Facebook & Big Alcohol: Partners in Harm

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Marin Institute Strategies

- Monitor and expose the alcohol industry’s harmful products, practices, and promotion
- Research and propose viable policy solutions to reduce alcohol-related harm
- Support communities, coalitions and organizers in rejecting Big Alcohol’s damaging activities
- Frame the issues from a public health perspective
Big Alcohol’s Tactics

- **Consolidate** into multinational conglomerates
- **Lobby** to undermine effective public policy
- **Misdirect** with voluntary, self-regulation charade
- **Target** vulnerable populations such as youth
- **Public relations** that blames parents, drinkers
- **Fund** alternative science, “responsibility” programs
The Big Beer Duopoly

- HQs in Belgium (Brazilian run) and England
- 80% of the U.S. beer market

**ABInBev:**
- $395 million advertising 9 beers
- $3,460,000 federal lobbying
- $373,500 federal campaign contributions

**MillerCoors:**
- $315 million advertising 7 beers
- $1,367,000 federal lobbying
- $426,930 to federal campaigns


Center for Responsive Politics. 2008 data. www.opensecrets.org
Anheuser-Busch InBev
MillerCoors, LLC
The Biggest of Big Alcohol

- HQ: England
- Top spirits producer
- $99 million advertising
- $1.96 million federal lobbying
- $161,578 federal contributions


Center for Responsive Politics. 2008 data. www.opensecrets.org
The Biggest of Big Alcohol

- HQ: France
- Top spirits producer
- $42 million - advertising
- $1.2 million - lobbying


Center for Responsive Politics. 2008 data. www.opensecrets.org
The Biggest of Big Alcohol

- HQ: Bermuda
- Top spirits producer
- $42 million advertising
- $710,000 federal lobbying
- $123,251 federal contributions


Center for Responsive Politics. 2008 data. www.opensecrets.org
Top Selling Brands: 2008

- Bud Light
- Budweiser
- Coors Light
- Miller Lite
- Natural Light
- Busch Light
- Busch
- Miller High Life
- Keystone Light
- Michelob Ultra
- Smirnoff
- Bacardi
- Captain Morgan
- Absolut
- Jack Daniels
- Crown Royal
- Jose Cuervo
- Grey Goose
- Jim Beam
- Jagermeister

The alcohol industry spent more than $6 billion on advertising and promotion in 2005.

Greater exposure to alcohol ads contributes to:

- earlier initiation of drinking for youth who have not started yet
- higher drinking levels among underage youth who drink
- positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.


“The goal is not simply to expose consumers to a particular product or service, but to create an environment in which they are actually interacting with the brand, “befriending” the product, and integrating it into their personal and social relationships.”

73% of online youth between 12-17 years old use social networking sites

500 million users worldwide in July 2010

113 million U.S. users

30% of users under age 21

Users spent five hours and 12 minutes on FB per day in July 2009


US Facebook Users by Age

InsideFacebook.com, 3/1/2010
Mark Zuckerberg

Mark Zuckerberg Here's an opportunity to build something for the community.

Code for America PSA: “What if”
vimeo.com

Leaders from technology and government, including Mark Zuckerberg, Biz Stone, Aneesh Chopra, Caterina Fake, and Tim O'Reilly, ask you to apply to be a Code for America fellow and help bring the innovation and culture of the tech industry to city government. Learn more and apply now http://codefor...

July 29 at 9:58am Comment Like View Feedback (926) Share Report

Mark Zuckerberg Thank you for being part of making Facebook what it is today and for spreading it around the world. Check out our blog post to see what we’re rolling out today.

500 Million Stories | Facebook
blog.facebook.com

As of this morning, 500 million people all around the world are actively using Facebook to stay connected with their friends and the people around them. This is an important milestone for all of you who have helped spread Facebook around the world...

July 21 at 9:24am Comment Like View Feedback (2,422) Share Report

Mark Zuckerberg Please take a moment to read my op-ed in the Washington Post.
Create a Facebook Page

A Facebook Page is a public profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, download our Product Guide.

Start the Conversation

When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.

Drive Customer Awareness

Spread the word even further with Facebook Ads. You choose your graphic, text, and target audience. We'll even add available information about their friends’ interacting with your Facebook Page, if you choose.

