



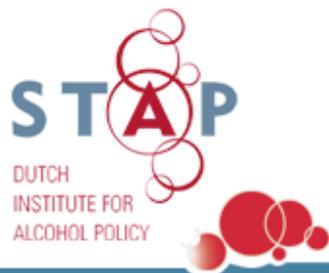
Focus on alcohol Safe environment:

Co-funded project by EC;
2 year project that was started in May 2008;

Topics:

- Alcohol at the workplace
- Safe Drinking Environments
- Alcohol advertising

Partners in the project:



ALKOHOLPOLITISK
LANDSRÅD //





How to evaluate the effectiveness of alcohol advertising regulations?

Avalon de Bruijn

An American legend

since **1888**



Presidents have come and gone but the traditional distilling methods of Kentucky's Four Roses have stayed the same.

We combine 10 different flavoured distillates and mature our Bourbon Whiskey for over five years in single-storey warehouses to give it its distinctive mellow taste and floral aroma.

This unique process makes Four Roses smoother than other Bourbon Whiskeys so it can be enjoyed straight or over ice. It's equally enjoyable with a mixer – just don't tell our Master Distiller Jim Rutledge.

FOUR ROSES

BOURBON







Jägermeister

www.jagermeister.com

740

www.jagermeister.com



HUNTING TACTIC # 16

wait for the right moment



Jägermeister

HUNTING TACTIC # 16

wait for the right moment

NEW

Mix Bacardi Cóco
met jus d'orange
of cola

BACARDI

CO

COCONUT

CO

ORIGINAL COCONUT RUM
BACARDI RUM WITH NATURAL FLAVORS



MEDALS AWARDED TO BACARDI

BACARDI, THE BAT DEVICE AND REGISTERED TRADEMARK OF BACARDI & COMPANY, LIMITED
MADE WITH PUERTO RICAN RUM - 35% ALC/VOL



BACARDI AND THE BAT DEVICE ARE REGISTERED TRADEMARKS OF BACARDI & COMPANY, LIMITED



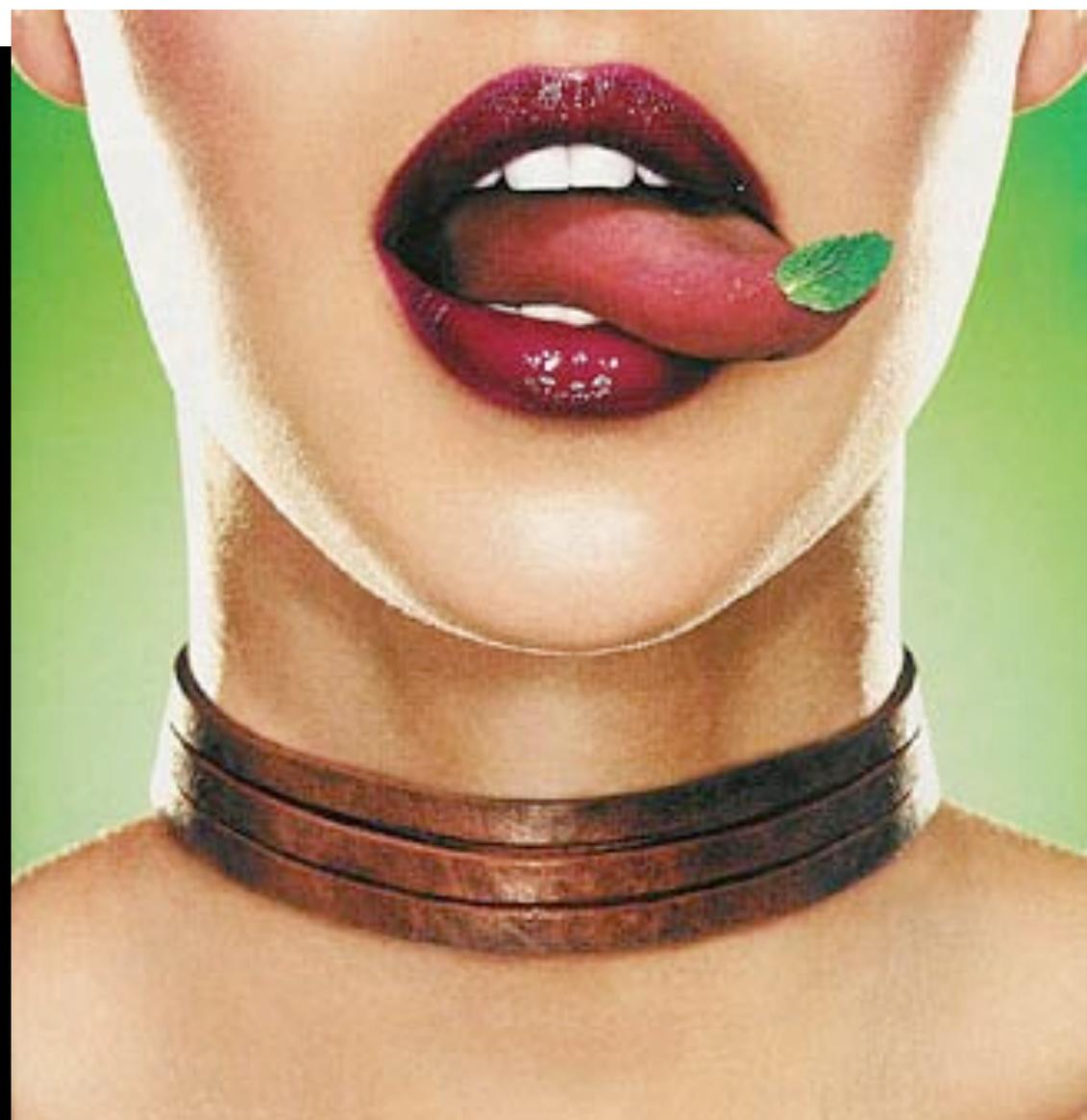
Are we having

yet?

With just 110 calories,* Bud Light is the choice for light, refreshing, thirst-quenching fun.



*Per 12 oz. serving. © 2004 Anheuser-Busch, Inc. All rights reserved.



BACARDI MOJITOS

A FRESH DIVERSION

LIME MINT ICE







LIBRARIAN BY DAY.  BACARDI BY NIGHT.

BACARDI
ESTD 1862



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ACTIES

DANCE MASTER

LEER ECHT DANSEN
EN MISSCHIEF GA JIJ NAAR HET
ROCK THE BELLS
FESTIVAL IN NEW YORK

- KIES JE DANSLERAAR
- ROCK DE DANSVLOER
- EN WIN EEN TRIP NAAR NEW YORK

LEARN TO DANCE!

KIES JE DANSLERAAR

TELL A FRIEND DE COMMERCIAL ZO WERKT HET

HEINEKEN REFRESHING SOUNDS

WIN KAARTEN VOOR DE BESTE ZOMERFESTIVALS

De allerlekkerste muziekfestivals van de zomer. Hier vind je niet alleen de laatste tickets voor de uitverkochte festivals, maar maak je ook kans op verfrissende prijzen!

DEFOON
SOLD OUT
2 X 2 KAARTEN

INDIAN SUMMER
SOLD OUT
3 X 2 VERVLUCHT

CONCERT AT SEA
SOLD OUT
25 X 2 KAARTEN

DANCE VALLEY
25 X 2 KAARTEN

★ Heineken
SOUNDS REFRESHING



Essenza





**THERE'S PLENTY OF TIME TO
SLEEP WHEN YOU'RE DEAD**

KEEP THE LIGHT ON





What's in your martini?

