 83 different types of alcohol. In sum these 83 different types were quoted 753 times by our respondents. Bacardi Breezer® leads the top ten of most popular alcoholic drinks (table 2). 55 of 130 students (42,3%) mentioned Bacardi Breezer® as one of their favourite alcoholic drinks. The different tastes and colours are the main reason why young people find Bacardi Breezer® interesting and attractive.

Wine, white as well as red, was named 44 times (33,8%) as a popular drink. Many young people see wine as a drink on family festivities. Together with champagne it is the alcoholic beverage that most of the students had already drunk, mainly in the presence of the parents. Pisang Ambon® stands in third place with 38 votes (29,2%). The success of Pisang Ambon® is attributable to the mysterious green colour, but young people also seem to like the taste of this green strong liquor. Passoa® enters our top 10 at number 4 with 36 students (27,7%) mentioning they like this drink. The 5th place is shared by Martini®, flavoured jenever and cherry beer (called 'Kriek') all quoted 33 times as favourite alcoholic drink (25,4%). Remarkably in this top five is the absence of Belgian pils beer. Because of the sweet taste of cherries, cherry beer is preferred.

The top-10 of most attractive alcoholic beverages is completed with champagne (22,3%), Flügel® (20,8%), Baileys® (19,2%), Smirnoff Ice® (16,9%) and pils beer (16,2%).

Table 2 Top-10 of the most attractive alcoholic drinks by sex

	Drink/Brand	Girls	Boys	Total	%
1	Bacardi Breezer®	40	15	55	42,3
2	Wine	28	12	40	33,8
3	Pisang Ambon®	34	4	38	29,2
4	Passoa®	30	6	36	27,7
5	Martini®	24	9	33	25,4
	Flavoured jenever	23	10	33	25,4
	Cherry beer	25	8	33	25,4
6	Champagne	24	5	29	22,3
7	Flügel®	19	8	27	20,8
8	Baileys®	21	4	25	19,2
9	Smirnoff Ice®	18	4	22	16,9
10	Pils beer	15	6	21	16,2

Favourite marketing practices

The second question asked the students which alcohol marketing practices they like. In this consultation, 57 different types of publicity have been listed at least once by one of the respondents. These are all TV/cinema commercials. The absolute winner is Martini®. The “no martini, no party (with George Clooney)”

TV spot is cited 45 times (table 3). In the second place, named 43 times, is the “martini baby (parrot)” TV commercial. From further analysis of marketing practices it becomes clear that Belgian beer commercials are also popular. Maes® beer and cherry beer “Bellevue®” claim place 3 and 4. William Lawsons® scotch concludes our top-5 with the “Sharon Stone” commercial.

Table 3 Top-10 of favourite alcohol marketing practices

	Marketing Practice	YP
1	Martini® with “no martini, no party” with George Clooney	45
2	Martini® with “Martini baby?” (parrot)	43
3	Maes® with “bet for a Maes – hole in the ice”	11
4	Cherry beer “Bellevue®” with “fishing men”	11
5	William Lawsons® with “Sharon Stone and man in kilt”	10
6	Cherry Beer Extra with “Eternal friendship”	9
7	Jupiler® with “Rafting”	8
8	Martini® with “The masked ball”	8
9	Cherry Beer “Bellevue®” with “car jack”	7
10	William Lawsons® with “Scottish men on horses”	6

Besides citing specific alcohol commercials, some students mentioned general locations where they had seen alcohol advertising for example alongside the road, flags on festivals, in bus stations, on the radio, in magazines, in shops, in pubs, pop-ups on PC, in the cinema, The youngsters also mentioned the popularity of gadgets, for example glasses, accessories, caps, t-shirts,....

Most appealing alcoholic beverages (List of the ten most mentioned beverages and the ten most mentioned marketing practices.)

Top-10 of favourite alcoholic drinks

	Drink/Brand	YP
1	Bacardi Breezer®	55
2	Wine	40
3	Pisang Ambon®	38
4	Passoa®	36
5	Martini®	33
	Flavoured jenever	33
	Cherry beer	33
6	Champagne	29
7	Flügel®	27
8	Baileys®	25
9	Smirnoff Ice®	22
10	Pils beer	21

Most appealing marketing practices for alcoholic beverages (List of the ten most mentioned beverages and the ten most mentioned marketing practices.)

Top-10 of favourite alcohol marketing practices

	Marketing Practice	YP
1	Martini® with “no martini, no party” with George Clooney	45
2	Martini® with “Martini baby?” (parrot)	43
3	Maes® with “bet for a Maes – hole in the ice”	11
4	Cherry beer “Bellevue®” with “fishing men”	11
5	William Lawsons® with “Sharon Stone and man in kilt”	10
6	Cherry Beer Extra with “Eternal friendship”	9
7	Jupiler® with “Rafting”	8
8	Martini® with “The masked ball”	8
9	Cherry Beer “Bellevue®” with “car jack”	7
10	William Lawsons® with “Scottish men on horses”	6

3 Results Bulgaria

A total of 49 different alcoholic beverages were mentioned, as follows:

Type	Brand	Mentioned	%	Position
Beer	Tuborg	8	3,33	7
	Becks	15	6,25	3
	Heineken	2	0,83	
	Stella Artois	4	1,67	
	Amstel	1	0,42	
	Staropramen	5	2,08	
	Ariana	6	2,5	10
	Kamenitza	10	4,17	6
	Zagorka	12	5	5
	Slavena	2	0,83	
	Shumensko	5	2,08	
	Pirinsko	1	0,42	
Wine	Merakliisko	1	0,42	
	Assenovgrad	1	0,42	
Vodka	Absolut	13	5,42	4
	Finlandia	5	2,08	
	Smirnoff	8	3,33	8
	Sobieski	16	6,67	2
	Alaska	2	0,83	
	Flirt	19	7,92	1
	Mary Jane	6	2,5	10
	Select	1	0,42	
	Gradus	1	0,42	
	6th Sense	2	0,83	
	Targovishte	3	1,25	
	Savoy Club	4	1,67	
	Extaz	1	0,42	
	Doctors	1	0,42	

Type	Brand	Mentioned	%	Position
Whiskey	Johnie Walker	4	1,67	
	Jack Daniels	7	2,92	9
	Befeather	1	0,42	
	JB	10	4,17	7
	Black Label	1	0,42	
	Teachers	2	0,83	
	Black & White	1	0,42	
	Dumple	4	1,67	
	Chivas Regal	2	0,83	
	Black Ram	8	3,33	11
Rakia	Peshtera	5	2,08	
Gin	Gordon's	1	0,42	
Liqueur	Baileys	14	5,83	4
	Sheridans	1	0,42	
	Malibu	3	1,25	
Martini	Bianco	6	2,5	
	Roso	1	0,42	
Rum	Bacardi	6	2,5	
	Atlantik	3	1,25	
Cognac	Pliska	1	0,42	
Shooter	Aftershock	4	1,67	

25% of all mentioned beverages are vodkas and another 25% are beers; 15% are whiskies while the rest is more or less evenly distributed between the other types of alcohol.