Need assistance developing the ideal Facebook advertising solution? Contact Our Sales Team »
Pages

- Beer: 93 Pages, more than 1.1 million fans
  - Budweiser: 31 Pages per brand
  - 451,675 fans: Coors Light

- Spirits: 334 Pages, more than 3.2 million fans
  - Smirnoff: 85 Pages per brand
  - 1,076,690 fans: Jack Daniels

You're checking out Smirnoff Ice on Facebook, so we already know you think of everything. You know that to please a crowd, you need a variety of drinks, which is why we're excited to announce two new additions to the Smirnoff Ice family:

Smirnoff Ice Light
Pick up a six-pack and enjoy a brand new, crisp and refreshing option for your cooler.

Smirnoff Ice Strawberry Acai
A cool, new blend with the exotic flavors of strawberry and the acai berry.

Mission:
How many times have you been proud to say, 'I was there!?' Some experiences are completely unforgettable and you'll talk about them for years, reveling in the fact you were there. These pages are dedicated to seeking out and sharing those one-of-a-kind moments.

Products:
PLEASE DRINK RESPONSIBLY
SMIRNOFF ICE Flavored Premium Malt Beverage
© 2010 The Smirnoff Co. Norwalk, CT

Facebook Page:  http://www.facebook.com/Smirnoffice
Underage Access to Pages

50% of pages for 12 popular brands were accessible to under-21 users

- Captain Morgan
- Jack Daniels
- Bacardi
- Bacardi Breezer
- Heineken
- Mike’s Hard Lemonade

Facebook Ads
Reach over 500 million people where they connect and share

Overview

Reach Your Target Customers
- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

Deepen Your Relationships
- Promote your Facebook Page or website
- Use our "Like" button to increase your ad’s influence
- Build a community around your business

Control Your Budget
- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Need assistance developing the ideal Facebook advertising solution? Contact Our Sales Team
To learn more, visit our Guide to Facebook Ads
Jim Beam

Jim Beam is now on Facebook.

Like

Create an Ad

901

901 Tequila. Want to be the most irresistible man at the party?

Create an Ad

Mejor Tequila

One Sip. One Fan.

The finest ultra premium tequila money can buy. Find us at Costco this August. Click for details!

Like
Engaging content:

• Wall posts

• Applications

• Events

• Groups

Step 4: Make it rich and engaging

Like user profiles, Pages have multiple tabs. By default, your Page has a Wall tab for you and your fans to share content, an Info tab for you to share business information, and a Boxes tab for application modules. You can choose to devote entire tabs to several Facebook applications, such as Photos, Reviews, and Discussion Board. In addition, applications built by outside developers can choose to use Page tabs.

The more rich content you add, the more ways users can interact with it and spread that connection to their friends. Post photos of products, employees, and customers. Add video clips of your bar or restaurant in action. 'Behind the scenes' content often works well. List an event for your grand opening or in-store sale. Write a note about upcoming promotions. The choices are yours and all these features are free and unlimited.

You can also add applications by outside developers to customize your Page further:
Applications

More than 500 applications for 8 general alcohol terms:

- Alcohol
- Tequila
- Whisky
- Vodka
- Rum
- Beer
- Wine
- Shots

Applications

- Bacardi Mojito Party (Not accessible to under-21)
- Send Your Friends a Shot of Jose Cuervo (Not acc)
- Shots! (Accessible)
- Collect Shots! (Accessible)
- Beer Mail (Accessible)
- Alcohol!!! (Accessible)

THE RULES OF PARTY CRASHING

Help us write the rulebook and you could win an all expense paid trip to crash an exclusive VIP event.

Check out the scene below and tell us the party crashing lesson to be learned from it. Your submission will be the first step towards winning the trip of a lifetime. To learn more, read up on the prize info and terms & conditions.

THE FULL RULE BOOK  TODAY'S RULE
Fun weekend planned? Show us what you're up to by using the Coors Light Photo Pack app! Easily upload, manipulate and share photos with your friends, through the window to cold refreshment. We are excited to see your submissions. http://bit.ly/atGxjZ last Friday.

