

Alcohol Marketing with a focus on digital
communication
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Dr Taisia Huckle

Massey University, New Zealand



SHORE, Massey University, New Zealand
WHO Collaborating Centre



Aim of marketing from industry perspective

- Normalise alcohol use
 - Create social environment in which alcohol use is normalised & the positive aspects of drinking are dominant (Casswell 2012).
- Extend use to new contexts
- Recruit youth
- Recruit women
- Introduce new beverages eg sweet low potency for new drinkers
- Counterbalance information about harms with positive messages

How does marketing work?

- Cumulative effects
- Increases positive beliefs about alcohol
- Increases beliefs that parents and peers approve of drinking
- Changes behaviour of non drinkers and existing drinkers
- Works by creating and maintaining brand allegiance
 - Young people having a favourite brand

Many forms of marketing

- Non digital marketing (eg TV, billboards, point of sale, branded events, eg sponsorship)
- Digital (eg Facebook, Instagram, you tube)
 - There are 3.48 billion social media users in 2019
- Much marketing now combines both - uses real life events eg festivals plus digital



A man drives a Tuborg promotional tuk-tuk in Phnom Penh on Wednesday. (Siv Channa/Cambodia Daily)



Engagement is important for both non digital and digital

- Engagement is shown by:
 - using promotional items,
 - exposure to sports and other sponsorship,
 - Interacting (liking, sharing, posting) with alcohol branded social media messages
 - Liking attractive content of ads

Sponsorship branded events



Effects of non-digital (traditional) alcohol marketing

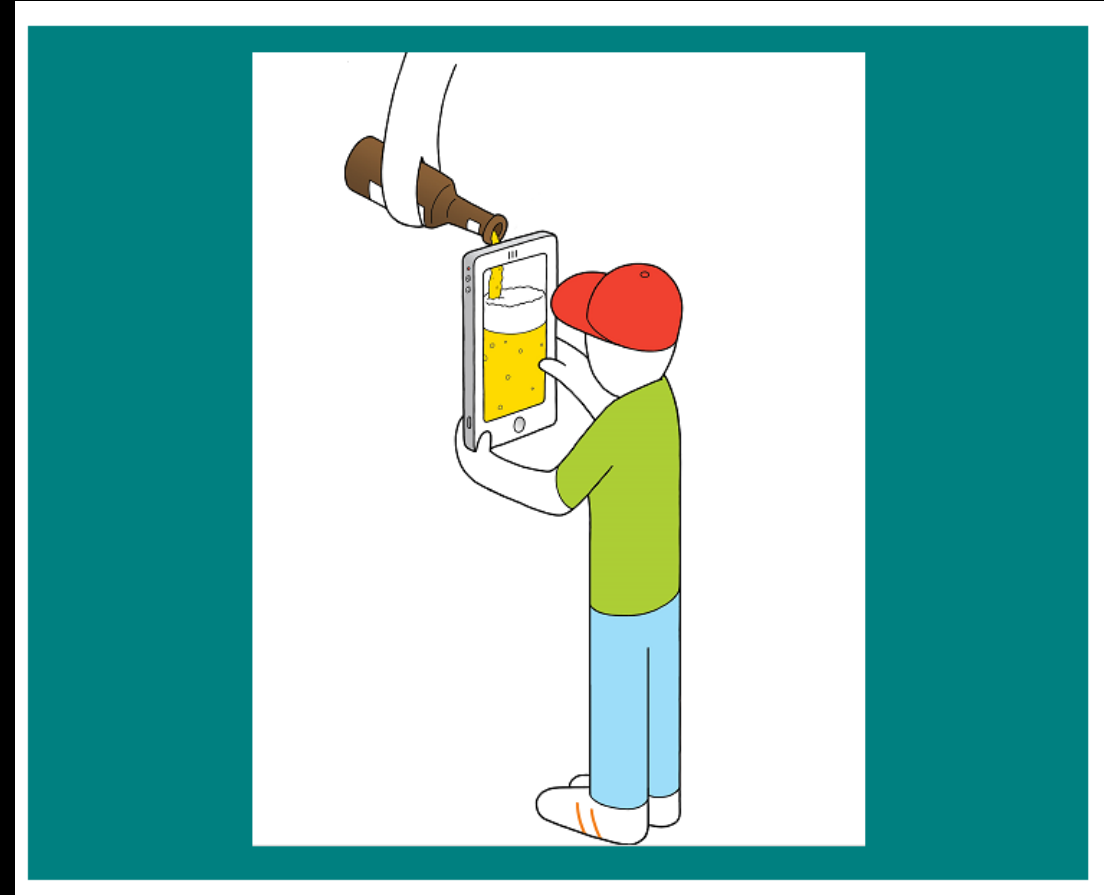
- Exposure to and engagement with alcohol marketing in non-digital media leads to young people drinking earlier and drinking larger amounts.
- Found in different countries and with different age groups

