

Your webinar will begin shortly...

12 March 2020





World Federation
of Advertisers

Responsible Marketing Pact

*Against minors' exposure to alcohol
marketing*



WFA webinar, March 2020



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Feel free to ask questions!

You are viewing Monica Robles' screen View Options

WFA World Federation of Advertisers

Your web
begin sho

WFA webinar, March 2020


Q&A

Welcome
Feel free to ask the host and panelists questions

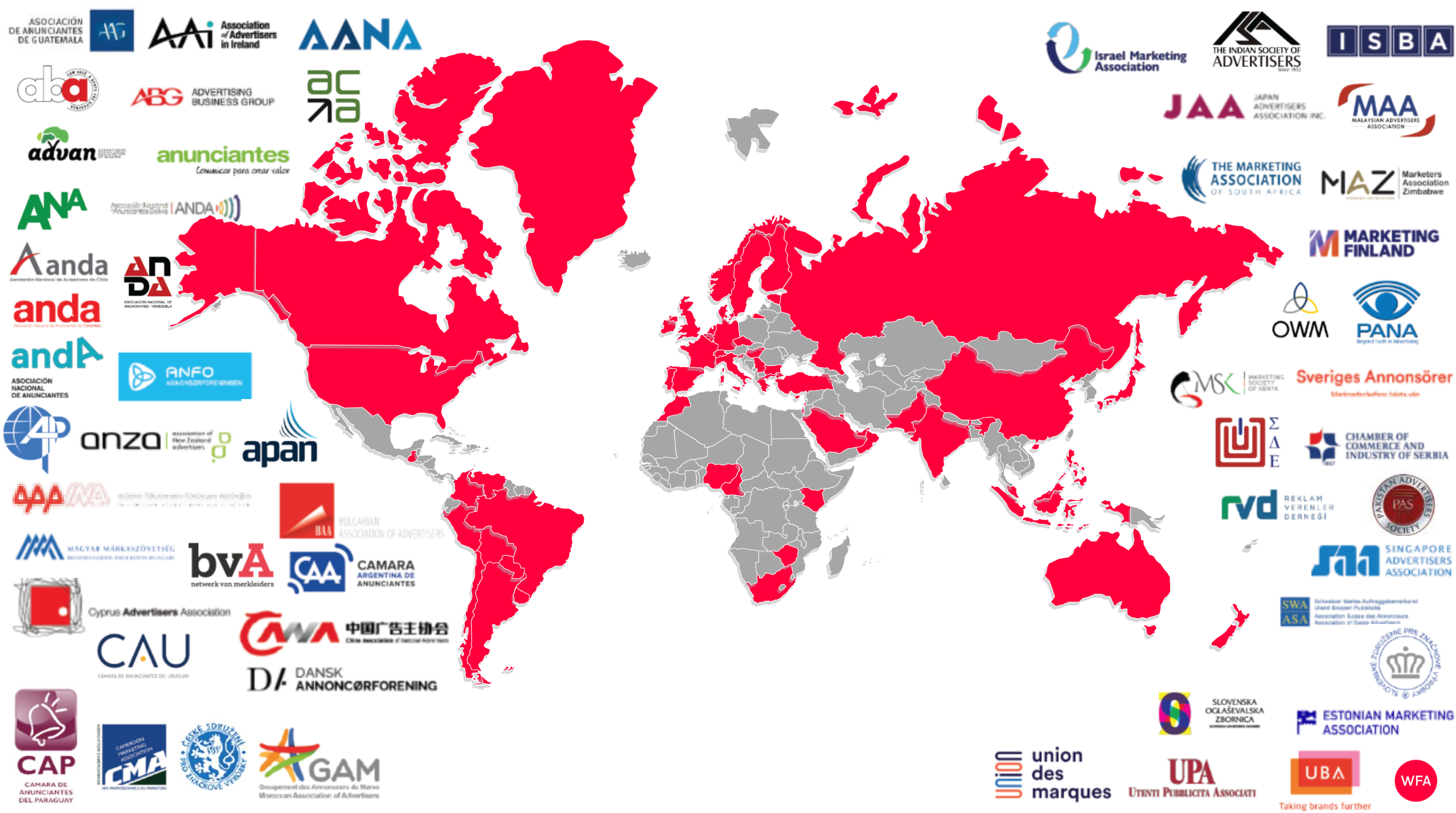
Type your question here...

