Marketing

Factsheets
A common term used to define the key aspects of marketing is the marketing mix, comprising the 4Ps:
How much do ads cost UK alcohol producers?

£800m

The estimated sum of alcohol advertising spend in 2010

Source: Memorandum by Professor Gerard Hastings, Institute for Social Marketing, University of Stirling & the Open University [AL 81] (January 2010). "‘They’ll Drink Bucket Loads of the Stuff’: An Analysis of Internal Alcohol Industry Advertising Documents’, to the House of Commons Health Select Committee Inquiry.
What effect do alcohol ads have on young people?

29% of participants surveyed in a study of UK alcohol television adverts felt at least one advert presented to them breached ASA Code of Broadcast Advertising rule 19.15.1 which states that such advertising ‘Must not appeal strongly to people under 18…reflecting or associated with youth culture or showing adolescent or juvenile behaviour.’

What effect do alcohol ads have on young people?

Cross-sectional studies conducted in the UK have found that more than 80% of 11–19-year-olds were aware of exposure to alcohol marketing in the past month.

The alcohol content of entertainment

‘Many different sectors choose to associate with music festivals, but those with the most potential for success are alcoholic drinks, with 75% of festival goers spotting booze ads at festivals and 77% believing alcohol brand advertising would work best at festivals’

The alcohol content of entertainment

In 2019, a content analysis of alcohol content in reality TV shows popular with young people – including children – found all of the episodes contained alcohol imagery, and a study reviewing 50 episodes of the five highest-rated series on Netflix and Amazon Prime found 94% of episodes contained alcohol.

How much do alcohol brands spend on sport?

In 2018, there were 281 active sports sponsorship deals with the top 30 alcohol brands, worth a total of $764.5m.

Source: Sportcal (2018), Sponsorship sector report alcohol beverages, 2018
**How much do alcohol brands spend on sport?**

According to Sportcal, the top ten alcohol brands account for **88%** of the value of all alcohol sponsorship of sport.

Below are some of the most prominent examples:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Football</td>
<td>NFL, England national football team</td>
</tr>
<tr>
<td>Football</td>
<td>Bud Light, Budweiser, Amstel</td>
</tr>
<tr>
<td>Formula One</td>
<td>Heineken, F1, UEFA Champions League</td>
</tr>
<tr>
<td>Tennis</td>
<td>Moët &amp; Chandon</td>
</tr>
<tr>
<td>Baseball</td>
<td>ATP Finals, Lawn Tennis Association, Queen’s Club Championships</td>
</tr>
<tr>
<td>Ice hockey</td>
<td>MillerCoors, NHL, Major League Baseball</td>
</tr>
</tbody>
</table>

Source: Sportcal (2018), Sponsorship sector report alcohol beverages, 2018
Alcohol marketing and gender stereotypes

Gendered advertising is a prominent feature of alcohol marketing.

A rapid narrative review of literature on the subject found that recent developments in alcohol advertising strategies have shifted their messaging from female objectification to subjectification (self sexualising), where adverts containing sexualised imagery are aimed at women on the grounds of empowerment through sexual agency.

Source: Dr Atkinson, A. M. (October 2019), Alcohol marketing, gender roles and stereotypes: exploring the targeting and representation of women
References

- House of Commons Health Select Committee Inquiry
  - Professor Gerard Hastings, Institute for Social Marketing, University of Stirling & the Open University [AL 81], “‘They’ll Drink Bucket Loads of the Stuff’: An Analysis of Internal Alcohol Industry Advertising Documents’

- Searle, R., Alston, D., and French, D.
  - Do UK Television Alcohol Advertisements Abide by the Code of Broadcast Advertising Rules Regarding the Portrayal of Alcohol?

- Advertising Standards Agency
  - Rule 19, Alcohol – BCAP Code

- Critchlow, N., MacKintosh, A. M., Thomas, C., Hooper, L., and Vohra, J.
  - Awareness of alcohol marketing, ownership of alcohol branded merchandise, and the association with alcohol consumption, higher-risk drinking, and drinking susceptibility in adolescents and young adults: a cross-sectional survey in the UK
References

- Barker, A. B., Britton, J., Thomson, E., Hunter, A., Opazo, B. M., & Murray, R. L. A content analysis of tobacco and alcohol audio-visual content in a sample of UK reality TV programmes
- Barker, A. B., Smith, J., Hunter, A., Britton, J., & Murray, R. L. Quantifying tobacco and alcohol imagery in Netflix and Amazon Prime instant video original programming accessed from the UK: a content analysis’
- Sportcal Sponsorship sector report alcohol beverages, 2018
- Dr Atkinson, A. M. Alcohol marketing, gender roles and stereotypes: exploring the targeting and representation of women