"#1 Tasting Vodka"
—Wine Enthusiast

"Superb-Highly Recommended"
—Wine Enthusiast

"Gold Medal Winner"
—2007 San Francisco World Spirits Competition

Three Olives
VODKA



www.threeolives.com

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 **Heineken**

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WELCOME TO
CHAMPIONS PLANET

Budweiser

OFFICIAL BEER OF THE 2006 FIFA WORLD CUP™

You do the football, we'll do the beer



Budweiser is het officiële bier van de 2006 FIFA World Cup in Duitsland. In de aanloop naar wat ongetwijfeld een fantastisch kampioenschap gaat worden, heeft Budweiser verschillende WK-acties ontwikkeld.

Limited Edition WK fles

De bekende Budweiser longneckfles is ter gelegenheid van het grootste sportevenement van dit jaar in een opvallend WK-tenue gestoken. Als enige bier ter wereld komt Budweiser met een speciaal gesleevede fles, welke is voorzien van alle bekende WK-kenmerken, zoals de wereldbeker, en het officiële FIFA-logo. Deze limited edition bottle wordt slechts in een beperkte oplage afgevuld, en is vanaf half mei verkrijgbaar.

Verdere Activiteiten

Voor de horecaondernemer zijn er speciale WK promotiepakketten, waarin een uitgekiende mix van displaymateriaal, kleding en giveaways voor de consument is opgenomen. Om zaken een van top tot teen een Budweiser WK uitstraling te geven (bijvoorbeeld voor WK party's en WK evenementen) is er een reeks aan p.o.s. materiaal ontwikkeld, zoals banners, spandoeken en posters met het wedstrijdsschema. De horecaondernemer die extra aandacht wil genereren kan een van de vijfenhalf meter hoge opblaasballen, geflankeerd door twee Budweiser flessen als entreepoort voor de deur van zijn zaak zetten. Voor uw (WK) activiteiten en evenementen biedt Budweiser -naast de bekende longneckfles- tevens een 'onbreekbare' oplossing met de 33 cl. PET longneckfles.

Budweiser is het meest verkochte bier ter wereld. De smaak van Bud is *refreshingly different*: lekker vol, licht, en fris in de mond, zonder al te bitter te zijn. Goed gekoeld en rechtstreeks uit de fles smaakt Budweiser op zijn best.

Voor meer informatie: Budweiser, afd. Verkoop - tel. 0487 - 58 58 88







SKYY SPORT
LOW CARB

KIJK VOOR DE ACTIEVOORWAARDEN OP GROLSCHMUSIC.NL



GROLSCHMUSIC.NL



NEVER BLEND IN.





WIECKSE

50% korting

Wieckse bier

wit, licht of brut

bijv. wit

set 6 flesjes à 0.3 liter

~~4.69~~ a.