☐ Send anonymously Cancel Send

Audio Settings ^ Chat Raise Hand Q&A Leave Meeting







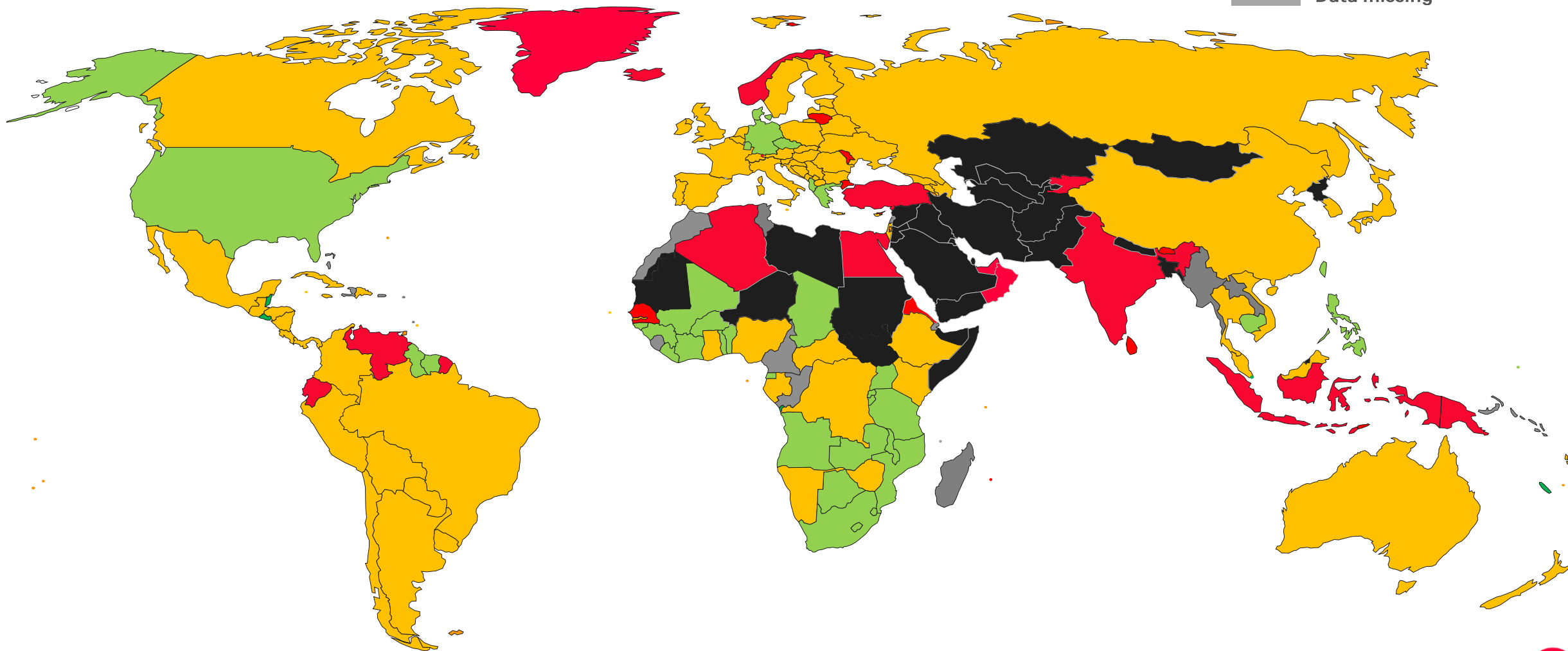
 **BETTER MARKETING**



| Alcohol marketing in the spotlight

Overview of alcohol marketing restrictions

- Restrictions on sale/consumption of alcohol
- Alcohol advertising prohibited
- Advertising partially restricted
- Authorised / SR rules
- Data missing



