

The logo consists of the word "ELSA" in white, bold, sans-serif capital letters. The letters are set against a dark blue rectangular background that features a pattern of small, light blue bubbles. To the left of this rectangle, there is a decorative pattern of orange dots arranged in a grid that tapers off to the right.

ELSA

1

Manual to Monitor Regulations on Alcohol Marketing in Europe

Manual of the ELSA project to report on existing laws and self regulation, and to assess adherence to the regulatory systems on the advertising and marketing of alcohol



Manual to Monitor Regulations on Alcohol Marketing in Europe

Manual of the ELSA project to report on existing laws and self regulation, and to assess adherence to the regulatory systems on the advertising and marketing of alcohol

The ELSA project (2005-2007) of STAP (National Foundation for Alcohol Prevention in the Netherlands) includes representatives from 24 European countries. 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 and Norway.

STAP

P.O. Box 8181

3503 RD Utrecht

The Netherlands

T +31(0)30 656 50 41

F +31(0)30 656 50 43

E stap@stap.nl

I www.stap.nl

This report has been written by STAP, the National Foundation for Alcohol Prevention in the Netherlands on behalf of the ELSA project 2005-2007.

The report has been funded and prepared under a contract with the European Commission [Agreement number 2004318].

The responsibility for the content of this report lies with the author, and the content does not represent the views of the European Commission; nor is the Commission responsible for any use that may be made of the information contained here in.

This report should be quoted: STAP (2007). Manual to monitor regulations on alcohol marketing in Europe. Utrecht: National Foundation for Alcohol Prevention.

ISBN 978-90-79070-02-2

National Foundation for Alcohol Prevention (STAP)
The Netherlands
May 2007

Design: LS Designers BNO [Gerben Edens/Kenny Venekamp] Groningen, The Netherlands - www.ls.nl

Content

1	Introduction	5
2	Focus and definitions	6
3	EU guidelines for the regulation of alcohol advertising and marketing	8
4	Overview of the regulations	10
5	Evaluation on the regulations	11
	Appendix A Questionnaire 1	13
	Appendix B Procedure for overviews of documents	22
	Appendix C Example: Dutch experience with complaint procedure	26
	Appendix D Examples: Marketing practices	32
	Appendix E Procedure for list of appealing beverages and marketing practices	35
	Appendix F Procedure for Rating Panel Research	41
	Appendix G Definitions	51

1 Introduction

The ELSA project has conducted exploratory research in 23 EU Member States and Norway to assess the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages. This project provides a first exploration into the existence of regulations about alcohol marketing and the extent to which participating countries adhere to the European Council's Recommendations. Findings illustrate that regulations about alcohol marketing and advertising are both extensively diverse and poorly monitored.

Firstly, results of the ELSA project conclude that almost all examined countries have more than one code regardless of whether these are controlled by self-regulation or embedded in the law. These regulations differ in terms of the kinds of marketing that they are addressing and in terms of the kinds of alcoholic beverage advertising that they are trying to control.

Secondly, the outcomes of the project illustrate that there is a lack of systematic monitoring and documenting of complaints about alcohol marketing practices and sanctions (see report on Adherence). Moreover, there is an overall lack of structured and independent evaluation with regard to adherence to regulations. Due to the problem of diversity and the lack of systematic monitoring, it is hard to draw conclusions on the functions of and adherence to regulations. This indicates that there is a need for a comprehensive structural system in order to evaluate the adherence to national alcohol marketing regulations. Reports should be independent and based on agreed upon standards and methods, which are compatible and transparent in all European countries. This manual provides an instruction for systematically monitoring current European regulations on alcohol marketing while taking into account differences in national contexts. The method described in this manual is used in the ELSA project (in an adapted format), and can be used for follow-up studies as well.

2 Focus and definitions

2.1 Focus

The procedure discussed here focuses on examining all national regulations of alcohol marketing and advertisement that are visible to the public.

Regulations of advertising and marketing that *are* subject to the procedure described include:

- advertising of alcoholic beverages on TV, radio, internet, billboards, and any other media visible to the public;
- labelling or packaging of alcoholic beverages (regarding promotional aspects);
- sales promotion of alcoholic beverages;
- advertising of lower prices for alcoholic beverages;
- advertising of volume discounts for alcoholic beverages;
- sponsoring of events (sport or cultural or else) by promoting alcoholic beverages;
- sampling or interpersonal promotion of alcoholic beverages;
- placement and presentation of alcoholic beverages at selling points;
- advertising through mobile phone (e.g. sms-advertising);
- visible sponsoring (of e.g. TV programmes or events); and
- paid product placement.

Regulations of advertising and marketing that *are not* subject to the procedure described include:

- regulation of alcohol taxes;
- regulation of distribution channels of alcohol (e.g. state monopoly systems); and
- age limits for selling alcohol.

2.2 Definitions

An overview of frequently used definitions is provided in this section:

Enforcement

Enforcement means the action or process of enforcing, that is to compel the observance of a law or an obligation¹.

¹ Oxford English Dictionary

National Regulation

National regulation means any law, statute, guideline or code of practice issued by a national government or self-regulatory organisation (SRO). Self-regulation has many shapes and forms, and is often intertwined with regulation by law. Consequently, we use the terms statutory and non-statutory regulation and ask for more detailed information (such as the controlling and sanctioning body) in order to obtain a more specific understanding of the voluntary character of the regulation.

Statutory regulation

Statutory regulations are regulations that are embedded in the law and issued by the national government.

Non-statutory regulation or self-regulation

Non-statutory regulation or self-regulation means voluntary codes of practice, statutes or guidelines.

Advertising and Marketing

In the Green paper from the Commission on Commercial Communications in the Internal Market¹ commercial communications is defined as “all forms of advertising, direct marketing, sponsorship, sales promotions and public relations promoting products and services”. We define Advertising and Marketing as:

- **Advertising**
Advertising means a bringing into notice, especially by paid announcement in different media e.g. ‘to advertise goods (for sale)’².
- **Marketing**
Marketing means the action of the verb market, meaning to sell, or the action or business of bringing or sending a commodity to the market to sell².

1 Green paper from the Commission on Commercial Communications in the Internal Market (1996)

2 Oxford English Dictionary

3 EU guidelines for the regulation of alcohol advertising and marketing

The European Council has made recommendations for effective mechanisms in the fields of promoting, marketing and retailing to ensure that producers do not produce alcoholic beverages specifically targeted at children and adolescents, and to ensure that alcoholic beverages are not designed or promoted to appeal to children and adolescents. These recommendations serve as a starting point for the questionnaires.

¹ Retrieved at April, 2nd 2007 from: http://europa.eu.int/eur-lex/pri/en/oj/dat/2001/l_161/l_16120010616en00380041.pdf

The Council Recommendation of June 5th 2001¹ on the drinking of alcohol by young people, in particular children and adolescents (2001/458/EC) states that Member States should,

II. [...]

1. encourage, in cooperation with the producers and the retailers of alcoholic beverages and relevant non-governmental organisations, the establishment of effective mechanisms in the fields of promotion, marketing and retailing;

[...]

(a) to ensure that producers do not produce alcoholic beverages specifically targeted at children and adolescents;

(b) to ensure that alcoholic beverages are not designed or promoted to appeal to children and adolescents, and paying particular attention inter alia, to the following elements:

- the use of styles (such as characters, motifs or colours) associated with youth culture,
- featuring children, adolescents, or other young looking models, in promotion campaigns,
- allusions to, or images associated with, the consumption of drugs and of other harmful substances, such as tobacco,
- links with violence or antisocial behaviour,
- implications of social, sexual or sporting success,
- encouraging children and adolescents to drink, including low-price sales of alcoholic drinks to adolescents,
- advertising during, or sponsorship of, sporting, musical or other special events that a significant number of children and adolescents attend as actors or spectators,
- advertising in media targeted at children and adolescents or reaching a significant number of children and adolescents,
- free distribution of alcoholic drinks to children and adolescents, as well as sale or free distribution of products which are used to promote alcoholic drinks and which may appeal in particular to children and adolescents;

[...]

(d) to allow manufacturers to get pre-launch advice, in advance of marketing a product or investing in a product, as well as on marketing campaigns before their actual launch;

(e) to ensure that complaints against products which are not being promoted, marketed or retailed in accordance with the principles set out in points (a) and (b) can be effectively handled, and that, if appropriate, such products can be removed from sale and the relevant inappropriate marketing or promotional practices can be brought to an end;

2. urge the representative producers and trade organisations of alcoholic beverages to commit themselves to observe the principles described above.

The only European statutory regulation that contains an article focused on the regulation of alcohol advertisement is the Television without Frontiers Directive. This directive generates the necessary conditions for the free movement of TV and other media broadcasts. Article 15 in the directive states that advertising and teleshopping for alcoholic beverages shall comply with the following criteria:

- a it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;
- b it shall not link the consumption of alcohol to enhanced physical performance or to driving;
- c it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;
- d it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
- e it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light; and
- f it shall not place emphasis on high alcoholic content as being a positive quality of the beverages.

The Television without Frontiers Directive will be revised into The Audio Visual Media Services Directive (AVMSD) at the end of May 2007, in order to respond to new technological developments (video on demand, mobile TV, audiovisual services on digital TV). On December 13th 2006, a large majority in the European Parliament adopted the first reading of the AVMSD. However, with regard to the advertisement of alcoholic beverages the parliament adopted no additional bans.

4 Overview of the regulations

This manual provides a systematic procedure to report on existing laws, structures, regulations and self-regulation mechanisms on the advertising and marketing of alcoholic beverages. The questionnaire in Appendix A can be used to collect the information (Questionnaire 1).

