Two questions:

How does the alcohol industry sell its product to young people?

…and can public health learn from this?
Can You Sell Health Like Hooch?

Prof Gerard Hastings OBE

PERTH
12th August 2010
Can You Sell Health Like Hooch?

1. In theory yes; social marketing is a well established discipline

2. And it works

3. So how do the alcohol companies do it?

4. Conclusion: in theory yes; in practice it is very difficult
What is marketing?

• The processes business uses to encourage consumption of its products:
  – Multifaceted
  – Strategic and long term – relationships not just transactions: the who as well as the what
  – Seeking to influence the behaviour of customers, stakeholders even competitors

• Social marketing uses the same techniques to influence social and health – rather than consumer - behaviour
What is marketing?

- mass media
- advertising
- billboards
- press
- television
What is marketing

- Mass media advertising
  - Billboards
  - Press
  - Television

- Other marketing communications
  - Point of sale
  - Internet
  - Sponsorship
  - Free samples
  - Brand stretching
  - Product placement
  - Packaging
What is marketing

- mass media
  - advertising
    - billboards
    - press
    - television
- other marketing communications
  - point of sale
  - internet
  - sponsorship
  - free samples
  - brand stretching
  - product placement
  - packaging

This is what we tend to focus on
Cumulative impact: these communications are designed to reinforce and support one another.
What is marketing

- Consumer marketing
- Other marketing communications
  - Mass media advertising
    - Television
    - Press
    - Billboards
    - Internet
  - Sponsorship
  - Product placement
  - Packaging
  - Product design
- Point of sale
- Distribution
- Free samples
- Brand stretching
- Price
What is marketing

stakeholder marketing

consumer marketing

other marketing communications

mass media advertising

television press billboards

internet

sponsorship

point of sale

free samples

brand stretching

product placement

packaging

distribution

corporate social responsibility

corporate affairs

Comp analysis

price

media know-how
Can You Sell Health Like Hooch?

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We know marketing influences young people

This is clear for

- tobacco ✓
  (Cochrane Collab, 2004)
- energy dense food ✓
  (WHO, 2006)
- and alcohol ....
“it is undeniable that alcohol advertising acts as an encouragement to consumption”
(European Court of Justice ruling – C152/78 (2002)

**Evidence statement 5:** There is conclusive evidence of a small but consistent association of advertising with consumption at a population level. There is also evidence of small but consistent effects of advertising on consumption of alcohol by young people at an individual level.
(UK Gvt Review (2008)

“alcohol advertising increases both the uptake of drinking and consumption in young people”
(Science Committee of the EU Commission Alcohol Forum 2009)

“Longitudinal studies consistently suggest that exposure to media and commercial communications on alcohol is associated with the likelihood that adolescents will start to drink alcohol, and with increased drinking amongst baseline drinkers.”
Alcohol and Alcoholism 2009
ISM research

• Using a cohort design to investigate the impact of alcohol marketing

• Random sample of 1000 13 year olds followed up at 15; asked about drinking and marketing

• In-home interviews, plus self completion for the sensitive information (eg on drinking)

• Funded under the National Prevention Research Initiative (consortium funding led by the Medical Research Council)
Results

a. astonishing ubiquity of alcohol promotion

b. its effects on drinking behaviour
## Types of advertising seen

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<tbody>
<tr>
<td>Sample size</td>
<td>920</td>
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<td>TV/Cinema</td>
<td>77%</td>
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<td>Sports Sponsorship</td>
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<tr>
<td>Clothing (sports tops)</td>
<td>66%</td>
<td>73%</td>
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<tr>
<td>Music Sponsorship</td>
<td>34%</td>
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<td>Sponsorship of TV &amp; Film</td>
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* Note: question wording varied between stages
### Types of advertising seen

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Results

Effects

After controlling for important confounding variables significant associations emerged between awareness, appreciation and involvement with alcohol marketing at Stage 1 with drinking behaviour at Stage 2:

- uptake of drinking
- amount consumed

Gordon, MacKintosh and Moodie (in press) *The impact of alcohol marketing on youth drinking behaviour: A two-stage cohort study* Alcohol and Alcoholism
Social marketing also works