Policy update: Europe

Czech Republic: proposal calls for health warning in ads

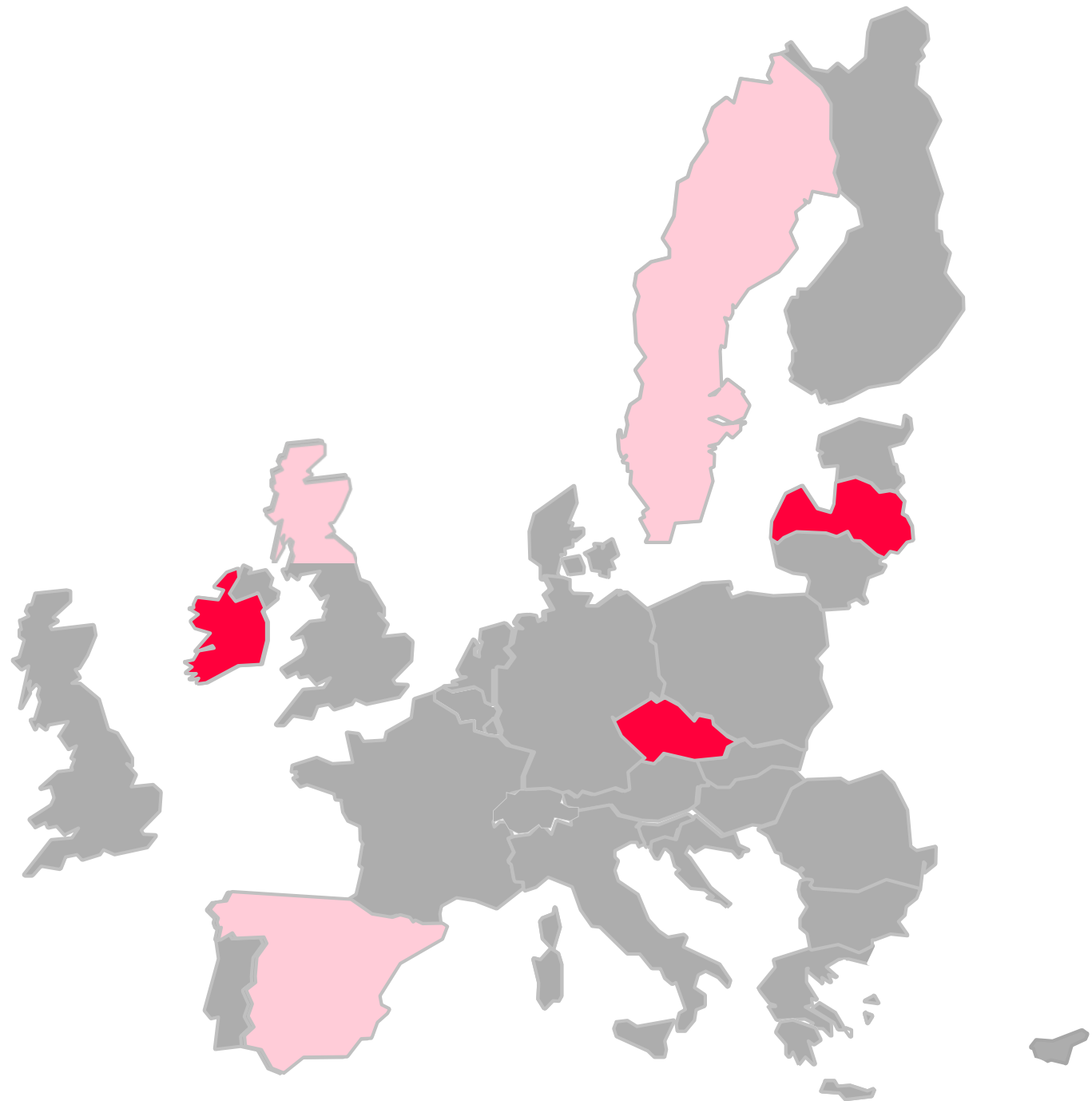
Ireland: No update to the text of the cancer warning