Non digital (traditional) marketing: a few recent examples

- In the UK, young drinkers more aware of alcohol marketing were twice as likely to be risky drinkers compared with those less aware
 - Critchlow et al, BMJ Open, 2019
- In Australia young students with weekly exposure to billboards, magazines and owning at least one alcohol branded item were more likely to drink at risky levels
 - Faulkner et al, J. Substance Use, 2017
- Cross national European study of exposure to marketing found more exposure had long term effects on binge drinking
 - De Bruin et al, Addiction, 2016

Digital platforms

- Alcohol companies adopted early – said it would be valuable to grow emerging markets
 - Diageo partnering with Facebook
- Direct brand advertising
- Participation
 - Brands ask users to post about their drinking experiences: users post messages and images about intoxication
 - Themed social spaces eg festivals generate Facebook content
 - Carah and Angus, 2018
- Access to online delivery of alcohol



Digital platforms con't

- Cheaper than traditional media
- Enable targeted marketing
 - Monitoring internet use allows sophisticated and predictive marketing
 - Diageo stated in 2011 that future social media campaigns must begin with analyses of known fan profile data (Nicholls, 2012).
- Promote user generated content and engagement
- Under the radar
- They lack regulatory safeguards

Heineken campaign for Tet festival used celebrities and digital media

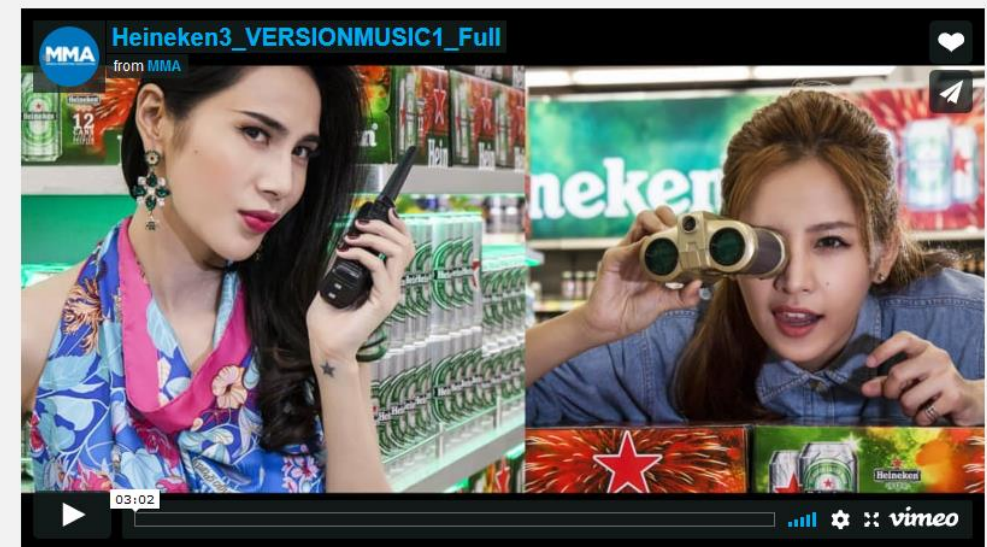
- “If people chose Heineken as a gift over other beers, they would be surprised with what they received in return. This Tet, Heineken recognized the "Heineken gifters" and treated them as "Star Gifters.”
 - https://www.mmaglobal.com/case-study-hub/case_studies/view/41747
- “There were 155 million views generated by the campaign, and Heineken was the most talked about beer brand in Vietnam”.

