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Alcohol  
Advertising  
Monitoring

2008

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Report for spirits ads

## Executive Summary

This report provides an overview of the results of EASA's coordinated monitoring compliance exercise with self-regulatory organisations across Europe on advertisements for spirits that appeared in 2007. The compliance exercise looked at both advertisements produced by the spirits and wines sectors as well as the beer sector shown on TV and in print for a period of three months. Like the top line report that gives the results for all three sectors, we believe that this sector report also demonstrates the role and added value of effective advertising standards.

This year's report highlights a number of improvements made to the alcohol advertising compliance exercise taking into account the remarks made by independent reviewers for the previous year.

- Firstly the parameters were expanded from 14 to 19 EU countries.
- Secondly, due to the extra country coverage this year, this monitoring exercise no longer covered the entire year but focused on the most important three months in terms of ad spend in the year per sector i.e. April, May and June for the Beer sector and October, November and December for the Wine and Spirits sectors.
- Thirdly, the independent reviewers included a representative of Generation Europe who has provided interesting input on behalf of youth to the exercise
- Fourthly, in the case of spirits advertisements, the presence of responsible drinking messages has been checked in all 19 countries (and not only in countries where this is required by law or self regulation as was the case last year); this has been done to assist the EU spirits sector in monitoring its progress in delivering on its commitment that 75% of spirits advertising should carry a responsible drinking message by end 2010 (Ref: CEPS Charter on responsible alcohol consumption).

The compliance rate for television and print spirits advertisements is good at 95% (99% for television and 94% for print). The evidence on overall compliance shows that there is still room for improvement and that getting advice is essential. We would encourage advertisers and agencies to further avail themselves of copy advice in the area of alcohol as there are still low levels of use.

In terms of responsible drinking messages, 71% of spirits advertisements carried a responsible drinking message and the 75% target has been reached in 8 of the 19 countries monitored.

The independent reviewers point to the usefulness of such exercises in understanding not only the compliance levels but also the role and effectiveness of advertising standards.

I am thankful to Laure Alexandre for her hard work in coordinating the exercise and putting together the enclosed report.

**Oliver Gray**  
Director General, EASA

This exercise was sponsored by:



**The Brewers of Europe**  
50 years of service, 5000 years of tradition

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### Abbreviations

<b>EASA</b>	European Advertising Standards Alliance
<b>SRO</b>	Self-regulatory Organisation
<b>RDM</b>	Responsible drinking message
<b>EFRD</b>	European Forum for Responsible Drinking

## Lucien Bouis



A la demande de l'EFRD et des Brasseurs d'Europe j'ai accepté a nouveau cette année de procéder à un audit externe du Monitoring Boissons alcoolisées qui a retenu pour une double analyse des SROs et de l'EASA 2323 messages publicitaires diffusés dans 19 pays de l'Union européenne par annonces Presse (1860) ou par spots T.V (463) durant les 3 mois correspondant à la plus importante promotion compte tenu des boissons considérées (avril à juin 2007 pour les bières – octobre à décembre pour les vins et spiritueux).

Il s'agit là d'une base importante d'observation permettant la formulation d'enseignements significatifs susceptibles de remettre en question bien des a priori et commentaires tendancieux si ce n'est partisans.

Reprenant quelques réflexions émises lors du rapport du monitoring de 2006 il est nécessaire de se rappeler que cette observation se révèle des plus opportune par le fait qu'elle met en évidence le rôle des SROs dans leur pratique de conseil ou d'avis préalables et de suivi après diffusion en respect non seulement des lois et règlements mais avant tout des règles déontologiques nationales ainsi que celles définies par l'EFRD et les Brasseurs d'Europe et ce tant dans leur lettre que dans leur esprit.

Il est évident que les publicités pour les Boissons alcoolisées se trouvent plus que d'autres confrontées à plusieurs problématiques qu'il s'agisse de la mise en évidence du succès social, du succès sexuel, de la consommation excessive, de représentation d'activités dangereuses, de l'âge des personnages mis en scène, des performances physiques ou intellectuelles, de la sollicitation des mineurs.

Dés lors une attention soutenue à la mise en évidence de personnalités connues et reconnues par les adolescents tant dans le domaine du sport, du cinéma que dans celui des variétés musicales doit perdurer ainsi que celle concernant l'usage de dessins animés ou de visuels repris dans le monde des jeux électroniques.

Le monitoring fait ressortir que dans la plus grande proportion les principes déontologiques sont respectés. Il met par ailleurs en évidence – de façon comparative année après année – le petit nombre de message faisant l'objet de remarque et encore moins celui concernant les réclamations qui sont le plus souvent le fait de la concurrence et non des consommateurs, de leurs associations ou des organisations plus particulièrement soucieuses de la lutte antialcoolique.

