

# EUROPEAN ALCOHOL AND HEALTH FORUM

## 5TH MEETING OF THE TASK FORCE ON MARKETING

*Tuesday 10 March 2009*

Centre Albert Borschette  
Room 3C  
Brussels, Rue Froissart 36

## SUMMARY REPORT

The meeting was chaired by Robert Madelin, Director-General for Health and Consumers of the European Commission.

### **1. Welcome and introduction by the Chair**

- The Chair welcomed all participants (*see list in Annex 1*).
- The Chair summarised the work of the Task Force and noted that issues discussed in the meeting may also come up in the meeting of the Alcohol and Health Forum on the following day.
- The Chair observed that alcohol sponsorship (agenda item 3) would need a more structured debate in a future meeting.

### **2. Presentation of the "Choices" campaign**

- Pamela Bower-Nye and Christene McCauley from Diageo presented a case study which detailed their organisation's application of marketing techniques to the area of 'responsible attitudes to alcohol'. Their core consumer question had been: how to motivate people between the Legal Purchase Age (LPA) and the age of 25 years, who currently see nothing wrong in drinking excessively, to think that moderate consumption can be 'aspirational'? Qualitative research with European consumers and multi-country quantitative research with LPA-35 consumers resulted in the identification of people who's attitude can be characterised as 'irresponsible shamefuls' as the youth sector offering the most scope for change of attitude. The campaign built on the concept of the research result that young adults want the social acceptance of their friends. The 'Choices' TV commercials developed as a result of the consumer research were shown to the Task Force and the presenters highlighted the campaign's use of print, poster and digital as part of the campaign. Diageo's next step is involvement in Project 10, the (UK) Drinks Industry Initiative, which is due to launch in September 2009.
- The Chair thanked Diageo's representatives for presenting their work. He noted that it was interesting that the company had used brand marketing techniques to market the message of responsible drinking. He also highlighted that this

campaign was one piece of the puzzle and that it was important that public health officials and other partners all work together and identify the most appropriate and integrated ways forward.

- Discussion followed, including particularly:
  - Whether the LPA upwards is the right focus. Diageo replied that young people are ready to control their own attitudes at that age and are receptive.
  - A more attractive name than 'Responsible Drinking' is needed for the integrated campaign.
  - Perhaps others could be targeted, e.g. the 'leaders' rather than the 'victims', or the 'indifferents'. Insights into people who don't drink may be useful. Diageo replied that they had found they couldn't make an impact with the 'indifferents'.
  - Are the five Diageo brands shown on the end frame of the TV advert necessary? Diageo said it was useful to enable a 'warmth factor' as people may identify with at least one of the brands and that if the brands were not included, people assumed it was a government advert and it was seen negatively. Diageo denied that they were trying to gain any hidden benefit by associating any particular brand with responsible drinking.
  - A responsible drinking organisation had found that the adverts were regarded by the targets as cool and exciting – was that appropriate? Diageo replied that they were trying to make responsible drinking sexy, although that was seen as a struggle.
  - A University of Bath study had critiqued the Diageo campaign, but Diageo rejected their findings.
  - The campaign could be seen as empowering people to drink right up to their limits.
- The Chair thanked the Diageo representatives for their presentation and for unpacking the relationship between branding and public health messages. He suggested that public health officials could use these ideas and suggested that the role of branded social marketing might be added to the list of public health initiatives to be studied. A holistic approach should be emphasised and ideas relating to social acceptance amongst youth, including for smoking, safe sex and so on, could be shared.