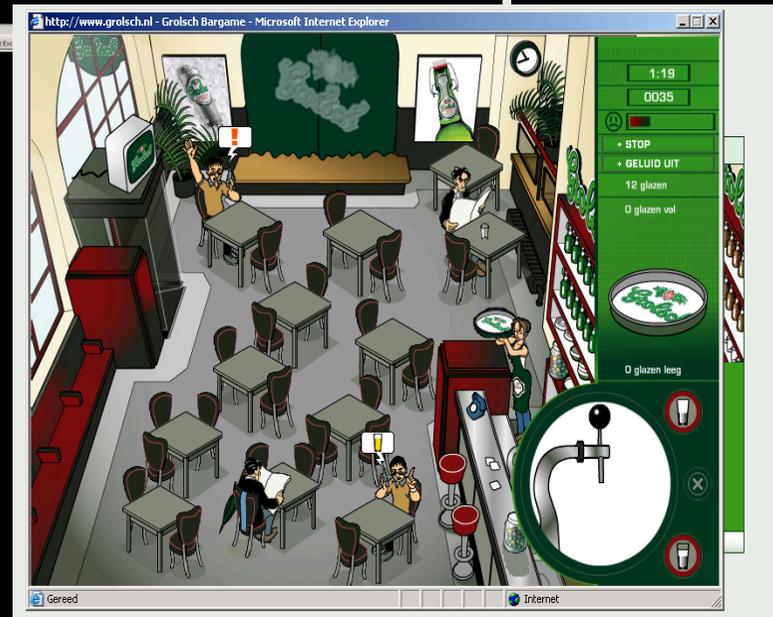
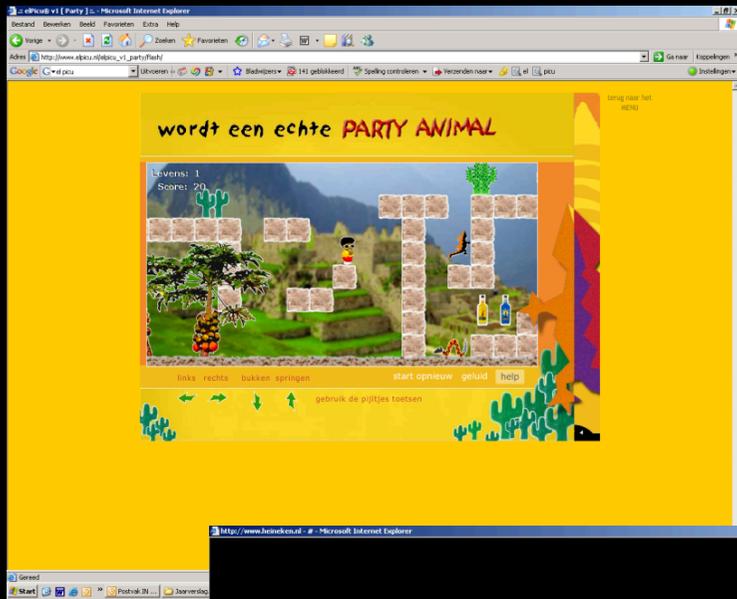
2.34

per liter









Marketing becomes more complex:

Besides marketing in “measured media” there is increasing:

- Marketing in digital media;
- Direct marketing;
- Word-of-Mouth marketing (eg buzz marketing);
- Promotional items;
- Corporate Social Responsibility;
- Etc.



OGETS EN WIN EEN IPOD!

de show, bel nu en kom live in de uitzending!



WIN 'M HIER!

iPod touch l.w.v. €299,-

PLAY



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A night to remember? Or one to forget?

