

# Report on Alcohol Marketing Snapshots from Europe



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The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governmental and public health organisations with around 50 member organisations across 23 European countries advocating the prevention and reduction of alcohol related harm in Europe. Member organisations are involved in advocacy and research, 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.

Alcohol is the world's number one risk for ill-health and premature death amongst the 25-59 year old age group, a core of the working age population. Europe is the heaviest drinking region of the world. Consumption levels in some countries are around 2.5 times higher than the global average.

This publication arises from the operating grant which has received funding from the European Union in the framework of the Health Programme.



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## Introduction

The European Alcohol Policy Alliance (Eurocare) believes that alcohol marketing in Europe has an important impact on the volume and consumption of alcoholic beverages, especially by young people. In this context, exploring the marketing practices online, in addition to the offline reality, will be a crucial element in understanding the marketing of alcohol beverages.

Eurocare is concerned of the lack of regulation in Europe on alcohol marketing, and the consequences this has on public health. As part of the work on alcohol marketing, Eurocare has produced this report based on an initiative to map different alcohol marketing practices in Europe. Have knowledge about and be able to show marketing practises from Europe would be an important tool for Eurocare in the work on alcohol policy, and this report can be seen as a start in gathering this knowledge and documentation. The initiative is called “Alcohol Marketing Snapshots from Europe”, and the word snapshot is chosen since Eurocare is interested in giving examples into the nature of alcohol marketing in Europe, rather than producing a full extensive research on the topic. 2012 was the first year Eurocare did this exercise, and it will be repeated in 2013.

The report is structured as follows: First it the background and motivations for the initiative and the methodology used to gather data from informants. This is followed by a presentation of the findings, a reflection on the results and ends with a conclusion of this year’s exercise. The report does not give any policy recommendations on alcohol marketing, but it focuses on exclusively the initiative itself. For more information on Eurocare recommendations for alcohol policy including regulations on alcohol marketing, please visit [www.eurocare.org](http://www.eurocare.org).

Eurocare wants to thank our informants for the great work they did in reporting on their observations and taking photos. Eurocare would also like to thank the European Commission, since this report arises from the operating grants in the framework of the Health Programme.

## Background for the Marketing Snapshot

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.

Alcohol is a heavy marketed commodity. EGTA (association of television and radio sales) estimates a total alcohol advertising spending of the alcoholic sector in Europe of €1755.56 million in 2005, €1677.19 million in 2006 and €1458.39 million in 2007. TV advertising represents the major share of these expenditures, close to 50% in all years<sup>i</sup>.

Three main consequences of alcohol marketing can be identified from existing research are; (a) alcohol use initiation, (b) increased drinking/alcohol use among drinkers, and (c) frequency of drinking/alcohol use. These findings are confirmed by both individual studies and by systematic reviews of existing literature<sup>ii</sup>. The Science Group of the European Alcohol and Health Forum is also highlighting the same issues in their report from 2009<sup>iii</sup>. Furthermore, alcohol marketing is an important tool to recruit new consumers, and the newly released report on alcohol exposure to young people states that many television alcohol adverts contained content considered appealing to young people<sup>iv</sup>.

The EU does not have any harmonized approach to alcohol marketing, and there are very different regulations on marketing from one country to another. Regulations can be implemented in different ways, from statutory regulations (law), voluntary codes from a company or sector (self-regulation) or a combination of state and non-state regulation (co-regulation). Information about marketing regulations on TV (table 1) and internet (table 2) in 12 of the 27 EU Member States shows the different approaches to regulate marketing in the EU today.

**Table 1: Marketing regulation on national TV from 12 European Countries<sup>v</sup>**

| Location       | Year | Beer Ads                      | Wine Ads                      | Spirit Ads                    |
|----------------|------|-------------------------------|-------------------------------|-------------------------------|
| Belgium        | 2011 | no restrictions               | no restrictions               | no restrictions               |
|                | 2008 | no restrictions               | no restrictions               | no restrictions               |
| Bulgaria       | 2011 | voluntary/self-restricted     | partial statutory restriction | voluntary/self-restricted     |
|                | 2008 | voluntary/self-restricted     | no restrictions               | partial statutory restriction |
| Czech Republic | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                | 2008 | no restrictions               | no restrictions               | no restrictions               |
| Denmark        | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                | 2008 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
| Estonia        | 2011 | ban                           | ban                           | ban                           |
|                | 2008 | ban                           | ban                           | ban                           |
| Finland        | 2011 | partial statutory restriction | partial statutory restriction | ban                           |
|                | 2008 | partial statutory restriction | partial statutory restriction | ban                           |
| France         | 2011 | ban                           | ban                           | ban                           |
|                | 2008 | ban                           | ban                           | ban                           |
| Germany        | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                | 2008 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
| Italy          | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                | 2008 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
| Poland         | 2011 | partial statutory restriction | ban                           | ban                           |
|                | 2008 | partial statutory restriction | ban                           | ban                           |
| Sweden         | 2011 | ban                           | ban                           | ban                           |
|                | 2008 | ban                           | ban                           | ban                           |
| United Kingdom | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                | 2008 | partial statutory restriction | partial statutory restriction | partial statutory restriction |

**Table 2: Marketing regulation on the internet from 12 European Countries<sup>vi</sup>**

| Location       | Year | Beer Ads                      | Wine Ads                      | Spirit Ads                    |
|----------------|------|-------------------------------|-------------------------------|-------------------------------|
| Belgium        | 2011 | no restrictions               | no restrictions               | no restrictions               |
|                | 2008 | no restrictions               | no restrictions               | no restrictions               |
| Bulgaria       | 2011 | voluntary/self-restricted     | partial statutory restriction | voluntary/self-restricted     |
|                | 2008 | voluntary/self-restricted     | no restrictions               | voluntary/self-restricted     |
| Czech Republic | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                | 2008 | no restrictions               | no restrictions               | no restrictions               |
| Denmark        | 2011 | voluntary/self-restricted     | voluntary/self-restricted     | voluntary/self-restricted     |
|                | 2008 | voluntary/self-restricted     | voluntary/self-restricted     | voluntary/self-restricted     |
| Estonia        | 2011 | no restrictions               | no restrictions               | no restrictions               |
|                | 2008 | no restrictions               | no restrictions               | no restrictions               |
| Finland        | 2011 | partial statutory restriction | partial statutory restriction | ban                           |
|                | 2008 | partial statutory restriction | partial statutory restriction | ban                           |
| France         | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                | 2008 | ban                           | ban                           | ban                           |
| Germany        | 2011 | voluntary/self-restricted     | voluntary/self-restricted     | voluntary/self-restricted     |
|                | 2008 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
| Italy          | 2011 | voluntary/self-restricted     | voluntary/self-restricted     | voluntary/self-restricted     |
|                | 2008 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
| Poland         | 2011 | partial statutory restriction | ban                           | ban                           |
|                | 2008 | partial statutory restriction | ban                           | ban                           |

|                       |      |                               |                               |                               |
|-----------------------|------|-------------------------------|-------------------------------|-------------------------------|
| <b>Sweden</b>         | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                       | 2008 | ban                           | ban                           | ban                           |
| <b>United Kingdom</b> | 2011 | partial statutory restriction | partial statutory restriction | partial statutory restriction |
|                       | 2008 | partial statutory restriction | partial statutory restriction | partial statutory restriction |

The topic most discussed at EU level when it comes to marketing is the debate on voluntary actions and self-regulation of the alcohol industry, which is an approach Eurocare sees as a very weak policy tool to regulate exposure of alcohol, both in terms of content (what is shown) and volume (the quantity shown)<sup>vii</sup>.

