

Marketing



Factsheets

The 4Ps

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

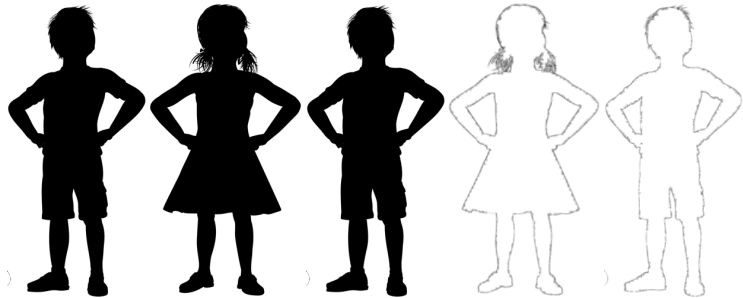
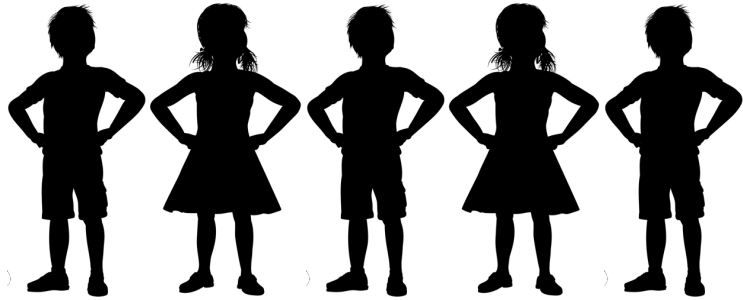
What effect do alcohol ads have on young people?



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.’

Source: Searle, R., Alston, D., and French, D. (2014), ‘Do UK Television Alcohol Advertisements Abide by the Code of Broadcast Advertising Rules Regarding the Portrayal of Alcohol?’, *Alcohol and Alcoholism*, 49: 4, pp. 472–478 | ASA on Alcohol, BCAP Code

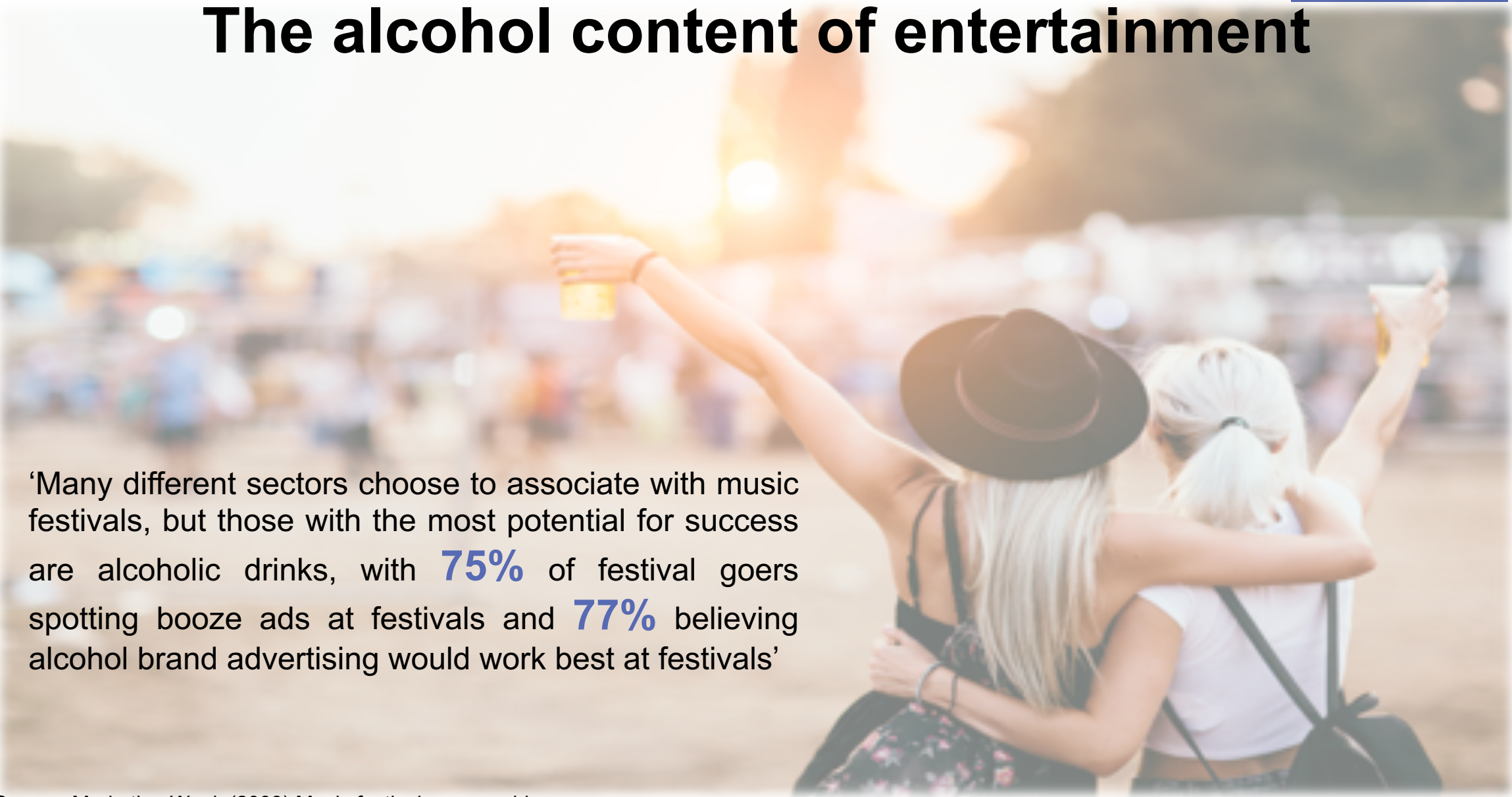
What effect do alcohol ads have on young people?