Latvia: Draft action plan to reduce alcohol consumption

Scotland: Calls for ad restrictions including 9pm TV watershed

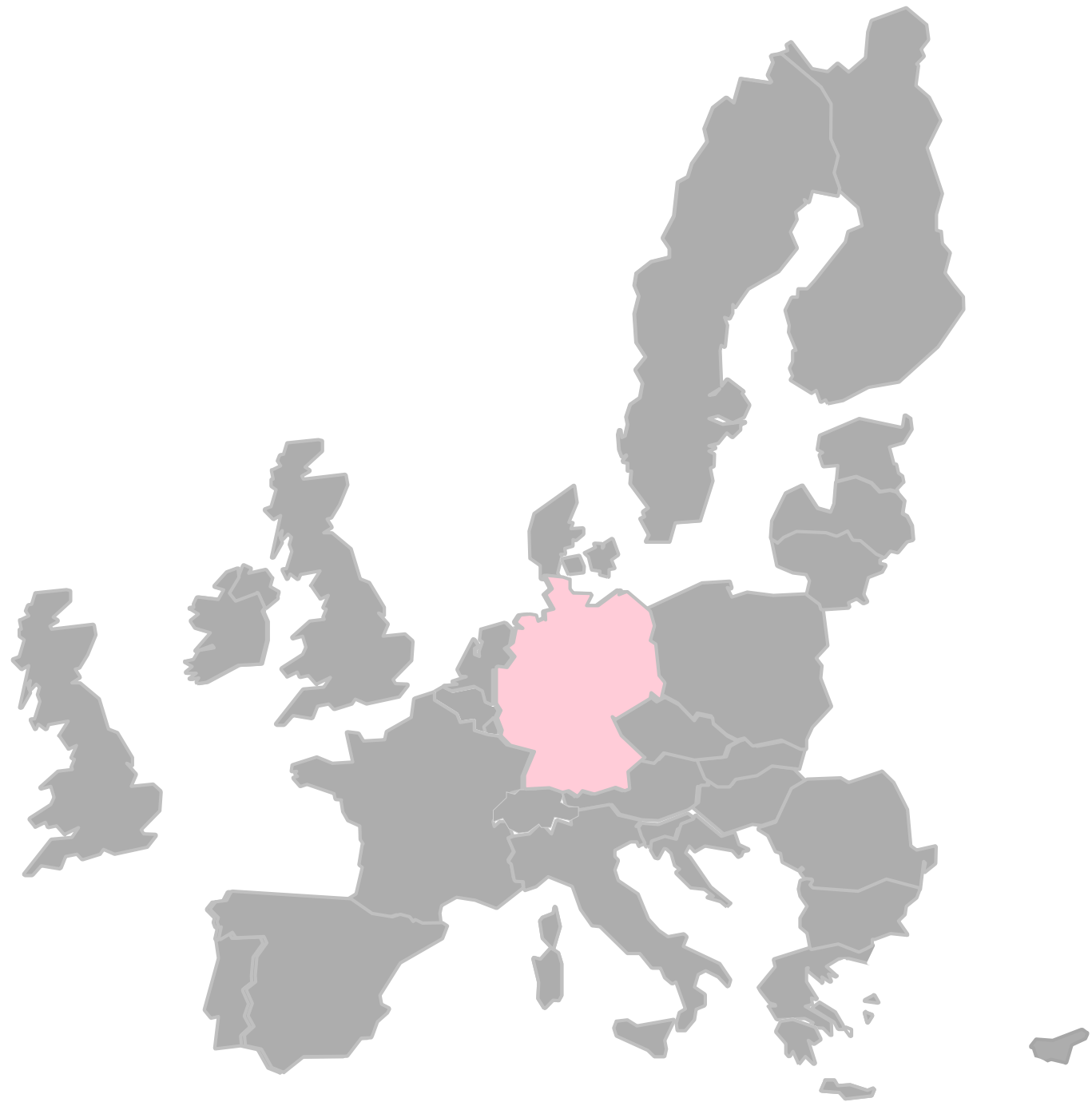
Spain: Plans to restrict advertising.

Sweden: Considering ban on alcohol marketing on social media



Policy update: Europe

Germany: 9pm watershed for gambling ads





The revised EU Audiovisual Media Services Directive (AVMSD) recognises advertising self- and co-regulation as effective forms of consumer protection



UN has called on alcohol industry to:
“take concrete steps to eliminate marketing,
advertising and sale of alcohol to minors”.

