

Regulation of alcohol promotion

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Massey University



- 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 pro alcohol 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





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Welcome all. This group is pretty much a page for beer lovers, actually booze lovers in general. Big up's 2 all the lion redd fans out there. So just join up if u like 2 get on the piss, share some stories, meet some new people, wat ever really turns you on i guess

URL
<http://www.bebo.com/lion-red-luvers>

Profile Created
 August 2007

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Red blooded, blood brother



Lion red - red blooded beer advert



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Red blooded, blood brother

Male, 20

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WEll... 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...



Rajiv Goundar

Male, 20

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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