# The alcohol marketing Consensus Project - Presentation The alcohol marketing landscape in low and middleincome countries (An unsystematic review?)

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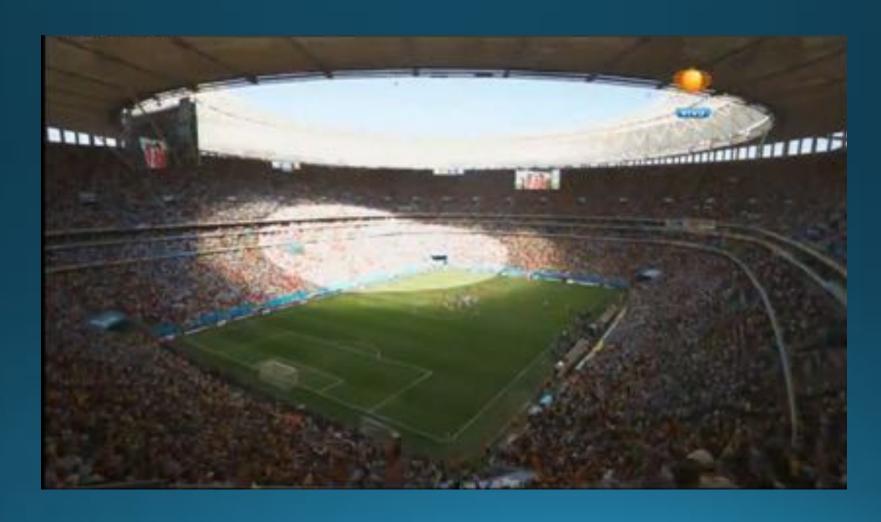
# landscape, noun

 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 selfregulation 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 selfregulation 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

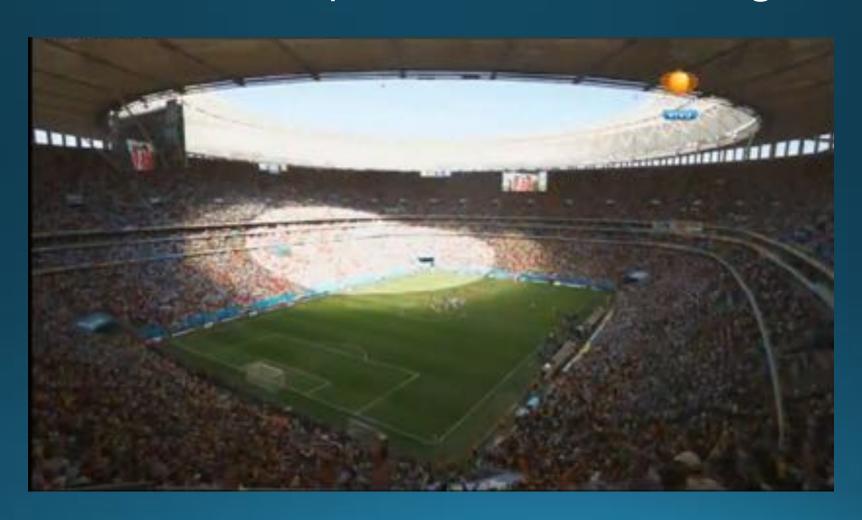
# Marketing strategies

- 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















# ACKNOWLEDGEMENTS Carlsberg