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.

Source: Critchlow, N., MacKintosh, A. M., Thomas, C., Hooper, L., and Vohra, J. (2019), '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'. *BMJ Open*, 9(3), e025297

The alcohol content of entertainment

A photograph of two young women from behind, standing at a music festival. They are both holding up glasses of beer in the air. The woman on the left is wearing a black hat and a dark floral dress. The woman on the right is wearing a white crop top and a black backpack. The background is a large, out-of-focus crowd of people under a bright, hazy sky, suggesting a sunny day at an outdoor event.

‘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

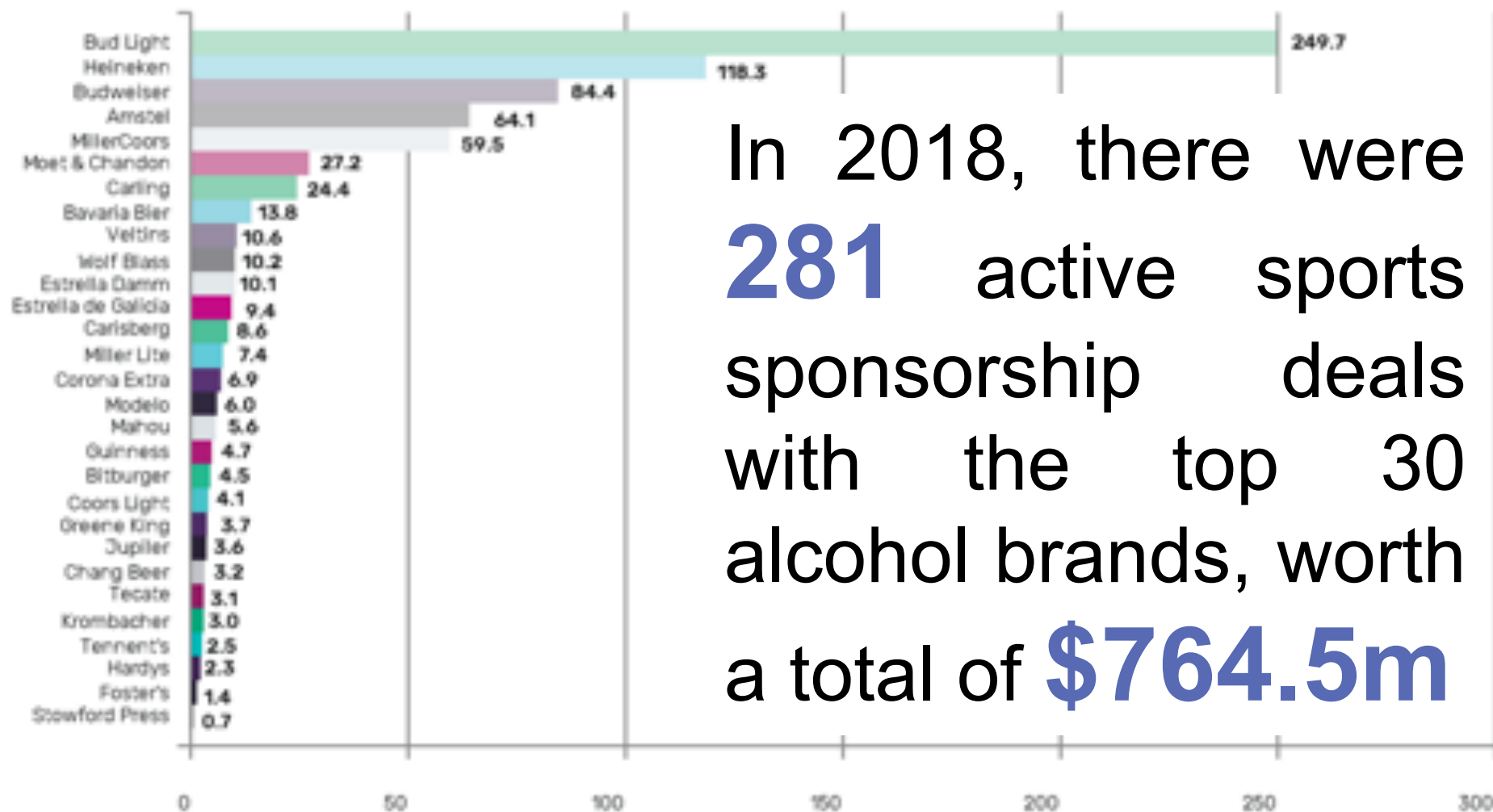


In 2019, a content analysis of alcohol content in reality TV shows popular with young people – including children – found all of the episodes contained alcohol imagery, and a study reviewing 50 episodes of the five highest-rated series on Netflix and Amazon Prime found **94%** of episodes contained alcohol.

Source: Barker, A. B., Britton, J., Thomson, E., Hunter, A., Opazo, B. M., & Murray, R. L. (2019), 'A content analysis of tobacco and alcohol audio-visual content in a sample of UK reality TV programmes', Journal of Public Health (Oxford, England) | Barker, A. B., Smith, J., Hunter, A., Britton, J., & Murray, R. L. (2019), 'Quantifying tobacco and alcohol imagery in Netflix and Amazon Prime instant video original programming accessed from the UK: a content analysis', BMJ Open, 9(2), e025807

How much do alcohol brands spend on sport?

Alcoholic beverages brand ranking by estimated global sports sponsorship spend (\$m), 2018



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

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:

	American Football	NFL, England national football team		
	Football			
	Formula One	F1, UEFA Champions League		
	Tennis			
	Baseball	ATP Finals, Lawn Tennis Association, Queen's Club Championships		
	Ice hockey	NHL, Major League Baseball		

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.



THE CONTENTS
OF THIS BOTTLE
DO NOT CAUSE
OR JUSTIFY
SEXUAL ASSAULT

References



- **House of Commons Health Select Committee Inquiry**
- **Searle, R., Alston, D., and French, D.**
- **Advertising Standards Agency**
- **Critchlow, N., MacKintosh, A. M., Thomas, C., Hooper, L., and Vohra, J.**

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’

Do UK Television Alcohol Advertisements Abide by the Code of Broadcast Advertising Rules Regarding the Portrayal of Alcohol?

Rule 19, Alcohol – BCAP Code

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

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- **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
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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