• Commercial marketing clearly has an effect
• A review of SRs on alcohol prevention and harm minimisation
• 8 out of 13 had a positive effect overall; 4 mixed / moderate effects, 1 no effect
• strong evidence of impact

Can You Sell Health Like Hooch

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4. Conclusion: in theory yes; in practice it is very difficult
**Health Select Committee Enquiry**

**Internal marketing planning documents:** Client/Agency Contact Reports; Client, Creative and Media Briefs; Media Schedules; Advertising Budgets; Market research reports

<table>
<thead>
<tr>
<th>The Sources of the Documents</th>
<th>PRODUCERS</th>
<th>BRANDS</th>
<th>COMMS AGENCIES</th>
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<tr>
<td><strong>Beverage Brands</strong></td>
<td>WKD (an alcopop)</td>
<td>Big Communications</td>
<td>Bray Leino PR</td>
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<td>Five by Five (digital)</td>
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<td><strong>Diageo</strong></td>
<td>Smirnoff vodka</td>
<td>AKQA</td>
<td>JWT</td>
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<td><strong>Halewood International</strong></td>
<td>Lambrini (a perry) Sidekick shots</td>
<td>BJL</td>
<td>Cheethambell JWT</td>
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<td><strong>Molson Coors Brewing Company</strong></td>
<td>Carling</td>
<td>Beattie McGuinness Bungay (BMB)</td>
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HEALTH WARNING

This is just a glimpse inside alcohol promotion

This promotion is very extensive: one of the companies pleaded that the documents for just one brand would amount to one million pages

The chosen producers and comms agencies are not especially at fault: they are just typical
The intentions, thinking, strategising that underpins alcohol marketing in the UK

Emerging Problems

1. Drunkenness, potency and excess
2. Promoting sociability and social success
3. Appealing to masculinity and femininity

all are outlawed by the regulatory codes
Drunkenness, potency and excess

The self-regulatory codes state that advertising must not link alcohol with brave, tough, unruly or daring people or behaviour; nor should it encourage irresponsible, anti-social or immoderate drinking (whether in terms of style or amount). References to, or suggestions of, buying repeat rounds of drinks are not acceptable – including any suggestion that other members of the group will buy any further rounds. Ads must not suggest that a drink is to be preferred because of its alcohol content or place undue emphasis on alcoholic strength.
Drunkenness, potency and excess

“quick female gags based on sex and drunkenness” and “aligning itself” with concepts such as “being naughty, rude, outrageous or badly behaved”:

Lambrini went on to make ads called “Thong” and “Tit tape”
Drunkenness, potency and excess

3.8 What are Pub Man’s Needs at This Point?

If we think of the average bloke in terms of the cycle of evolution:

Pub Man
- Reassurance, ease, simplicity bonding
- Ritual habit
- Repetitive

Alpha Male
- Individual, quirky, more energy and drive, adventure, sex, sexual allure, challenge bravado, image, fun, hedonism

Comfort zone

The mission

Spirits and mixers can fulfil better here
The self-regulatory codes state that alcohol can not be linked to the social acceptance of the social success of individuals, events or occasions. More specifically, advertisements must not imply that drinking can enhance an individual’s popularity, confidence, mood, physical performance, personal qualities, attractiveness or sexual success.
Promoting sociability and social success


- **Benefits**
  - The perfect start to the night
  - Fun and sociable
  - 'Feel good' factor

- **Attributes**
  - Accessible glamour
  - Always contemporary
  - Sweet and bubbly
  - Fruity flavours

- **Personality**
  - Spontaneous
  - Glamorous
  - Sassy
  - Great Company

- **Promise**
The best way to make your night light, bubbly and full of flavour!

- **Essence**
  - Make the Night Sparkle

- **Values**
  - Being one of the girls
  - A fun night
  - In the know
  - Staying in control

- **Insight**
  - Getting together with the girls and the 'build up' is often the most fun part of the night

**Audience**
Sassy Cinderellas: Young, single women who want a drink that tastes good and makes them feel glamorous. They feel they should be drinking wine, but don't like the taste.