WFA's Responsible Marketing Pact

Against minors' exposure to alcohol marketing





RESPONSIBLE
MARKETING
PACT



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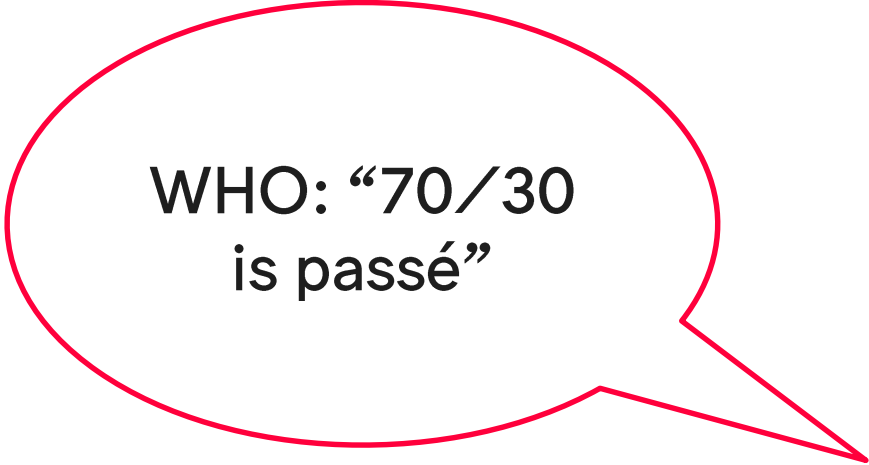
Objectives of the RMP

1. To reduce minors' exposure to alcohol marketing
2. To limit the appeal of alcohol marketing to minors
3. Strive to ensure minors' social media experience is free from alcohol ads



Exposure

Placement of ads: traditional media



WHO: “70/30
is passé”

70/30

Industry Standard

Alcohol advertising is placed only in media where **at least 70% of the audience is of legal drinking age (LPA).**

Placement of ads: digital media

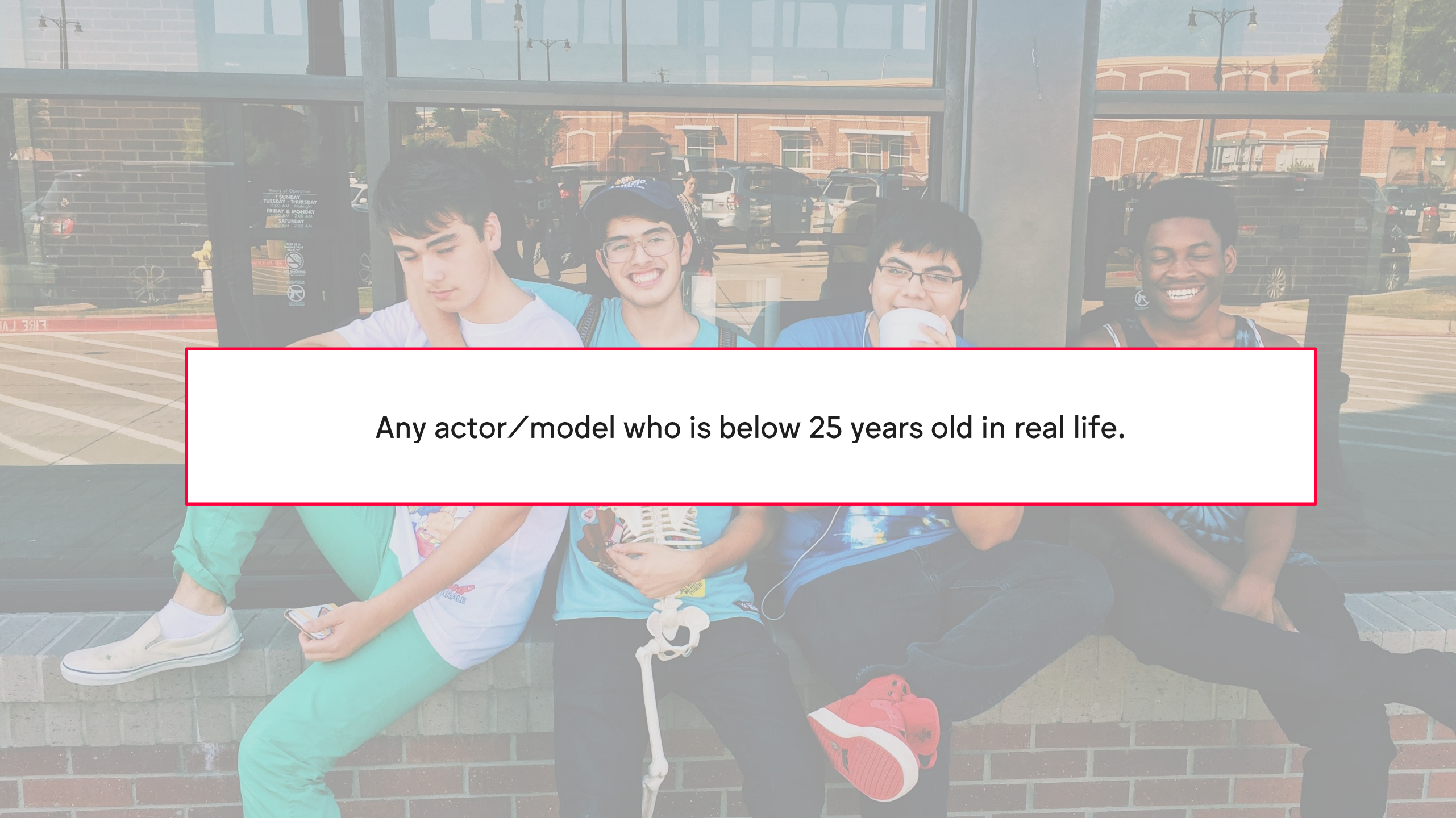
Advertising Standards Authority UK study : avatar technology