The choice is yours. Enjoy your drink responsibly. | thechoiceisyours.com



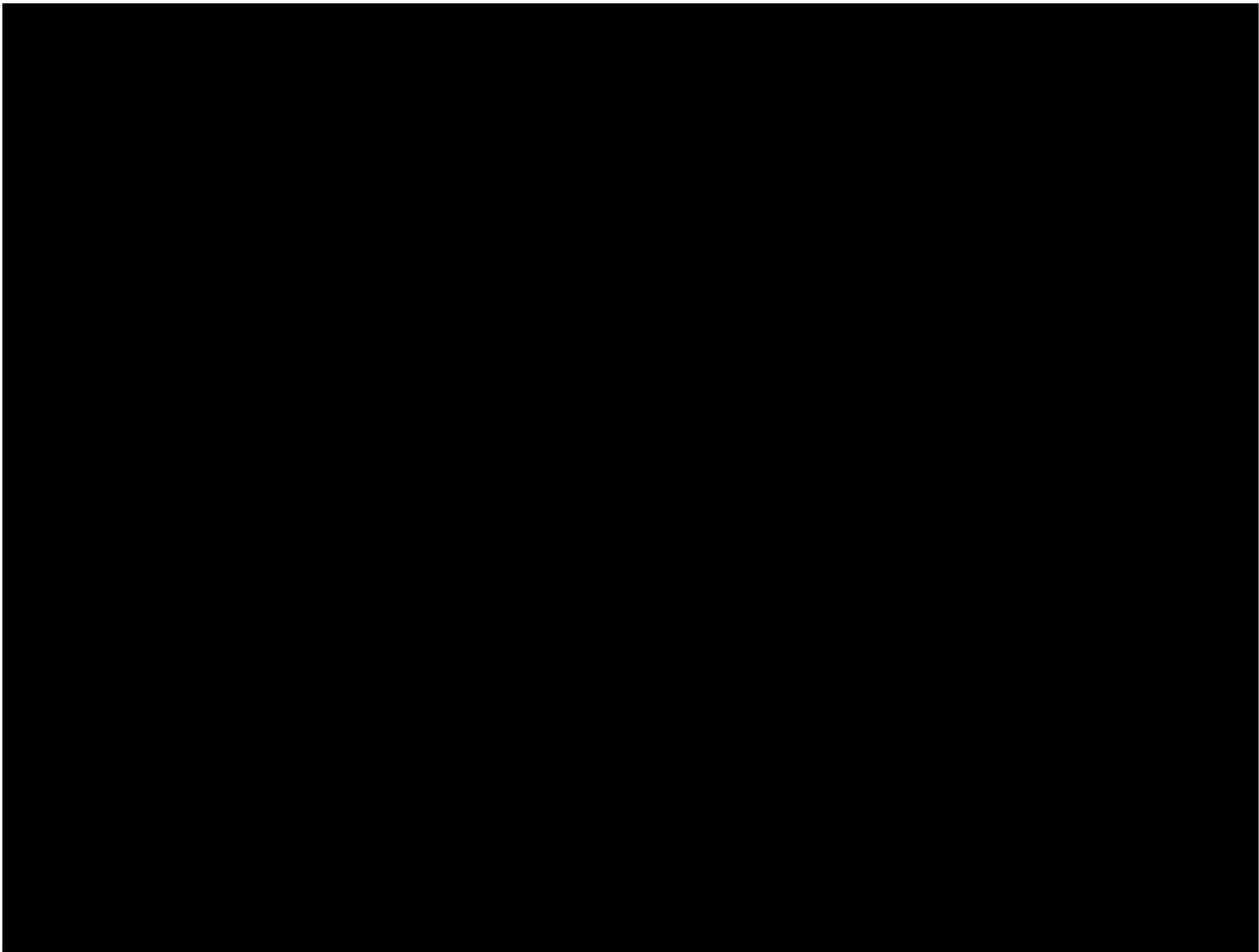
NEW