Un des privilèges dont bénéficie l'auditeur externe d'un tel monitoring est celui de pouvoir, au fil des années, et au delà de l'assurance qu'il doit fournir aux Organismes professionnels et aux SROs quant à la rectitude des travaux d'analyse assuré par l'EASA, porter appréciation sur les arguments développés par les messages publicitaires.

Il est tout particulièrement nécessaire d'inclure les observations émises par les Organismes d'autodiscipline et l'Alliance dans une approche plus globale prenant en compte les préoccupations émises par le public et/ou des organismes sanitaires ainsi que par la Commission européenne.

with respect to national ethical rules, as well as those defined by the EFRD and The Brewers of Europe, both in letter and spirit.

At the request of EFRD and The Brewers of Europe, I accepted once more to be the independent reviewer of the advertising monitoring exercise for alcoholic beverages, which was carried out by the self-regulatory organisations and EASA. All in all 2582 advertisements which ran in 19 EU countries in the print media (2101 ads) and on TV (481) were reviewed for a period of three months corresponding to the highest advertising period of the beverages studied (April-to June2007 for beer and October to December for wine and spirits).

The monitoring exercise is an important information source that allows the formulation of important lessons that could challenge not only many a priori and biased comments but also partisan arguments.

Keeping in mind some of the considerations expressed in the 2006 monitoring report, it is necessary to highlight that this report not only highlights the role of SROs in their advisory role prior and after broadcast with respect to laws and regulations but also

Aujourd'hui ces préoccupations s'expriment compte tenu des risques de consommation abusive de certains produits par des adolescents (es) lors de rencontres festives ou dans une démarche compensatrice à un certain mal-vivre et des ravages qui en découlent tant au plan des accidents de la route qu'à celui de la santé à plus ou moins long terme

Il apparaît maintenant opportun que les Annonceurs concernés en liaison avec les autres partenaires du monde de la publicité et les SROs mettent au point de nouvelles règles prenant en considération, dans leurs expressions publicitaires les aspects sociétaux liés à la consommation de boissons alcoolisées. Il conviendrait que ces principes déontologiques élaborés au niveau européen soient plus largement diffusés au niveau national et que leur applicabilité dans les nouveaux médias soit clairement spécifiée

La mise en évidence permanente de la responsabilité de l'Industrie quant au contenu des messages et l'explicitation de la pratique des SROs sont les meilleures réponses aux velléités réglementaristes mais il est dans le même temps nécessaire que réelle conscience soit prise quant à la responsabilité au regard d'incitation à des consommations excessives de boissons alcoolisées et ce quelque soit leurs composition ou leurs dénominations commerciales.

En effet certaines actions consuméristes trouvent prétextes de certain manquement pour mettre en cause la publicité de ces boissons et tentent si ce n'est de la faire supprimer pour le moins d'en limiter le contenu, de l'interdire sur certains supports, d'en fixer les moments et les lieux de diffusion.

Qu'il me soit permis de remercier Laure Alexandre et Oliver Gray qui m'ont facilité l'accès à tous les messages et à tous les documents qui m'ont été utiles dans cette tâche et avec qui j'ai pu comme à l'habitude confronter mes appréciations. Je me félicite également du fait que cette année ces échanges ont bénéficié du point de vue d'une responsable de Génération Europe, son regard acéré, sa motivation et sa franche expression ont été d'un apport des plus important au bénéfice du monitoring.

Lucien BOUIS  
Novembre 2008

It is clear that advertisements for alcoholic drinks are, more than others, faced with issues such as a possible linkage to social success or sexual success, excessive consumption, representation of hazardous activities, the age of the models involved, possible links to physical or intellectual performance, and appeal to minors. As a result advertisers need to tread carefully when using celebrities known to youth, both in the field of sport, film and music, as well as when using cartoons or visual material taken from the world of electronic games.

The monitoring exercise showed that in most cases the ethical principles are respected. Comparing the results of

the monitoring exercises undertaken in the different years, it becomes clear that only a small number of commercial messages are in breach of the code and even less are complained about. The few complaints that are generated are usually made by competitors or consumer organisations that campaign against alcohol, rather than consumers.

An external auditor becomes involved in these types of monitoring exercises to give assurance to both the self-regulatory organisations and the advertising industry that the analysis done by EASA is a fair one. One of the privileges of my position undertaken several years consecutively is to be able to get a feel of the messages developed in advertising.

It is especially necessary to put the comments made by the self-regulatory organisations and EASA in a more comprehensive light, taking into account the concerns expressed by the public and / or health agencies as well as the European Commission.

Today these concerns cover the risks of abusive consumption of certain alcoholic products by adolescents at parties or used purely as a stupefying drug with devastating results in terms of road safety and health in the longer term.