1. Just 0.1% of all ads captured were for Alcohol beverages.
2. No alcohol ads served to Child Avatars on websites clearly intended for children.



Appeal

Marketing communications are considered to target minors whenever they are **primarily** appealing to minors. In other words, **whenever they are more appealing to minors than to adults.**



Any actor/model who is below 25 years old in real life.

Any visual flashbacks to childhood/
adolescence





Playgrounds, zoos, schools



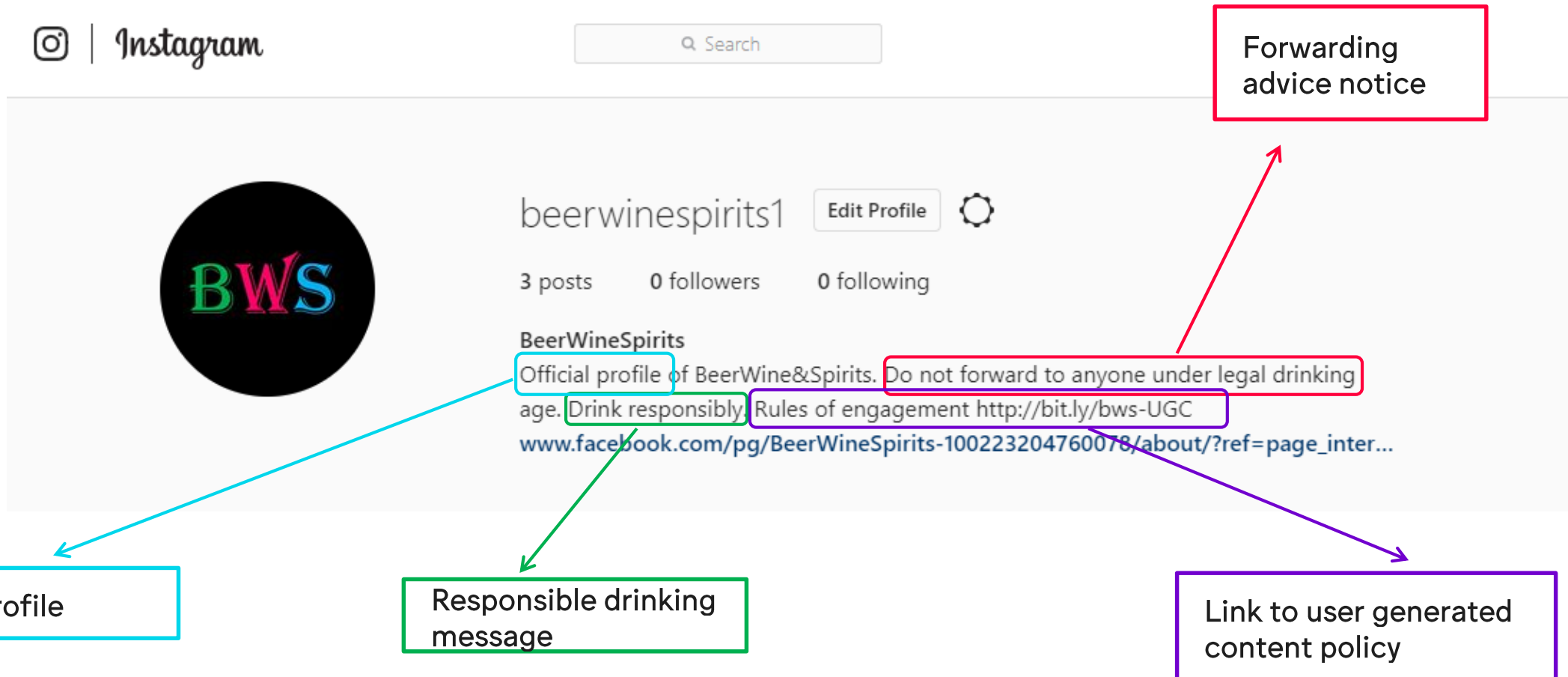
Social Media

Social media safeguards

- 1.Age-gating:** stopping those under the legal drinking age from accessing alcohol-related sites or profiles;
- 2.Forwarding advice notice:** reminding users not to share alcohol ads with anyone under the legal drinking age;
- 3.User generated content policy:** reminding users not to post anything which condones irresponsible or excessive drinking;
- 4.Transparency notice:** a requirement for advertisers to have an official badge or statement on alcohol brand social media profiles so users know these are advertiser-owned pages (and therefore commercial) and not user generated content;
- 5.Responsible drinking message:** a requirement for advertisers to include a message such as “Don’t drink and drive” in all marketing communications, in line with industry best practice.