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met jus d'orange
of cola



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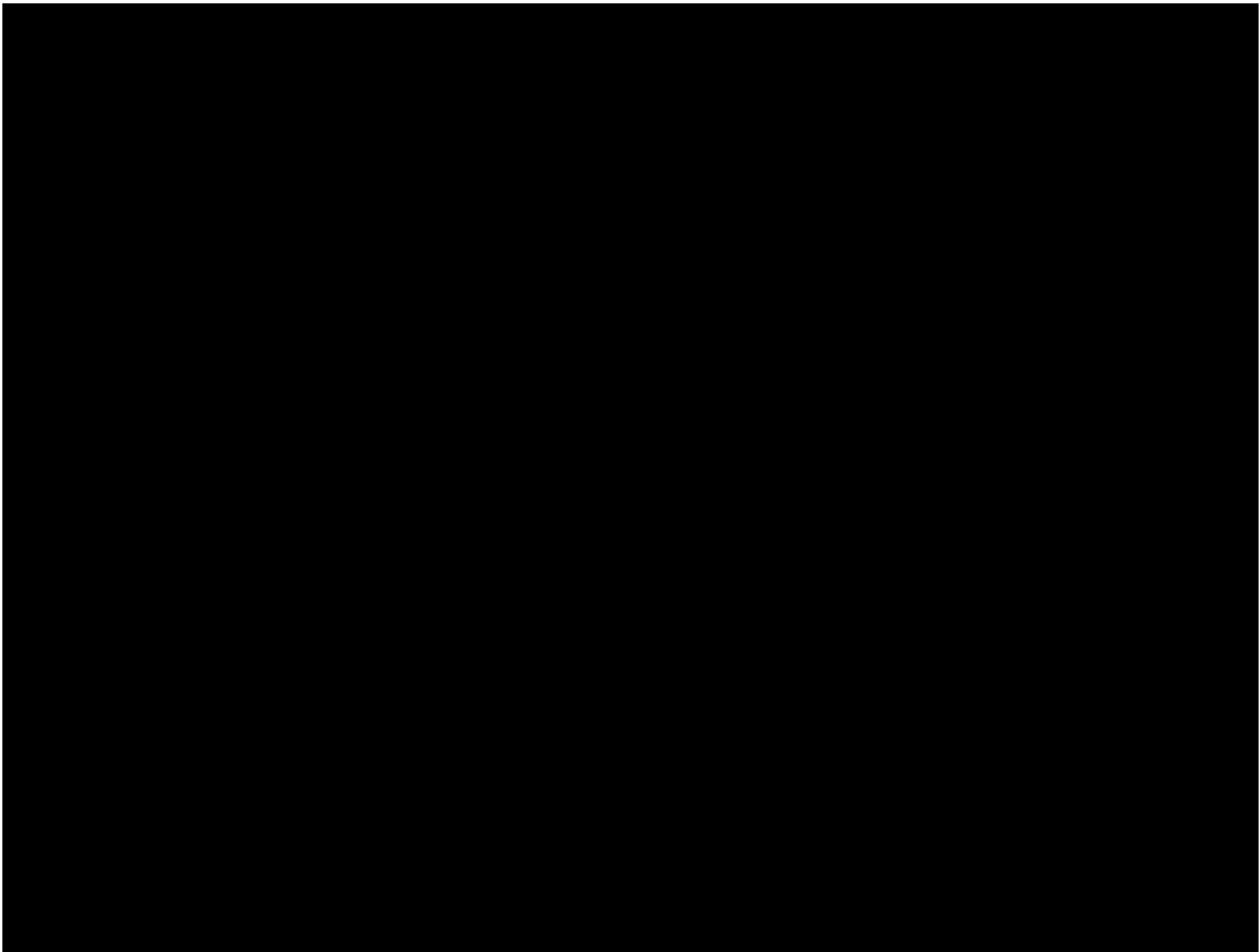
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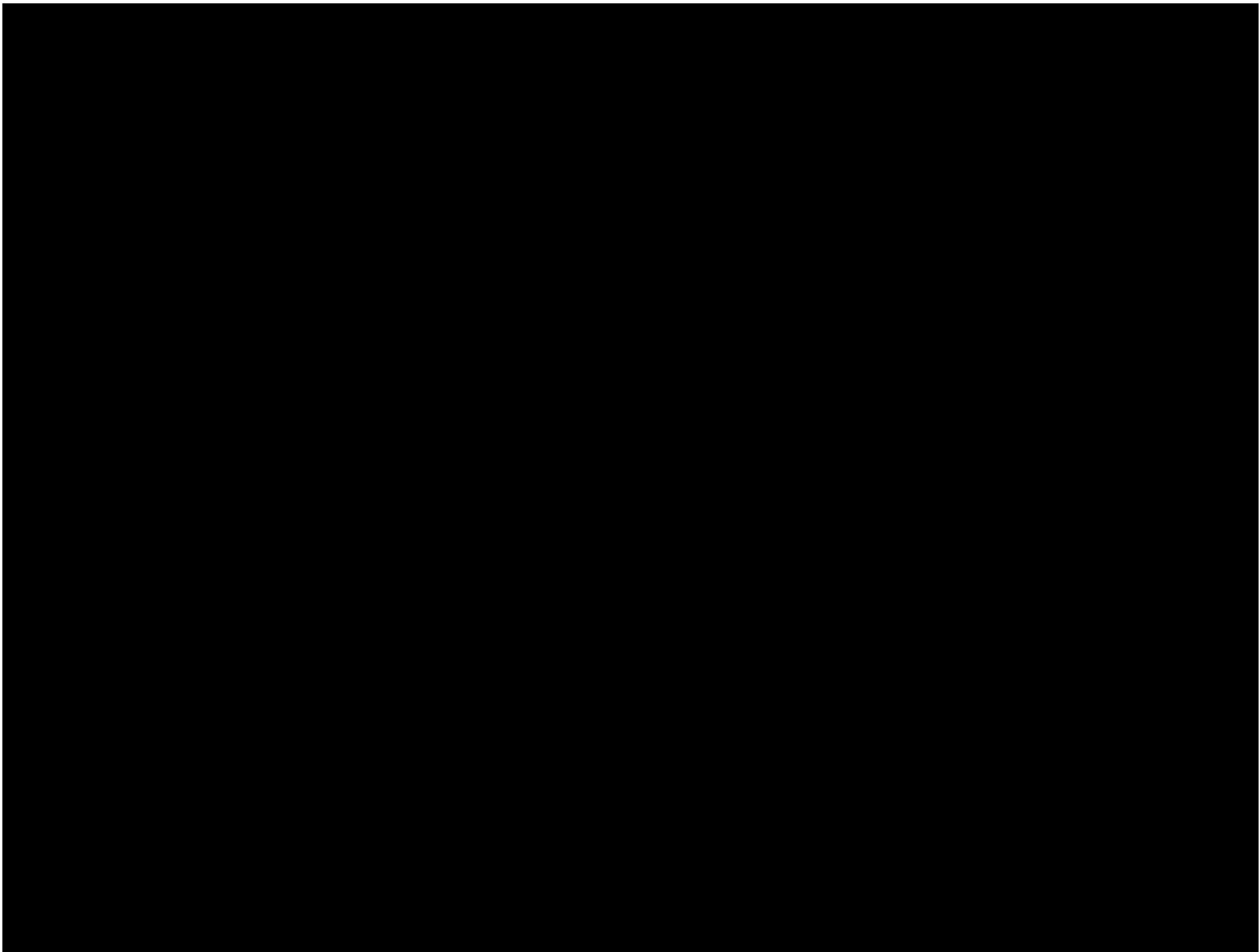