4.1 Collecting the information

In order to collect information to complete Questionnaire 1, start with contacting:

- The main advertising organisations in your country or the government department responsible for media regulation (e.g. the department of Media and Cultural Affairs).
- The main alcohol prevention organisations in your country or the government department responsible for alcohol policy (e.g. the department of Health).
- The main alcohol producers in your country, industry-organisations or social organisations of the alcohol industry.

These organisations will be able to tell you who the regulatory authorities are regarding alcohol marketing and alcohol advertising and what regulations or codes are in existence.

Obtain the actual regulatory codes from each of the regulatory authorities. You can download these from their websites or they may be provided otherwise.

4.2 Describing the information

Questionnaire 1, which can be used to document the collected information, is provided in digital format on the attached CD-Rom (or see Appendix A).

5 Evaluation of the regulations

The information described below provides a tool for a systematic report on the adherence to codes of self-regulation and a description of where these regulations are in effect.

5.1 Collecting the information

Information could contain:

- An overview and short summary of documents that evaluate (the compliance with) the national regulations.
- A list of the most appealing alcoholic beverages and alcohol marketing practices (to young people).

5.1.1 Overview of documents

An aim of the procedure described is to collect any document with evaluations on the implementation of or adherence to the national regulation(s) in your country over the past five years. The ELSA project has incorporated a slightly different approach. There was an emphasis on an overview of all documents in a country. Results can be found in the 'Report on Adherence'. Nevertheless, it is advised to describe all documents separately in the future. In addition, it is advised to give specific references to the original documents in order to make the process more transparent. Our experience with the ELSA project shows that it is of great value to provide information on the quality of the documents. The procedure for collecting and reporting these documents is attached in Appendix B.

The ELSA report mainly focuses on published documents within a country. However, the focus can be extended by taking into account international (European) documents as well.

If you have had any experience with procedures connected to your national regulation (e.g. complaint procedures) you can document these and make these publicly available. Your documentation can then be added to any other document that evaluates (the adherence to) the national regulation. A short description of experiences with the Dutch complaint system of the self-regulatory code is attached as Appendix C. We also refer you to 'Don't ask a bird to clip its own wings', a translation (English) of a Dutch report by STAP (2004).

5.1.2 List of appealing beverages and marketing practices and illustrations of these

An overview of the scale of marketing practices is given in Appendix D. Appendix E outlines a procedure for working with young people and for listing what they think are appealing beverages and marketing practices.

5.2 Rating panel

It is recommended to use the design described for the rating panel to measure the perception of young people about marketing practices' compliance with the existing regulation. A description of the research method is included in Appendix F. A rating panel design is used in the ELSA project as well. However, the questionnaire provided in this Training Manual is slightly different from the one used in the ELSA project (see also Report with results of Rating Panel). We have extended the questionnaire by including some more covariates and by asking more detailed information about appealing marketing practices with regard to the Council Recommendations.

Appendix A Questionnaire 1

Questionnaire 1

The questionnaire proposes an overview of current structures of regulation on advertising and marketing alcohol beverages in European countries.

Questionnaire 1

Introduction

This questionnaire is a tool to serve as an *overview of current structures of regulation* on advertising and marketing alcohol beverages in European countries. It can also be used to update the overview on a yearly basis, in order to include any changes in regulations that have taken place.

Most countries have both statutory regulations (laws) as well as non-statutory (voluntary) codes of practices about alcohol marketing, also known as self-regulation. Statutory regulations regularly contain (partial) bans on certain types of marketing practices. Non-statutory codes often address the shape and form that marketing practices are allowed to take. There are large differences between countries in existing alcohol marketing regulations.

Questionnaire I, Part one and Part two should be *completed once*. Questionnaire I, Part three has to be *completed for each national regulation separately*.

Experience shows that it takes approximately 1.5 hours to complete the questionnaire for each regulation. Collecting the information to complete the questionnaire will take more time. This depends on your national situation.

General instructions

- **Focus**
First read section 2.1 of the Training Manual for the focus of the procedure (a description of the elements of marketing and advertising that the procedure focuses on).
- **Collecting the information**
First read chapter 4 of the Training Manual for an overview of the work you should do to collect the information you need for completing this questionnaire.
- **Translation**
If not certain of the questions and/or answers because of the use of the English language, please consult a translator.

Start of the questionnaire

Please read all the questions first in order to get familiar with the line of questioning. This will save you time.

Please be as complete as possible in your answers.

This Word document is a template (filename: Questionnaire I.doc)

It is recommended to save a copy of this Questionnaire now and name the new file: [country initials]-Q1p1p2.doc (for example for the Netherlands: NL-Q1p1p2.doc)

Then complete PART ONE and PART TWO. These questions only have to be completed **once**.

Part One About the respondent

- Q1 Respondent's background information
- a date (yyyy-mm-dd):
 - b name (last, first):
 - c country:
 - d e-mail address:
 - e telephone number:
 - f fax number:
 - g Which organisation are you an employee of?
 - h current work *Tick one box.*
 - practising health care professional
 - academician
 - manager / administrator
 - policy maker
 - other, namely:
 - i Are you a government employee?
 - yes
 - noExplain further (*optional field*):

Part Two About the different national regulations on alcohol marketing and advertising

- Q2 Name the different regulations that exist specifically about advertising and marketing for alcoholic beverages. Name regulations that exist on a national level. Do not mention general regulations about advertising and marketing or general health regulations, **unless** they have specific elements referring to advertising and marketing for alcoholic beverages. *Do not give the complete text of the regulation(s), but only the title or name (e.g.: 'advertising code for TV').*

1
2
3
4
5
6
7
8
9
10

- Q3 In your country do any regional or local regulations on advertising and marketing for alcoholic beverages exist?
- no (if 'no', go to next question)
 - yes
- If yes, explain the relevance of these regional or local regulations:

Part One and Part Two of the questionnaire have to be completed in one session.
Save your copy of this part of the Questionnaire.
Again open the template (filename: Questionnaire I.doc).
And start with Part Three.
Part Three has to be completed for each national regulation separately.

Part Three Questions to be completed for each regulation named in Q2.

For every separate code or regulation described in Q2 complete the questions in Part Three (or refer to the document of a previous year if the regulation has been described before and no changes have taken place since then).

Basic information about this regulation

Q4 Refer to *one* regulation as stated in Q2 (by number and name). *Tick one box.*

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Save the copy of this Questionnaire now and name the file:

[country initials]-Q1p3-[number of code as in Q2 and Q4][name of the code].doc
(for example: NL-Q1p3-1DutchAdvertisingCode.doc)

Then complete Part Three.

Q5 Have any changes in this national regulation on advertising and marketing for alcoholic beverages taken place in the last year?

- no (if 'no', go to the description of the next regulation)
- yes

If yes, please explain the changes that have taken place, and describe (if possible) the rationale behind the change. Please, refer to any sources used in this description:

Q6 Name the publication of this regulation: State the title of the publication, where and by whom it was published (i.e. in which journal and by which organisation), and when it was published (i.e. which year).

- a Title:
- b Where published?
- c Published by whom?
- d When published?
- e If applicable, name the Internet address where it is published:

Q7 Is this regulation statutory regulation (embedded in law) or non-statutory (a voluntary code of practice/self-regulation). *If unsure of the status of the code or regulation, ask the regulatory body. Tick one box.*

- statutory
- non-statutory / self-regulation
- other, namely:

Q8 Which organisation is responsible for the exact *text* of the regulation?

a Which government department, company or NGO¹ is / are responsible for the exact *text* of the regulation or code?

(If it is a government department go on to question c)

b If it is a company, please state the main business of the company. If it is an NGO, please state the main sponsors of this NGO.

c Explain further (*optional field*):

Q9 Since when is the *first version* of this regulation in effect (yyyy-mm-dd)?

Definitions in this regulation

Q10 Which types of marketing practices are under control in this regulation? (e.g. TV commercials, billboards, websites) *If possible give the definition stated in the code or regulation. If not, give a description.*

Q11 Which alcoholic beverages are subject to this regulation? Indicate the minimum percentage of alcoholic volume for a beverage to be considered an alcoholic beverage in this code. Indicate whether the regulation applies to the advertising of beer, wine, hard liquor and/or alcopops. *If possible give the definition stated in the code or regulation. If not, give a description.*

Q12 Tell us whom the code or regulation is directed at: who has to adhere to this regulation? *If possible give the definition stated in the code or regulation. If not, give a description.*

Bans and exceptions in this regulation

- Q13** Are there any *bans* on alcohol marketing practices in this regulation or code regarding:
- a location of the marketing practice (for example: “no marketing in sports stadiums”)
 no (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:
 - b time of the marketing practice (for example: “a ban before 21:00 hrs on tv”)
 no (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:
 - c media-channel used (for example: “cinema advertising cannot be used”)
 no (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:
 - d type of product (for example: “a total ban for spirits and wine advertising”)
 no (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:
 - e target-group, other than young people (for example: “pregnant woman”)
 no (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:
 - f advertiser who is allowed to market (for example: “sport organisations”)
 no (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:
- Q14** Are there any *exceptions* in this regulation or code? (for example: “the restriction on free gifts does not apply to sampling in supermarkets”)
 no (if ‘no’, go to next question)
 yes
If yes, give the relevant text or description in English:

Elements of the Council Recommendation in this regulation

- Q15** State whether the following elements are forbidden by this regulation or code (elements of the Council Recommendation):
- a The production of alcoholic beverages specifically targeted at children and adolescents; *Tick one box.*
 no, not at all (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:
 - b The use of styles (such as characters, motifs or colours) associated with youth culture; *Tick one box.*
 no, not at all (if ‘no’, go to next question)
 yes
If yes, give the relevant text in English:

- c Featuring children, adolescents, or other young looking models, in promotion campaigns; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- d Allusions to, or images associated with, the consumption of drugs and of other harmful substances, such as tobacco; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- e Links with violence or antisocial behaviour; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- f Implications of social, sexual or sporting success; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- g Encouraging children and adolescents to drink, including low-price sales of alcoholic drinks to adolescents; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- h Advertising during, or sponsorship of, sporting, musical or other special events which a significant number of children and adolescents attend as actors or spectators; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- i Advertising in media targeted at children and adolescents or reaching a significant number of children and adolescents; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- j Free distribution of alcoholic drinks to children and adolescents, as well as sale or free distribution of products that are used to promote alcoholic drinks and that may appeal in particular to children and adolescents; *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:
- k Design or promotion of alcoholic beverages to appeal to children and adolescents, in other ways than stated under a to j. *Tick one box.*
 no, not at all (if 'no', go to next question)
 yes
 If yes, give the relevant text in English:

The procedures

- Q16** Is there a possibility for pre-launch advice, in advance of marketing a product or investing in a product, as well as on marketing campaigns before their actual launch?
- no (if 'no', go to next question)
 - yes
- a If yes, which government department, company or NGO provides the advice? If it is a company, please state the main business of the company. If it is an NGO, please state the main sponsors of this NGO.
- b Explain further (*optional field*):
-
- Q17** Is there an organisation that is formally responsible for systematically searching for violations of the code or regulation?
- no (if 'no', go to b or next question)
 - yes
- a If yes, which government department, company or NGO is responsible? If it is a company, please state the main business of the company. If it is an NGO, please state the main sponsors of this NGO. You can also refer to an earlier answer (e.g. 'see Q8a')
- b Explain further (*optional field*):
-
- Q18** Is it possible to complain and start a procedure about possible violations of this regulation?
- no (if 'no', go to f and/or continue with Q21)
 - yes
- a If yes, who or which organisation can make a complaint? *Tick one box.*
- any person or organisation
 - only private persons
 - other, namely:
- b To which government department, company or NGO can a complaint be made? If it is a company, please state the main business of the company. If it is an NGO, please state the main sponsors of this NGO. You can also refer to an earlier answer (e.g. 'see Q8a').
- c How is the complaint committee compiled?
- d Are there costs associated with making a complaint?
- no
 - yes, namely:
- e During a complaint procedure, when a marketing practice is being judged, can this marketing practice still be used? *Tick one box.*
- no
 - yes
 - under certain conditions, namely:
- f Explain further (*optional field*):

- Q19** Is the possibility to complain made known to the public? *Tick one box.*
- no (if 'no', go to b or next question)
- yes
- a If yes, explain how:
- b Explain further (*optional field*):
- Q20** Is there a system of appeal after a complaint has been judged?
- no (if 'no', go to c or next question)
- yes
- a If yes, which government department, company or NGO will judge the appeal?
If it is a company, please state the main business of the company. If it is an NGO, please state the main sponsors of this NGO. You can also refer to an earlier answer (e.g. 'see Q15a')
- b If yes, are there costs connected to making an appeal?
- no
- yes, namely:
- c Explain further (*optional field*):
- Q21** Can violators of the regulation receive a sanction?
- no (if 'no', go to c or next question)
- yes
- a If yes, what are the possible sanctions or other consequences associated with a violation of this regulation or to a complaint that is upheld?
- a fine (amounts in €):
- other sanctions/consequences, namely:
- b If yes, which government department, company or NGO is responsible for sanctioning? If it is a company, please state the main business of the company. If it is an NGO, please state the main sponsors of this NGO. You can also refer to an earlier answer (e.g. 'see Q8a')
- c Explain further (*optional field*):
- Q22** What are the minimum and maximum amount of time that the complete procedure (complaint procedure, judging procedure and sanctioning procedure) officially takes?
- Q23** Are the results of complaint procedures, appeals and/or sanctioning (associated with violations of the regulation) published or publicly announced in any way?
Tick one box.
- no (if 'no', go to b or next question)
- yes
- a If yes, explain how:
- b Explain further (*optional field*):
- Q24** Give any additional remarks:

Save your copy of this part of the Questionnaire after completing it.
For each of the regulations mentioned in Q2):
Open the template again (*filename: Questionnaire I.doc*).
And start with Part Three.

Appendix B Procedure for overview of documents

In order to get an overview of the adherence to regulations, a method is provided to collect any documents that evaluate (the compliance with) the national regulation(s). It is recommended to collect only documents published within the last five years.

Documents with information may include

- 1 scientific research reports
- 2 governmental documents or policy documents
- 3 documents of governmental organisations
- 4 documents of NGOs (sponsored by non-profit funding or by the industry)
- 5 company reports

N.B. If documents are excluded of the overview a clear justification has to be given for this. It is not necessary to give information about documents that are referred to in a previous year.

Please do not give newspaper/magazine articles and undergraduate theses as references (although these may contain ideas about contacts or research papers to obtain).

From these documents it is helpful to gather any information about:

- the number of alcohol marketing practices that have been evaluated regarding compliance with the regulation and the number of practices that have been presented for pre-launch advice
- the number and type of complaints that have been submitted about alcohol marketing practices and the number and type of sanctions that have been pronounced
- specific complaints or sanctions regarding one of the elements of the Council Recommendation
- the effectiveness of the procedures associated with the regulations
- the overall effectiveness of the national regulations
- the overall adherence to the national regulations
- any other evaluation of the (adherence to the) national regulation on alcohol marketing on advertising.

In short, documents that evaluate the following are collected:

- (the adherence to) the national regulations; and
- the effectiveness of the regulations

It is recommended to provide:

- 1 a document with a description
 - of your search method (in English)
 - of the findings of the total collection of documents (in English)
- 2 a list with information about the character of the document. In order to get more insight into the quality of the collected documents we advise you to categorize the documents according to the following categories:
- 3 It is most important to give REFERENCES to the original documents when you refer to findings and when you formulate conclusions. Clearly distinguish your own ideas from the perspective formulated in the documents.

You may find copies of research or reports in a number of databases. You can look on the Internet, on an academic search engine such as PubMed, in local and national libraries, etc.

When using a database, it is recommended to use the following search key words to begin with (in your own language and in English):

[your country name] AND (law OR regulation OR code) AND (advertising OR marketing OR sponsoring) AND alcohol*

You may find copies of research or reports by contacting people who know about the topic or by contacting government departments and other organisations directly (like the main advertising or alcohol prevention organisations, the main alcohol producers, the industry or social organisations).

1 Describe your search method

It is advised to describe the method you used to collect the documents. This is necessary in order to explain the source of the information in the report. Additionally, it is recommended to make an overview of the findings of the total collection of documents. This overview can be used to put the findings that are described in the collected documents in perspective. Be certain to emphasize whether it is your own personal opinion, or whether it is a conclusion of a specific report (and give references to that report).

In the description of the method you used to collect the documents refer to the:

- sources you used (people, organisations, databases, libraries, etc.);
- search words and questions you used;
- inclusion/exclusion criteria you used;
- results of the above (number of documents, number of relevant documents, etc.).

In the overview of the findings of all documents refer to the:

- Organisation responsible for publication and whether you think that this organisation affects the reported results in the document.
- Description of the method used in document (e.g. longitudinal study).
- Give an overall conclusion of the findings in the report. Findings could concern:
 - the number of alcohol marketing practices that have been evaluated regarding compliance with the regulations
 - the number of alcohol marketing practices that have been presented for pre-launch advice
 - the number and type of complaints that have been submitted about alcohol marketing practices
 - the number and type of sanctions that have been pronounced about alcohol marketing practices. In addition, be specific about which complaints were rejected.
 - specific complaints or sanctions regarding alcohol marketing practices containing one of the elements of the Council Recommendation
 - the effectiveness of the procedures associated with the regulations
 - the overall effectiveness of the national regulations
 - the overall adherence to the national regulations
 - any other evaluation of the (adherence to the) national regulations on alcohol marketing.

It is recommended to save and name the Word document as follows (a template is provided on the cd-rom):

[country initials]-DocMetOverview.doc (for example: NL-DocMetOverview.doc).

2 Provide a list of documents and give an overview of findings

An Excel sheet template can be used (provided in digital form) to complete the answers. Each question represents a column in the Excel sheet template. The label is mentioned between brackets after each question.

For each document, complete a new row of the Excel sheet.

Save and name a copy of the completed Excel sheet template as follows: [country initials]- DocRef.xls (for example: NL-DocRef.xls).

Below are the questions to be answered for each document you collect.

Complete the questions for each document.

If an answer is not available, answer with 'not found'.

Information about the document

- a Author(s) (*Author*)
- b Date of issue (*Date*)
- c Document title in original language (*Title*)
- d Document title translated to English (*Title-EN*)
- e ISBN (*ISBN*)
- f Place of issue (*Place*)
- g Issue authority or publisher (*Publisher*)
- h Sponsor (*Sponsor*)
- i URL (*URL*)

Information about the quality of the document

General findings or conclusions on...

- j The organisation responsible for publication (NGO, GO, University, etc.) and the possible effect on findings

- k The method that is used to underline argumentations in the document:
 - opinion paper without references to empirical findings
 - opinion paper with references to empirical findings
 - policy report without references to empirical findings
 - policy report with references to empirical findings
 - scientific report
 - Peer reviewed scientific article

- l If it is a scientific study, which method is used:
 - Qualitative:
 - literature study
 - face to face interviews
 - discussion group
 - other, namely ...
 - Quantitative:
 - literature study
 - experimental study
 - cross-sectional survey study
 - longitudinal survey study
 - other, namely ...