### **3. Presentation on "The effects of alcohol marketing during the European Championship Football 2008 on young persons"**

- Avalon de Bruijn from STAP, the Dutch Institute for Alcohol Policy, presented research carried out in co-operation with the University of Twente which looked at the influence of alcohol promotion during the European Football Championship 2008 on drinking behaviour amongst Dutch youth of 12 to 15 years old. The research found that higher exposure to alcohol marketing during the Championship increased knowledge of alcohol brands, increased a positive attitude to beer and increased the intention to drink alcohol. Owning a promotional item, such as the Heineken hat-horns was found to increase alcohol consumption. A need to address the role of promotional items in alcohol marketing, to monitor the exposure of young people to alcohol advertising and promotional items, and to restrict sport related alcohol marketing and sponsorship were the resulting policy recommendations made by STAP.
- Comments from the floor included:

- An assertion that the sponsorship of sport is used as a way to target adults not young people and that the strict guidelines are followed, including no alcohol being on sale at the event. In response the STAP representative maintained that young people are attracted by the adverts.
- Observations that the study did not demonstrate a link between adverts and binge drinking, and that non-drinkers were not shown as having been encouraged to start drinking by the campaign.
- Methodological critique was made resulting in a questioning of the validity of the study. The STAP representative asserted that the findings were in line with other studies which had been published in peer-reviewed journals.
- There is a need to link the recommendations to future sports sponsorship.
- The Chair suggested that in order to make future studies more robust, transparency should be an aim. Early sharing of suggested methodologies with others who have an interest in the area of the study, or with 'safe' bodies such as the Science Group, could help to tease out any cognitive dissonance.
- The Chair thanked Ms de Bruijn for her presentation and suggested that STAP should take the comments of the Task Force into account for future studies.
- The Chair suggested that the Task Force should pay attention to the policy recommendations by STAP in a future meeting.

#### **4. Reports on mapping exercises in three related areas (Self-regulation across Member States, Targeting/not targeting youth, and Social Marketing across Europe)**

- Ross Gordon from The Open University introduced the three mapping reports which they had drafted, to a large extent based on information supplied by economic operators, and on selected academic studies.
- The Chair decided that adoption of the reports was not possible at this meeting as the data is still incomplete.
- Discussion followed about the content of the reports with suggestions for improvements being made.
- The members of the Task Force asserted that they would be happy to provide further information and commented that they were unsure if some of the information they had supplied to the Commission had got through to the compilers.
- The Chair explained that the aim of the reports was to give a more complete map and to be able to say country by country whether something/a rule applies or not as well as the level of activity in that country. The information could empower local officials to help them to find partners to tell them how to achieve things. Some countries may need help from others which are doing a lot.
- The Chair concluded that members of the Task Force should send further information to Ross Gordon by email by Thursday evening (12 March). After further work by Mr. Gordon and colleagues, the Commission services will take over and finalise the reports.

#### **5. Self-regulation: the way forward**

- Peeter Luksep from EFRD presented recent information about SR practices, focusing particularly on the targeting of under-aged people. He asserted that channels which do not reach the under-aged at all do not exist. Codes specify now that marketing channels should be aimed primarily at adults: that is at least 50% of the audience should be of LPA. A change to 70% of the audience would be

difficult. Mr Luksep stated that there is no regular monitoring of the Common Standards of 70:30 in the EU, nor any common rules across countries. CEPS has endorsed the EFRD common standard of 70:30 and is in the process of applying it. Mr Luksep concluded that there is currently no agreement on the way forward on this complex issue.

- The Chair asked whether the 70:30 change is enough and whether it is really significant.
- On being asked for input by the Chair, the economic operators asserted that there is no intention to target the under-aged as a principle but there is no further precision about measuring outcomes. It was doubted whether some drinking campaigns, such for wine, would have an impact on under-aged people as they were not considered likely to appeal to this age group. The Brewers of Europe adhere to the 50-50 standard at present although one major brewer has changed to 70:30. Methods of measurement had not been agreed which causes difficulties in assessments. It was remarked that while sectors/organisations may not target under-aged audiences, it is difficult to measure as it is often difficult to know in advance what time of day an event may be screened.
- There was concern about the accuracy of figures provided by sponsorship organisations.
- The Chair stated that the Task Force is just trying to understand how advertising arrives at audiences.
- The cinema sector was raised as a relatively unexplored environment to review the practice of alcohol advertising. The Chair suggested that a first step might be to invite cinema advertisers to address the Task Force.
- In conclusion, the Chair asserted that he trusts that the under-aged drinker is not being targeted but that the particular campaigns need to be monitored more effectively to give a sense of who is actually being reached.