- <https://screenshots.firefox.com/e63cBY1zgXoJVMNd/www.mmaglobal.com>

Heineken: The Star Gifter



#CaseStudyHub

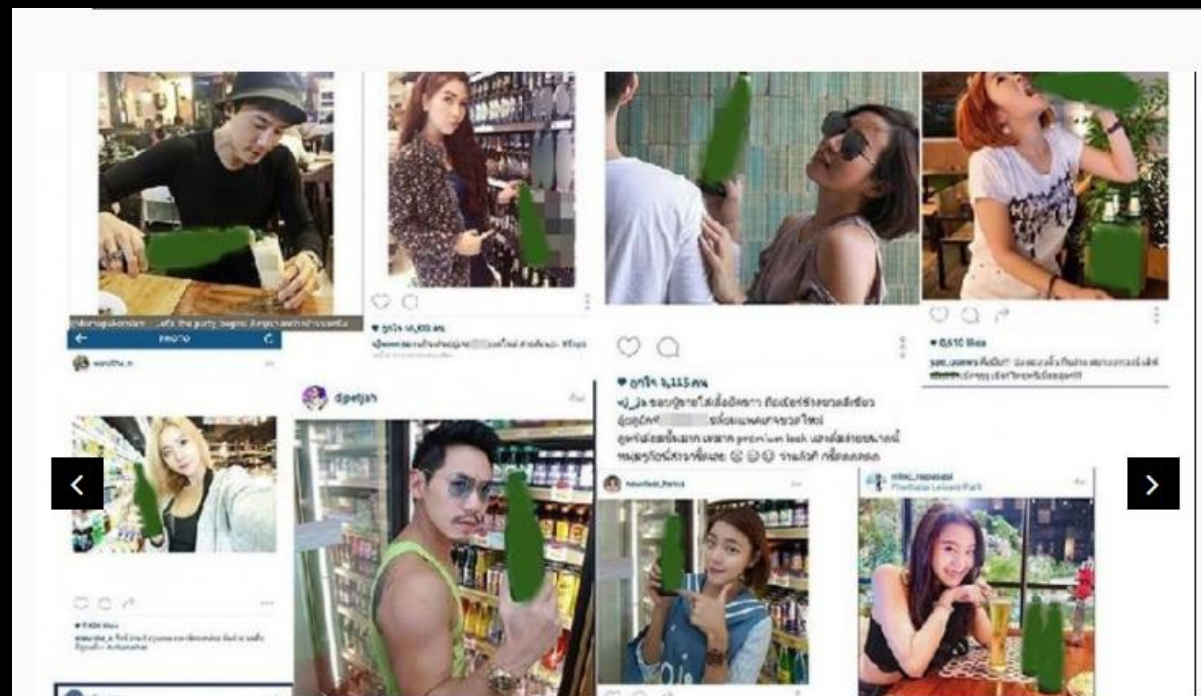


CAMPAIGN SUMMARY

Heineken wanted to entice its target audience of Vietnamese Millennial men during the season of Tet Nguyen Dan, also known as Tet. During this Vietnamese holiday, wealthy men give but don't receive gifts. For the "Star Gifter" campaign, the brand celebrated these gift givers by telling their stories in an authentic way in real time on Facebook.