Information about the content of the document

Give a summary of the main findings in the report. Especially when they concern:

- Alcohol marketing practices that have been presented for pre-launch advice (*Pre-launch*)
- Alcohol marketing practices that have been evaluated regarding compliance with the regulations (*EvalCom*)
- The number and content of complaints that have been submitted about alcohol marketing practices (*Complaints*)

- The number and content of complaints that have been rejected.
- The number and content of sanctions that have been adjudged about alcohol marketing practices (*Sanctions*)
- The effectiveness of the procedures connected to the regulations (*Procedures*)
- The overall effectiveness of the national regulations (*Effectiveness*)
- The overall adherence to the national regulations (*Adherence*)
- Any other evaluation of the national regulations (*OtherEval*)

If specific findings or conclusions on complaints, violations and/or sanctions regarding alcohol marketing practices contain the following elements of the Council: When recommendations are mentioned in the document, it is interesting to list these findings (with yes/no. If yes, give an example from the text):

- The production of alcoholic beverages specifically targeted at children and adolescents; (*Production*)
- The use of styles (such as characters, motifs or colours) associated with youth culture; (*Styles*)
- Featuring children, adolescents, or other young looking models, in promotion campaigns; (*Children*)
- Allusions to, or images associated with, the consumption of drugs and of other harmful substances, such as tobacco; (*Drugs*)
- Links with violence or antisocial behaviour; (*Violence*)
- Implications of social, sexual or sporting success; (*Success*)
- Encouraging children and adolescents to drink, including low-price sales of alcoholic drinks to adolescents; (*Encouragement*)
- Advertising during, or sponsorship of, sporting, musical or other special events, which a significant number of children and adolescents attend as actors or spectators; (*Events*)
- Advertising in media targeted at children and adolescents or reaching a significant number of children and adolescents; (*Media*)
- Free distribution of alcoholic drinks to children and adolescents, as well as sale or free distribution of products which are used to promote alcoholic drinks and which may appeal in particular to children and adolescents; (*Free*)
- Design or promotion of alcoholic beverages to appeal to children and adolescents, in other ways than stated under 0 to 0. (*Other*)

It is advised to save the Excel sheet template using the name mentioned in the introduction:

[country initials]-DocRef.xls (for example: NL-DocRef.xls).

Appendix C Example: Dutch experience with complaint procedure

National regulation

In the Netherlands there exists no governmental laws on marketing or advertising alcoholic beverages. By using the formal complaint procedures of the Dutch Advertising Code Foundation STAP has identified a few problems with the Advertising code for alcoholic beverages in the Netherlands, as it existed from 1 January 2002 until April 2005 (since April 2005 the code has been revised). Some problems have to do with the wording of the code; some have to do with the impact of the proceedings of the Advertising Code Foundation, the Advertising Code Committee and the Board of Appeal.

Implementation of the elements of the recommendation in national regulation
Several aspects mentioned in the Recommendation on the drinking of alcohol by young people are also mentioned in the Advertising Code for alcoholic beverages (sports, youth culture, media directed at young people). But in practice the Advertising Code does not prevent the advertising of alcoholic beverages from:

- being highly appreciated and well-known by young people in the Netherlands,
- being linked (explicitly as well as implicitly) to sports activities, and
- being advertised through media channels widely available to young people.

STAP observed that the subjective formulation of several rules of the code is a weakness in working with it as an instrument to prevent young people from being influenced by a large volume of alcohol marketing.

Conclusion: Although the majority of the elements of the council recommendation is implemented in the Dutch Advertising Code, the Code fails to protect young people from being addressed by a large volume of alcohol marketing practices.

Pre-Launch advice

The Social Responsibility Organisation of the Dutch alcohol producers and distributors (STIVA) offers pre-launch advice since the spring of 2005. Before that date pre-launch advice was not officially available. The offering of pre-launch advice came after a deal with the minister of Health to 'strengthen' self-regulation. In return time limits on TV, radio and the Internet were not imposed by the government.

Conclusion: Pre-launch advice was not an element of the Dutch alcohol marketing regulation, until very recent political pressures.

Adherence

Besides monitoring by STAP, adherence to the regulation is not measured in the Netherlands. There is no structural control on adherence by which compliance can be measured. The Stichting Reclame Code (Foundation of the Advertising Code) produces a yearly report, but figures are based on complaints rather than on representative figures of compliance. During the last few years, STAP increased the number of complaints to the Advertising Committee. This resulted in more violations being detected.

Conclusion: Adherence or compliance is not measured, which makes evaluation of the effectiveness of the current regulation difficult. STAP showed that intensified complaints resulted in more violations being detected. Thus the low number of complaints (and detected violations) is not a measure of compliance.

Complaints

The self-regulatory system makes it possible for everybody to complain about advertisements not complying with the Advertising Code for alcoholic beverages. A complaint can be made by anybody referring to specific code rules and to a specific individual marketing practice, but private persons seldom use this possibility. National and international social organizations of the alcohol producing industry have argued that the low number of complaints demonstrates that self-regulation is effective. During the last few years, STAP has been very active in complaining about advertisements that were, according to STAP, not complying with the (spirit of the) code. In 2003 about half of the complaints were upheld. Now, the increased number of complaints in combination with more complaints being upheld has since been put forward as an argument by the social organization of the alcohol industry that *the procedures of self-regulation are effective*.

Conclusion: Since complaints about possible violations have to be initiated by the general public, the number of complaints is not a usable standard for measuring the effectiveness of the regulation.

Sanctions

Sanctions following an upheld complaint are often imposed after a marketing campaign has been finished. This is inherent to the often short-time period of marketing campaigns that marketing companies use, when working on the 'edge' of acceptable marketing practices. Basic information about sanctions is made public on the website of the advertising Committee; whether the sanction is public, non public, or a fine etc. 'Sanctions' are mostly 'non-public advice', which means that the Advertising Committee advises the advertiser 'not to advertise in the same manner again'. This advice is not made public, and violations of this advice do not have consequences, unless somebody makes a new complaint. STAP has made new complaints after repeated violations, which have resulted in 'public advice'. This is the same sort of advice as 'non-public advice', but made public on the website of the Advertising Committee. Officially, members of the Social Aspect Organisation STIVA can receive a fine for violations, but this has never occurred. Additionally, not every advertiser of alcoholic beverages is a member of STIVA, since membership is voluntary. Non-members cannot be fined.

Conclusion: Since complaints about possible violations have to be initiated by the general public, the number of complaints is not a usable standard for measuring the effectiveness of the regulation. Sanctions are very weak; formally they can be financial, but in practice they usually are without consequences and not even publicly announced.

Elements of the Council Recommendations

1 The production of alcoholic beverages specifically targeted at children and adolescents

STAP has filed complaints against several forms of packaging of alcoholic beverages that were attractive to minors. Complaints were not upheld: the attractiveness to young people was not denied, but evidence was lacking that the packaging was *specifically* targeting young people.

Conclusion: Experience shows that it is allowed to produce packaging of alcoholic beverages that is attractive to young people in the Netherlands, provided that the alcohol marketing is not *specifically* directed at young people.

2 The use of styles (such as characters, motifs or colours) associated with youth culture

An analysis of websites has revealed that Dutch websites promoting specific alcoholic beverages or brands are more attractive to young people if certain elements are used. Based on website elements from a list used by the Centre for Media Education (1998), websites of alcoholic beverages were characterised as being attractive to young people or being less attractive to young people. Validation research revealed that several elements of the CME (Centre for Media Education) list and several other website elements are rated as attractive by Dutch students from 12 to 17 years old.

Complaints at the Advertising Code Committee were not upheld for the reason that these websites, despite being attractive to young people, were *not specifically targeting* young people.

Conclusion: Experience shows that the use of styles associated with youth culture in alcohol marketing is allowed in the Netherlands, provided that the alcohol marketing is not *specifically* directed at young people.

3 Featuring children, adolescents, or other young looking models, in promotion campaigns

This regulation in the Netherlands is 'translated' as a restriction of the use of models that are younger than 25 years in an advertisement, when drinking alcoholic beverages or encouraging the drinking of alcoholic beverages. STAP has observed many young looking models in advertisements and marketing practices for alcoholic beverages. However, people *consuming* alcoholic beverages are hardly ever shown in an advertisement. STAP has made several complaints about possible violations of this regulation, but complaints have never been upheld.

Conclusion: Experience shows that the use of young looking models in promotion campaigns for alcoholic beverages is allowed in the Netherlands provided that the models are not *consuming* alcohol.

4 Allusions to, or images associated with, the consumption of drugs and of other harmful substances, such as tobacco

STAP has not observed or complained about a possible violation of the Dutch alternate of this element of the council recommendation.

5 Links with violence or antisocial behaviour

STAP has not observed or complained about a possible violation of the Dutch alternate of this element of the council recommendation.

6 Implications of social, sexual or sporting success

Self-regulation states: *“Advertising messages for alcoholic beverages shall not be borne by an individual sports person or sporting team, nor displayed on vehicles that the sports persons or sporting team uses in the exercise of speed sports.”* (Article 28) STAP made complaints to the Code Committee about Shirt-advertising of Carlsberg on shirts of a foreign soccer team playing in the Netherlands. The complaint was upheld twice, but the Code Committee could only give a public recommendation, because Carlsberg is not a member of the Social Responsibility Organisation of the alcohol industry that produced the Dutch self-regulation Code. A Dutch soccer team was also sponsored with shirts advertising ‘malt beer’. STAP argued that despite the word ‘malt’ it was still advertising alcoholic beer. The argument was accepted after an appeal, but the soccer season was already finished by then.