Add this application to my Facebook bookmarks
Events

- More than 4,400 FB events associated with the ten best selling beer and spirits brands
- Smirnoff Saturdays
- Captain Morgan Welcome Back Tour

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Type</th>
<th>Location</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, September 11, 2009</td>
<td>SKYY Vodka's Salute To Energy 92.7 and Fernando &amp; Greg</td>
<td>Party - Cocktail</td>
<td>Lookout</td>
<td>Friday, September 11, 2009 from 5:00 pm to 9:00 pm</td>
</tr>
<tr>
<td>Friday, September 4, 2009</td>
<td>SKYY Infusions Fresh Mix Austin</td>
<td>Party - Bar Night</td>
<td>Shiner Saloon</td>
<td>Friday, September 4, 2009 from 7:30 pm to 11:30 pm</td>
</tr>
<tr>
<td></td>
<td>&quot;Go Natural&quot;</td>
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<tr>
<td></td>
<td>SKYY Infusions Fresh Mix Chicago</td>
<td>Party - Bar Night</td>
<td>Waterhouse</td>
<td>Friday, September 4, 2009 from 8:00 pm to 11:00 pm</td>
</tr>
<tr>
<td></td>
<td>&quot;Go Natural&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, September 3, 2009</td>
<td>SKYY Infusions Fresh Mix Chicago</td>
<td>Party - Bar Night</td>
<td>Rebel</td>
<td>Thursday, September 3, 2009 from 8:00 pm to 11:00 pm</td>
</tr>
<tr>
<td></td>
<td>&quot;Go Natural&quot;</td>
<td></td>
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</tr>
</tbody>
</table>
Groups

- More than 58,000 groups for “alcohol”
- 342 groups listed for “binge drinkers”

- Many specific, popular brands listed, discussed, promoted

- Joose group: offensive and accessible to under-21

Binge Drinking is Fun

Basic Info

Name: Binge Drinking is Fun
Category: Common Interest - Food & Drink
Description: Binge drinking is a fun way to enjoy anything.
Privacy Type: Open: All content is public.

Information

Category: Common Interest - Food & Drink
Description: Binge drinking is a fun way to enjoy anything.
Privacy Type: Open: All content is public.

Recent News

News:
Add pictures and anything you want. Invite everyone on your list and spread the love of alcohol abuse.

Admins

Members

6 of 436 members
See All
Findings

- Paid ads: 1 in 8 were alcohol-related
- Pages
  - 93 for beer brands, 334 for spirits
  - 6 out of 12 (50%) were accessible to the under-21 user
- Applications
  - More than 500 Apps for general alcohol terms
  - 4 out of 6 (67%) were accessible to the under-21 user
- Events
  - More than 2200 Events for top 5 beer and top 5 spirits
- Groups
  - More than 58,000 Groups for “alcohol”
  - 342 Groups for “binge drinkers”

Facebook Ads › Ads: Advertising Policies  Expand All

What kind of content am I allowed to advertise with Facebook Ads?
We recommend you review our Advertising Guidelines for information about specific categories of content that aren't permitted in Facebook Ads. We do reserve the right to choose what advertising we accept, and may prohibit additional content from being advertised on the site based on user feedback or other information.

/help/?faq=14767

Was this answer helpful?  Yes - No
Prohibited Content

1. Ads must not be false, misleading, fraudulent, or deceptive.

2. Ads will not be permitted in cases where a business model or practice is deemed unacceptable or contrary to Facebook's overall advertising philosophy.

3. Ads, or categories of ads, which receive a significant amount of negative user feedback, or are otherwise deemed in violation of community standards will not be permitted.

4. Ads cannot contain, facilitate, promote, or reference the following:
   1. Offensive, profane, vulgar, obscene or inappropriate language;
   2. Obscene, defamatory, libelous, slanderous and/or unlawful content;
   3. Tobacco products;
   4. Ammunition, firearms, paintball guns, bb guns, or weapons of any kind;
   5. Gambling, including without limitation, any online casino, sports books, bingo, or poker without authorization from Facebook;
   6. Scams, illegal activity, or chain letters;
   7. Contests and sweepstakes unless given permission by Facebook to do so; if permission is given, you are subject to Facebook’s Promotions Guidelines;
   8. Get rich quick and other money making opportunities that offer compensation for little or no investment, including "work from home" opportunities positioned as alternatives to part-time or full-time employment or promises of monetary gain with no strings attached;
   9. Adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual, or provocative images in violation of community standards;
   10. Adult friend finders or dating sites with a sexual emphasis;
   11. Adult toys, videos, or other adult products;
   12. Uncertified pharmaceutical products;
   13. Spy cams or surveillance equipment;
   14. Web-based non-accredited colleges that offer degrees;
   15. Inflammatory religious content;
   16. Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities;
   17. Content that exploits political agendas or uses "hot button" issues for commercial use regardless of whether the advertiser has a political agenda;
   18. Hate speech, whether directed at an individual or a group, whether based upon the race, sex, creed, national origin, political affiliation, sexual preference, or any other classification protected by law.