**Marketplace**
In-home easy drinking aimed at girls (wine, RTD, other perrys, beer, cider and spirits).

- **Human Side: Enhancement**
- **Rational Side:**
  - Palatable

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Year 1

Year 2

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Promoting sociability and social success

“Broadly speaking each piece of communication will either; celebrate ‘Join Us’, by championing the benefit of togetherness, or facilitate ‘Join Us’, by providing and enhancing experiences where togetherness is key”
Promoting sociability and social success

“Carling celebrates, initiates and promotes the togetherness of the pack, their passions and their pint because Carling understands that things are better together.”
Appealing to masculinity and femininity

advertisers must not imply that alcohol can enhance attractiveness, masculinity or femininity – nor use daringness, toughness, bravado, challenge, seduction, sexual activity or sexual success.
Appealing to masculinity and femininity

Have you got the Perfect Pins?
The largest fashion event in the world is set to take you by storm at the NEC in Birmingham from the 1-6 December 2006 and Lambrini will be there!

We're launching the first ever Search for the UK’s Sexiest Legs and we'd love all you Lambrini girls to come along and take part!

Contestants will have to show off their perfect pins and answer questions from a panel of judges. The overall winner from daily contests will be chosen by our fashion expert and PRWeek's Head of Design.

Fashion shows will take place at every day at the following times:-
Friday Dec 1 – 11am, 1pm and 3pm
Saturday Dec 2 until Wednesday Dec 6 - 10am, 12pm, 2pm and 4pm

Should you win, not only will you win the crown of the UK’s Sexiest legs but you will participate in PRWeek’s Spring Collection photoshoot and take home your very own model portfolio!

If you can’t make it to Clothes Show Live, do not fear, you still have a chance of entering. Simply send us some pictures of your pins looking Pretty Perfect and you could be in with a chance of winning a host of Lambrini girl goodies including shopping vouchers, concert tickets, Pretty Polly Sparkle Fishnets and of course bottles of Lambrini for you to share with your friends.

So pop along to see us on Stand PU98 and strut your stuff!
The intentions, thinking, strategising that underpins alcohol marketing in the UK

Emerging Problems

1. Drunkenness, potency and excess
2. Promoting sociability and social success
3. Appealing to masculinity and femininity
4. Sponsorship
5. New media
Sponsorship

In the UK there is no formal regulation of sponsorship by alcohol companies (which is a major gap)
In the UK there is no formal regulation of sponsorship by alcohol companies (which is a major gap).

But linking alcohol consumption with sporting success and youth culture is explicitly prohibited.
Sponsorship

Youth Culture

“Football and beer are perfect partners. Football’s not the same without beer and beer’s not the same without football. Together let’s change the word ‘beer’ in the above sentence to Carling”

“More people are attending live music than ever before. FACT. Which is great for Carling as beer and live music go hand in hand. FACT”
Carling defines the purpose of its music sponsorship as to:

“Build the image of the brand and recruit young male drinkers
Ultimately, the band are the heroes at the venue and Carling should use them to ‘piggy back’ and engage customers [sic] emotions
They [young men] think about 4 things, we brew 1 and sponsor 2 of them”
LAMBRINI SPONSORS

COLEEN’S Real WOMEN

NEW SERIES STARTS 10TH FEBRUARY

LAMBRINI IS THE NUMBER ONE WINE STYLE DRINK IN THE UK

A BOTTLE OF LAMBRINI IS SOLD EVERY SECOND IN THE UK

STOCK UP NOW!

Lambrini
dotheLambrini.co.uk

PLEASE DRINK LAMBRINI RESPONSIBLY
SUPPORTERS OF DRINKWISER.CO.UK.
New media
New media

Everything X 2
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1. In theory yes; social marketing is a well established discipline
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3. So how do the alcohol companies do it?
4. Conclusion
Conclusion

1. Commercial marketing certainly influences drinking behaviour
2. In theory, so can social marketing
3. We are used to fighting against the odds but we are being overwhelmed by commerce
   - We don’t have their resources
   - We don’t have their ubiquity
   - We don’t have their staying power
   - We don’t have their bloody nerve
Conclusion

So yes, we can sell health like hooch, but please level the playing field: do something to reduce the amount of alcohol marketing