Articles 10, 11 and 12 of Dutch self-regulation refer to the enhancement of performance through the consumption of alcoholic beverages: *‘Advertising messages for alcoholic beverages shall in no way suggest that the consumption of alcoholic beverages affects sporting performance favourably (Art. 10); ...professional performance favourably (Art. 11); ...shall not create the impression that the consumption of alcoholic beverages can contribute to social or sexual success (Art. 12).’* STAP has complained about advertisements for alcoholic beverages with an explicit social, sexual or athletic reference and has found that the absence of ‘consumption’ of the beverage in a commercial is enough for the Advertising Committee to discard these complaints. When consumption is visible, whether or not it is the consumption seen in the advertisement that enhanced the performance is questioned and the complaint is also discarded as a consequence. STAP has repeatedly argued that consumption or success does not have to be explicit to create a *suggestion or impression*, but with no success.

Conclusion: Experience shows that the term ‘social, sexual or sporting success’ is not a clear definition of what can or cannot be shown in an alcohol marketing practice. The Advertising Committee generally does not conclude about whether ‘social, sexual or sporting success’ was shown or not. The committee however does reject complaints because ‘consumption’ was not being shown. This is questionable because of the phrasings ‘shall in no way suggest’, and ‘shall not create the impression’ that are included in the Dutch rules.

7 Encouraging children and adolescents to drink, including low-price sales of alcoholic drinks to adolescents

STAP has collected information on sales promotion of alcoholic beverages in supermarkets with the help of volunteers who filled in questionnaires during visits to the supermarkets in their neighbourhood. Supermarket brochures contained on average about 1.5 beer advertisements. Also, in-store discounts on premixed drinks were very popular. The focus of attention in the Netherlands is on alcohol in supermarkets being marketed to people of 16 years old, since beer, wine and other drinks below 15% alcohol by volume can be sold to 16 year-olds.

Conclusion: Analysis of supermarket brochures shows that low-price offers are being made regularly for beer. Analyses of in-store discounts show that low-price offers are regularly made for premixed drinks. Since minors (from 16 years old) can buy these offers, children and adolescents are encouraged to drink through low-price sales.

8 Advertising during, or sponsorship of, sporting, musical or other special events which a significant number of children and adolescents attend as actors or spectators

In 2003, two-fifths of the top 20 sponsors of events for young people in the Netherlands were producers of alcoholic beverages, with Bacardi Martini in the second place. This was reported by a marketing agency specialised in information

about event sponsoring. Information from this marketing research agency on sponsoring and visitors of summer events found that 17 of about 70 summer events had a high percentage of young visitors (at least 30% under the age of twenty) and at the same time were sponsored by an alcoholic beverage brand. The limit of minors being present in the public during alcohol advertising is set at a maximum of 25% according to the Dutch Advertising Code. Marketing agencies generally do not use 'minors' as a defined public group.

Conclusion: Professional marketing data show that a significant percentage of people aged below 20 years old visit sponsored events, but in the marketing data 'minors' are not defined as a specific subgroup of the audience. There exists no data to measure compliance (in advance or afterwards) with the rule allowing a maximum of 25% minors to be present in an audience during alcohol marketing.

9 Advertising in media targeted at children and adolescents or reaching a significant number of children and adolescents

In the Netherlands, according to the (self-) regulation, alcohol advertisements are prohibited during shows and events when more than 25% of the public is underage (younger than 18 years old). The percentage of minors in the public is not common marketing information in the Netherlands, and the limit of 18 years old is not commonly used by marketers. The age of the public is not usually estimated, and there are no general sources for this information. Further, the percentage of 25% young people is too high; the youngest 25% of the Dutch population includes people up to 20 years old, and the limit of 25% of the public being underage seems arbitrary. There is no universal way of making an estimate of the percentage of the public being underage in advance of an advertising campaign.

Conclusion: There exists no data to measure compliance (in advance or afterwards) with the rule allowing a maximum of 25% minors to be present in an audience during alcohol marketing.

10 Free distribution of alcoholic drinks to children and adolescents, as well as sale or free distribution of products which are used to promote alcoholic drinks and which may appeal in particular to children and adolescents

In the Netherlands there exists a rule stating that 'free offers' cannot be used in the advertising of alcoholic beverages. In the past, several complaints were not upheld, although an advertisement contained the word 'for free'. The reason was that, for example, although a bottle of wine was offered for free, the customer still had to pay for 5 other bottles. Since an appeal by STAP concluding that complaints like this will be upheld in the future, the word 'free' or something similar cannot be used in alcohol advertising, whether it is really free or not. In the Netherlands, alcohol in supermarkets can be marketed to people of 16 years old, since beer, wine and other drinks below 15% alcohol by volume can be sold to 16 year-olds. It must be said that the specific marketing of any 'free' offering to young people normally does not happen.

Conclusion: Although the specific marketing of any 'free' offering to young people normally does not happen, minors from 16 years old can buy alcohol and are part of the audience for 'free offers'. Advertising using a 'free' offer does happen, but since an appeal from STAP future violators will be 'advised' 'not to use the same kind of advertisement again'.

11 Design or promotion of alcoholic beverages to appeal to children and adolescents, in other ways

STAP is very alert to all shapes and forms of alcohol marketing that are possibly attractive to young people. Since regulation is shaped by subjective code rules,

STAP tests marketing practices according to the regulations, by submitting complaints to the Advertising Committee.

Overall conclusion

The conclusion reached by STAP is that the self-regulation of alcohol advertising in the Netherlands is not effective, for the following reasons:

- Alcohol advertising reaches a lot of young people.
The purpose of self-regulation is to protect vulnerable groups such as young people against advertising. This goal has not been reached.
- The Advertising Code is violated regularly.
The violations are even committed by big advertisers, and many small advertisers do not even know the Code.
- The wording in a number of articles in the Code is vague and open to interpretation.
As a result, much advertising that is contrary to the spirit of the Code is shown without hindrance; relevant complaints are dismissed.
- Decisions by the Advertising Code Committee fail to have an impact.
The Committee only makes recommendations; no penalties or sanctions are imposed and the decisions are frequently made when the advertising campaigns have been completed. In practice, advertisers have nothing to fear.

Main source / for further reading:

STAP (2004). *Don't ask a bird to clip its own wings. Analysis of self-regulation of alcohol marketing in the Netherlands*. Utrecht: STAP.

Appendix D Examples: Marketing practices

Marketing practices designed to appeal to young adults, or that can also be appealing to young people, can take all forms and shapes. A few are described below.

1 The product itself

Council Recommendation II, 1. (a): '[...] ensure that producers do not produce alcoholic beverages specifically targeted at children and adolescents'.

Alcoholic products themselves are visible marketing products and can take forms or shapes that appeal to young people.

Example: *In the Netherlands for example alcoholic beverages have been sold packaged in spray cans, paste-tubes, aluminium foil bags and chemical reaction tubes.*

2 The design or form of a marketing practice

Council Recommendation II, 1. (b): '[...] the use of styles (such as characters, motifs or colours) associated with youth culture, featuring children, adolescents, or other young looking models, in promotion campaigns, allusions to, or images associated with, the consumption of drugs and of other harmful substances, such as tobacco, links with violence or antisocial behaviour, implications of social, sexual or sporting success [...].'

All marketing practices for alcoholic beverages can contain elements or messages that appeal to young people. This is not dependent on the form.

Example: *Based on Criteria from the Centre for Media Education¹ (1998), an analysis of Dutch websites promoting alcoholic beverages identified the following elements as attractive to young people: language directed at young people, the possibility to play games and competitions, and the use of or the possibility to download sound fragments. Other website elements attractive to young people include: photo-galleries of a party with pictures of oneself and friends, the use of informal language, and the opportunity to play games and the possibility to download top 40 music.*

¹ Center for Media Education (1998). Alcohol advertising targeted at youth on the internet: an update.

3 Sport sponsoring

Council Recommendation II, 1. (b): '[...] implications of social, sexual or sporting success [...].'

The Council Recommendation mentions implications of sporting success as an important point for attention. Sport sponsorship is nevertheless a popular means to promote alcoholic beverages.

Example: *Carlsberg was the main sponsor of the European Football Championship in Portugal in 2004.*

4 Price advertising

Council Recommendation II, 1. (b): '[...] encouraging children and adolescents to drink, including low-price sales to adolescents of alcoholic drinks [...], free distribution of alcoholic drinks to children and adolescents, as well as sale or free distribution of products which are used to promote alcoholic drinks and which may appeal in particular to children and adolescents [...].'

Distributors of alcoholic beverages can use different ways of announcing (lowered) prices. In supermarkets these are visible to all ages. In several countries, restaurants, cafés, bars, discotheques and events are open to young people. Advertising discount prices is common, and advertising free drinks (often with the purchase of food) is also common. Some discotheques and cafés advertise drinking for a whole evening without limits for a fixed price. Advertisements of discount prices can be made at selling points or in the form of newspaper or flyers advertising for the selling point.

5 Events with a young audience

Council Recommendation II, 1. (b): '[...] Advertising during, or sponsorship of, sporting, musical or other special events which a significant number of children and adolescents attend as actors or spectators [...].'

Young adults can be targeted by teams promoting alcoholic beverages in discotheques, cafés and at musical events. According to STIVA (the Dutch Social Responsibility Organisation of the alcohol industry), approximately 700 promotional activities took place in discotheques, cafés and events in the Netherlands in 2003 alone. In the Netherlands, there are no official age-limits for entering restaurants, cafés, or pubs; thus these alcohol marketing practices can reach and appeal to young people. Sometimes either the discotheques or the producers themselves announce promotional activities on the Internet or in newspapers.

6 Promotion through media targeted at or reaching young people

Council Recommendation II, 1. (b): '[...] Advertising in media targeted at children and adolescents or reaching a significant number of children and adolescents [...].'