TYPE	beer	wine	vodka	whiskey	mastic	rakia	gin	tequila	liqueur	martini	vermouth	campari	rum	mint	cognac	champagne	shooter	alcopop
mentioned	82	28	83	49	2	13	8	5	22	8	2	1	5	7	4	2	6	6
%	25	8	25	15	1	4	2	2	7	2	1	0	2	2	1	1	2	2

A total of 9 types of marketing practices were mentioned, as follows:

- TV advertisements - 235
- Billboards - 51
- Magazine advertisements - 39
- Flyer, leaflet & brochure advertisements - 30
- Signboard advertisements - 3
- Sampling - 2
- Sales promotions - 3
- Internet advertisements - 10
- Lottery – 1

Advertisements of 29 alcoholic beverages were mentioned, as follows:

Type	Brand	Mentioned	%	Position
beer	Tuborg	23	9,09	2
	Becks	14	5,53	8
	Heineken	3	1,19	
	Stella Artois	8	3,16	9
	Amstel	1	0,4	
	Ipa	4	1,58	
	Budweiser	1	0,4	
	Ariana	18	7,11	3
	Kamenitza	16	6,32	4
	Zagorka	7	2,77	11
	Slavena	5	1,98	
	Shumensko	2	0,79	
	Pirinsko	4	1,58	
Vodka	Absolut	16	6,32	5
	Finlandia	3	1,19	
	Smirnoff	4	1,58	
	Alaska	1	0,4	
	Flirt	57	22,5	1
	Mary Jane	15	5,93	6
	Select	1	0,4	
	Gradus	4	1,58	
	6th Sense	3	1,19	
	Extaz	1	0,4	
whiskey	Johnie Walker	5	1,98	
	JB	3	1,19	
	Black Ram	6	2,37	
mastika	Karnobatska	6	2,37	
rakia	Peshtera	7	2,77	10
rum	Bacardi	15	5,93	7

Most appealing alcoholic beverages

(List of the ten most mentioned beverages and the ten most mentioned marketing practices.)

Type	Brand	Mentioned	%	Position
Vodka	Flirt	19	7,92	1
Vodka	Sobieski	16	6,67	2
Beer	Becks	15	6,25	3
Liqueur	Baileys	14	5,83	4
Vodka	Absolut	13	5,42	5
Beer	Zagorka	12	5	6
whiskey	JB	10	4,17	7
Beer	Kamenitza	10	4,17	8
Beer	Tuborg	8	3,33	9
whiskey	Black Ram	8	3,33	10

Most appealing marketing practices for alcoholic beverages

(List of the ten most mentioned beverages and the ten most mentioned marketing practices.)

Type	Brand	Media	Mentioned	%	Position
Vodka	Flirt	TV, billboard, printed	57	22,5	1
Beer	Tuborg	TV	23	9,09	2
Beer	Ariana	TV, billboard	18	7,11	3
Beer	Kamenitza	TV, billboard, sponsorship	16	6,32	4
Vodka	Absolut	billboard, printed, internet	16	6,32	5
Vodka	Mary Jane	TV, printed	15	5,93	6
Rum	Bacardi	TV	15	5,93	7
Beer	Becks	TV	14	5,53	8
Beer	Stella Artois	TV	8	3,16	9
Rakia	Peshtera	TV	7	2,77	10

When describing the marketing practices the young people have accentuated on common characteristic they liked about them. Most often, they were:

Characteristic	Mentioned
Ingenious	104 times
Visually appealing	93 times
Sexually attractive	64 times
Funny	47 times
Featuring celebrity	37 times
With nice music	37 times
Implying party / entertainment	61 times
Focused on social life	20 times
Focused on family values	5 times
With ingenious slogan	51 times
Masculine	10 times
Focused on cultural values	3 times

4 Results The Czech Republic

Table 1 Alcoholic beverages - knowledge and popularity:

Brand	Type	Vol.	Answers
Wine	Wine	12	36
Gambrinus	Beer	4,1	19
Egg - flip	Liqueur	20	17
Metaxa	Hard liquor	38	14
Puschkin vodka	Hard liquor	37,5	13
Tequila	Hard liquor	55	13
Amundsen vodka	Hard liquor	40	13
Baileys Irish Cream	Liqueur	19	12
Pilsner Urquell	Beer	5,5	12
Fernet Stock	hard liquor	40	11
Total			160

Table 2 Alcoholic beverages advertisement - most popular ones:

Brand	Title	Placement	Type	Answers
Fernet Stock	The best ride on ice	TV	Hard liquor	21
Metaxa	Touch the sun	TV	Hard liquor	11
Gambrinus	The taste that makes friends	TV, football league	Beer	11
Budwar	Bob and Dave	TV	Beer	10
Radegast	The strength of bitterness	TV	Beer	9
Becherovka	The taste that brings people together	TV	Hard liquor	8
Amundsen vodka	Clear like a crystal	TV	Hard liquor	8
Johnny Walker	The day is leaving, Johnny Walker coming	TV, billboards, posters	Hard liquor	8
Martini	Martini, baby	TV	Aperitif	7
Total				93

5 Results Denmark

Number of Alcoholic Beverages

There were 311 hits/ mentioned beverages, distributed over 9 different types of alcoholic beverage:

- Spirits were mentioned all in all 181 times (58 %):
(RTD 82 times, pure spirits 45 times, liqueurs 24 times, bitters 19 times and finally mixed drinks 11 times).
- Beers were mentioned 112 times (36 %)
- Wines were mentioned 12 times (4 %)
- Champagnes were mentioned 6 times (2 %)

Most appealing alcoholic beverages

The 311 beverages mentioned were distributed over 74 different brands of alcoholic beverages. The following were the most popular:

- 1 Green Tuborg Beer
- 2 Carlsberg Beer
- 3 Smirnoff Ice (RTD)
- 4 Jägermeister (Bitter)
- 5 Smirnoff Vodka
- 6 Baileys (liqueurs)
- 7 Fisherman's Friend (RTD)
- 8 Wiibroe Beer
- 9 Bacardi Rum
- 10 Gajol Vodka Shot (RTD)