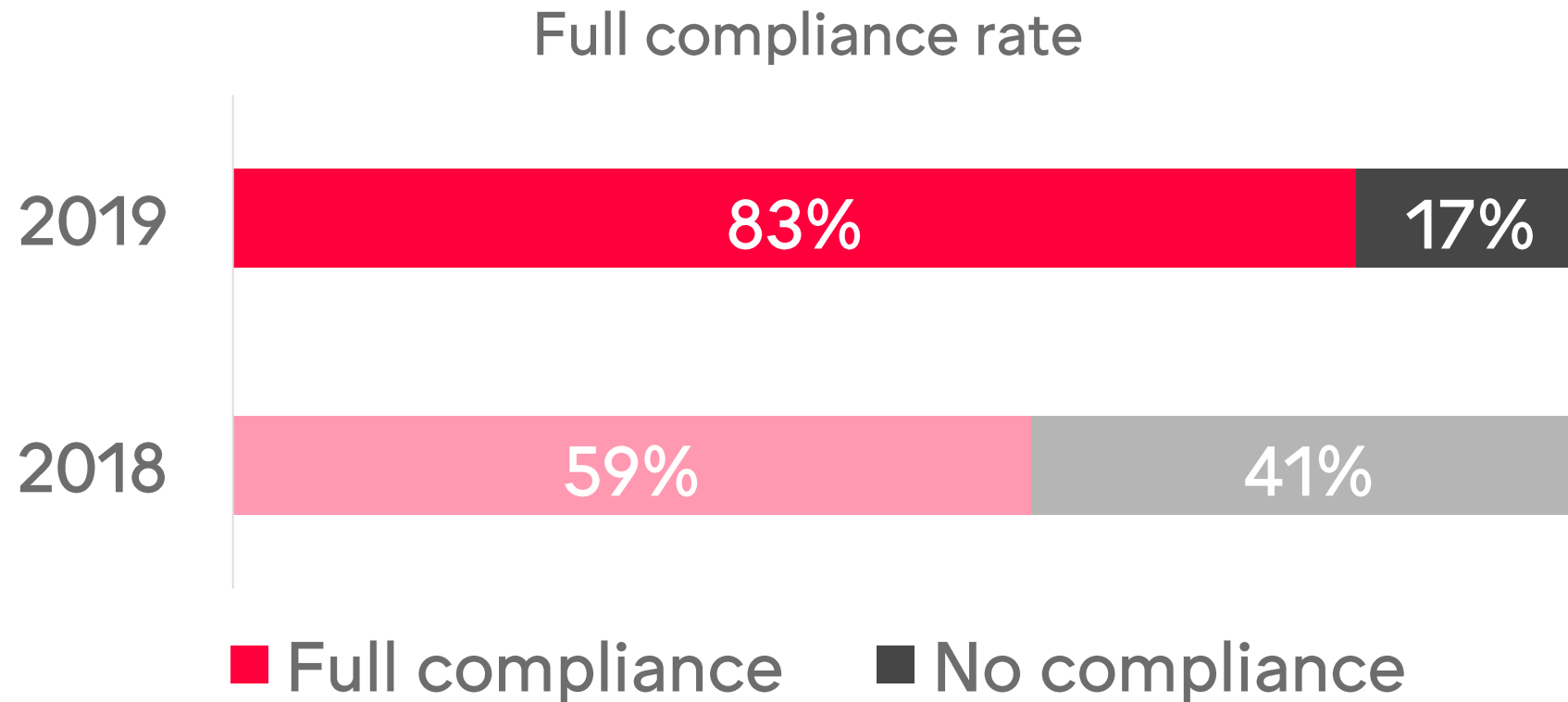
Example: all safeguards present

The screenshot shows an Instagram profile for 'beerwinespirits1'. The profile includes a bio, a 'Do not forward to anyone under legal drinking age. Drink responsibly' message, and a link to a Facebook page. Four callout boxes with arrows point to specific elements:

- Official profile**: Points to the profile picture (a black circle with 'BWS' in green, red, and blue).
- Responsible drinking message**: Points to the text 'Drink responsibly' in the bio.
- Link to user generated content policy**: Points to the Facebook link in the bio.