19. Contests and sweepstakes unless given permission by Facebook to do so; if permission is given, you are subject to Facebook’s Promotions Guidelines.

20. Get rich quick and other money making opportunities that offer compensation for little or no investment, including "work from home" opportunities positioned as alternatives to part-time or full-time employment or promises of monetary gain with no strings attached.

21. Adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual, or provocative images in violation of community standards.

22. Adult friend finders or dating sites with a sexual emphasis.

23. Adult toys, videos, or other adult products.

24. Uncertified pharmaceutical products.

25. Spy cams or surveillance equipment.

26. Web-based non-accredited colleges that offer degrees.

27. Inflammatory religious content.

28. Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities.

29. Content that exploits political agendas or uses "hot button" issues for commercial use regardless of whether the advertiser has a political agenda.

30. Hate speech, whether directed at an individual or a group, whether based upon the race, sex, creed, national origin, political affiliation, sexual preference, or any other classification protected by law.
Facebook Prohibits Some Content:

1. Ads must not be false, misleading, fraudulent, or deceptive.
2. Ads will not be permitted in cases where a business model or practice is deemed unacceptable or contrary to Facebook's overall advertising philosophy.
3. Ads, or categories of ads, which receive a significant amount of negative user feedback or are otherwise deemed in violation of community standards will not be permitted.
4. Ads cannot contain, facilitate, promote, or reference the following:
   - Offensive, profane, vulgar, obscene or inappropriate language
   - Tobacco products
   - Ammunition, firearms, paintball guns, bb guns, or weapons of any kind
   - Gambling
   - Contests and sweepstakes unless given permission by Facebook to do so; if permission is given, you are subject to Facebook's Promotions Guidelines
   - Adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual, or provocative images in violation of community standards;
   - Uncertified pharmaceutical products;
   - Content that depicts a health condition in a derogatory or inflammatory way or misrepresents a health condition in any way.
Update: August 2010

- More than 500 each of Pages, Applications, and Groups for each leading brand
- Many events in countries outside the U.S.
- No way to confirm authorized creator of “official” product Pages and Applications
- Under-21 access still possible
- Content about dangerous, obviously harmful behaviors ubiquitous
- Companies posting disclaimers
Recommendations - Facebook

- Stop accepting (paid) alcohol ads

- Stop allowing alcohol-related Pages, Applications, Events, and Groups

- Monitor and enforce alcohol content regulations.

Recommendations - Big Alcohol

- Require that Facebook remove all content about products until it revises its ad policy and instates monitoring and compliance practices

- Require demographic restrictions on all Facebook features used to promote their products

The Problem(s)

- The Federal Trade Commission (FTC) relies on self-regulation as the main mechanism to ensure responsible marketing practices by industry.

- Barriers to effective self-regulation include:
  - Little public awareness
  - No independent review
  - Subjective guidelines
  - No penalties or enforcement power
Realities About Self-Regulation

- Response by industry to regulatory threat
- Voluntary system of vague rules
- Defined and controlled by corporations
- Alternative to enforceable laws
Worst “repeat offender” brands:
- Skyy Vodka (8 complaints)
- Svedka Vodka (6 complaints)

Worst “repeat offender” companies:
- Diageo (14 complaints)
- Campari (11 complaints)

Complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of the Code.

Recommendations - FTC

A truly independent, third-party review body that includes public interest representatives

Objective, measurable content standards

Lower placement standard from 30% to 15%, so ads are only placed in media where no more than 15% of the audience is under 21

Recommendations - FTC

Improved access to filing complaints, with public campaign to explain the process

Adequate federal funding and staffing of independent review body and campaign

Enforcement power and significant penalties beyond requests to pull ads, enforceable by federal law or binding industry agreement

Apply system to all alcohol advertising

What We Can Do

- Demand that Facebook put alcohol on the same list of prohibited content as tobacco, firearms, and gambling.
- Demand that Facebook actively monitor and regulate alcohol content in its platform.
- Call for the FTC to end its reliance on the alcohol industry to regulate itself.
- Call for the FTC to lower the placement standard from 30% to 15%.
- Use Facebook and other social media to advocate.
Take Action

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