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Volume of advertisement matters!

Conclusion of a review of 13 longitudinal studies (Anderson et al 2009):

Youngsters who are more exposed to alcohol advertisements:

- Start earlier with drinking alcohol;
- Drink higher quantities of alcohol at one occasion (binge drinking);
- Consume alcohol more frequently.



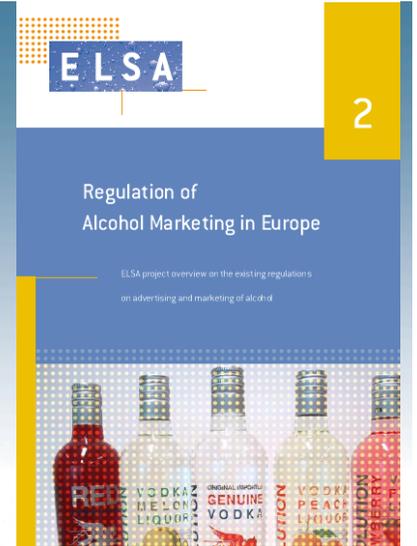
Also content matters!

Research shows that attractive advertisement increases the effect on purchasing alcohol by youngsters.

- The intention of youngsters to purchase alcohol is predicted by how appealing youngsters find the advertisement. This attractiveness is constructed by the use of humor, celebrities and animals. Commercials mainly focused on product qualities contribute to a lower intention to purchase alcohol (Chen et al., 2005).