'Influencers'

- Active on social media eg Instagram
- Influencers have acquired a large following of people genuinely interested in the content they post
- Paid by alcohol industry to show brands in their posts

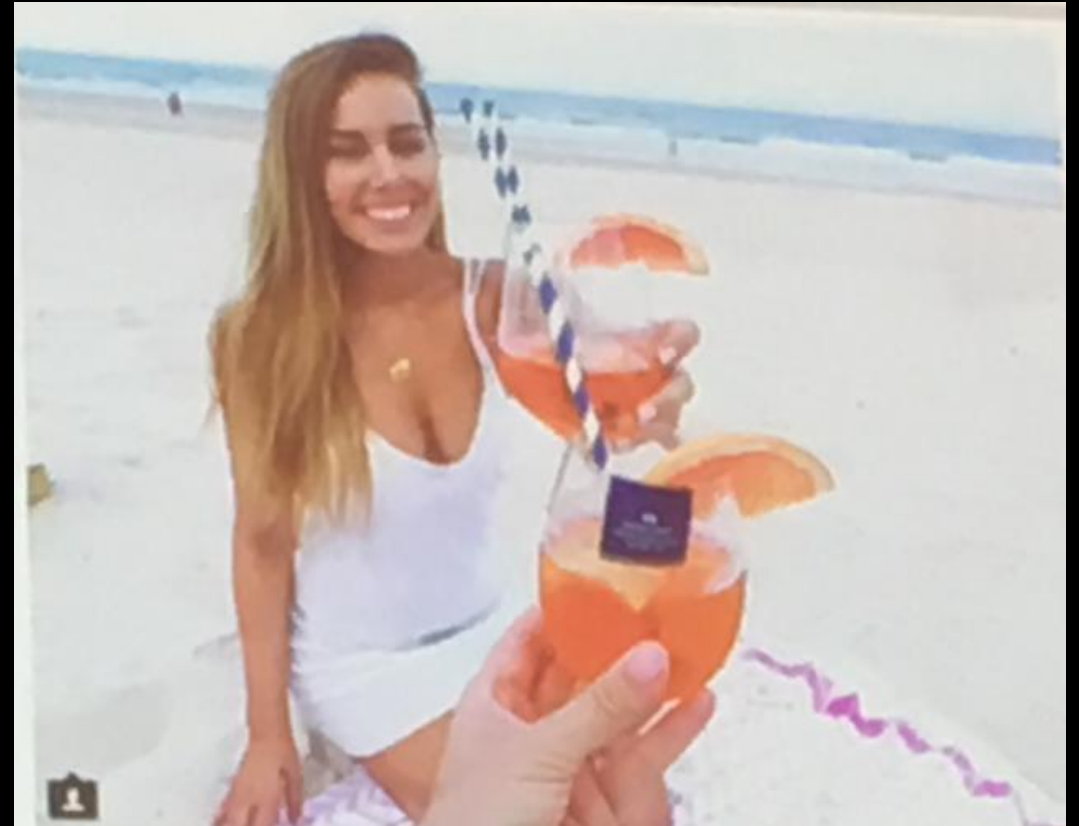


A collage of Thai celebrities' controversial posts with photos of themselves with a beer, which made headlines in 2015 as such posts violated the Alcoholic Beverage Control Act bans.

Police launch campaign against social media posts with celebrities encouraging alcohol use