Number of Marketing Practices

There were 162 hits/ mentioned marketing practices (ads) in total, distributed over 5 types of marketing:

- 152 (93 %) of the ads were presumably Television and Cinema ads
- 4 were (3 %) Out-door ads
- 3 (2 %) were print ads in Magazines
- 1 (1 %) was a SMS ad
- 1 (1 %) was the product

Most appealing marketing practices for alcoholic beverages

32 different types of marketing practices (ads) were mentioned. The following were the most popular:

- 1 Tuborg "Lacure"
- 2 Jägermeister "Nipples"
- 3 Carlsberg "A pair of Carlsberg..."
- 4 Tuborg "Die Grünes"
- 5 Baileys "Icecubes"
- 6 Tuborg Classic "Beard"
- 7 Tuborg "Christmas"
- 8 Jägermeister "Tongue"
- 9 Smirnoff "Life is calling"
- 10 Martini "George Clooney"

The most popular marketing practices for alcoholic beverages seem to be television/cinema ads, which tell a funny story. The stories are often serialized; they develop, introducing new persons and new gags, while the main character and the theme stay the same.

The replies of many of the youngest students (12 years of age) were not entirely fulfilling. They mentioned the brand but not the concrete marketing practice. On the other hand it is remarkable how well these children remember alcoholic brands, taking into account that they presumably do not have much experience in actually drinking alcoholic beverages yet.

6 Results Germany

Altogether 49 different alcoholic beverages were mentioned. Among the nominations in 12 cases only the kind of beverage (e.g. beer, prosecco, tequila, korn, wine) and not the brand was mentioned. 81 of 130 pupils (62%) mentioned at least one alcoholic beverage they found appealing. On average 1.9 beverages were specified.

37 different marketing practices were mentioned; among these were 6 nominations which did not address a special brand or marketing practice (e.g. advertising in cinemas in general, TV ads in general). 55 of 130 pupils (42%) mentioned at least one marketing practice they liked. On average 0.6 marketing practices were specified.

Most appealing alcoholic beverages

Veltins V+ (V+kola, V+lemon, V+energy)
Cab (Cola & Beer, Cab Lemon)
XuXu
Baileys
Wodka Gorbatschow
Kleiner Feigling
Frankenheim blue
Jägermeister
Smirnoff Ice
Ramazzotti
Veltins

Boys and girls most often mentioned Veltins V+

Most appealing marketing practices for alcoholic beverages

Veltins V+: The new V+ TV spot
Jägermeister: Poolparty (TV spot)
Cab: Cab TV-Spot
Cab: Woman and Fridge (TV spot, not found)
Krombacher: Krombacher Pils Spot & Krombacher Extra Mild Spot (TV spot)
Wodka Gorbatschow: Vodka bottle breaks through the ice (TV spot)
V+kola: „What’s your name“ (TV spot)
Veltins V+: Veltins V+ billboards
Ramazzotti: Wunschbrunnen (TV spot)
Flensburger Gold: TV Spot Gold „Bongo“

Boys most often mentioned “The new V+ TV spot”, girls the “Cab TV-Spot”

7 Results Ireland

Most appealing alcoholic beverages

The 10 most frequently mentioned preferences and the number of times these preferences were expressed by the students include:

1.	Smirnoff	49
2.	Wkd	47
3	Bulmers	46
4	Budweiser	45
5	Bacardi Breezer	33
6	Vodka	29
7	Miller	28
8	Guinness	19
9	Heineken	11
10	Wine/Baileys/Carlsberg	8

Most appealing marketing practices for alcoholic beverages

The marketing practices most frequently mentioned are TV ads but sports sponsorship and price promotions are also mentioned.

Many students mentioned only the brand name when expressing a preference for a marketing practice, e.g. Carlsberg have good ads; they are humorous". I counted the number of mentions each brand name received and the following is the ranking for each brand name (and the number of times each product is mentioned);

1	Budweiser	54
2	Carlsberg	50
3	Bulmers	36
4	WKD	18
5	Guinness	18
6	Smirnoff	15
7	Heineken	11
8	Bacardi Breezer	8
9	Baileys	7

The specific marketing practices most frequently mentioned are;

- 1 **Budweiser** the Christmas ad with the horses. (18)
- 2 **Carlsberg** Carlsberg don't do Mondays/nightclubs/taxis/flatmates (13)
- 3 **Budweiser** The ad with the frogs saying 'Whaazzzzup' (11)
- 4 **Budweiser** In the football stadium, spectators turn over cards to make glass of beer (9)
- 5 **Bulmers** Orchard scenes showing apples growing and cider being made (8)
- 6 **Carlsberg** So good the Danes hate to see it leave either old lady or free toys with diamonds in them (8 – 4 each)
- 7 **Baileys** Group of friends in a party, guy can't get the ice in the drink so he drinks from the bucket (6)
- 8 **Carlsberg** slogan "probably the best lager in the world" (6)

8 Results Italy

1 Alcoholic beverages

Regarding question 1, many students do not recall the brand, therefore the answer includes comments like “I do not know the advertising and the beverages”.

Bacardi Breezer is the most mentioned alcoholic beverage, with 113 preferences, followed by wine with 74 preferences (among these, Lambrusco is the most popular in Padova, whereas Martini champagne, followed by Barolo and Dolcetto are nominated in Torino). These results are compatible with wine use, which has a strong regional connotation in Italy.

Third place is for Baileys with 58 preferences, fourth place Vodka with 47 and fifth place Limoncello (hard liquor usually consumed at the end of meals) with 41 preferences. The sixth place is for “spritz” with 29 preferences, all registered in Padova: it is an alcoholic aperitif, very popular among young people, typical of the Veneto region, originally made of Aperol or Campari mixed with white wine and mineral water, recently re-interpreted by most retailers into a strong spirit version with the additional use of Gin or Vodka.

