eurocare
European Alcohol Policy Alliance

INSTRUCTIONS TO PARTICIPANTS IN

SNAPSHOT OF ALCOHOL MARKETING IN EUROPE 14 SEPTEMBER 2012

THE EUROPEAN ALCOHOL POLICY ALLIANCE (EUROCARE)

The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governemental and public health and well-being organisations with around 50 member organisations across 21 European countries advocating the prevention and reduction of alcohol related harm in Europe. Member organisations are involved in research and advocacy, as well as in the provision of information to the public; education and training of voluntary and professional community care workers; the provision of workplace and school based programmes; counselling services, residential support and alcohol-free clubs for problem drinkers; and research and advocacy institutes.

The mission of Eurocare is to promote policies to prevent and reduce alcohol related harm, through advocacy in Europe. The message, in regard to alcohol consumption is “less is better”.

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info@eurocare.org I www.eurocare.org

Dear Participant,

First of all, thank you very much for your effort and contribution to this initiative of mapping alcohol marketing in Europe. In this letter you will find instructions on how to do the monitoring and reporting. If you still have questions, please do not hesitate to contact us for more information.

What is this?

The purpose of this initiative is to map exposure to alcohol marketing in different countries in Europe. We call them snapshots, because they will all be examples of exposure, not a representative sample of the amount of alcohol marketing people are exposed to. We want to exemplify and illustrate what exposure of alcohol marketing can look like in different countries and for different ages. That is why we ask you to tell us where you live and your age.

How will the information be used?

The information gathered will be collected and used by Eurocare as examples of alcohol marketing in Europe. We will only use the information reported in the form sent to us, and names and email addresses will not be saved as part of the collection. The information provided is very valuable to us in our future work on alcohol marketing.

What do I need to do?

All we ask you to do is to bring the form (in the end of the document) with you on September 14 2012, and when you see any form of marketing, please take notes of what, where and when. If you have time, we would of course be happy if you can send us a picture or a web link to some of the marketing you are exposed to.

When the day is over, complete the form and send it to us on info@eurocare.org by the end of the day (Friday 14 September) or the following week. If you have photos or any other documentation (e.g. a web link) from the day, please attach it together with the form in the email.

Before you start; what is marketing?

Marketing is understood as a mix of sophisticated, integrated strategies, grouped around four main elements: the product, its price, its place (distribution) and its promotion. All four elements have ways of doing marketing, such as product design and brand name (product), pricing strategy and wholesale (pricing), distribution channels and placing within retail establishments (place) and

promotional strategy, advertising, sales promotion and public relations (promotion). This mix of marketing strategies makes alcohol marketing a complex issue. When extended to an online reality, the complexity necessarily expands.

Therefore, when we ask you to report on alcohol marketing, we ask you to not only look for TV or cinema commercials, it could also be 2 for 1-offers/happy hours, sport sponsorships, items with brand names or adds on Facebook.

Examples of alcohol marketing:

TV Commercial

Sport sponsorship

Internet

Branding/design of items

Want to read more on alcohol marketing? Visit our webpage:
www.eurocare.org/resources/policy_issues/marketing

Thank you very much!

PS: There will be a nice surprise for one of the lucky participants drawn at random!

Report of alcohol marketing exposure, 14 September 2012

Age:

Sex (m/f):

Country:

Sample	Short description	Where 1) Internet 2) TV 3) Radio 4) Cinema 5) Printed press 6) Billboards 7) Other – please specify under	Time	Picture? If you take a picture, please attach the picture in the email together with this form
Example	*All the tents at the café had Carlsberg logos*	*7 – outdoor café*	*15:20*	*Yes*
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Please expand the table if needed