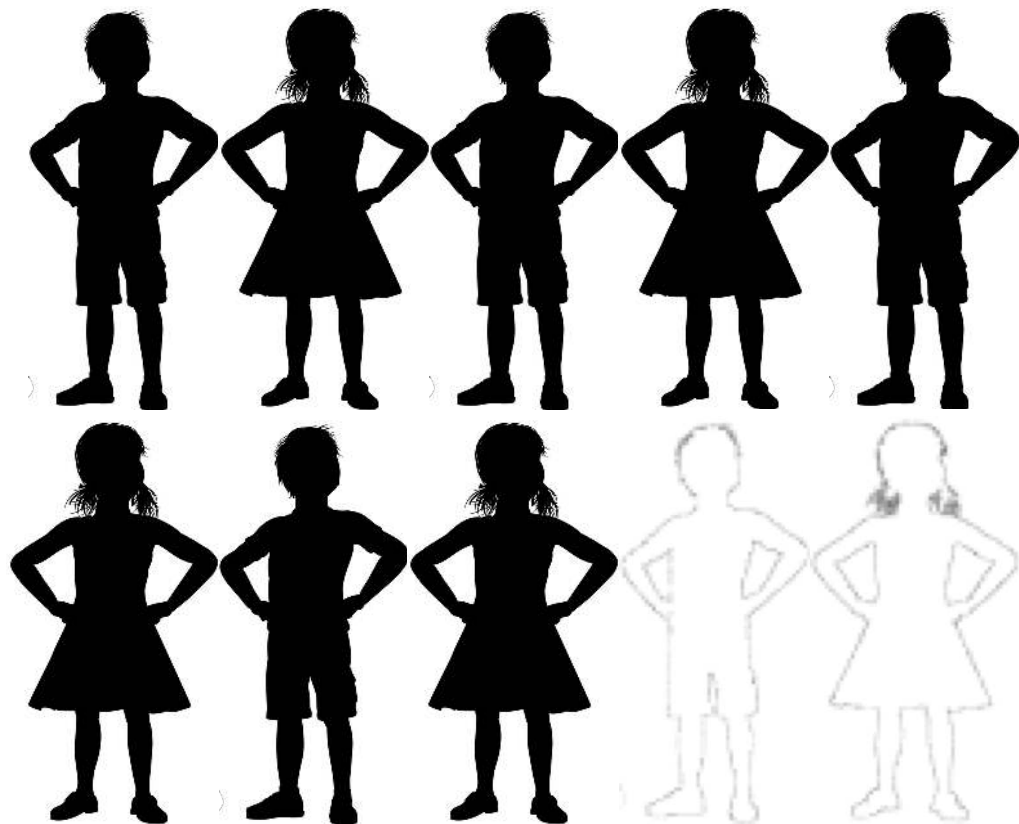


# Marketing



# How many children are exposed to alcohol ads?



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.

# What effect does alcohol marketing have on young people?



Young people who have greater exposure to alcohol marketing appear to be 'more likely subsequently to initiate alcohol use and engage in binge and hazardous drinking'.

# How does alcohol marketing target and portray women?

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.