A broadcast advertisement can be expected to be appealing to young people because it is broadcasted with a youth programme or at a certain time of day, for example early in the evening. A print advertisement can be expected to be appealing to young people because it is printed in a magazine with many young subscribers or readers. Placement of billboards can influence the exposure of marketing practices to young people; this can include locations near youth centres (schools, youth clubs, playgrounds), public transport, youth sporting, musical or other events. Media can target or reach young people especially through the use of communication technology that is popular within the age group; for example, chat programmes on the Internet, Internet websites, computer games, sms messages for mobile phones and e-mail newsletters.

7 New trends in marketing practices

Integrated marketing

A modern trend in marketing is that marketers often use a range of marketing techniques within one campaign. This is called 'integrated marketing'.

Example: *The Martini Mansion is an interactive website. The website is mentioned in print and broadcast advertisements as a location to enter competitions in which prizes can be obtained.*

Viral marketing

Buzz marketing or 'viral' marketing are strategies with which the consumer is challenged to communicate him or herself, and thus spreads commercial messages. If done successfully a cheap campaign can reach a large number of people.

Example: *A Dutch Heineken advertisement uses ringtones calling out: "[name]...wan a beer?!". Using this ring tone in a public place will advertise Heineken, since the question "Wan'a beer?!" is synonymous with "Want a Heineken?"*

Branding

Another trend is the focus on 'branding' rather than on product promotion, with marketing practices that strive to enhance the status of a brand or an alcoholic beverage.

Example: *Bacardi had to 'refresh' the image of Bacardi rum in the Netherlands, after years of promoting the beverage with the phrase 'sipping on Bacardi rum'. They did not start by promoting a new drink, but by plastering posters with the 'Bacardi Bat' logo all over large inner cities. Next posters about the 'Latin spirit' were promoting a lifestyle, rather than Bacardi rum as a drink.*

Underground marketing

Underground marketing is a solution to the negative reaction of young people to very explicit advertising. Young people today are confronted with a huge volume of commercial communication, which can result in commercial communication having a negative image. This is why promoters use marketing techniques that cannot be immediately recognised as 'advertising' or 'promotion'.

Example: *A lot of brands organise their own events and activities for underground marketing. They create the impression of being part of a 'club' or 'network'. Underground marketing activities include design competitions, fun quizzes, semi-spontaneous street parties, and secret broadcasting networks (Heinekens 6-pack started recently in the Netherlands without mention in the TV-guides).*

Appendix E Procedure for list of appealing beverages and marketing practices

The manual aims to provide a tool for creating a country-specific overview of the marketing practices and alcoholic beverages that young people think are attractive. Young people (below the age of 18) are asked to identify (promotions of) alcoholic beverages that they like, since the basis of the Council Recommendation is that alcohol should not be produced or promoted *to appeal to young people*. Illustrations of these marketing practices and alcoholic beverages that are appealing to underage children are collected.

For this collection it is advised to give:

- 1 a description of your method;
- 2 a list and short description of the (maximum 10) most mentioned alcoholic beverages; with an illustration;
- 3 a list and short description of the (maximum 10) most mentioned marketing practices for alcoholic beverages; with an illustration.

It is recommended to collect information from at least 100 young people. The young people should be younger than 18 and at least 12 years of age.

The best way to find groups of young people is through contacts with school teachers. Ask them to form a group of young people at their school. This can be their class or a class that a colleague teaches. The young people should be minors. Therefore young people should not be over 17 years old. There should be an even amount of girls and boys. In exceptional cases you could use your own methods to get in contact with young people. You will need to clarify this.

How a classroom activity has been organised in the Netherlands

We contacted the project leader of a school-based health project who gave us the name of two regional coordinators. These regional coordinators e-mailed a total of 7 high school teachers to inform them that we would contact them. After contact, they either planned a visit for us to several classrooms or organised a meeting with the student board of the school. These concrete plans were made within two weeks of the first phone-call with the project leader.

The classroom visits were done by somebody with knowledge about alcohol marketing practices. In the classrooms, it was first explained to the young students between 12 and 17 years old what kinds of marketing practices exist, which was supported with some examples of marketing practices of non-alcoholic products. After this explanation, the students were asked to fill out a form on which they could indicate which alcoholic drinks they like, which alcohol marketing practices they like and where they have seen these. Because of the large classes (up to 40 students), there was a lot of talking amongst the students. It is possible that this influenced the opinion of several students. The form that the students used had 3 boxes for alcoholic beverages and 3 for marketing practices. It is also possible that this influenced the number of answers given.

After our classroom visits the forms (approx. 250) were processed within three days. From the forms was deducted the following: the 25 different alcohol marketing practices indicated and the number of times they were indicated by boys and by girls; the 10 brands and categories of alcoholic beverages indicated and the number of times it was indicated by boys and by girls.

Method

- a The group of young people is presented with an overview of media where you can find alcohol practices; but avoid specific examples of marketing practices for alcoholic beverages (you could use examples from other products as an alternative).
- b The group of young people is also provided with an overview of 'types' of alcoholic beverages (because young people do not necessarily know what defines an alcoholic beverage); but avoid to name specific brands.
- c The young people are asked to name and describe *the alcoholic beverages and alcohol promotion they 'like' or find 'appealing'*. An example form is provided hereafter. Use the questions stated in the form (under 'section 1' and 'section 2') as literally as possible. The examples can be reformulated according to the practice in your country.
- d Make a list of the different beverages and different marketing practices mentioned (defining them by their description if necessary). And count the number of times the beverages and marketing practices are mentioned.

N.B. Do *not* use examples of marketing practices for alcoholic beverages or alcoholic beverages themselves before using the form. This is important to avoid influences on the answers of the young people.

Form (example)

[name organisation] wants to know ...

- if young people like alcoholic beverages or alcohol promotion;
- and if 'yes': which alcoholic beverages or alcohol promotions they like.

A few examples of ways to promote alcoholic beverages:

- advertising on TV, radio, Internet, billboards;
- packaging; the alcoholic beverage itself;
- sales promotion and advertising of lower prices
- advertising of volume discounts
- events (sponsoring); sport, cultural or else
- sampling or interpersonal promotion
- placement and special presentation at selling points
- advertising through mobile phone use (e.g. sms-advertising)
- visible sponsoring of TV programmes or movies or paid product placement
- Internet based advertising and promotion; banners, newsletters, etc.
- using other products with the name, logo and/or trademark of an alcoholic beverage brand.

A few types of alcoholic beverages:

- Beer in glass, cans, bottles or kegs for home-use.
- Wine or wine-based drinks (like ports) in glass, bottles, plastic rtd (ready-to-drink) bottles with screw cap.
- Hard or strong liquor based on distilled spirits.
- Strong liquor with a fruit base in a big bottle.
- Shooters: often strong liquor in a 'one-shot' small bottle package.
- Alcopops, premixes or rtd's (ready-to-drink): often liquor-based drinks with partly strong liquor, partly lemonade or juice.

We ask you to describe on this form....

- alcoholic beverages (brand) you like or that appeal to you (section 1);
- promotions for alcoholic beverages that you like or that appeals to you (section 2).

You are not obliged to totally complete this 'form'. Maybe you only know one example that you like or you do not know any. That is fine.

Age:

I am a: girl boy

Section 1: Alcoholic beverages

Below is space to name and describe alcoholic beverages you like or that are appealing to you. You do not need to have tasted them! State the brand name and describe it in your own words (colours, shape bottle, etc).

[leave one page open]

Section 2: Promotion of alcoholic beverages

Below is space to name and describe promotions of alcoholic beverages you like or that are appealing to you. Name which alcoholic beverage the promotion was for, where you observed it, and how it looked.

[leave one page open]

Need more space? Ask for a new form.

For ethical reasons it is appropriate to provide the young people (and their parents) with health promotion materials describing the effects and risks of (excessive) drinking of alcoholic beverages after they completed the assignment. After a class assignment a practical way of addressing the risks of alcohol is by a question and answer method. Provide the following table on the blackboard and complete it with the help of the young people

The message about alcohol from alcohol advertising

Young people will mention for example 'Buy this', 'Alcohol is fun', 'Alcohol makes you more gutsy', 'Alcohol makes you look manly', etc.

The real facts about alcohol

Young people will mention for example: 'It destroys brain cells', 'You do crazy things', 'You can become an alcoholic', 'You can get into an accident', etc.

After 'completing' the table on the blackboard you can address whether the facts the young people came up with are correct. Finally you can address the question 'why isn't alcohol advertising more truthful?'. The answer can be short ('Because it is used to sell'), but young people can come up with interesting comments like: 'Why can you advertise at all, if it is such a harmful substance?'

If you would like to compensate volunteers with a gift, you are asked to select and finance these gifts yourself.

1 Description of your method

A description of the method you used for finding out what young people find appealing is of importance. This can be used to explain the source of the information. If you describe the method you have used refer to the:

- Number of young people you questioned; where and how.
- The form you used (whether it differs from the example);
- Results (number of beverages, number of marketing practices, etc.).
- List of the ten most mentioned beverages and the ten most mentioned marketing practices.

It is advised to save and name the Word document as follows (we will provide a template):

[country initials]-MarkBevMet.doc (for example: NL-MarkBevMeth.doc).

2 A list of the (maximum 10) most mentioned alcoholic beverages

Below are the questions to be answered for each alcoholic beverage of the ten most mentioned (start with the most mentioned).

Add an illustration of the alcoholic beverage if available. File as .jpg (preferably), .jpeg or .bmp (image) document. For easy reference, file the illustration using the following format:

[country initials]-bevo01.[jpg/mpg/bmp/etc]

[country initials]-bevo02.[jpg/mpg/bmp/etc]

etc.

For example: NL-bevo01.jpg

We provide an Excel sheet template (in digital form) for answering the questions. Each question represents a column in the Excel sheet template. The label is mentioned between brackets after each question.

