Alcohol Industry
“Responsible Drinking” Messages

New Problems and Policy Recommendations

Sarah M. Mart, MS, MPH
Director of Research

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The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.
We promote evidence-based public health policies and organize campaigns with diverse communities and youth against the alcohol industry’s harmful practices.

• Charge for Harm

• Stop Alcopops & Alcoholic Energy Drinks

• Reduce Alcohol Advertising

• Support State Control
30 years later, we know what does not change behavior:

- Mass media campaigns (including drink-driving campaigns)
- Warning labels and signs
- Industry voluntary self-regulation codes
- Education and information

The Problem

• Increased exposure to alcohol advertising leads to earlier onset of drinking, increased consumption, and favorable attitudes towards producers.
• Researchers have criticized these campaigns for vagueness, pro-drinking sentiment, and increasing the industry’s favor with the general public.
• Findings have not demonstrated “drink responsibly” messages are effective in achieving public health outcomes.
Goals and Methods

• To describe the industry’s use of “drink responsibly” messages, we:
  – Examined alcohol ads in magazines, on Facebook, and YouTube
    • Message characteristics in product ads
    • Industry-sponsored “drink responsibly” campaigns
  – Compared the ads to industry self-regulatory advertising codes
Findings

1. Many brands use their own graphic logos
2. Messages are formatted to blend into ads, hide, or disappear
3. Action-oriented drinking terms are combined with brand names and undefined “responsibly”
4. Message size is tiny
5. Messages on Facebook and YouTube were tiny, if present; mostly nonexistent
6. Industry “campaigns” have devolved into one-shot press events and other public relations
Promotion - Graphic Logos

Think Wisely. Drink Wisely.

ENJOY RESPONSIBLY

GREAT BEER, GREAT RESPONSIBILITY

drink smart®

ENJOY WITH ABSOLUT RESPONSIBILITY®

why let good times go bad?
drinkaware.co.uk

drinkaware.co.uk
for the facts
Mouse print is faint, low-contrast, tiny type, often buried out of easy sight in ads\textsuperscript{1,2}.

\textsuperscript{1} Mouseprint.org. Background. 2006. Available at: www.mouseprint.org/about.
Message Content - Vague

Drink
Sip
Enjoy
Discover (brand name) responsibly
Celebrate
Fiesta
Play
In the magazines we reviewed, “drink responsibly” messages represented an average of 0.33% of the total ad inches.
Facebook - Svedka
Facebook - Svedka

Svedka Vodka
Wine/Spirits

PARTY YOUR BOT OFF

SVEDKA_GRL FEMBOT COSTUME
ON SALE NOW AT
RICKYSHALLOWEN.COM

SVEDKA PARTY_BOTS INVADE NEW YORK

Coco wears her SVEDKA_GRL costume
Fembots at the Richie Rich fashion show
Ice-T loves Coco during fashion week

A hot pose from a gorgeous group
Coco and the original SVEDKA_GRL
3 Fembots are better than 1

145,303
like this

1,532
talking about this

Likes
See all
Bodega Girls
Gala Darling

ALCOHOL JUSTICE
The Industry Watchdog
Responsibility Matters. Whether you're enjoying a Budweiser or writing about it on our wall, please keep in mind that any offensive or irresponsible consumption posts will be removed.
Facebook - SKYY

SKYY Vodka

Sometimes you just gotta keep it simple. SKYY and soda? Done and done.

Like · Comment · Share · 04 September

256 people like this.

Tags: SKYY Vodka

Album: Photos of SKYY Vodka in Wall Photos

Download
Facebook - Four Loko

Four Loko Welcome

About
- Premium Malt Beverage

General Information
- If you are 21+ and choose to drink, please do so responsibly. If you are under 21, respect the law and don't drink alcohol.
- Here at Phusion Projects, we do not condone alcohol abuse or misuse. We encourage our consumers to drink our products responsibly. Any comments or posts that encourage or promote irresponsible behavior or use profanity, will be removed immediately.
- Thank you for your continued support!

Website
- http://www.phusionprojects.com
- http://www.drinkfour.com
- http://www.phusioncares.com
- http://www.phusionresponsibility.com

Basic Information

Mission
- Get the new POCO LOKO in stores NOW!

Likes and interests

Likes
- Casey's General Stores, Casey's General Store, PowerCoco, 7 11, Sedanos Supermarket 38, Rouses Markets, Southern Eagle New Orleans, 5 Paces Inn, The Pearl, Colonial Spirits

Win a Four Loko Shirt

Upload a picture of you “Going Four Loko” to the wall then enter the FB sweepstakes!

DO NOT GO TO drinkfour.com
Snoop Dogg, Estevan Oriol and Rosa Acosta Blast by Colt 45 Photo Shoot
From: BlastbyColt | Mar 7, 2011 | 39,612 views
Check out the behind the scenes of the Blast by Colt 45 photo shoot with Snoop Dogg, Estevan Oriol and Rosa Acosta. Blast by Colt 45 in stores April 5!
“Campaigns” or Public Relations
Across U.S., 1,500+ Anheuser-Busch Employees to Leave Offices this Friday in Effort to Promote Alcohol Responsibility

September 21, 2011

ST. LOUIS – More than 1,500 Anheuser-Busch employees across the United States won’t be at their desks on Friday, Sept. 23. Instead, they’ll be out visiting bars, restaurants and grocery stores to promote the use of designated drivers.

It’s all part of Global Be(er) Responsible Day, an annual effort organized by Anheuser-Busch and its sister companies around the world.
Spending

• The alcohol industry spent $1.684 billion on measured advertising and promotion in 2010\(^1\)

• Anheuser-Busch InBev says it has spent $830 million since 1982 on responsibility programs and advertising, an average of $28.6 million per year\(^2\)

• Member distillers give an average of $8.75 million to fund Century Council alcohol education programs annually\(^3\)

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\(^1\) Center on Alcohol Marketing and Youth, Nielsen Monitor Plus (2010)


\(^3\) The Century Council. FAQ. [http://www.centurycouncil.org/faq](http://www.centurycouncil.org/faq)
Policy Recommendations

• Industry should stop putting “drink responsibly” messages in any of its ads.

• Industry should not be allowed to insert brand/company names into any messages or ads intended to be pro-health.

• Industry trade group’s advertising training summits should include public health/public interest representation.

• Independent, external, third-party ad review body

• Objective standards for judging content and format of all ads

• Enforcement power and mechanism for serious penalties beyond pulling ads
We understand.

And we demand that industry stop using false, ineffective prevention messages to increase positive public perception, credibility, and sales of its brands.
Contact Us

Sarah M. Mart, MS, MPH
Director of Research

p 415.257.2485 (direct)

e sarahm@alcoholjustice.org

alcoholjustice.org