Being aware of different realities and practices around Europe is a value Eurocare sees as crucial when discussing alcohol marketing. In order to increase the knowledge of the variations and practices within EU, Eurocare initiated an activity where people from all over Europe could report on their exposure to alcohol marketing during a one-day period (Friday 14 September 2012). We present below the initiative together with its findings.

## Methodology

We prepared a briefing with background information and instructions for the participants (see Annex 1). The briefing gave a short explanation of alcohol marketing and of how to conduct and report the observations. The briefing was followed by a form to be filled in by every participant (Annex 2), with information on the “observation” (i.e. marketing exposure, e.g. name of alcohol producer on parasols), where it was observed (i.e. location, e.g. bar), the time for observation, and if picture were taken or not.

Recruitment of participants was done through email lists from Eurocare. The email encouraged people to pass it on to their own networks. In addition, we approached specific networks to ensure that they forwarded the message on to their own networks. Participants received the instructions several times; first announcement about the snapshot was issued in the Eurocare Newsletter Issue 7, sent Friday 24 August 2012. In the same week as the marketing observations took place (10-14 September 2012), an email with instruction and report form was sent out Tuesday and Thursday. Reminders were also given on social media Wednesday, Thursday and Friday morning. A reminder to send in reports was sent on social media Tuesday 18 September 2012 (for details, see Annex 3).

Eurocare has labelled this initiative «snapshot», which indicates that these are examples gathered from several European countries, and do not constitute a representative research on alcohol exposure in Europe. There was a limit to how many potential informants we could reach, as well as a limitation to how the informants performed in their reporting. Even though a common understanding of what we were looking for was outlined in the brief to informants, individual perceptions and understanding of alcohol marketing may have influenced the way informants were reporting. Furthermore, asking about exposure from one specific day may have limited the number of observations, since a potential informant may not be able to report from that specific day.

## Findings

The results from the exercise are collected in a matrix to give an overview over all findings (Annex 4). This section will give an overview of the findings.

### **Informants and number of observations**

34 people from 15 European countries<sup>viii</sup> completed and returned the form. The youngest informant was 20 years, and the oldest 83, and the average age of the respondents was 39 years. All together, the 34 informants reported 218 observations of alcohol marketing. The informant with most reported observations reported 24 observations (Denmark), while one informant reported zero observations (Belgium). The average number of observations per informant was 6 observations.

Eurocare members were encouraged to participate in the exercise. Around half of the reports (15 of 34) is known to come from informants affiliated to one of the Eurocare member organisations.

### **Location of the observations**

In the form to be filled in (Annex 2), we asked where the marketing took place. The form presented six categories and one «other» option. The six categories of location were; (1) internet, (2) TV, (3) radio, (4) cinema, (5) printed press and (6) billboards. One informant reported 0 observations. 19 of the observations took place on internet, and included company pages, sales pages and adverts on other pages such as Facebook and newspapers. TV adverts were reported 11 times from 3 countries (United Kingdom, Czech Republic and Macedonia). Radio was reported 4 times from 2 countries (United Kingdom and France). Alcohol marketing on cinema was only reported once (United Kingdom).

The last three categories (printed press, billboard and others) were the most reported categories. 31 observations were reported from printed press, and 56 from billboards and posters. The category with most observations is «other» with 96 observations. Two marketing practices stand out within this group; logo of an alcohol producer on buildings/walls of cafes/bars (36 observations), and logo of an alcohol producer on parasols/awnings at cafes/bars (22 observations). Other observations within this group are branded vehicles (delivery trucks, commercials on buses and company cars) and logo of alcohol producer on items (fridge in shops, menus, and tablets to put glass on).

Examples of pictures from the exercise



### Time of the observations

Since most of the categories is of a permanent character (always displayed, for example logo on a wall), and the category of radio and cinema has a very low number of observations, only the categories of TV and internet will be described below.

Observations of marketing on internet were reported from 08:10 throughout the day until 22:10. On TV, the earliest observation took place at 11:20, and the next was at 18:20. Only one of a total of 11 reported observations took place after 22:00.

**Table 3: Summary table**

| Country      | Sample     | Example place | Example description   |
|--------------|------------|---------------|---|
| Belgium      | 50         | Billboard     | Billboard 'discover the best wines' of Carrefour supermarket.                             |
| Czech Rep    | 17         | Other         | Restaurant - logo and name of alcohol producer on awnings and shields                     |
| Denmark      | 24         | Printed press | Wine offered at a special price to subscribers of the newspaper                           |
| Finland      | 11         | Billboard     | A wine ad at the bus stop   |
| France       | 4          | Radio         | "1 bottle of Champagne buy the second for free"   |
| Ireland      | 10         | Internet      | Facebook; advert of Roisin Dubh pub promoting 'Guinness Ireland's Vote for your Local'    |
| Lithuania    | 12         | Billboard     | Poster in public place introducing new sort of cider                                      |
| Macedonia    | 9          | TV            | MTV - Dance "Muller" commercial   |
| Netherlands  | 11         | Other         | Bulk bye ad/poster in front of shop   |
| Portugal     | 5          | Printed press | Wine firm announcing a "Free wine tasting" followed by the Cellar picture                 |
| Romania      | 2          | Internet      | <a href="http://www.facebook.com/Tzuica">http://www.facebook.com/Tzuica</a>               |
| Slovenia     | 2          | Billboard     | Billboard in the front of the café explaining that they have the cheapest alcohol in town |
| Spain        | 3          | Billboard     | Damm sponsoring free concerts in the city   |
| Sweden       | 3          | Printed press | Whiskey, wine and beer advertisements in the "Metro" newspaper                            |
| UK           | 55         | Cinema        | 5 alcohol adverts before a 12A film   |
| <b>Total</b> | <b>218</b> |               |   |

### Collection of photos

From the 218 observations, 115 were documented as photos and collected as an album (Annex 5). These photos will be important for documentation of alcohol marketing practices.

## Reflections

This exercise was the first of this kind done by Eurocare. It is hard to draw any conclusions based on the findings since the number of reports sent back to us was very low. The findings from the exercise can be used as examples of different marketing practices around in Europe and which type of marketing the selected sample was more exposed to. As the examples show, bulk-buy advertisement appears in many of the observations reported, in different countries. Another repeated documentation from this exercise is the branding aspect of marketing – where logos and names of producers are visible and constantly exposed to a large audience. However, any further conclusions on alcohol marketing in Europe can hardly be drawn from this exercise.