For each alcoholic beverage, complete a new row of the Excel sheet.

It is advised to save a copy of the completed Excel sheet template with a file name in the next format: [country initials]- AlcBev.xls (for example: NL-AlcBev.xls).

If an answer is not available, answer with 'not found'.

About the alcoholic beverage

- a. The brand name of the alcoholic beverage. *{Brand}*
- b. The type of alcoholic beverage (beer; wine; premix (including Alcopops and RTD – Ready to Drink); hard liquor; other). *{Type}*
- c. If the answer to b is 'Other', explain. Otherwise, leave empty. *{If Type=Other}*
- d. The alcohol by volume in the drink. *{VOL}*

Young people

- e. The number of young people who indicated they have observed and 'liked' the beverage. *{YP}*

Illustration

- f. File name of the illustration. *{Illustration}*

Additional information

- g. Give any additional remarks. *{Remarks}*

Save this Excel sheet template using the name mentioned before.

Save the illustrations and Excel sheet in the same directory and save in a .zip file, or save on a disk to send.

3 a list of the (maximum 10) most mentioned marketing practices for alcoholic beverages

Below are the questions to be answered for each of the ten most mentioned marketing practices (start with the most mentioned). For reference it is useful to name the marketing practice with a 'unique' title. Name it yourself if the official title is unknown.

Add an illustration of the observed marketing practice if available. Make a digital copy of the marketing practice. File them as .wav (sound), .jpg (preferably), .jpeg, .bmp (image) and/or .mpg (video) documents.

For easy reference, file the illustration using the following format:

[country initials]-exo01.[jpg/mpg/bmp/etc]

[country initials]-exo02.[jpg/mpg/bmp/etc]

etc.

For example: NL-exo01.jpg

We provide an Excel sheet template (in digital form) for answering the questions. Each question represents a column in the Excel sheet template. The label is mentioned between brackets after each question.

For each marketing practice, please complete a new row of the Excel sheet.

Save a copy of the completed Excel sheet template with a file name in the next format: [country initials]- MarkPrac.xls (for example: NL-MarkPrac.xls).

If an answer is not available, answer with 'not found'.

About the marketing practice

- a. The brand name of the alcoholic beverage that is promoted with this marketing practice. *{Brand}*
- b. The title of this marketing practice. *{Title}*
- c. The date and time when and where this marketing practice was published. *{Date&time}*
- d. The location or publication of this marketing practice (TV/cinema; radio; magazine/paper; Internet; billboard; specialized liquor store; supermarket; hotel/restaurant/café; other). *{Publication}*
- e. If the answer to d is 'Other', explain. Otherwise, leave empty. *{If Publication=Other}*
- f. The type of alcoholic beverage that is promoted with this marketing practice (beer; wine; premix (including Alcopops and RTD – Ready to Drink); hard liquor; other). *{Type}*
- g. If the answer to f is 'Other', explain. Otherwise, leave empty. *{If Type=Other}*
- h. Description(s) of this marketing practice. *{Description}*
- i. The text in the marketing practice in English. *{Text}*

Young people

- j. The number of young people who indicated they have observed and 'liked' the marketing practice. *{YP}*

Illustration

- k. File name of the illustration. *{Illustration}*

Additional information

- l. Give any additional remarks. *{Remarks}*

Save this Excel sheet template using the name mentioned before.

Save the illustrations and Excel sheet in the same directory and save in a .zip file, or save on a disk to send.

Appendix F Procedure for Rating Panel Research

The task is to implement a rating panel method to measure the perception of young people about marketing practices' compliance with the existing regulation as formulated in the Council Recommendation. Next to that, the method can contribute to knowledge about the appeal of alcoholic beverage marketing for young people.

Method

For this research, you will need:

Young people (we approached high school students, between 12-17 years old, because the Council Recommendation says alcohol marketing cannot be directed at people younger than 18);

- At least one class per level/ grade;
- Groups of approximately 20 students.
- Accounting for at least 100 pupils in total.

Procedure

Preparations:

Following from the list of the 10 most appealing marketing practices and alcoholic beverages, that was composed earlier; you can use the top five for this research. Another approach is to use the marketing practices that were published most often during a certain period, or campaign material of the most sold brands of alcoholic beverages.

Contact at least three high schools, if possible from three different areas in your country (you could use the same pupils who participated in your survey of the most appealing beverages and marketing practices). The pupils should be between 12 and 17 years of age. In total, try to find at least 100 pupils to participate in your Rating Panel.

Try to get in touch with the teachers of these groups and prepare your lesson with their consent. Below is an example letter that you could use to inform the teachers about your research.

Research "Alcohol advertising and young people"

In the past years, alcohol consumption among young people between the ages of 12 to 17 years old has increased. Regular consumption of alcoholic beverages has become very common among young people. Several studies found that alcohol advertising influences the drinking behaviour of young people.

Both the European Union and the World Health Organisation (WHO) want to put an end to alcohol advertising that is attractive to young people. That is why, in 2001, the European Council recommended that every European member state should make sure that alcohol advertising is not aimed directly at young people.

Until today, the European Council recommendation has not been scientifically evaluated. The aim of the present research is to find out if the perception of young people concerning alcohol advertising complies with the recommendation. In this research, young people will analyse several alcohol marketing practices.

For this research, we are looking for:

- High school students, between 12-17 years old;
- At least one class per level/ grade;
- Groups of approximately 20 students.

The students will be shown an alcohol marketing practice, whereupon they will fill in a questionnaire. In this questionnaire, the students fill out which elements they find attractive/unattractive. In total, they will analyse five alcohol marketing practices. It is estimated that the students need approximately ten minutes per alcohol marketing practice. This means that in sum, a maximum of one hour is necessary for the research [including explanation in advance].

The outcome of the questionnaires will be compared to the European Council recommendation, to find if, *according to the perception of the young people*, the recommendation is being offended.

In the classroom:

Please instruct the pupils first about the procedure, but not about the specific goal of your study. Then show them the first marketing practice (most of the time this will be a TV commercial) on a projection screen. After observing the commercial, ask the participants to fill out the questionnaire. An example of a questionnaire that we used with a Dutch commercial is provided in the Excel template. You can translate this questionnaire for your own use. The questionnaire contains questions concerning the Council Recommendation. The elements of the European Council Recommendation are numbered in the questionnaire in order to make it possible to refer to them with numbers.

Numbered elements of Council Recommendation

The Council Recommendation of June 5th 2001 on the drinking of alcohol by young people, in particular children and adolescents (2001/458/EC) states that Member States should,

II. [...]

1. encourage, in cooperation with the producers and the retailers of alcoholic beverages and relevant non-governmental organisations, the establishment of effective mechanisms in the fields of promotion, marketing and retailing;

[...]

(a) to ensure that producers do not produce alcoholic beverages specifically targeted at children and adolescents;

(b) to ensure that alcoholic beverages are not designed or promoted to appeal to children and adolescents, and paying particular attention inter alia, to the following elements:

- I the use of styles (such as characters, motifs or colours) associated with youth culture,
- II featuring children, adolescents, or other young-looking models, in promotion campaigns,
- III allusions to, or images associated with, the consumption of drugs and of other harmful substances, such as tobacco,
- IV links with violence or antisocial behaviour,
- V implications of social, sexual or sporting success,
- VI encouraging children and adolescents to drink, including low-price sales of alcoholic drinks to adolescents,
- VII advertising during, or sponsorship of, sporting, musical or other special events which a significant number of children and adolescents attend as actors or spectators,
- VIII advertising in media targeted at children and adolescents or reaching a significant number of children and adolescents,

- IX free distribution of alcoholic drinks to children and adolescents, as well as sale or free distribution of products which are used to promote alcoholic drinks and which may appeal in particular to children and adolescents;
 - [...]
 - (d) to allow manufacturers to get pre-launch advice, in advance of marketing a product or investing in a product, as well as on marketing campaigns before their actual launch;
 - (e) to ensure that complaints against products which are not being promoted, marketed or retailed in accordance with the principles set out in points (a) and (b) can be effectively handled, and that, if appropriate, such products can be removed from sale and the relevant inappropriate marketing or promotional practices can be brought to an end;
2. urge the representative producer and trade organisations of alcoholic beverages to commit themselves to observe the principles described above.

The questions are answered by means of the five points Likert scales (1= very unappealing, 5= very appealing and 1= strongly disagree, 5= strongly agree) and several multiple-choice questions. Repeat this procedure for each of the five marketing practices to be rated. Please reverse the sequence of showing the marketing practices for different exposure groups, to control for order effects. It will take approximately 50 minutes for participants to rate the five marketing practices. Subsequently, provide the pupils with the general questionnaire (we provide the Excel template) which investigates which elements used in marketing practices are most appealing to them.

Effects of covariates

To consider (and control for) the effects of covariates, we take into account gender, age, the average number of drinks and the frequency of binge drinking. Frequency of binge drinking (Wechsler et al., 1994¹) is measured from responses to the question “How many times this school year, including last semester, did you have more than four drinks in a row (five drinks for men)?”

The Questionnaire

The questions in the questionnaire are based on a questionnaire by Thomas Babor.

The questions are marked with numbers from the Council Recommendation of June 5th 2001 on the drinking of alcohol by young people, if they are based on that. The elements are numbered below in order to make it possible to refer to them with numbers.

