

Alcohol Marketing Consensus Project - Presentation

The alcohol marketing landscape in low and middle- income countries (An unsystematic review?)

Thomas F. Babor, Katherine Robaina, Jonathan Noel

Department of Community Medicine, University of Connecticut School
of Medicine

landscape, noun

- All the visible features of an area of countryside or land, often considered in terms of their aesthetic appeal

Aims

- To review global trends in alcohol marketing that have implications for public health in low- and middle-income countries (LMIC).
- Describe industry trends in Asia, Africa, the Middle East and Latin America
- Critically review marketing research conducted with adolescents and young adults in LMIC, and contrast it with similar studies in High Income Countries.

The Landscape: Big Alcohol vs Public Health in the World Cup of Alcohol Marketing



Big Alcohol vs Public Health

- Concentration into a few big transnationals
 - Focus on LMIC and BRIC countries
 - Increased marketing spend
 - Parents need to talk to their children about alcohol
 - Self-regulation is the most effective policy response
- Diverse global network
 - Global health concerns with LMIC and BRIC
 - Increasing concerns with marketing impact
 - Evidence of a causal relationship between exposure and early onset of drinking
 - Evidence that self-regulation is ineffective: lit reviews + FIFA World Cup games

Into Africa

- SAB Miller, Heineken, Diageo and Carlsberg have targeted sub-Saharan Africa as an emerging market
- Policy initiatives in Malawi, Tanzania, Botswana, Uganda, and other countries
- Policy conferences and consensus statements
- National plans for policy development

Mapping the landscape

- Introduction: Individual and population approaches
- Global trends in alcohol consumption with a focus on youth consumption in LMIC
- Global trends in alcohol marketing with a focus on LMIC
- Alcohol industry marketing strategies
- Research on regulation of marketing, including self-regulation in LMIC
- Evidence of impact on youth: Exposure studies
- Evidence of impact on youth: Content studies
- Conclusions: Challenges and research needs

Source Materials

- Literature searches using SCOPUS, Web of Science, and PubMed
- Studies of exposure, content, regulation and impact of alcohol marketing in LMIC. One hypothesis is that the effect size of marketing exposure is greater in LMIC than in HIC
- Reports published by public health agencies, research centers and non-governmental organizations
- Narrative review of materials derived from the business press, industry sources (websites, annual reports, press releases, conference proceedings), and the scientific literature published since 1990.

Methods

- Document analysis informed by Critical Discourse Analysis
- Focus on the use of language in industry documents, press releases, public testimony, interviews reported in trade journals and websites
- Narrative review of research directed at industry strategies
- Review of epidemiological trends in youth drinking in LMIC
- Review of exposure studies in LMIC
- Review of content studies in LMIC

Marketing strategies

- Targeting
- Product innovation and packaging design
- Lifestyle marketing
- Use of the social media and digital marketing
- Event marketing campaigns
- Sponsorships
- Sports marketing
- Stakeholder marketing

Event Marketing: The 2014 World Cup

- The 2014 FIFA World Cup Tournament was one of the largest media events in human history, reaching an estimated one billion viewers.
- The combined viewership of all 64 World Cup matches was estimated to be in excess of 8 billion people
- Significant proportions of the viewers were children, young adults below the legal alcohol purchase age, pregnant women, alcoholics and members of other vulnerable groups.
- Violation rates exceeded 84%. Countries having statutory regulation reported no alcohol ads but there were high rates of sponsorship exposures through sideboards containing brand names and logos

The World Cup of Alcohol Marketing





Evaluating the alcohol industry's
compliance with industry self-
regulation codes for responsible
advertising

2014 FIFA World Cup Project

SQUEEZE THE MOST
OUT OF **SUMMER**

#LIVESUMMER

BEER WITH
SOCIAL RESPONSIBILITY





Available in MN, CO and NE. © 2014 Crown Beverage Co., Boulder CO





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Jugada td, somos #Apata

FACEBOOK.COM/CORONAMEXICO

TORE SCHIETTI

PATROCINADO POR

Corona





ACKNOWLEDGEMENTS

Carlsberg



The advertisement features a Polaroid-style photograph of four graduates in black gowns and caps, holding bottles of beer. Below the photo, a white banner contains the handwritten text "You deserve it!". To the left of the banner is a full bottle of Carlsberg beer. The background is a green field.

You deserve it!

3 Beers 1 winner

Carlsberg Beer is brewed with water from the Carlsberg spring in Copenhagen. The Carlsberg brand is the oldest in the world and has been brewed since 1844. Carlsberg is a member of the Carlsberg Group.

100% CARLSBERG BEER IS BREWED WITH WATER FROM THE CARLSBERG SPRING IN COPENHAGEN. THE CARLSBERG BRAND IS THE OLDEST IN THE WORLD AND HAS BEEN BREWED SINCE 1844. CARLSBERG IS A MEMBER OF THE CARLSBERG GROUP.

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Carlsberg
Water. Celebration.

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Probably your best beer choice.