On the other hand, the low number of reports is an important finding in itself. This finding is maybe more interesting to discuss than the actual reported observations. We faced a challenge in mobilizing people to participate, even though the invitation for participation was sent to a relative high number of potential informants. The response rate from the newsletter email list was 3.3%, which is a lower number than expected.

One explanation is of a practical character, which is the fact that Eurocare has limited resources to develop good methodology and to promote and facilitate a smooth reporting. Another factor for the low number of reports is the type of exercise chosen, which is a time-consuming activity for the informants. Furthermore, reporting on one specific day only could be an obstacle for reporting for informants. Maybe a weekend or a whole week exercise could include more informants, at the same time as widening the time frame would be hard when thinking of the amount of reporting needed.

A solution to achieve a higher numbers of informants could be to give a reward when handing in a report. However, the same challenge has been identified in similar research where this has been implemented<sup>x</sup>, and a reward alone would probably not be enough to achieve a high number of reports. Another solution could be to change the type and format of the exercise, with for example a questionnaire followed up by focus groups. Another option could be to focus on few selected countries only, which would potentially give a more in-depth understanding of the context. These are all elements which could lead to more responses, but would at the same time require financial and practical changes to the exercise.

Another important reflection from this exercise is the question of what kind of alcohol marketing is possible to capture in an exercise like this. Examples of this challenge is to get information on young people and their exposure, both offline and online. Another example is to get information on product placement in movies and TV shows. These are examples which will be hard to reveal even with a high number of informants reporting on their exposure, since it would involve groups which would be hard to target as informants as well as sophisticated marketing techniques which goes beyond a common understand of «marketing» and may require special training.

# Eurocare policy recommendations for alcohol marketing

This report cannot in itself provide evidence for policy recommendations on restrictions on alcohol marketing. However, Eurocare would like to present its recommendations on regulations of alcohol marketing, based on existing research and evidence. These recommendations was published in “Eurocare Recommendations for a Future EU Alcohol Strategy”<sup>x</sup>

To secure an effective and comprehensive alcohol policy, Eurocare recommends a statutory approach to regulate alcohol marketing. Eurocare strongly believes that the objective should not only be to control the content and the style of the advertising, but also to reduce the volume of advertising. The regulations must secure systems for monitoring and enforcement of the regulation.

Eurocare believes that the existing French ‘Loi Evin’ provides a framework to the regulation of alcohol marketing which could be accepted as the minimum standard across the EU. Volume and content of marketing, online marketing, sponsorship as well as product placement are vital to address in a regulatory framework. Crucially, in light of technological advances and the increased role of social media in society today, particular focus needs to be placed on regulation of the alcohol marketing in the online environment. Furthermore, a system for law enforcement has to be addressed in the regulations, as well as a system for monitoring. Without these systems, the law is in risk of being a formal paper with no effect.

| RECOMMENDATIONS   |
|---|
| Alcohol advertising should only be permitted under precise conditions defined by statutory regulation   |
| When alcohol advertising is permitted, its content should be controlled: <ul style="list-style-type: none"> <li>• Messages and images should refer only to information of the products such as degree, origin, composition and means of production</li> <li>• A health message must be included on each advertisement</li> <li>• Messages should not mention or link to sexual, social and sports related images</li> </ul> |
| Therefore, we recommend: <ul style="list-style-type: none"> <li>• No alcohol advertising on television or in cinemas</li> <li>• No alcohol advertising on internet except at points of sale</li> <li>• No alcohol sponsorship of cultural or sport events</li> <li>• No alcohol advertising should be targeted at young people</li> </ul>   |
| Regulations on product placement of alcohol products i.e. films and programs portraying drinking classified as for 18 certificate   |
| A complete removal of intrusive <sup>1</sup> and interstitial <sup>2</sup> marketing tools such as: social media, apps on mobile phones   |
| A complete removal of alcohol advertising outdoors and in public premises (i.e. athletes’ shirts, bus stops, lorries etc.)  |
| A complete removal of sales promotions such as Happy Hours and Open Bars/Girls Night etc.   |

<sup>1</sup> Intrusive here defined as behaviour ad that targets your habits and based on your profile using social net, your own emails, cookies, geolocalisation etc, or brings you to change web page by replacing ads by others.

<sup>2</sup> Interstitial here defined as movable ads that appears between two web pages in a plain screen or when you start apps on your smartphone

## Conclusion

This report has presented the 2012 edition of Eurocare Snapshots of Alcohol Marketing. The report described first the background and methodology, and then moved on to the findings and reflection of this year's exercise.

Eurocare asked a large number of people to report on their alcohol marketing exposure on Friday 14 September 2012. 34 people from 15 European countries reported on 218 observations of alcohol marketing this specific day. The observations gave an insight in different marketing practices together with a photo collection of 115 pictures illustrating different alcohol marketing practices in Europe in 2012.

Given the small number of informants, this year's report cannot analyse the field of alcohol marketing in Europe. However, the exercise reveals some of the challenges of doing such an initiative. Some are practical obstacles which can be linked to resources in Eurocare. Other reflections addresses the challenge of recruiting informants to such an exercise, as well as the challenge of including different kinds of alcohol marketing techniques when using random informants approached via emails.

Despite a low number of informants, Eurocare finds this exercise valuable for our work, and in particular it gives clear examples of different marketing practices in Europe. The documentation of alcohol marketing practices is important for our policy work at the European level. Eurocare wants again to thank our informants for the great work they did in reporting on their observations and taking photos, as well as the European Commission for the support to this activity from the operating grants in the framework of the Health Programme.

This year's exercise was the first of this kind done by Eurocare. Eurocare will repeat this kind of exercise in 2013, and will aim for increased participation. In the preparation for the 2013 exercise, alternative methods for reporting and collecting examples will be worked on and tested.

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- <sup>v</sup> European Union Information System on Alcohol and Health (EUSAH), Advertising restrictions, Advertising restrictions on national television: <http://apps.who.int/ghodata/?theme=GISAH&region=eu>
- <sup>vi</sup> European Union Information System on Alcohol and Health (EUSAH), Advertising restrictions, Advertising restrictions on the internet: <http://apps.who.int/ghodata/?theme=GISAH&region=eu>
- <sup>vii</sup> Eurocare press release on Self-Regulation 26/4/2012:  
[http://www.eurocare.org/newsroom/eurocare\\_press\\_releases/self\\_regulation\\_is\\_no\\_an\\_answer](http://www.eurocare.org/newsroom/eurocare_press_releases/self_regulation_is_no_an_answer)
- <sup>viii</sup> Belgium, Czech Republic, Denmark, Finland, France, Ireland, Lithuania, Macedonia, the Netherlands, Portugal, Romania, Slovenia, Spain, Sweden, UK
- <sup>ix</sup> IOGT Sweden "Marketing Diary" (2012)
- <sup>x</sup> [http://www.eurocare.org/library/updates/eurocare\\_eu\\_alcohol\\_strategy2](http://www.eurocare.org/library/updates/eurocare_eu_alcohol_strategy2)

## Annex 1: Instructions to participants



### 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-governmental 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”.