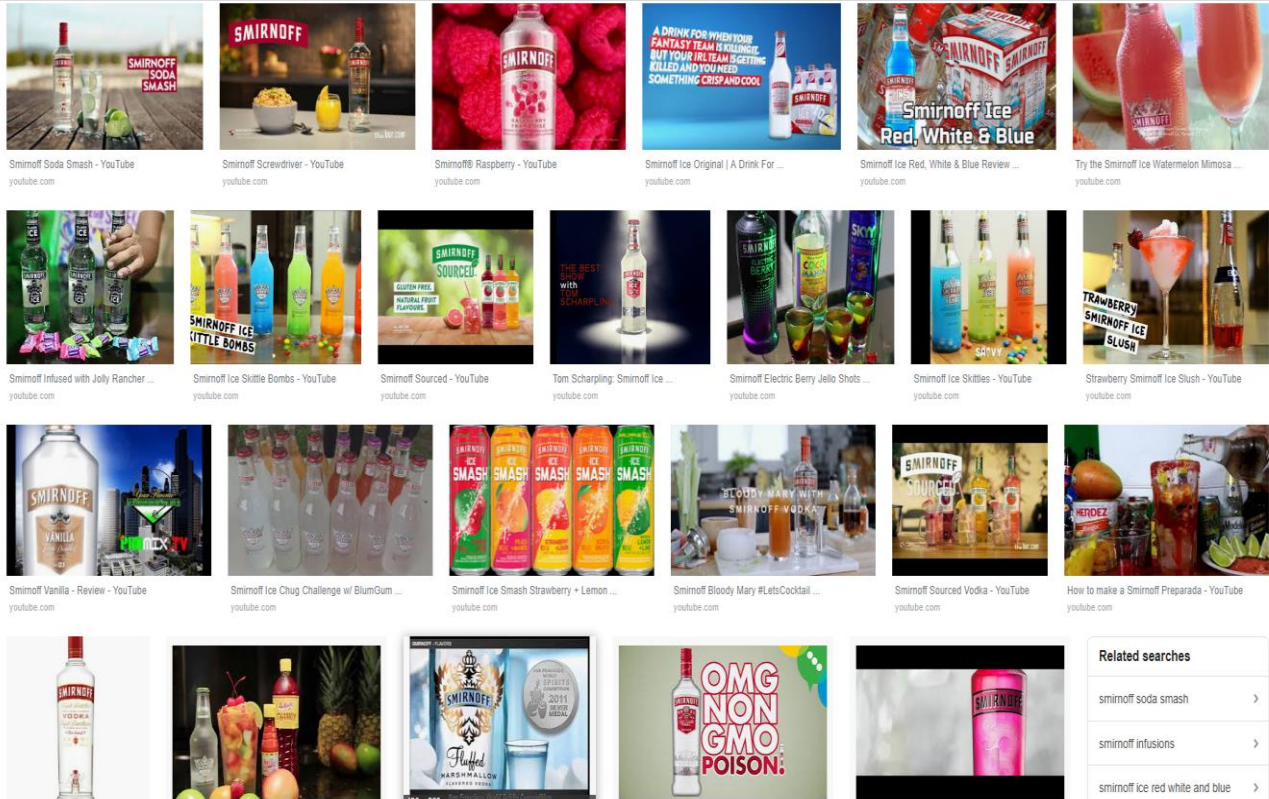
Influencers con't

- Australian research found that alcohol marketing content very common.
 - 2019 Kettil Bruun Society conference
- Also most influencers promoted alcohol without fully disclosing their financial relationship with the company
 - Vic Health, 2019



YouTube

- Digital platform where users can upload videos
- Alcohol marketing content/ads
- Users engaging in e.g. Smirnoff chug challenge
 - 1,223,224 views



A grid of 24 video thumbnails from YouTube, all featuring Smirnoff products. The thumbnails are arranged in four rows of six. Each thumbnail includes a small video player and a caption below it. The captions are as follows:

- Smirnoff Soda Smash - YouTube
- Smirnoff Screwdriver - YouTube
- Smirnoff® Raspberry - YouTube
- Smirnoff Ice Original | A Drink For ...
- Smirnoff Ice Red, White & Blue Review ...
- Try the Smirnoff Ice Watermelon Mimosa ...
- Smirnoff Infused with Jolly Rancher ...
- Smirnoff Ice Skittle Bombs - YouTube
- Smirnoff Sourced - YouTube
- Tom Scharpling: Smirnoff Ice ...
- Smirnoff Electric Berry Jello Shots ...
- Smirnoff Ice Skittles - YouTube
- Strawberry Smirnoff Ice Slush - YouTube
- Smirnoff Vanilla - Review - YouTube
- Smirnoff Ice Chug Challenge w/ BlumGum ...
- Smirnoff Ice Smash Strawberry + Lemon ...
- Smirnoff Bloody Mary #LetsCocktail ...
- Smirnoff Sourced Vodka - YouTube
- How to make a Smirnoff Preparada - YouTube
- Smirnoff Vodka
- Smirnoff Infusions
- Smirnoff Ice Red White and Blue

