



Alcohol Marketing in Europe Strengthening Regulation to Protect Young People

ELSA Reports on the Enforcement
of National Laws and Self Regulation
of Alcohol Marketing

Presentation by:
Wim van Dalen (STAP)



The ELSA project



The ELSA project

- ELSA: Enforcement of National Laws and Self-Regulation on Advertising and Marketing of Alcohol
- Period 2005-2007; Participants: 23 Member States and Norway
- EU-funded; Partnership of STAP with Actis and Alkokutt (Norway)





Main objective of ELSA:

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, applicant countries and Norway.



Overall goals of ELSA:

- Support implementation (of the articles about alcohol marketing) of the Council Recommendation (2001)
- Deliver a detailed and argued advise to the Commission and the Member States about the most effective regulation policy
- To built a structural monitoring network

The main questions to be answered....

- What tells the latest scientific research about the effects of alcohol marketing on young people?
- How is alcohol marketing regulated in the Member States?
- What is known about the adherence of the existing regulations? Is there any scientific basis?
- To which extent do the most popular marketing practices comply to the EU-Council Recommendation on the drinking of alcohol by young people (2001)?

Deliverables of ELSA:

1. Training Manual
2. Report on Regulations
3. Report on Adherence
4. Report on Impact
5. Appealing Alcohol Beverages and Marketing Practices in Europe
6. Report with Conclusions

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Report on Adherence
to Alcohol Marketing Regulations

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Manual to Monitor Regulations
on Alcohol Marketing in Europe

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2. Report on Regulations

3. Report on Adherence

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4. Report on Impact

Alcohol Marketing in Europe:
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5. Appealing Alcohol Beverages and Marketing Practices in Europe

Impact
of Alcohol Advertising

ELSA project report on the evidence to
strengthen regulation to protect young people

6. Report with Conclusions

Regulation of
Alcohol Marketing in Europe

ELSA project overview on the existing regulations
on advertising and marketing of alcohol



ELSA





Training Manual

- Description method used in ELSA
- Use for follow-up studies

Regulation of Alcohol Marketing in Europe

ELSA project overview on the existing regulations
on advertising and marketing of alcohol



Report on Regulation

- Overview existing national regulations on alcohol marketing in Europe
- Level of integrating EU recommendations in national regulations
- Overview existing procedures in European countries



National Regulations in Europe:

- We found 79 regulations in 24 countries (49 statutory and 27 non-statutory)
- Volume restriction: mainly statutory regulations
Content restriction: mainly non-statutory regulations



National Regulations in Europe:

ELSA

- All countries had at least one regulation on alcohol marketing and advertising, with most countries having several. In total 79 regulations were reported (49 statutory and 27 non-statutory)
- 23 countries had one or more forms of statutory regulation and 17 one or more forms of non-statutory regulation.
- In one country (UK), co-regulation existed due to a contract between the statutory body and the non-statutory body on advertising.
- Six countries had only statutory regulation, and two countries had in practice no statutory regulation: the UK and the Netherlands.
- Volume restriction: mainly statutory regulations
- Content restriction: mainly non-statutory regulations



Coverage of the Council Recommendation

- Of the 24 countries, all of them covered at least 4 of the elements of the Council Recommendation in their national regulations or codes, with most countries covering almost all of them.
- Countries varied in whether or not the different elements are included in statutory or in non-statutory regulations.
- 14 out of 23 countries have no regulation on “The production of alcoholic beverages specially targeted at children”.



Are there procedures for searching violations?

- In 16 countries with statutory regulation
In 9 countries with non-statutory regulation
- Pre-launch advise: present in 6 countries with statutory regulations; in 14 countries with non-statutory regulations



Report on Adherence

- Collecting existing documents written between the year 2000 and 2005 on:
 - the adherence to national regulations
 - the efficiency of national regulations



Adherence to regulations?

- **ELSA shows that very little research is available! There is not the slightest proof that the existing regulation is protecting young people against alcohol marketing**
- Low punitive power sanctions
- Often no pre-launch advice system
- No structural monitoring system available



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The Impact of Alcohol Advertising

ELSA project report on the evidence to
strengthen regulation to protect young people



Report on Impact

- Overview of findings in scientific studies on the effects of Alcohol Advertising and Marketing.



ELSA report about the impact on young people:

- Exposure to alcohol advertising influences youth drinking behaviour by:
 - shaping youth attitudes
 - shaping youth perceptions
 - shaping youth expectancies about alcohol use (Grube and Waiters 2005).
- Liking the advertisement increases positive expectancies about alcohol use which increases drinking (Austin and Knaus 2000; Austin et al. 2000).



ELSA report about the impact on young people:

- Although causal effects are uncertain, we can see that the joint effect of exposure from different types of marketing practices is strongly associated with drinking behaviour and intentions to drink. (exposure beer ads on tv, alcohol advertising in magazines, radio listening, exposure to beer concessions, exposure to in-store beer displays, promotional items).

(Collins et al. 2007; US)





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Appealing Alcohol Beverages and Marketing Practices in Europe

ELSA project overview of the most appealing alcohol products and advertisements selected by young people



Report on appealing alcoholic beverages and marketing practices

- Overview of most appealing alcoholic beverages among minors in Europe
- Overview of most appealing alcohol advertisements among minors in Europe



Most appealing alcoholic beverages:

- The results show that in most countries youngsters between 12 and 16 years of age are clearly able to identify appealing brands and advertisement 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 colored bottles or tins.
- In addition, the ELSA report shows also that besides alcopops, are very appealing to youngsters. Although beers appear to be very attractive to 12 to 16 year olds, the Council Recommendations do not address these alcoholic beverages since these drinks are not packaged in colorful bottles.



Most appealing Marketing Practices:

- Television commercials are most mentioned marketing practice.
- Many brands mentioned as most appealing alcohol marketing practices are also mentioned in list of most appealing drinks.
- Brands of beer are most mentioned.
- Many advertisement show links with social, sportive or sexual success.
- Dancing and humor are also frequently used themes.



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Alcohol Marketing in Europe:

Strengthening Regulation to Protect Young People

Conclusions and recommendations of the ELSA-project



Conclusions and Recommendations

- Summary of main findings of other deliverables
- Policy recommendations



Conclusion 1.



- **Alcohol advertisements are related to positive attitudes and beliefs about alcohol amongst young people, and increase the likelihood of young people starting to drink, the amount they drink, and the amount they drink on any one occasion.**



Conclusion 2.



- **There is no available scientific evidence which shows that the non-statutory regulation of commercial communications impacts on the content or volume of advertisements**



Conclusion 3.



- **There is great variety in regulations related to the advertisement of alcoholic products in the European Member States.**



Conclusion 4.

- **There is very little documentation on adherence to the existing regulations.**

Conclusion 5.

- **The most appealing alcoholic beverages and alcohol advertisements to young people use elements associated with youth culture.**





Conclusion 6.



- **There is no informative body which systematically monitors the impact of regulations on alcohol marketing and its adherence.**



Recommendations of ELSA

- Regulation of marketing: based on impact youngsters
- Restricting the Volume of Alcohol Marketing
- Content regulation:
 - Appealing elements (humor, fun etc) should be included
 - Clarify clearly what is accepted in advertising (e.g. taking French Loi Evin as an example).
- Effective Sanctions
- Systematic Monitoring of Adherence