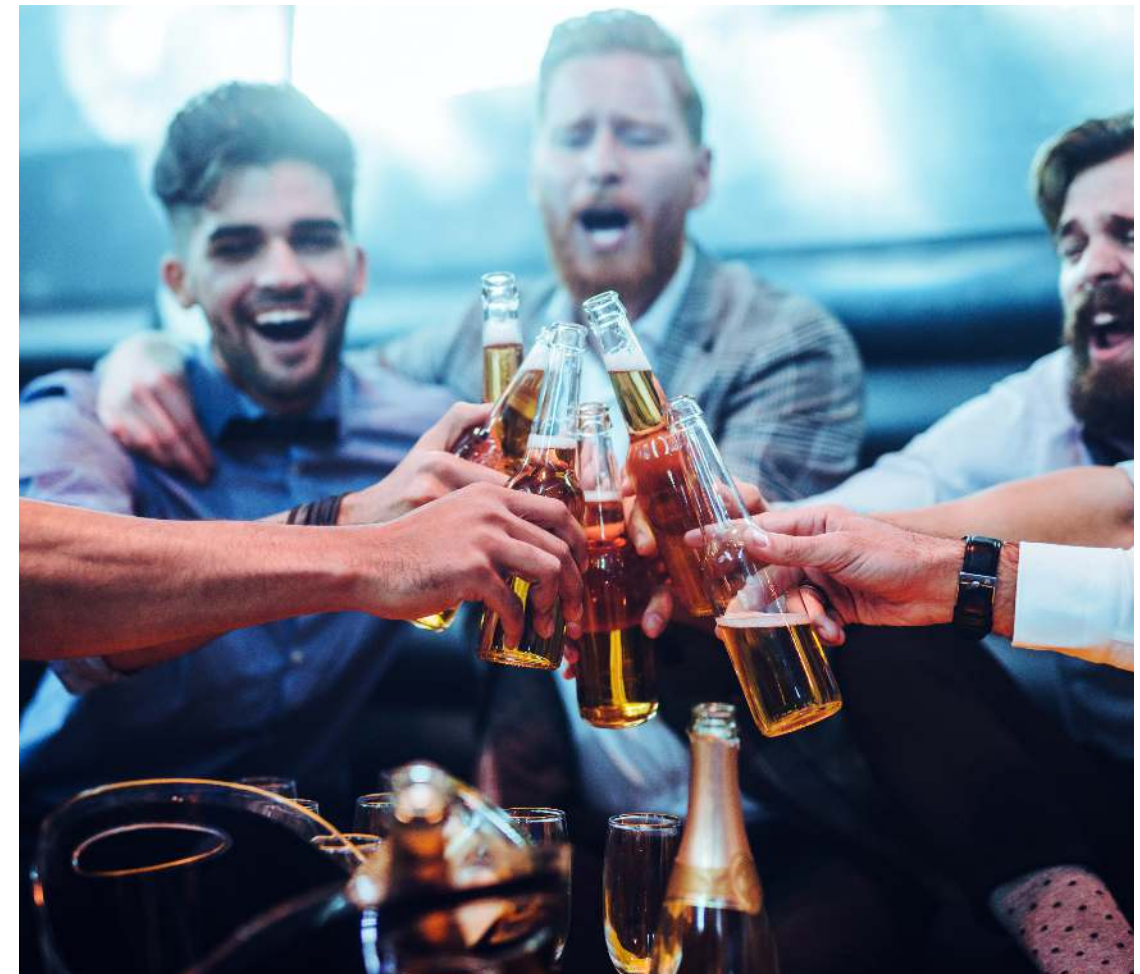




# How does alcohol marketing target and portray men?

Evidence suggests that young men may be more affected than young women are by broadcast advertising, especially for beer.

Themes directed towards men in alcohol advertising include humour, relaxation, friendship and masculinity as well as sexual themes which often portray men exerting power over women.



Sources: Fitzgerald, N., Angus, K., Emslie, C., Shipton, D. and Bauld, L., 2016. Gender differences in the impact of population-level alcohol policy interventions: evidence synthesis of systematic reviews. *Addiction*, 111(10), pp.1735-1747.

Noel, J.K., Babor, T.F. and Robaina, K., 2017. Industry self-regulation of alcohol marketing: a systematic review of content and exposure research. *Addiction*, 112, pp.28-50.  
in Scottish Health Action on Alcohol Problems (SHAAP) and IAS (September 2020), Men and alcohol: key issues

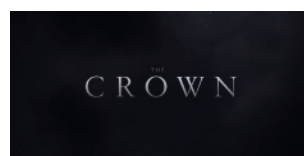
# What influence does alcohol marketing have on the music industry?

‘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’

Source: Marketing Week (2009) Music festival sponsorship



# What influence does alcohol marketing have in televisual 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 lucrative are alcohol sponsorship deals?