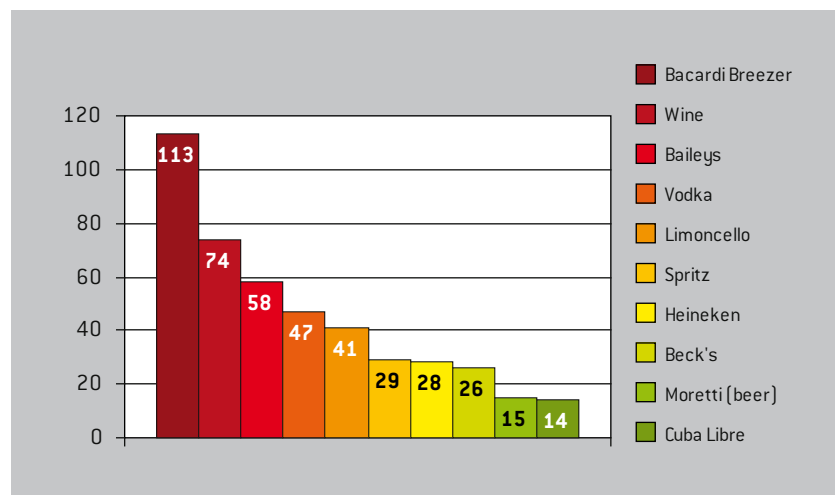
Seventh, eighth and ninth position are for beers, respectively Heineken (28 preferences), Beck’s (26 preferences) and Moretti (15 preferences).

The last position is occupied by Cuba Libre, Martini Aperitif and Sambuca with 14 preferences.

These results indicate that not all students were able to specify the brand of the alcohol beverages, although they were asked to do so. Instead, they often referred to the type of drink.

Therefore, considering alcohol drinks by category and looking at the most quoted drinks, we can see that spirits are the most popular drinks. Moreover, since spirits are the main ingredients of many cocktails mentioned by our sample, the popularity of the “spirit” category increases even more. Beers and alcopops are the second favourite category, being mentioned 128 times.

Most appealing alcoholic beverages



The second part of the first question required the description of the product's characteristics, but not all the students were able to provide exhaustive answers for each quoted beverage. Most descriptions included the type of product, colour and consistency; some students described the bottle and/or packaging (for example, colour, shape, cap, etc.); only a few gave indications on the beverage's taste, which means that sometimes the reference to a given product does not imply its consumption. Even less students referred to the amount of alcohol: among those who did, some were quite precise on the alcohol volume, while some others only made general comments (for example, "difficult to swallow", "strong taste", "your tongue is burning", "too strong"). It is important to note that for students aged 13-14 the idea of alcohol content is very vague: for instance, someone said Vodka has 70 vol.% and Beer 15 vol.%. Others included Red Bull, an energy drink without alcohol, in the category alcoholic beverages.

2 Promotion of alcoholic beverages

The second question was divided into four sections: brand of a most appealing advertising, its description, the media where the advertising was seen or heard, and finally what kind of impression the students got about it.

Brand

Top ten advertisings are:

- 1 Martini (champagne)
- 2 Ceres (beer)
- 3 Heineken (beer)
- 4 Limoncè (liquor)
- 5 Beck's (beer)
- 6 Nastro Azzurro (beer)
- 7 Pampero (rum)
- 8 Red Bull (energy drink without alcohol)
- 9 Amaro Lucano (amaro)
- 10 Campari (aperitif)

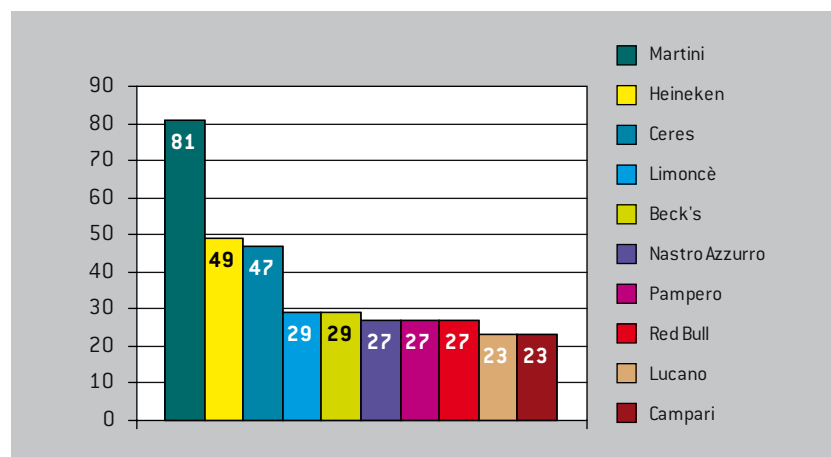
The description of the advertising was more problematic: the association of the advertising with the brand is not always precise, sometimes the students do not recall the advertising, so that often the reference is not followed by a description. Moreover, for some products different advertising messages are recalled, specifically for Heineken beer, the decision was to count different TV spots. The first place is for Martini with 81 preferences. Everybody knows George Clooney who says: "No Martini, No party".

The second place is for Heineken spots with 49 preferences. The most quoted advertising is that of the dog which hides beers from its owner, so that he goes to the bar to buy more beers and the dog can thus meet other dogs. Third place is for Ceres beer with 47 preferences: many students referred to Ceres Chen, an unlucky hero portrayed in a number of TV 3D spots, and they quoted the slogan "Ceres c'è" (more or less "when you drink Ceres you are at the top"). Fourth place is for Limoncè advertising with 29 preferences, easily remembered thanks to the slogan "chi c'è c'è, chi non c'è non c'è" (a pun which could be translated as "people who drink Limoncè are in, those who don't are out").

Fifth position is for the advertising of Beck's beer, in which the TV viewer is asked about his lifestyle (is he really a protagonist of his choices? Does he live honestly and totally?). Then, 27 preferences are given to: Nastro Azzurro beer, sponsored by the famous Italian motorbike champion Valentino Rossi; Pampero rum, which students recall very well thanks to the slogan "El rum più bevuto nei peggiori bar di Caracas" (more or less "the most drunk rum in the worst bars in Caracas"); Red Bull, referred to by means of different advertisings and by the slogan "Red Bull ti mette le aali" ("Red Bull makes you fly!"). It must be noted that this is an alcohol-free drink, but it is described like a beer; for example someone says "Those who

drink this beer will get wings”, or “I do not like this advertising since getting wings means I will die in the end”. Red Bull advertising is mentioned mostly by students aged 13-14; it is probably appealing because of the cartoon characters. Ninth and tenth places are for Amaro Lucano and Campari with 23 preferences. The first is mainly recalled for the final slogan (“Cosa vuoi di più dalla vita? Un Lucano!”), which means “what more would you want in your life? A Lucano!); the second is mentioned for the absurdity of the situation described.

Most appealing marketing practices for alcoholic beverages



Media

In the third section of the second question, students were asked to mention the media where the advertising was seen or heard. As expected, most students referred to TV advertising as the only medium for alcohol advertising. Billboards are mentioned only by 17 subjects, thus getting the second place. Discotheques, pubs and bars got 15 references, equal to supermarkets, where young people probably have experiences of product promotions and special offers. The fourth and the fifth places are for TV associated with magazines (10 preferences) and with movie theatres (4 preferences). Two subjects mentioned radio advertising, and only one the Internet.