## 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](mailto: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](http://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!

## Annex 2: Form to be filled in by participants

### Report of alcohol marketing exposure, 14 September 2012

Age:

Sex (m/f):

Country:

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

Please expand the table if needed

### Annex 3: Sending report Alcohol Marketing Snapshot

| <b>Day</b>         | <b>What</b>                      | <b>Who/where</b>         | <b>Recipients</b>                               |
|--------------------|----------------------------------|--------------------------|---|
| Tuesday 11.09.12   | Invitation and instruction email | Eurocare Newsletter list | 975   |
| Wednesday 12.09.12 | Reminder                         | Facebook<br>Twitter      | 17 shares<br>104 ppl saw the post<br>8 retweets |
| Wednesday 12.09.12 | Document available on webpage    | In Focus homepage        | -   |
| Thursday 13.09.12  | Reminder, instruction email      | Eurocare Newsletter list | 975   |
| Thursday 13.09.12  | Reminder                         | Facebook<br>Twitter      | 1 share<br>56 saw the post<br>3 retweets        |
| Friday 14.09.12    | Morning reminder                 | Facebook<br>Twitter      | 2 shares<br>83 saw the post<br>22 retweets      |
| Friday 14.09.12    | Midday reminder                  | Facebook<br>Twitter      | 3 shares<br>68 saw the post<br>-                |
| Tuesday 18.09.12   | Send-in-report reminder          | Facebook<br>Twitter      | 4 shares<br>69 saw the post<br>-                |

## Annex 4: Matrix of observations

| ID | Country     | Sex | Age | Sample | Photo | Time  | Place | Description   |
|----|-------------|-----|-----|--------|-------|-------|-------|---|
| 22 | Belgium     | 2   | 55  | 1      | N/A   | N/A   | N/A   | No observation  |
| 23 | Belgium     | 1   | 56  | 2      | N/A   | 13:00 | 7     | Logo on wall outdoor restaurant   |
| 23 | Belgium     | 1   | 56  | 3      | N/A   | 13:00 | 7     | Table bricks for glasses in café  |
| 21 | Netherlands | 2   | 76  | 4      | N/A   | 11:00 | 6     | 4 billboards in supermarket   |
| 21 | Netherlands | 2   | 76  | 5      | N/A   | 11:30 | 7     | price reduction of a specific brand   |
| 21 | Netherlands | 2   | 76  | 6      | N/A   | 19:00 | 5     | wine article in newspaper   |
| 21 | Netherlands | 2   | 76  | 7      | N/A   | 20:00 | 5     | 4 beer ads and 2 strong liquor in newspaper   |
| 19 | Romania     | 1   | 40  | 8      | N/A   | 22:00 | 1     | <a href="http://www.beerclub.ro/poza-zilei/2009-09-21&amp;top=2&amp;top50=1#void">http://www.beerclub.ro/poza-zilei/2009-09-21&amp;top=2&amp;top50=1#void</a> |
| 19 | Romania     | 1   | 40  | 9      | N/A   | 22:10 | 1     | <a href="http://www.facebook.com/Tzuica">http://www.facebook.com/Tzuica</a>   |
| 2  | Czech Rep   | 1   | 66  | 10     | 10    | 14:10 | 7     | pub - Logo on sign and awnings  |
| 2  | Czech Rep   | 1   | 66  | 11     | 11    | 14:20 | 7     | restaurant - logo and name on awnings and shields   |
| 2  | Czech Rep   | 1   | 66  | 12     | 12    | 14:45 | 7     | restaurant - logo and name on awnings and shields   |
| 2  | Czech Rep   | 1   | 66  | 13     | 13    | 15:00 | 7     | pub - logo on menu  |
| 2  | Czech Rep   | 1   | 66  | 14     | 14    | 15:05 | 7     | restaurant - logo on signs  |
| 2  | Czech Rep   | 1   | 66  | 15     | 15    | 16:15 | 7     | café parasol  |
| 2  | Czech Rep   | 1   | 66  | 16     | 16    | 16:40 | 7     | café parasol  |
| 2  | Czech Rep   | 1   | 66  | 17     | 17    | 17:45 | 7     | café parasol  |
| 2  | Czech Rep   | 1   | 66  | 18     | 18    | 17:55 | 7     | café parasol at cinema  |
| 8  | Denmark     | 1   | 44  | 19     | 19    | 08:58 | 6     | billboard outside supermarket   |
| 8  | Denmark     | 1   | 44  | 20     | N/A   | 08:59 | 7     | café parasol  |
| 8  | Denmark     | 1   | 44  | 21     | N/A   | 09:30 | 5     | wine tasting event - man inhales the aroma from a glass of wine   |
| 8  | Denmark     | 1   | 44  | 22     | N/A   | 09:34 | 5     | Wine offered at a special price to subscribers of the newspaper   |
| 8  | Denmark     | 1   | 44  | 23     | N/A   | 09:39 | 5     | Footballclub promoting their match with Carlsberg logo included (main sponsor)  |
| 8  | Denmark     | 1   | 44  | 24     | N/A   | 09:45 | 5     | 24 wines offered with the bonus of another 12 for free  |
| 8  | Denmark     | 1   | 44  | 25     | N/A   | 09:53 | 5     | supermarket ad with 2-for-1 ads for beer and wine   |