¹ Wechsler, H., Davenport, A., Dowdall, G., Moeykens, B. and Castillo, S. Health and behavioral consequences of binge drinking in college: A national survey of students at 140 campuses. *Journal of the American Medical Association* 272: 1672-1677, 1994a

Rating Panel: Questionnaire

General questions:

- 1 I am a boy
 girl
- 2 I am _____ years old.
- 3 I am in class _____ (fill in class name/number).
- 4 On a normal occasion, how many alcoholic beverages do you drink on a:

Sunday _____ alcoholic beverages

Monday _____ alcoholic beverages

Tuesday _____ alcoholic beverages

Wednesday _____ alcoholic beverages

Thursday _____ alcoholic beverages

Friday _____ alcoholic beverages

Saturday _____ alcoholic beverages
- 5 How many times this school year, including last semester, did you have more than four drinks in a row (five drinks for men)?

_____ times

Questions on Ad 1 (or 2,3,4,5):	Very Unappealing	Unappealing	Neither appealing nor unappealing	Appealing	Very Appealing
6 How appealing is this marketing practice to you?	1	2	3	4	5
7 How appealing are the images of this ad to you?	1	2	3	4	5
8 How appealing is the language of this ad to you?	1	2	3	4	5
9 How appealing is the music of this ad to you?	1	2	3	4	5
10 How appealing are the humorous elements of this ad to you?	1	2	3	4	5
11 Are there animations/cartoons in the ad? If yes, how appealing are the animations/cartoons of this ad to you?	1	2	3	4	5

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
12 This alcoholic beverage is produced to appeal to children and adolescents; (a)	1	2	3	4	5
13 The product in this marketing practice is designed to appeal to children and adolescents; (b)	1	2	3	4	5
14 This marketing practice makes use of styles (such as characters, motifs or colours) associated with youth culture; (b-i)	1	2	3	4	5
15. This marketing practice features young looking models; (b-ii)	1	2	3	4	5
16 This marketing practice shows allusions to, or images associated with, the consumption of drugs (other than alcohol); (b-iii)	1	2	3	4	5
17. This marketing practice shows allusions to, or images associated with, the consumption of harmful substances (other than alcohol); (b-iii)	1	2	3	4	5
18 This marketing practice makes links with violence; (b-iv)	1	2	3	4	5
19 This marketing practice makes links with antisocial behaviour; (b-iv)	1	2	3	4	5
20 This marketing practice makes implications of social success; (b-v)	1	2	3	4	5
21 This marketing practice makes implications of sexual success; (b-v)	1	2	3	4	5

22	This marketing practice suggests implications of sporting success; (b-v)	1	2	3	4	5
23	This marketing practice encourages children and adolescents to drink alcoholic drinks; (b-vi)	1	2	3	4	5
24	This marketing practice uses low-price sales of alcoholic drinks to adolescents; (b-vi)	1	2	3	4	5
25	This marketing practice, or sponsorship, is used during a sporting, musical or other special event which a significant number of children and adolescents attend as actors or spectators; (b-vii)	1	2	3	4	5
26	This marketing practice is advertised in media targeted at children and adolescents or reaching a significant number of children and adolescents;	1	2	3	4	5
27	This marketing practice is advertised in media targeted at children or/and adolescents; (b-viii)	1	2	3	4	5
28	This marketing practice uses the free distribution of alcoholic drinks to children and adolescents; (b-ix)	1	2	3	4	5

- 29 The images of this marketing practice are most appealing to which of the following age group (pick one):
- 1 below age 21
 - 2 between 21 and 30
 - 3 between 31 and 40
 - 4 between 41 and 50
 - 5 above age 50
- 30 The language of this marketing practice is most appealing to which of the following age group (pick one):
- 1 below age 21
 - 2 between 21 and 30
 - 3 between 31 and 40
 - 4 between 41 and 50
 - 5 above age 50
- 31 The music of this marketing practice is most appealing to which of the following age group (pick one):
- 1 below age 21
 - 2 between 21 and 30
 - 3 between 31 and 40
 - 4 between 41 and 50
 - 5 above age 50
- 32 What is your estimate of the alcohol content of the beverage promoted in this marketing practice? (For your information, a typical bottle of beer contains 4.5% alcohol, a glass of wine contains 11.5% and distilled liquor, such as gin or whiskey, contains 39% alcohol.)
- _____ %
- 33 For how long would you expect the people in the situation shown in this ad to be drinking?
- _____ hours
- 34 How old do you think the main character is?
(Age) _____
- 35 How many drinks do you estimate that this person is likely to consume in the situation shown in the ad?
- _____ drinks
- 36 If I were to guess from looking at the ad, I would say that this person drinks _____ number of drinks on a normal occasion and _____ number of drinks when celebrating.
- _____ drinks (normal occasion)
- _____ drinks (celebrating)

Additionally, you can provide the teacher with a suggestion for a follow up lesson on alcohol advertising and young people:

Suggestion for teachers “Lesson on alcohol advertising and young people”

After the young people have taken part in the “Alcohol advertising and young people” research, it is a wise decision to let this subject return in a following lesson.

By paying extra attention to alcohol advertising and the impact of alcohol advertising, young people get the opportunity to:

- + recognise the influence of alcohol advertising;
- + explore the reasons why people consume alcohol;
- + understand the impact of alcohol consumption and the disadvantageous impact of alcohol abuse.

A practical way is to use the question and answer method. You can for example, write the following table on the blackboard. You can fill in this table with help of the young people.

What message does alcohol advertising give you?	What is the truth about alcohol?
<p><i>Young people will answer for example:</i></p> <p>'You have to buy the product' 'Alcohol is fun' 'Alcohol makes you more self-confident' 'Alcohol makes you look manly' Etcetera.</p>	<p><i>Young people will answer for example:</i></p> <p>'Alcohol destroys your brain cells' 'Alcohol makes you do strange things' 'You can become an alcoholic' 'You can get involved in an accident' Etcetera.</p>

After ‘completing’ the table, you can check if the facts that the young people have given are accurate.

Finally you can ask ‘Why do alcohol advertisements not tell the truth?’ The answer can be short, ‘Because it is used to sell’. But young people can come up with interesting comments, such as: ‘Why is alcohol advertising allowed while alcohol is so dangerous?’

For facts and background information on alcohol and alcohol advertising, please write down below websites or other sources of information that are relevant for your own country:

Results:

To the extent that comparable rating panel data have been collected in a variety of the countries participating in the rating panel, it may be possible to conduct parallel, if not combined analyses in order to improve our understanding of the effects of alcohol advertising on young people. If all countries used a similar method (e.g. method described in this Training Manual) the following elements can be examined:

- 1 How many of the ads (which have been rated as being the most popular by a sample of young people) violate the European self-regulation code. You can examine whether there are differences among countries in the number of violations per ad, and which countries have the greatest number of violations. For most elements of the Council Recommendation the Average score criterion was measured. This scoring procedure allowed reliable judgements to be made at the level of the Council Recommendation. The Average score criterion determines whether the average ratings of a particular group exceed some pre-determined cut-off, under the assumption that the 5 point Likert scale is an interval variable. The cut-off point for a 1-5 scale depends on how the scale is phrased. An indication of violation may occur from 1 to 2.33 or from 3.68 to 5. When an element is measured by multiple items and if any item is rated non-compliant, the element is coded with the value 1, indicating a violation of the Council recommendation. If two or more items show multiple non-compliance, the element is also scored as a 1. If all measurements items show no violation of the Council Recommendation, the related element is coded with the value 0. Questions about age will be measured with the Frequency score. This criterion requires that more than 50 percent of the rating panel rates the element in violation of a particular guideline.
- 2 The covariates (question 1 to 5 in questionnaire) could be included in the ANOVA analyses as independent factors. We could then compare ratings of the ad (1-5) by country, gender, age, and the frequency and amount of drinking in order to answer the additional question: Are there differences in the way in which young people perceive the content of these ads according to these covariates?
- 3 What do young people find most attractive about these ads? There are many ratings of the attractiveness of different features of the ads (question 6 to 11). These ratings could be analysed individually to find out what features young people find most attractive. To simplify the analyses, you can choose to combine the attractiveness ratings across the five ads so that each country has only one score for each item across all of their ads, under the assumption that we are measuring the general attractiveness of a sample of ads from that country.
- 4 How does the attractiveness and appeal of an ad correlate with other variables, such as humor, sex and the perceived age of the actors? This analysis initially could be conducted within each country's data set using correlation coefficients or regression analyses. One could then compute average correlations across the ads and compare countries on the extent to which attractiveness and appeal is correlated with humor, etc. As an alternative way to measure the relation between the different elements of attractiveness, one could perform a factor analysis.

Various methods to conduct analyses are described thanks to Prof. Thomas Babor.

Appendix G Definitions

Advertising	A bringing into notice, especially by paid announcement in different media e.g. 'to advertise goods (for sale)'
Advertising codes	Self-regulation of advertising standards by the alcohol and/or other industries, usually by specifying the content of alcohol advertisements, and the populations exposed to it.
Codes	Set of rules which may (or may not) be legally binding.
Council Recommendation	The Council Recommendation of June 5 th 2001 on the drinking of alcohol by young people, in particular children and adolescents (2001/458/EC)
ECAS	European Comparative Alcohol Study
ELSA	Enforcement of National Laws and Self-regulation on Advertising and Marketing of Alcohol.
Enforcement	The action or process of enforcing, that is to compel the observance of a law or an obligation.
ESPAD	The European School Survey Project on Alcohol and Other Drugs
HBSC	Health Behaviour in School-aged Children
Horeca	Hotel, restaurant and café industry.
Marketing	The action of the verb market, meaning to sell, or the action or business of bringing or sending a commodity to the market to sell.
National regulation	Any law, statute, guideline or code of practice issued by a national government or self-regulatory organisation (SRO).
Regulation	Prescribed rule or direction, which may (or may not) be legally binding.
SRO	Self-Regulatory Organisation.
Statutory regulation	Laws, statutes or guidelines issued and controlled by the national government.
WHO	World Health Organisation