## **6. Report to the Forum plenary**

- The Chair summarised his plans for reporting to the Forum plenary on the following day, suggesting that progress had been made on mapping self-regulation and targeting but that further work is still needed. This applies a fortiori to the report on Social Marketing.
- The Chair highlighted that the Open Forum would be in the middle of a time of political change (election of a new European Parliament, early June, and a new College of Commissioners in autumn). Therefore this is the right moment to convey what has been achieved and what is aimed at.
- Comments from the floor included that more objective data is needed about how economic operators adhere to specific practices. The Chair noted that it had been shown that morning that mapping is difficult. The on-trade/off-trade differences may also need addressing. The Chair stressed that accountability was necessary in order to highlight achievements. The Chair acknowledged that resources are constrained and that the stance of business needs to be understood in order to continue to secure their co-operation. Each economic operator needs to make a commitment and deliver on it. Long-term metrics and reporting are key. People need to understand their role in producing the big picture.

## **7. AOB**

- No points were raised.

## **8. Conclusions and way forward**

- The Chair concluded the meeting by confirming that the mapping should be completed and reminded people to contribute information to enable the gaps to be filled. The updated reports would be circulated by April 15th ready for consideration at the Open Forum.
- The next Marketing Task Force will be on June 9th.

## Annex 1: Participants List

ORGANISATION	SURNAME	FIRST NAME
Association of Television and Radio Sales Houses (Egta)	SBOARINA	Laura
Comité Européen des Entreprises Vin (CEEV)	FERNANDEZ	José Ramon
EUROCARE	ULSTEIN	Anders
<ul style="list-style-type: none"> <li>German Centre for Addiction Issues (DHS)</li> </ul>	FARKE	Walter
<ul style="list-style-type: none"> <li>National Foundation for Alcohol Prevention (STAP)</li> </ul>	DE BRUIJN	Avalon
EUROCOMMERCE	VALVERDE-LOPEZ	Marina
European Advertising Standards Alliance (EASA)	ALEXANDRE	Laure
	GRAY	Olivier
European Association of Communication Agencies (EACA)	LYLE	Dominic
European Federation of Magazine Publishers (FAEP)	MAHON	David
European Forum for Responsible Drinking (EFRD)	LUKSEP	Peeter
European Public Health Alliance		
<ul style="list-style-type: none"> <li>Royal College of Physicians, London</li> </ul>	SHERON	Nick
European Publishers Council (EPC)	CHRYSOPOULOU	Sophia
European Sponsorship Association (ESA)	DAY	Helen
European Youth Forum	TENG	Julie
Landmark Europe	RENALDI	Rocco
The Brewers of Europe	VAN REETH	Catherine
The European Spirits Organisation (CEPS)	FORTESCUE	Jamie
<ul style="list-style-type: none"> <li>DIAGEO</li> </ul>	BATYI	Csaba
	BOWER-NYE	Pamela
	MCCAULEY	Christene
<ul style="list-style-type: none"> <li>Moët-Hennessy</li> </ul>	QUERTON	Pierre-Ives
<ul style="list-style-type: none"> <li>Pernod-Ricard S.A.</li> </ul>	CONNOR	Rick

ORGANISATION	SURNAME	FIRST NAME
<b>OBSERVERS</b>		
The Open University	GORDON	Ross
The Open University	WILKS	Linda
<b>EUROPEAN COMMISSION</b>	<b>SURNAME</b>	<b>FIRST NAME</b>
DG SANCO	MADELIN	Robert
DG SANCO C4	DE CONINCK	Pieter
DG SANCO C4	KAMPHAUSEN	Wilfried
DG SANCO C4	MONTONEN	Marjatta
DG SANCO C4	THOMPSON	Ceri