| ID | Country | Sex | Age | Sample | Photo | Time  | Place | Description  |
|----|---------|-----|-----|--------|-------|-------|-------|--|
| 8  | Denmark | 1   | 44  | 26     | N/A   | 10:01 | 5     | supermarket ad with "crazy price" items - including Jack Daniels whiskey     |
| 8  | Denmark | 1   | 44  | 27     | N/A   | 11:43 | 1     | email ad from supermarket: wine discount, whiskey, rum, port wine            |
| 8  | Denmark | 1   | 44  | 28     | N/A   | 17:15 | 6     | billboard outside bar - discount on more than 3 purchases                    |
| 8  | Denmark | 1   | 44  | 29     | N/A   | 17:20 | 6     | café billboard with bran name  |
| 8  | Denmark | 1   | 44  | 30     | 30    | 17:25 | 6     | Corona ad on billboard + discount on more than 4 purchases                   |
| 8  | Denmark | 1   | 44  | 31     | N/A   | 17:30 | 7     | logo close to entrance of café   |
| 8  | Denmark | 1   | 44  | 32     | N/A   | 17:35 | 7     | Logo on wall outdoor restaurant  |
| 8  | Denmark | 1   | 44  | 33     | 33    | 17:45 | 7     | Two lighted label-signs with Tuborg Pilsner logos outside a bar              |
| 8  | Denmark | 1   | 44  | 34     | 34    | 17:55 | 6     | Many billboards advertising wine outside a wine shop                         |
| 8  | Denmark | 1   | 44  | 35     | 35    | 18:02 | 7     | rubish bin covered with ads  |
| 8  | Denmark | 1   | 44  | 36     | 36    | 18:07 | 7     | Spirits on display in kiosk window   |
| 8  | Denmark | 1   | 44  | 37     | 37    | 18:13 | 7     | beer-fridge covered by logo in supermarket                                   |
| 8  | Denmark | 1   | 44  | 38     | 38    | 18:15 | 7     | kiosk completely covered by Carlsberg - both outside and inside              |
| 8  | Denmark | 1   | 44  | 39     | N/A   | 18:20 | 7     | beer container in supermarket + bulk buy discount                            |
| 8  | Denmark | 1   | 44  | 40     | N/A   | 18:25 | 7     | full view of the bottles and special offers of the wine shop from the street |
| 8  | Denmark | 1   | 44  | 41     | 41    | 18:28 | 6     | billboard with brand name sponsoring music arrangement in café               |
| 8  | Denmark | 1   | 44  | 42     | 42    | 18:31 | 7     | awnings with bran name and picture of beer                                   |
| 6  | UK      | 1   | 23  | 43     | 43    | 08:00 | 6     | poster on the street   |
| 6  | UK      | 1   | 23  | 44     | 44    | 08:15 | 7     | delivery truck with "bargain booz" big letters                               |
| 6  | UK      | 1   | 23  | 45     | 45    | 08:30 | 5     |  |
| 6  | UK      | 1   | 23  | 46     | 46    | 08:30 | 5     | 3 for 21 £ - bulk buy ad   |
| 6  | UK      | 1   | 23  | 47     | 47    | 08:30 | 5     | wine-and-drinks festival ad  |
| 6  | UK      | 1   | 23  | 48     | 48    | 08:30 | 5     | ads for a new brand of liqueur   |
| 6  | UK      | 1   | 23  | 49     | 49    | 08:30 | 5     | ads for all drinks inclusive cruise  |
| 5  | UK      | 1   | 26  | 50     | 50    | 08:10 | 1     |  |
| 5  | UK      | 1   | 26  | 51     | N/A   | 13:20 | 7     | board at café with offer on 2-for-1 cocktails                                |
| 5  | UK      | 1   | 26  | 52     | N/A   | 17:40 | 5     | Ads for Baileys in Metro   |
| 5  | UK      | 1   | 26  | 53     | N/A   | 17:40 | 5     | Ads for Tesco's wine offer in Metro  |

| ID | Country   | Sex | Age | Sample | Photo | Time  | Place | Description   |
|----|-----------|-----|-----|--------|-------|-------|-------|---|
| 1  | Portugal  | 2   | 83  | 54     | 54    | 08:30 | 5     | wine firm announcing a "Free wine tasting" followed by the Cellar picture                 |
| 1  | Portugal  | 2   | 83  | 55     | 55    | 08:30 | 5     | Regional wine tasting   |
| 1  | Portugal  | 2   | 83  | 56     | 56    | 08:30 | 5     | full page ad for beer   |
| 1  | Portugal  | 2   | 83  | 57     | 57    | 08:45 | 5     | article on grape harvest with the title: "Who does not drink who does not smoke?"         |
| 1  | Portugal  | 2   | 83  | 58     | 58    | 19:30 | 7     | hand written ad: "Poncha with bees honey 1.80€". alcoholic beverage instantly made        |
| 3  | France    | 2   | 62  | 59     | 59    | 09:30 | 6     | billboard at metro  |
| 3  | France    | 2   | 62  | 60     | 60    | N/A   | 5     | TV magazine - Foire aux Vins au Supermarché (Wine feast in Supermarket)                   |
| 3  | France    | 2   | 62  | 61     | N/A   | 07:30 | 3     | "looking for good and cheap wines"  |
| 3  | France    | 2   | 62  | 62     | N/A   | 07:40 | 3     | "1 bottle of Champagne buy the second for free"   |
| 10 | Czech Rep | 1   | 66  | 63     | 63    | 07:15 | 7     | delivery truck with logo  |
| 10 | Czech Rep | 1   | 66  | 64     | N/A   | 07:20 | 7     | 5 pubs with logos of brand displayed  |
| 10 | Czech Rep | 1   | 66  | 65     | 65    | 11:20 | 2     |   |
| 10 | Czech Rep | 1   | 66  | 66     | 66    | 14:30 | 7     | 10 pubs with logos of brand displayed   |
| 10 | Czech Rep | 1   | 66  | 67     | 67    | 15:10 | 7     | café parasol  |
| 10 | Czech Rep | 1   | 66  | 68     | 68    | 15:30 | 7     | branded portal to hypermarket entrance  |
| 10 | Czech Rep | 1   | 66  | 69     | 69    | 15:40 | 6     |   |
| 10 | Czech Rep | 1   | 66  | 70     | 70    | 15:45 | 7     | logo on the wall to shop  |
| 4  | Slovenia  | 1   | N/A | 71     | N/A   | 17:00 | 7     | Tents at the café near my job had Laško logo (local beer producer)                        |
| 4  | Slovenia  | 1   | N/A | 72     | N/A   | 14:00 | 6     | billboard in the front of the café explaining that they have the cheapest alcohol in town |
| 16 | Belgium   | 1   | 47  | 73     | N/A   | 16:30 | 6     | Billboard 'discover the best wines' of Carrefour supermarket.                             |
| 17 | Belgium   | 1   | 57  | 74     | N/A   | 18:45 | 7     | Beer card for Liefmans  |
| 18 | Belgium   | 1   | 41  | 75     | 75    | 08:15 | 5     | wine ad in supermarket ad   |
| 18 | Belgium   | 1   | 41  | 76     | 76    | 13:30 | 7     | logo on wall outside shop   |
| 18 | Belgium   | 1   | 41  | 77     | 77    | 13:30 | 7     | logo outside café   |
| 18 | Belgium   | 1   | 41  | 78     | 78    | 14:50 | 1     | Banner of Maes beer on website radio studio Brussel                                       |