It is interesting to note that two students mentioned other forms of advertising: clothes – Carlsberg tee-shirts – and beer mats in a pub.

Students' impressions

The majority of the students found alcohol advertisements funny and amusing. Other comments were beautiful, nice and appealing. Often they like them because of the slogan and the music.

Some students, instead, judge alcohol advertising as absurd, stupid and crazy. In some cases the advertisings were defined as convincing. Only a few consider them monotonous, boring, meaningless, with no content, deceitful and false. Some students pointed to the positive aspect of the educational message included in one of the Heineken slogan, which says “Chi beve e guida è un pericolo per te e per gli altri” (“Those who drink and drive are dangerous for you and for other people”).

It is important to notice that not everybody has answered with impressions on advertising; instead they have given very personal ideas about the alcoholic beverages. Some students said they like them, while others don't like or never tasted them. Finally, we identified a few cases in which the alcoholic products or their packaging were not appealing, as well as some students who said they know nothing about alcoholic products and/or their advertising.

9 Results the Netherlands

Altogether 93 different alcoholic beverages were mentioned. Among the nominations, in 25 cases only the kind of beverage (e.g. beer, wine, Champagne) and not the brand was mentioned. 117 of 127 pupils (92%) mentioned at least one alcoholic beverage they found appealing.

37 different marketing practices were mentioned; among these were 6 nominations which do not address a special brand or marketing practice (e.g. advertising in cinemas in general, TV ads in general). 55 of 130 pupils (42%) mentioned at least one marketing practice they liked. On average 0.6 marketing practices were specified.

Most appealing alcoholic beverages

Bacardi
Bacardi Breezer
Heineken
Flugel
Martini
Malibu
Amstel
Passoa
Bavaria
Grosch

Top 5 for boys:

- 1 Bacardi
- 2 Heineken
- 3 Bacardi Breezer
- 4 Flugel
- 5 Malibu

Top 5 for girls:

- 1 Bacardi Breezer
- 2 Bacardi
- 3 Heineken / Flugel
- 4 Martini
- 5 Malibu

10 Results Norway

Norway mentions no appealing alcoholic beverages.

The most appealing marketing practices were:

1. Coronas	Beer	7th of February 2006	TV/cinema
2. Absolut	Spirits	14th of February 2006	hotel/restaurant/café
3. Ringnes	Beer	2005	TV/cinema
4. Smirnoff Ice	Fab/alcopops	11th of February	hotel/restaurant/café

11 Results Romania

No. questionnaires	"I don't drink alcoholic beverages"	"I drink alcoholic beverages occasionally"
248	151	97

&

Alcoholic beverage	Number of pupils
1. Bergenbier	15
2. Ursus	14
3. Beks	12
4. Skol	10
5. Golden Brau	9
6. Tuborg	8
7. Grasa de Cotnari	6
8. Alexandrion	5
9. Timisoreana	5
10. Wembley Dry Gin 2	3
11. Gambrinus	2
12. Burger	2
13. Whiskey Athos	2
14. Ricadonna	1
15. Garone Gin	1
16. House wine	1
17. Angelli vermouth	1
18. Kreskova	1

LIST of the most mentioned alcoholic beverages

1 Bergenbier (beer)

Ingredients: water, malt, hamei, maize; 4,8% alcohol; production: Interbrew Romania SA; description: can, aluminium doze 0,5 l, bottle, plastic bottle (2 l)

"I like Bergenbier because I like a very funny advert for this beer."

"Lots of carbonation, a very clear yellowish colour with little aroma."

"Musty malts aroma. Golden color, white head, fair lace. Starts with malty, sweet, gin-like flavours, nasty bitterness. Cheesy and dry finish. "

2 Ursus Black, Ursus Pils, Ursus Premium (beer)

- description: aluminium doze 0,5l
- “Clean, crisp lager aroma. Mostly clear gold but has some particles floating in it”
- “Light golden with chill haze. Sour and pungent from maize. Thin and harsh with banana-notes”.

3 Timisoreana (beer)

- description: aluminium doze 0,5l
- “Clean bright colour and consistent foam”
- “Creamy, white, mid-sized head over clear yellow body with some ongoing carbonation. Faint, bready aroma with grassy notes, a little alcohol, and a touch of candy. Light, sweetish taste of mealy malts, somewhat watery, with grassy notes; aftertaste is a slightly chalky, faintly bitterness”.
- “Nice & tasty beer. Good aroma & a mildly yeasty aftertaste. Very good with foods.”

4 Golden Brau Original (beer)

- description: aluminium doze 0,5l
- Alcohol: 4.7 % E.P: 11 fflP Ingredients: water, malt, maize, barley, hamei
Producer: Brau Union Romania S.A
- “Pale golden/straw colour. Neon white, small head. Sweet maltiness and hay that ends with a surprisingly defined bitterness.”
 - “Pale yellow, white head. Sweet buttery malty and bitter grassy hoppy aroma. Sweetish malty, nice soft hopping in the finish.”
 - “Dense and much supporter foam, good persistence. Yellow clearly coloured, limpid and much bubbly. Lightly prickly taste, fine and simple”.
 - “clear pale golden colour, nice head, strong herbal aroma, sweet with a medium malt body, slightly oily, dry grassy finish”

5 Alexandrion Brandy

Available at 700 ml of 40% Vol

Alexandrion 5* - Available at 50, 200, 500, 700, 1000 and 2000ml of 40% Vol.

Short description of the Alexandrion SA Bucharest: “Alexandrion brandy - incontestable leader of its class, this traditional Greek brandy is obtained from the best quality natural ingredients, the classical aroma being given by the years old distilled wine kept into oak tree barrels. The range of this brandy is made from 3 stars, 5 stars and 7 stars (the number of stars being given by the age of wine distillate) and the upscale Royal and Classic.”

6 Beck's Beer

description: aluminium doze 0,5l

- “This beer is alright. For some reason I find my self drinking it while eating appetizer type meals. Like pizza sticks or potato skins. Not strong enough for real drinking though.”

7 Tuborg (beer)

Ingredients: malt, hamei; alcohol 5%, production: S.C. United Romanian Breweries Bereprod S.A ; products: Tuborg Gold draught beer, 5% alcohol, Tuborg Royal Export strong beer (alcohol min. 7.2 %); Tuborg Christmas Brew (5,6% alcohol), brown beer, is a single special Christmas beer in Romania ; is launched at the beginning of the November until December, 31.