On the right side of the grid, there is a 'Related searches' section with the following items:

- smirnoff soda smash
- smirnoff infusions
- smirnoff ice red white and blue

Effects of digital alcohol marketing

- Exposure to and engagement with alcohol marketing in digital media leads to young people drinking earlier and drinking larger amounts.
- Found in different countries and with different age groups

Digital (Social Media): a few recent examples

- Australian young adults reported being constantly exposed to and often influenced by images of their peers enjoying themselves while consuming alcohol – little representation of negative outcomes
 - Jones et al, Journal of Social Marketing, 2017
- Liking or following alcohol marketing pages is common regardless of age and associated with riskier alcohol consumption among young Australians
 - Carrotte et al, Australian and NZ Journal of Public Health, 2016
- Higher exposure to on-line alcohol marketing increased odds of binge drinking among school children in four European countries
 - De Bruin et al, Alcohol and Alcoholism, 2016
- Brands and nightclubs use Facebook to communicate, co-produce and generate alcohol content with young adults which encourages drinking
 - Moraes et al, Journal of Marketing Management, 2014

Time bans are not a strong policy response

- Research has shown that many young people under the age of 18 are watching TV after 9:00 pm.
- In the Netherlands after a time-ban, the number of TV commercials aired after 9:00 pm increased enormously. This resulted in a rise of alcohol advertisement exposure for people under the age of 18. Hence, the law did not prevent minors from seeing alcohol commercials
- Ross et al. Journal of Public Affairs, 2013



Problem with a focus on ‘don’t target youth’

IARD Working With Social Media To Cut Advertising Alcohol To Minors

Published on Sep 21 2018 3:30 PM in Technology tagged: marketing / social media / International Alliance for Responsible Drinking



The International Alliance for Responsible Drinking (IARD) is working with social media platforms to ensure that ads do not target minors, according to [Marketing Week](#).

- Important targets beyond youth
 - In e.g. Vietnam highest risk drinkers more common among men aged 20 – 44 years
 - University students report high levels of harm from drinking
 - Pham Bich Diep et al, Global Health Action, 2013
 - Kypri et al NZ
 - Minors still get exposed even when such restrictions are in place

Problem with allowing marketing of low alcohol beverage

- Young people often initiate drinking with lower potency drinks
 - Sornpaisarn et al, Addiction, 2012
- Women often start with lower potency drinks
- Often the product and logo look identical

3.3%

Heineken Premium Light, Alcohol by volume



Low alcohol beverage targeting women

- Taiwan-headquartered Want Want's sparkly malt beverage called Sawow, which is 3.5% alcohol by volume, and available in flavors like peach and lychee.
- They're sold in pink bottles, some of which have slogans printed on them that read "I need courage."
- At a promotional event in March, the company's brand manager described the drink as "a new cocktail specifically for the female market."

China has banned ads suggesting alcohol can help women be less shy about sex

By Ziyi Tang & Josh Horwitz • June 21, 2018



Bans: Norway

- Norway similar to most tobacco advertising controls
- Forbidden to advertise
 1. alcoholic beverages
 2. goods with the same branding or identifying features as alcoholic beverages
 3. alcoholic beverages not to be included in the marketing of any other goods or services.
 4. ban applies in all channels including social media.

Conclusion

- Marketing of alcohol serves the purposes of the alcohol producers
- Reducing exposure to alcohol marketing will improve the health and wellbeing in a society and save money, while not prohibiting the use of alcohol
- A comprehensive public health approach to marketing will:
 - Treat all beverages in the same way
 - Ban alcohol marketing in traditional and digital settings
 - Support a global approach to banning alcohol marketing in the digital media

- SHORE & Whariki Research Centre, College of Health, Massey University
- Global Alcohol Policy Alliance
- International Alcohol Control (IAC) study