| ID | Country | Sex | Age | Sample | Photo | Time  | Place | Description  |
|----|---------|-----|-----|--------|-------|-------|-------|--|
| 18 | Belgium | 1   | 41  | 79     | 79    | 15:09 | 1     | Banner Bordeaux wines on website weekend knack magazine                                  |
| 18 | Belgium | 1   | 41  | 80     | 80    | 19:30 | 6     |  |
| 18 | Belgium | 1   | 41  | 81     | 81    | 19:45 | 5     | 'Het Laatste Nieuws': 3 months + 3 months for free + free crate of 6 trappist beers      |
| 20 | Belgium | 1   | 35  | 82     | N/A   | 12:30 | 7     | logo on wall of café (stella artois)   |
| 20 | Belgium | 1   | 35  | 83     | N/A   | 12:30 | 7     | logo on wall of café (carlsberg)   |
| 20 | Belgium | 1   | 35  | 84     | 84    | 17:10 | 7     | Ad for vodka (trojka - colour your night) on the side of bus                             |
| 20 | Belgium | 1   | 35  | 85     | 85    | 17:10 | 7     | logo on wall of café (stella artois)   |
| 20 | Belgium | 1   | 35  | 86     | 86    | 17:10 | 7     | café parasol   |
| 20 | Belgium | 1   | 35  | 87     | 87    | 17:10 | 7     | café parasol   |
| 20 | Belgium | 1   | 35  | 88     | N/A   | 17:10 | 7     | café parasol   |
| 20 | Belgium | 1   | 35  | 89     | 89    | 17:15 | 7     | logo on the wall of pub  |
| 20 | Belgium | 1   | 35  | 90     | 90    | 17:15 | 7     | logo on the wall of pub  |
| 20 | Belgium | 1   | 35  | 91     | 91    | 17:20 | 7     | logo on the wall of pub  |
| 20 | Belgium | 1   | 35  | 92     | N/A   | 17:50 | 7     | logo on the wall of pub  |
| 20 | Belgium | 1   | 35  | 93     | N/A   | 19:30 | 7     | Ad for vodka (trojka - colour your night) on the side of bus                             |
| 29 | Spain   | 2   | 34  | 94     | 94    | 11:30 | 6     | Beefeater Gin ad pretends to advertise the In-edit film festival, sponsored by Beefeater |
| 29 | Spain   | 2   | 34  | 95     | 95    | 12:10 | 7     | delivery truck with logo   |
| 29 | Spain   | 2   | 34  | 96     | 96    | 11:50 | 6     | Damm sponsoring free concerts in the city  |
| 9  | Ireland | 1   | 20  | 97     | N/A   | 13:20 | 6     | 4Euro drinks promotions in the bar being   |
| 9  | Ireland | 1   | 20  | 98     | 98    | 14:21 | 1     | Facebook; advert of Roisin Dubh pub promoting 'Guinness Ireland's Vote for your Local'   |
| 9  | Ireland | 1   | 20  | 99     | 99    | 14:26 | 1     | Facebook; advert for Miller facebook page 'It's Miller Time Ireland'                     |
| 9  | Ireland | 1   | 20  | 100    | 100   | 15:05 | 6     | Beer posters in pub window   |
| 9  | Ireland | 1   | 20  | 101    | 101   | 14:51 | 6     | Wine promotion on bus shelter.   |
| 9  | Ireland | 1   | 20  | 102    | 102   | 14:49 | 7     | Budweiser promotion 6 for 9Euro and other beer promotions in store.                      |
| 9  | Ireland | 1   | 20  | 103    | 103   | 14:45 | 6     | wine poster in supermarket   |
| 9  | Ireland | 1   | 20  | 104    | N/A   | 15:00 | 6     | Arthur Guinness Day promotion displayed on the bar window                                |

| ID | Country   | Sex | Age | Sample | Photo | Time  | Place | Description   |
|----|-----------|-----|-----|--------|-------|-------|-------|---|
| 9  | Ireland   | 1   | 20  | 105    | 105   | 15:05 | 6     | Guinness promotion outside pub.   |
| 9  | Ireland   | 1   | 20  | 106    | N/A   | 19:30 | 1     | <a href="http://www.youtube.com/verify_age?next_url=%2Fuser%2FGuinnessEurope%23p%2Fa%2Fu%2F0%2Ffx4rOC4EKJE">http://www.youtube.com/verify_age?next_url=%2Fuser%2FGuinnessEurope%23p%2Fa%2Fu%2F0%2Ffx4rOC4EKJE</a> |
| 13 | Lithuania | 2   | 27  | 107    | 107   | 14:02 | 6     | poster in public place introducing new sort of cider  |
| 13 | Lithuania | 2   | 27  | 108    | 108   | 14:15 | 7     | name of bar - Purpose to promote American whisky  |
| 13 | Lithuania | 2   | 27  | 109    | 109   | 14:35 | 6     | Shopwindow to promote alcohol products - price promotion  |
| 13 | Lithuania | 2   | 27  | 110    | 110   | 14:42 | 6     | Alcohol advertisement in big supermarket  |
| 13 | Lithuania | 2   | 27  | 111    | 111   | 15:00 | 1     | 30 % Discount for all wine in the supermarket   |
| 12 | Lithuania | 1   | 25  | 112    | 112   | 09:10 | 5     | Ads of alcohol in a promo magazine found in a post box.   |
| 12 | Lithuania | 1   | 25  | 113    | 113   | 17:00 | 7     | café parasol + music event sponsorship  |
| 12 | Lithuania | 1   | 25  | 114    | 114   | 18:15 | 6     | Poster of concert in old town. Heineken sponsorship.  |
| 12 | Lithuania | 1   | 25  | 115    | 115   | 18:25 | 7     | Outdoor ad of "Vilkmergės" beer on wood on a terrace of restaurant  |
| 12 | Lithuania | 1   | 25  | 116    | 116   | 19:40 | 6     | poster in supermarket   |
| 12 | Lithuania | 1   | 25  | 117    | 117   | 19:41 | 7     | promotion stand in supermarket  |
| 12 | Lithuania | 1   | 25  | 118    | N/A   | 20:20 | 6     | Outdoor ad near the alcohol shop. Billboard showed two bottles of wine and discount   |
| 14 | Finland   | 1   | 48  | 119    | 119   | 17:30 | 7     | a food tips leaflet picked up for free at a food market (beer)  |
| 14 | Finland   | 1   | 48  | 120    | 120   | 17:30 | 7     | a food tips leaflet picked up for free at a food market (cider)   |
| 14 | Finland   | 1   | 48  | 121    | 121   | 10:15 | 6     | an ad in front of a pub telling "come and have a glass of sparkling wine, only 3,50 euros"  |
| 14 | Finland   | 1   | 48  | 122    | 122   | 10:20 | 6     | a wine ad at the bus stop   |
| 14 | Finland   | 1   | 48  | 123    | 123   | 10:25 | 6     | a wine ad next to a cash machine  |
| 14 | Finland   | 1   | 48  | 124    | N/A   | 10:30 | 6     | a beer offer in front of a pub  |
| 14 | Finland   | 1   | 48  | 125    | N/A   | 10:40 | 6     | a wine ad in the window of a pub  |
| 14 | Finland   | 1   | 48  | 126    | N/A   | 11:00 | 6     | a gin long drink ad at the moving staircase to metro  |
| 14 | Finland   | 1   | 48  | 127    | N/A   | 06:30 | 5     | a wine advertisement in today's newspaper   |
| 14 | Finland   | 1   | 48  | 128    | N/A   | 14:20 | 6     | a wine ad in front of a restaurant  |
| 14 | Finland   | 1   | 48  | 129    | N/A   | 14:30 | 6     | special wine offer in front of a restaurant   |