- “Dense and much supporter foam, good persistence. Yellow clearly colour, limpid and much bubbly. Lightly prickly taste, fine and simple”.

8 Angelli Vermouth

10 Skol (beer)

Alcool: 4.6 % E.P: 10.7 fflP Ingredients: malt, hamei, water

Marketing practice

Alcoholic beverage	Pupils number	Time	Titlul	Text
1. Unirea	19	2005	Sobolanul	Unde-s multi, puterea creste Where there are many people, the power increases
2. Beks	16	2005		Tu alegi. Cheia e la tine. It's your choice. The key is yours.
3. Unirea/Trenul	15	2005	The train	Unde-s multi, puterea creste Where there are many people, the power increases
4. Skol	10	2005		Vrei mai mult?Ia o bere limpede. E limpede ca-I buna! Do you want more? Take a clear beer. It's clear that is good!
5. Bergenbier	9	2006	Virtuosos	The friends know why.
6. Wembley Dry Gin	9	2006	Reteta	Daca iti pasa ce bei! If you are interested in what you drink!
7. Kreskova	7	2005	Nordul inghetat/ In the frozen North	
8. Bergenbier	6	2005-2006	Christmas 2005	The intention is important
9. Ciuc	6	2005	Shake it	You know the sensationE
10. Alexandrion	3	2006	Ice	It's only one

1 Unirea

Wembley Dry Gin

Beks 2

Skol 2

Kreskova

Gin Beau

Unirea (ce dorele, ai fost la mare?), air pins dorele sobolanu?, ne miscam si mai cu talent, atat coada avea.. 3

Alexandrion

Bergenbier

Ursus

In frozen North

Here, in the frozen North, life is hard. The frost, the snow storms... but the worst enemy is solitude. In this wilderness you can lose your mind. It's hard to resist and not lose control. Every day the same things happen. The evenings are the same, like two snow flakes. The nights are cold....and very cold. And every morning I start again from the beginning... And I know that nothing will change ... in the frozen North.

But... I want to....

My secret: Vodka Kreskova, my Russian comrade.

12 Results Spain

Spain mentions no appealing alcohol beverage.

The most appealing marketing practices were:

	The product itself	The design or form of a marketing practice
1	Beer/Estrella Damm	Offer in kiosks selling beer in Madrid Zoo. For every two large glasses (1L.) of beer a straw hat is given away bearing the brand label during the months of June and July 2006.
2	Budweiser	<p>"Promote your music", section dedicated to "supporting the music of our country's youth", and in which one can listen to and download in MP3 format unpublished songs by the latest Spanish groups.</p> <p>"Would you like to be a Master Brewer?", "essential" course for "all genuine beer lovers" which will efficiently instruct the most inexperienced learner in the basic ideas about its components, production, tasting and serving.</p> <p>"Your best photo", a place where internet users can fearlessly give free rein to their most artistic side and can also participate in a competition with the prize of a digital camera, with also the possibility of being shown in the cinema.</p> <p>Concept "Urban J. Kingdom", based on the positioning of Budweiser, capable of defining a territory of consumption which is different and recognizable to the consumer, permitting the choice of a plan of tactical actions aimed at activating consumption in the nocturnal sector. An attempt was made to establish a relationship with the consumer through experiences which could be personalized, by means of three types of actions, adaptable to the necessities of each premises.</p> <p>For every Budweiser consumed a proof of consumption was given which had to be presented in order to take part in an activity. There were three activities: logo design (the consumer chose a logo and a T-shirt was personalized for him on the spot and given to him); Make Up (a spot with stylists and makeup artists to transform the image of the most daring consumers); and Fotomatón (a photocall to preserve an intense memory of the party with the new look).</p>
3	Ron Cacique	Fiestas Cacique. Cacique, flagship of Diageo, stands by its tactic of experiential marketing in order to tighten its relationship with consumers and to make them feel new experiences. The repositioning that the brand is undergoing has made it abandon the jungle setting, associated with adventure, in order to become a fish in the water of the urban night, associated with fun. The figure of the shaman bridges the gap with regard to previous campaigns and makes an excellent vehicle for understanding and making believable the new values of the brand
4	JB Whisky	<p>For the second consecutive summer, J&B once again converts an 80 metre merchant ship into a travelling nightclub where music and spectacle are the star attractions. During six nights aboard the Nightology Boat Tour 2005 they present Arkalypse, a feast of light and sound inspired by the various legends of the great Ark.</p> <p>"Room Service" campaign, promotional activity, based on the theme of giving away a memorable souvenir, in an exclusive location, to enjoy a good whisky. A collar was designed which hung from the seal of the case of J&B reserve itself, reminiscent of the hanging "Do Not Disturb" signs in hotels. On the inside of the case could be found images of three different fireplaces in rooms situated in fantasy locations.</p>
5	Cerveza Cruzcampo	