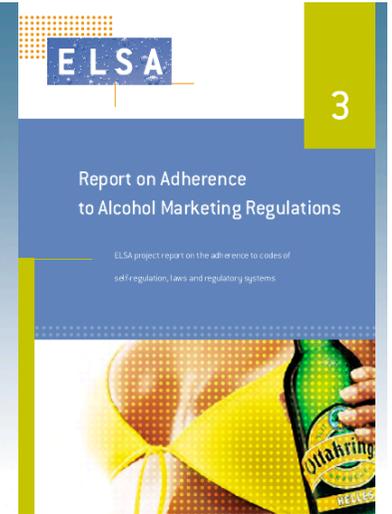
National Regulations in Europe:

- Overview provided by ELSA project in 2005-2007:
- All 24 examined countries had >1 regulation on alcohol advertising, with most countries having several. In total 76 regulations were reported (49 statutory and 27 non-statutory)
- Volume restriction: mainly statutory regulations
- Content restriction: mainly non-statutory regulations



Adherence to regulations?

- ELSA shows that very little research is available! There is not the slightest proof that the existing regulation is protecting young people against alcohol marketing;
- But also: There is no framework available to evaluate effectiveness of alcohol marketing regulations.



Previous efforts to evaluate “best practices” of regulations:

- The Center on Alcohol Marketing and Youth (CAMY, 2003) has presented an overview of possible volume and content restrictions in alcohol marketing regulations. Argumentation of selecting elements of best practices is, however, not presented in the paper.
- The indicators of Advertising Alliances (ASA and EASA) describe the number of complaints made and the adherence to the “own” codes to defend credibility self-regulation system.

However, only compliance to existing codes does not offer an adequate impression of the effectiveness of alcohol marketing regulations.

Year 1 of the FASE project:

Literature study performed

- Aim: Provide a tool to examine the alcohol marketing regulation's potential effectiveness. The expected influence on drinking behaviour of children and adolescents is crucial here.
- A literature search in peer-reviewed journals as well as grey literature resulted in the identification of criteria for effective alcohol marketing regulations.

Effective content restrictions:

1. Content restrictions should address all elements that have shown to be appealing to young people (e.g. lifestyle images, humour).
2. Content restrictions should limit advertisements that young people find appealing even if these are not specifically targeting minors or are specifically appealing to minors (but to adults as well).
3. Alcohol advertisements should be evaluated according to young people's interpretation and not according to the intention of the advertiser.

Effective volume restrictions:

1. The bans proposed are not merely symbolic policies but contribute substantially to the total volume of alcohol advertising to which adolescents are exposed;
2. No significant substitution effects arise.

Effective Regulation System:

1. A supporting legal context;
2. Commitment of all stakeholders;
3. Available provisions of information to the public at every stage of the regulation process;
4. A pre-screening system;
5. An effective complaint system with easy access to and support from the public;
6. Independent advertising committee;
7. Sanctions that are expected to be most effective are withdraw broadcasting rights and substantial financial penalties;
8. Monitoring that is independent from commercial interests;
9. Restrictions should cover the entire range of forms of marketing activities and should be up to date.

Year 2 of the FASE project:

Implementation of identified elements in Europe

- Inventarisation of existing alcohol advertising restrictions in Europe and their supporting regulation system;
- Description case studies, eg France

Vul het volgende formulier in. U kunt geen gegevens opslaan die in dit formulier zijn getypt. Druk het ingevulde formulier af als u een exemplaar ter referentie wilt bewaren.

Submit by Email

Print Form

Inventarisatie Alcohol Marketing Regulations

Name:

Organization:

Country:

Email address:

Date:

Please fill in all regulations on alcohol advertisement and alcohol sponsorship and promotion:
 * To select more than one type of media, please press "Control"(Ctrl) while selecting the options.

No	Name regulation	Date latest update	Link to original text	Type of regulation	
1.				<Select status>	<Select status>
2.				<Select status>	<Select status>
3.				<Select status>	<Select status>
4.				<Select status>	<Select status>

Thank you for your attention!