| ID | Country | Sex | Age | Sample | Photo | Time  | Place | Description  |
|----|---------|-----|-----|--------|-------|-------|-------|--|
| 15 | Belgium | 2   | 34  | 130    | N/A   | 09:00 | 7     | Café had Maes and Jupiler logos on the wall                        |
| 15 | Belgium | 2   | 34  | 131    | 131   | 09:05 | 7     | café with logo on wall   |
| 15 | Belgium | 2   | 34  | 132    | N/A   | 09:05 | 7     | café with logo on wall   |
| 15 | Belgium | 2   | 34  | 133    | 133   | 14:00 | 7     | café with logo on wall   |
| 15 | Belgium | 2   | 34  | 134    | N/A   | 18:22 | 7     | café with logo on wall   |
| 15 | Belgium | 2   | 34  | 135    | 135   | 18:30 | 7     | 3 cafés all with logo on walls                                     |
| 15 | Belgium | 2   | 34  | 136    | 136   | 18:30 | 7     | All tents at a café had Omer Traditional Blond logos               |
| 15 | Belgium | 2   | 34  | 137    | N/A   | 19:00 | 7     | All tents at a café had Vedet logos                                |
| 7  | Belgium | 1   | 24  | 138    | 138   | 10:30 | 1     | www.drdrink.be   |
| 7  | Belgium | 1   | 24  | 139    | 139   | 10:40 | 1     | www.apero-presto.com   |
| 7  | Belgium | 1   | 24  | 140    | 140   | N/A   | 1     | Peterman was present through a bus stop campaign                   |
| 24 | UK      | 1   | 35  | 141    | N/A   | 09:00 | 6     | Stella Artois advert   |
| 24 | UK      | 1   | 35  | 142    | N/A   | 09:15 | 7     | Carlsberg delivery lorry   |
| 24 | UK      | 1   | 35  | 143    | N/A   | 10:00 | 6     | Stella Artois advert   |
| 24 | UK      | 1   | 35  | 144    | N/A   | 12:00 | 5     | Stella Artois advert   |
| 24 | UK      | 1   | 35  | 145    | N/A   | 14:00 | 7     | Big Issue vendor sponsored tabard – Fairhills wine                 |
| 24 | UK      | 1   | 35  | 146    | N/A   | 16:00 | 7     | Carling sign outside pub   |
| 24 | UK      | 1   | 35  | 147    | N/A   | 17:00 | 7     | Tennent's sign outside pub   |
| 24 | UK      | 1   | 35  | 148    | N/A   | 21:15 | 2     | Fosters advert   |
| 24 | UK      | 1   | 35  | 149    | N/A   | 21:30 | 2     | Blossom Hill wine sponsored advert                                 |
| 25 | UK      | N/A | N/A | 150    | N/A   | 16:30 | 6     | "Cut Price" wine list  |
| 25 | UK      | N/A | N/A | 151    | N/A   | 16:45 | 7     | value pints advert outside pub                                     |
| 25 | UK      | N/A | N/A | 152    | N/A   | 20:00 | 7     | Table in pub had sign in middle advertising a brand of beer        |
| 25 | UK      | N/A | N/A | 153    | N/A   | 21:00 | 1     | Looking for Alec Guinness on Youtube and a Guinness advert came up |
| 25 | UK      | N/A | N/A | 154    | N/A   | 21:00 | 2     | Tia Maria Advert   |
| 26 | UK      | 1   | 40  | 155    | N/A   | 20:45 | 6     | Wine advert by Marks and Spencer                                   |
| 26 | UK      | 1   | 40  | 156    | N/A   | 20:45 | 6     | Bulmer's pear cider advert in bus shelter                          |
| 26 | UK      | 1   | 40  | 157    | N/A   | 17:30 | 6     | Wine advert by Marks and Spencer                                   |

| ID | Country   | Sex | Age | Sample | Photo | Time  | Place | Description   |
|----|-----------|-----|-----|--------|-------|-------|-------|---|
| 26 | UK        | 1   | 40  | 158    | N/A   | 17:30 | 6     | Bulmer's pear cider advert in bus shelter   |
| 27 | UK        | 1   | 37  | 159    | N/A   | 16:45 | 6     | "Value" drinks range promotion  |
| 27 | UK        | 1   | 37  | 160    | N/A   | 19:45 | 3     | Advert - student event promoting alcohol  |
| 27 | UK        | 1   | 37  | 161    | N/A   | 19:00 | 5     | Boxes of beer - supermarket   |
| 27 | UK        | 1   | 37  | 162    | N/A   | 21:30 | 2     | Wine advert   |
| 27 | UK        | 1   | 37  | 163    | N/A   | 13:00 | 7     | Big Issue vendor sponsored tabard – Fairhills wine  |
| 28 | UK        | 1   | 40  | 164    | N/A   | 17:00 | 4     | 5 alcohol adverts before a 12A film   |
| 28 | UK        | 1   | 40  | 165    | N/A   | 16:00 | 6     | Adverts for alcohol outside 12 pubs in a 3km walk   |
| 28 | UK        | 1   | 40  | 166    | N/A   | N/A   | 5     | no adverts but a whole page claiming alcohol (in moderation) could improve the quality of life of middle aged people! |
| 28 | UK        | 1   | 40  | 167    | N/A   | N/A   | 5     | Style magazine – 2 adverts – one for wine; one for rum  |
| 28 | UK        | 1   | 40  | 168    | N/A   | 19:00 | 2     | 4 adverts – beer and rum in 1 hour of television before 9pm   |
| 30 | Belgium   | 2   | 28  | 169    | N/A   | 10:00 | 1     | New beverage service: <a href="http://www.drdrink.be">http://www.drdrink.be</a>                                       |
| 30 | Belgium   | 2   | 28  | 170    | N/A   | 20:00 | 6     | Advert for wine discount in supermarket   |
| 31 | Sweden    | 2   | 22  | 171    | N/A   | 09:00 | 6     | beer advertisement outside a restaurant / bar   |
| 31 | Sweden    | 2   | 22  | 172    | 172   | 09:30 | 6     | Löwenbräu logos shown outside a restaurant in the inner-city in Stockholm.  |
| 31 | Sweden    | 2   | 22  | 173    | N/A   | 09:45 | 5     | Whiskey, wine and beer advertisements in the "Metro" newspaper  |
| 32 | Macedonia | 2   | 22  | 174    | 174   | 13:20 | 7     | All the tents in the cafe had Tuborg logo   |
| 32 | Macedonia | 2   | 22  | 175    | 175   | 14:35 | 7     | All the tents in the cafe had Zlaten dab logo   |
| 32 | Macedonia | 2   | 22  | 176    | 176   | 14:40 | 7     | All the tents in the cafe had Amstel logo   |
| 32 | Macedonia | 2   | 22  | 177    | 177   | 14:50 | 7     | All the tents in the cafe had Tuborg logo   |
| 32 | Macedonia | 2   | 22  | 178    | 178   | 16:30 | 5     | Full page vine ad in newspaper "Kaptal"   |
| 32 | Macedonia | 2   | 22  | 179    | 179   | 16:30 | 5     | Side page vinery ad.  |
| 32 | Macedonia | 2   | 22  | 180    | 180   | 10:30 | 1     | <a href="http://ekipa.mk/">http://ekipa.mk/</a> The backroubd has "Zlaten dab" ad.                                    |
| 32 | Macedonia | 2   | 22  | 181    | N/A   | 18:20 | 2     | RTS - Jelen top 10  |
| 32 | Macedonia | 2   | 22  | 182    | N/A   | 23:45 | 2     | MTV - Dance "Muller" commercial   |
| 33 | UK        | 1   | 35  | 183    | N/A   | 13:21 | 1     | Advertising Kopparberg with link to their face book page - <a href="http://www.timeout.com">www.timeout.com</a>       |