	The product itself	The design or form of a marketing practice
6	Champagne Moët & Chandon	<p>Creating areas for the exhibition of products in commercial centres and creating themed VIP spaces in clubs and exclusive discos.</p> <p>In different locations in Valencia, Alicante, Palma de Mallorca and in the Ocean Club Puerto Banus and Marbella's Olivia Valere there was an effort to increase the visibility and sales of products through consumer points.</p> <p>Areas were designed, produced and installed for the display of Moët & Chandon, Dom Pérignon and Hennessy products in various Corte Inglés stores throughout Spain, including window displays for seasonal previews. Also VIP Moët Rosé spaces were designed for the Ocean Club Puerto Banus, one of the biggest beach clubs in the world. Finally, in the Marbella disco Olivia Valere, in which celebrities such as Prince, Mike Jagger, Naomi Campbell or Kate Moss can be seen, a Dom Pérignon VIP space was set up.</p>
7	Cerveza Tropical	<p>Following the line of communication of the advertising campaign, "Nothing like being yourself", a promotion was designed in which the participants could realise a dream very closely connected with the Canary Islands: to have their own floating island.</p> <p>Furthermore, several lesser prizes were created consisting of a draw for 8 holidays for 2 people, all expenses paid, to an island to be chosen between Cuba, the Greek Islands, Cyprus, Bali, Mallorca, Ireland or the Canary Islands.</p>
8	Licores Ruavieja	<p>Conducting tasting of any of the products of the range among clients of selected restaurants.</p> <p>A Ruavieja hostess offers the clients of the restaurant a tasting, and gives them a case with a miniature 50 ml bottle.) as a free gift. The client has the chance to participate in a draw for a case with 4 Sargadelos ceramic liqueur cups, designed and produced exclusively by Ruavieja.</p>
9	Cava Codorníu	<p>Exclusive design of a collection "Cava, Modernism and Women" whereby Codorníu pays homage to women, representing the most emblematic Works to be submitted to one of the first competitions for poster artists in the modernist period.</p> <p>A case of 6 bottles of Cava NPU was designed, with the collection "Cava, Modernism and women" in which both the base and the metal crown of each bottle is personalized. Edition limited to 20,000 collections.</p> <p>Activate tasting of the promoted products, making the most of their most noteworthy qualities and linking them closely at the moment of consumption.</p> <p>Those guests who ordered Cuvée Raventós and NPU Cuvée Reina M^a Cristina cava are directly given a gift: the book "Veinte poemas de amor y una canción desesperada" by Pablo Neruda. In shops, the book was given on purchase of one bottle.</p>
10	Cava Freixenet	<p>Two different activities were conceived. On the one hand, an activity to strengthen brand loyalty in which the purchase of two bottles of Freixenet was rewarded with an attractive gift (aperitif skewers inspired by elements of Carta Nevada, such as the cork, the bottle or bubbles). On the other hand, a dream gift was offered: a cruise for two on the largest floating hotel in the world, the Queen Mary II. On purchasing two bottles of Carta Nevada Freixenet, the consumer received a sure gift: a set of 4 aperitif skewers. Furthermore, with every bottle, the consumer could win the cruise through "winning moments" calling a 902 number</p>
11	Ginebra Glenfiddich	<p>Promotions and tasting in restaurants. When customers arrive at the restaurant, hostesses approach the table, welcome them and give them information about Glenfiddich and their Basic range, mentioning that if they decided to have a glass of Glenfiddich they would be rewarded with three very exclusive gifts: a 20 cl sample, another 20cl sample for a friend, with dedication, and an interactive course about Single Malt Whisky at www.glenfiddich.com/spain. During the meal they will be lent a palm so that they can learn more about Glenfiddich.</p>

	The product itself	The design or form of a marketing practice
12	Cerveza San Miguel	During the year 2003, taking advantage of the fact that their campaign was directly linked to the San Fermin festival, they wanted to pursue that market position. Activities were developed to cover all the fields of action and to create a link of identification with "la fiesta", in a way that would bring the brand closer to the local target. A promotional event was created that was famous for its originality and visibility, but with a flexible format that permitted a high level of mobility. An activity took place aimed at the young members of the public, by creating an entertainment team composed of hostesses and "cabezudos" (traditional costumed figures with big heads) – two of them with percussion instruments. This team was responsible for giving out maps of the city with advice on how to have the best possible time during the San Fermin festival. These maps featured the figures of the "cabezudos". Using the percussion instruments, the entertainment team carried out different activities in order to animate the crowd while they waited for the arrival of the bulls or the start of the bullfight. At the same time, the hostesses gave out key rings, ribbons and T-shirts. During the seven days of the festival, every day a different style of T-shirt was given out, which meant that the promotion became a sort of a collection. Also, the hostesses gave out mobile phone ribbons with the company logo and maps of the city with tips on safety in the festival, a programme of events and amusing anecdotes.
13	Ron Barcelo	Mud-wrestling championship, something unknown, fun, and that continues the line of the publicity claim: "That dark object of desire" What began as a very timid exhibition in some coastal discos has over the years been evolving into the present award-winning campaign: an event on the beach where mud-wrestling is participative. "Originally, pools were placed inside discos, accompanied by rewards for consumption, but there were a lot of problems because they were in closed spaces, people ended up getting splashed with mud and the event was not participative, people could only match. For this reason, it was proposed to take the event to the beach and create a championship in which everyone could participate.
14	licor 43	In Galicia and the Basque country during the months of October, November and December. Although this is a global marketing campaign, with cinema, radio and graphic elements as well as references from the brand's web page, the central feature of the campaign was the Ruta de los Búhos 43 (Route of the 43 Owls), an extensive itinerary of parties passing through some of the fashionable establishments of those areas. In an effort to keep the image of the brand (as it is at present) linked to young people – its principal consumers and to discos – the most habitual place of consumption - Licor 43 has specialized in the organization of parties in the kind of establishments where not one detail is lacking: gogo dancers, fire-eaters, stilt-walkers, fencing tournaments..
15	Whisky Ballantines	The worldwide presentation of the campaign "spectacle with a fusion of styles and stage arts" was with a Big Band which took place in Seville on May 10th and consisted of a spectacular party attended by nearly nine thousand people. El Palenque, formerly the fair centre of La Cartuja, was the meeting point for more than one hundred artists who set the scene for the evening, along with giant puppets, a giant bottle of Ballantine's, eight Go-go dancers, two prestigious DJs, three percussionists sitting upon rubbish bins and playing "Stomp" rhythms, eight dancers who, to the rhythm of belly-dancing music, filled the atmosphere with magic and sensuality, a tap dance number inspired by Broadway and fused with percussion-house, mambo and funk bands that interacted with the audience, and a saxophonist who played "Love's theme", the main theme from the well-known film "Blade Runner". Organized by the company ICS, it consisted of a series of performances and music in an atmosphere marked by the new icons of the Ballantine's campaign. These Big Bands will also be taken to other Spanish cities such as Madrid at the end of June.

