# Regulation of alcohol promotion Sally Casswell

SSA Conference York, 2008





New research since 2002

- Diverse, multiple marketing experiences
- What effects do they have?
- Regulation vs voluntary codes how effective are they?





# What marketing does for the economic operators

- Mature markets recruitment by new cohorts; younger drinkers and women
- Emerging markets stronger effects as less saturated
- Encouragement and reinforcement of proalcohol social norms
- Public relations





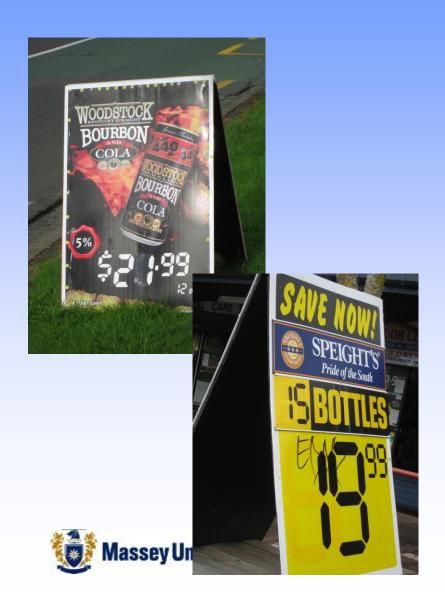
# Marketing practices aimed at the consumer

- Traditional advertising
- Expansion of opportunities eg new technologies and marketing embedded in global youth culture
- Convergence depends on consumers' active participation to make meaning
- Brand relationships and identity





# James Cook High School Manurewa High School









#### **Lion Red Bebo Fan Site:**

#### Lion red blooded, blood brothers < lion-red-luvers>







#### Red blooded, blood brother

Male, 20

Send a Message »

WEII.... I'm Rory, go 2 auckland uni, work at consumer link, drive a red car broom broom. Beer of choice: Lion red, also enjoy Canadian club whiskey and coke ive also been known 2 dabble in wh...

Copy to My Profile | Send-It



#### Rajiv Goundar

Male, 20

Send a Message »

Both My calves are the same... every one has one eye bigger than the other..n think my right is bigger than my left...



## How advertising works

- Liking content (humour, music, lifestyle/image) .... desire to emulate characters ..... beliefs about social benefits (fun, social and sexual success, stress reduction)
- Perception of peer approval and use

.... intentions to drink, earlier onset and heavier drinking





## Voluntary Codes

- Usually focus on traditional and measured media
- Usually address content (age of characters, sexual and social success, portrayal of intoxication, risky behaviour)
- Sometimes address exposure (beverage specific, media, time and saturation)
- Implementation and monitoring by vested interests (producers, advertisers, media)





## Effect of Voluntary Codes

- Voluntary controls on exposure
- Unstable

- Voluntary codes on content
- Under interpreted and under enforced
- Haven't prevented effective marketing practice, impacts on youth well established





# Regulation on content and exposure

- Regulation feasible:Loi Evin, Swedish law, withstood legal challenges
- Research suggests modest effects of bans at population level and with youth
- Cost effectiveness: in high alcohol countries advertising bans second to taxation





## International Support

- Calls for FCAC
- E.C. DG SANCO: 'cumulative effect of marketing on young people's knowledge, attitudes and behaviour.... Things slip through self regulation schemes'
- WHO Western Pacific Regional Strategy:

  'Designate a government agency responsible for enforcement of marketing regulations ... regulate or ban, as appropriate, the marketing of alcoholic beverages'





## In summary

- Public health faces increased threat from new developments in marketing
- New drinkers in mature and emerging markets vulnerable
- Voluntary actions by economic operators have been ineffective
- Regulation is feasible and likely effective
- Growing international recognition, need for regional and global co-operation