| ID | Country     | Sex | Age | Sample | Photo | Time  | Place | Description   |
|----|-------------|-----|-----|--------|-------|-------|-------|---|
| 33 | UK          | 1   | 35  | 184    | N/A   | 13:26 | 1     | Jack Daniels logo advertising Mr Jack's birthday and chances to win music event tickets.<br>Link to Jack Daniels web site |
| 33 | UK          | 1   | 35  | 185    | N/A   | 14:58 | 3     | Tesco advert stating special offers on their beers and wine products  |
| 33 | UK          | 1   | 35  | 186    | N/A   | 15:20 | 1     | Picture attached to news article on a footballers injury. Sponsor logo shown on football shirt is for Chang beer          |
| 33 | UK          | 1   | 35  | 187    | N/A   | 16:45 | 7     | Caffery international logo on truck cab and trailer   |
| 33 | UK          | 1   | 35  | 188    | N/A   | 17:20 | 6     | Stella ad showing alcohol in glass  |
| 33 | UK          | 1   | 35  | 189    | N/A   | 17:20 | 6     | Carlsberg shown in a glass with price of pint - outside pub   |
| 33 | UK          | 1   | 35  | 190    | N/A   | 17:20 | 6     | Ad for long drink cocktails and 'special offer' - outside pub   |
| 33 | UK          | 1   | 35  | 191    | N/A   | 17:22 | 6     | "In the beginning there was Bulmer's" showing image of young adults enjoying themselves in a bar and picture of bottle    |
| 33 | UK          | 1   | 35  | 192    | N/A   | 17:35 | 6     | At bus stop: "In the beginning there was Bulmer's" etc as above   |
| 33 | UK          | 1   | 35  | 193    | N/A   | 15:40 | 6     | Stella Ad including picture of alcohol in glass   |
| 33 | UK          | 1   | 35  | 194    | N/A   | 19:30 | 7     | Carlsberg products on window transfer sign  |
| 33 | UK          | 1   | 35  | 195    | N/A   | 19:30 | 7     | Images of various alcohol brands and products on window transfer sign   |
| 33 | UK          | 1   | 35  | 196    | N/A   | 20:20 | 2     | Brigadoon bottle in background of East enders in the Vic's kitchen  |
| 33 | UK          | 1   | 35  | 197    | N/A   | 20:30 | 2     | Bottle of Baileys in background of Miranda programme  |
| 33 | UK          | 1   | 35  | 198    | N/A   | 21:40 | 2     | Stallion lager cans in view in TV Coronation street soap.   |
| 11 | Netherlands | 1   | 58  | 199    | 199   | 12:58 | 7     | "Cognitive science Heineken prize winners" announcement at university classroom building bulletin board                   |
| 11 | Netherlands | 1   | 58  | 200    | 200   | 13:10 | 6     | Sign in front of bar advertising drinks, including one called "delirium tremens"  |
| 11 | Netherlands | 1   | 58  | 201    | 201   | 13:13 | 6     | poster - Bockbier tocht—note child's bike parked right in front of poster   |
| 11 | Netherlands | 1   | 58  | 202    | 202   | 13:34 | 7     | Sign on the wall outside pub  |
| 11 | Netherlands | 1   | 58  | 203    | 203   | 13:37 | 7     | Sign on the wall outside pub  |
| 11 | Netherlands | 1   | 58  | 204    | 204   | 13:42 | 7     | bulk bye ad/poster in front of shop   |
| 11 | Netherlands | 1   | 58  | 205    | 205   | 13:43 | 7     | Sign on the wall outside pub  |
| 34 | Belgium     | 1   | 29  | 206    | 206   | 08:50 | 7     | Stella delivery van   |
| 34 | Belgium     | 1   | 29  | 207    | 207   | 08:52 | 7     | parasols at bar   |

| ID | Country | Sex | Age | Sample | Photo | Time  | Place | Description                                   |
|----|---------|-----|-----|--------|-------|-------|-------|---|
| 34 | Belgium | 1   | 29  | 208    | 208   | 09:10 | 6     | happy hour ad on sign                         |
| 34 | Belgium | 1   | 29  | 209    | 209   | 09:12 | 7     | carlsberg and stella brand above bar entrance |
| 34 | Belgium | 1   | 29  | 210    | 210   | 12:35 | 7     | Duvel brand on entrance                       |
| 34 | Belgium | 1   | 29  | 211    | 211   | 12:35 | 7     | Beer brands on bar sign                       |
| 34 | Belgium | 1   | 29  | 212    | 212   | 12:35 | 7     | Sign saying "Duvel lovers are better lovers"  |
| 34 | Belgium | 1   | 29  | 213    | 213   | 12:35 | 7     | Extra Vedett sign on bar wall                 |
| 34 | Belgium | 1   | 29  | 214    | 214   | 16:00 | 7     | vehicle advert - car branded                  |
| 34 | Belgium | 1   | 29  | 215    | 215   | 16:00 | 7     | branded open air furniture                    |
| 34 | Belgium | 1   | 29  | 216    | 216   | 16:00 | 7     | carlsberg outdoor bar branded                 |
| 34 | Belgium | 1   | 29  | 217    | 217   | 16:15 | 7     | carlsberg sign above bar                      |
| 34 | Belgium | 1   | 29  | 218    | 218   | 16:17 | 7     | branded windows in bar                        |
| 34 | Belgium | 1   | 29  | 219    | 219   | 16:20 | 7     | vodka advert on bus                           |

## **Annex 5: Photo collection**

The photo collection with 115 pictures of alcohol marketing from 15 European countries (Belgium, Czech Republic, Denmark, Finland, France, Ireland, Lithuania, Macedonia, the Netherlands, Portugal, Romania, Slovenia, Spain, Sweden and the UK) has been produced and can be found at:

**[http://www.eurocare.org/resources/eurocare\\_papers/marketing](http://www.eurocare.org/resources/eurocare_papers/marketing)**