	The product itself	The design or form of a marketing practice
16	Gin Larios	A mailing campaign addressed to consumers (aged between 18 and 35) included a letter in which the promotion was explained: the consumer had to complete cardboard strips made up of lemon and ice and present them in the designated places in order to win prizes (with 1 strip they got a ticket to the cinema; with 2 they got a “greatest hits” CD; and the person who took the most completed strips got a trip for 4 people to the Rovaniemmi Ice Castle, in Finland, which also included a night safari, a cruise on an icebreaker and a Finnish sauna).
17	Heineken	<p>Heineken Greenspace opens its doors. During one week, Valencia will become a privileged meeting point for artists from all over the world in which music, cinema and design will serve to demonstrate that creativity is enriched and made more potent through cultural exchange, and to discover that in Valencia, in Heinken Greenspace, we can enjoy a new model of festival. During six days it will be possible to attend live performances by some of the most original and innovative musicians of the current scene. Starting with the creative risk of Granada’s Enrique Moriente and New York’s Sonic Youth – who will present an historic performance on Friday 28th -, and even including a sonic journey from electric music to the jazz of Matthew Herbert, Greenspace will be a real meeting point for artists who advance the progress of music of the new century. This is the case of Antony and the Johnsons and the achievement of a unique register through his incomparable voice, or of Dani Siciliano, one of the best voices of contemporary jazz and progressive music, who will act as DJ and will show us the places where he finds his inspiration; and, of course, that of the new white king of soul, Jaime Lidell, specialist in bridging the gap between the past and the future of music.</p> <p>Heineken Greenspace will offer a unique opportunity for young designers to broaden their knowledge in the presence of internationally renowned figures such as Rem Koolhaas y Ora Íto. It is also a chance for young artists to learn more about the world of cinema together with the director Santiago Tabernero and a team of cinematic experts among which are included Candela Peña (acting), Tomás Cimadevilla (production), Ángeles González-Sinde (script) or Roque Baños, whose compositions for some of the most famous recent Spanish productions will be performed by the Valencia Philharmonic Orchestra and Choirs. Finally, we will see the advances of Mono Ya Mono, winning project in the music competition, who will work in the music workshops together with mentor Matthew Herbert and will perform live on the 28th and the 29th.</p> <p>But Greenspace is also, in the context of its multidisciplinary nature, a space in which we can attend exhibitions by designers as famous as Amaya Arzuaga; we can get to know first hand how the Davidelfin group works; where we can enjoy premieres such as those of “Vida y Color” (Life and Colour) and the documentary “Morente Sueña la Alhambra”, we can cover the history of the video together with Diego Manrique and his exhibition “Confluencias” or actively participate in this event thanks to photography in The Greenspace Lomography Project.</p> <p>Young artists aged between 18 and 35 are invited to participate in a creative competition the results of which will be displayed in a disused urban space in Valencia. In a close collaboration between Heineken and the Valencia city council, 3 former grain stores from the beginning of the 20th century, located in Juan de Verdeguer street, will be renovated in the near future in order to convert them into a cultural centre for young people as a lasting legacy of this event.</p> <p>Heineken Room: Concerts every day in June, with performances by artists such as Kiko Veneno and Delinquentes; Havalina Blu, Vetusta Morla, Melusa, Santi Campos and Los Amigos Imaginarios; Coheed & Cambria; David Bustamante presenting his latest record; Madrid Ska Festival; Verdaderos Creyentes; Leo Minax; Freestyle All Stars; 1º Aniversario Pot of Gold Soundsystem; Deadchovsky/Crimsom Muddle; Erick Sermon; The Wailers</p>

	The product itself	The design or form of a marketing practice
18	Ron Bacardi	Enjoy the Bacardi latin party dancer Organize your own party or join ours. Organiza DJ´s: meet the DJ´s of the Bacardi Ministry of Sound Spain Tour.
19	Cerveza Mahou	Mahou 5 estrellas, tastes of music Music as close as a sip of Mahou. Mahou offers you the best in Spanish pop-rock. Player Mahou 5 estrellas, music on the net. Amplifier Mahou 5 estrellas, a boost for young musicians with promise. Mahou...tastes of the cinema Mahou 5 estrellas with Spanish cinema. Collaborator in film production and in the Goya awards.

13 Results United Kingdom

Due to the differing number of students and responses for each question (e.g. split by year group and gender, the number of adverts reported varied from 51 to 98), the following results have been weighted to give each gender and each year group an equal say.

The top 10 brands (in order) were as follows:

- a WKD (14% of the 578 responses, from 203 students)
- b Fosters (11%)
- c Carling (6%)
- d Stella Artois (6%)
- e Lambrini (4%)
- f Smirnoff Ice (4%)
- g Smirnoff Vodka (3%)
- h Budweiser (3%)
- i Strongbow (3%)
- j Magners (2%)
- k ('Vodka' would also have been in the top 10, but was discounted for not being brand-specific)

One problem with the responses for the adverts is that many students gave the brand of the advert, but did not complete the section describing it in sufficient detail to identify it. The results below therefore use a certain degree of deduction (using knowledge of recent advertising campaigns, and the many responses with more detail) to estimate the advertising campaign referred to. Any results that have a high degree of uncertainty include a description of the problems, as well as a copy of the adverts involved.

The top 10 adverts (in order) were as follows:

- l WKD – 'Have you got a WKD side?' series of TV and billboard ads (12% of 272 responses, from 128 students). Two examples (one old, one recent) attached.
- m Guinness – Rhythm of Life campaign (10%). Series of sample ads attached.
- n Strongbow – Arrows TV campaign (9%). Sample ad attached.
- o Fosters Twist – Laid Back adverts (8%; see <http://www.fosters.co.uk/adverts.htm> for the TV advert – not possible to get a copy of this)
- p Fosters Extra Cold – You Wouldn't Want a Warm Beer, Would You? adverts (7%; see <http://www.fosters.co.uk/adverts.htm> for the TV advert, labelled 'Watch Cloud' – not possible to get a copy of this)
- i Note that it was often difficult to tell if the response referred to the Fosters Extra Cold and the Fosters Twist campaigns, as they are effectively part of the same campaign (for example, despite the popularity of these adverts, no single person referred to both ads). The results here assume that any reference to 'Fosters Twist' refers to the distinctive 'Laid Back' adverts; and unspecified 'Fosters' responses refer to the Fosters Extra Cold adverts. However, if we assume this is a single campaign, then this is the most popular ad.
- q Carling – Birds Flying adverts (6%). Note that a small number of students referred to older campaigns, which means that it is possible that a small number of the responses do not refer to this particular campaign. The main advert is attached
- r Budweiser (6%) – definitely refer to only 2 campaigns, but hard to divide numbers between them (other than to say that more of the first than the second campaign):

- i World Cup 2006 campaign – impossible to get hold of copies, but they do an enormous number of links in the advert breaks for every televised game on ITV1 (about half the total number of games; see <http://www.youtube.com/watch?v=qxdjVfXxOsE&feature=Playlist&p=8CBA687BA7BD2D98&index=1>)
- ii Frogs campaign – very old (mainly 2003 or earlier), and only mentioned in the Y111 group, presumably from memory of watching the ads when younger (see <http://www.youtube.com/watch?v=5y8XToxraNo&mode=related&search=>).
- s Smirnoff (5%) – again difficult to break down for each campaign (one student even mentioned the very old ‘As Clear As Your Conscience’ campaign), but appear to be primarily about the Imperfection ad, which is attached.
- t Lambrini – ‘Girls Just Wanna Have Fun’ series of magazine ads (4%). I could not get hold of a copy of this advert through the web, and it’s not in our occasional magazine sampling collection either.
- u Stella Artois (4%) – the Priests Skating on Ice ad, attached.

For reference, a detailed breakdown of the results by age and gender are available in the attached spreadsheet (this also includes the reasons given for liking the brands and adverts).

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