- Forwarding advice notice**: Points to the text 'Do not forward to anyone under legal drinking age' in the bio.

83% full compliance with social media commitment



Our asks

1 Raise awareness locally

When facing potential regulation, it's important to team up with local sectoral associations and raise awareness locally within industry.

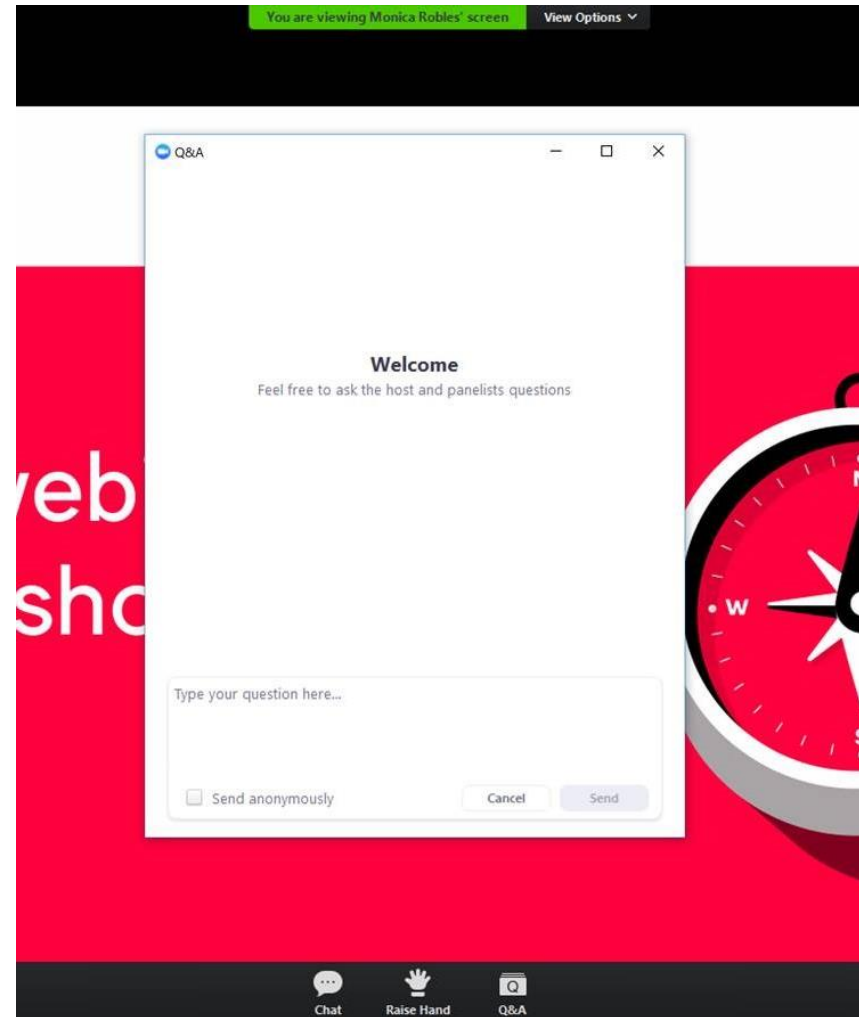
2 Count on us

We're happy present the RMP at local level or run additional calls/ meetings/ webinars to discuss this with local partners.

3 Keep us posted

Let us know if regulation is coming up locally.

Questions?





For any further information:

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