Now appears to be a good time for advertisers of alcoholic beverages to develop in conjunction with other partners of the advertising industry and SROs new rules taking into consideration the societal aspects of the consumption of alcoholic beverages. These ethical principles developed at European level would then need to be widely disseminated at the national level and their applicability to digital media platforms would need to be clearly highlighted.

Showing that the advertising industry is taking responsibility with regards to the content of advertisements is the best answer to regulatory wishes. The advertising industry should especially take responsibility when it comes to messages that encourage excessive consumption of alcoholic beverages, no matter what the composition of the drink or its commercial denomination.

Indeed certain consumerist actions find pretexts in an alleged failure to question the existence of advertising for these drinks and, when not trying to remove it, at the least try to limit the content, to ban it on certain media, or to fix the times and places of publication.

Let me thank Laure Alexandre and Oliver Gray with whom I could discuss my views and who have helped me gain access to all the messages and documents I have used for this task. I also welcome the fact that this year these exchanges of views have benefited from the responsible perspective, motivation and frank opinions of Generation Europe, which contributed to the usefulness of this monitoring exercise.

**Lucien Bouis**

Member of the Economic and Social Committee  
November 2008

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**Marie-Hélène Cussac – Generation Europe**

First let me thank the European Advertising Standards Alliance for inviting Generation Europe as an independent reviewer of their 2008 Report. Having personally taken part in a The Amsterdam Group workshop on Common Standards for Commercial Communications in 2004 as a member of the Generation Europe online youth community, it has been a really interesting experience to observe the latest developments - four years on - in alcohol advertising and self-monitoring across EU Member States.

After accessing the full database of advertisements and having discussed, sometimes at length, the reasons why one or the other had been found in breach of the codes, Generation Europe has no doubts that the method used to produce this Report ensures a transparent process and is therefore reliable providing invaluable information on which to base strategies to deal with the remaining 6% of ads in breach of content and 3% not respecting the requirements for responsible drinking messages (RDM).

When reviewing the interim version of this Report, I had the opportunity to meet with EASA and some of the reviewers. The heated debate which ensued partially reflected the changing values of a younger generation, but it also brought to light the need for future monitoring exercises involving young people.

To summarise:

- With its 6,000 member online Community, Generation Europe pays particular attention to the new media and the skyrocketing interest of young people in virtual social networking platforms. Websites and blogs such as Facebook, Second Life, etc. These are platforms where advertising to young generations flourishes. Why not

consider monitoring or even launching an online debate on visual ads of alcoholic beverages on new trendy web platforms?

- Also, it is perhaps time to open the debate on the key role played by advertising agencies and 'advertisers', and of the media in general. When accepting to publish or broadcast certain ads, business interests are at play. One should not underestimate the political role they play however.
- If the alcoholic beverages advertising industry has dedicated so much effort to self-regulation, why not engage more closely with those who come next in the communication channel: the media? They are valuable gate-keepers.
- After considering a few cases where an advertisement had been found in breach by its self-regulation organisation secretariat but finally accepted by an independent jury, it may be interesting to analyse the dynamics between the two and the unexpected implications of jury decisions.
- Although the question of culture has certainly been addressed when dealing with the artistic aspects of advertising, I think it is important to take an inter-generational approach to the debate. In the reviewing exercise, two of the reviewers are of the same nationality and of the same culture, but of a different generation. Immediate reactions to visuals and videos as well as the argumentative construction supporting claims for or against some of them, varied quite considerably. The age component appeared to be a key aspect in the evaluation of the suitability or not of an advertisement.
- Considering the various cultures, age of target groups and self-regulatory bodies together with the detailed results shown here, this Report is a mine of information and inspiration for the marketing and advertising teams working in the brewers and spirits industries. It would be interesting for EASA and/or EFRD and the Brewers of Europe to propose interactive workshops (why not including young people) to flush out what works and what does not, and why, in various EU Member States.
- Last but not least, it would be interesting to all parties to add a second part to the annual workshop where this Report is presented: one with a group of young Europeans from various Member States (the target group of the ads) with which to test a sample of advertisements. This would most certainly be an enriching experiment for all concerned!

Marie-Hélène Cussac  
Communication Manager  
Generation Europe

19 November 2008



## Jack Law - Alcohol Focus Scotland



Alcohol Focus Scotland welcomes the opportunity to comment on the EASA advertising monitoring compliance report for 2008. There are many issues about alcohol which each of us, from our different perspectives has to engage, alcohol advertising being amongst the most controversial. We hope that our comments on this year's report will be received in the intention they are given, of constructive criticism and a willingness to engage in the debate.

From AFS' perspective, the increasing reach of the application of the standards into new countries is welcomed and we would hope this development will continue in the future. Of course this brings issues about volume of advertising which needs to be covered, hence the more focused snapshot of this year's monitoring in comparison to previous years, although this represents a significant drop of 46% in the number of adverts monitored albeit over a larger number of countries.

It is heartening to see that once again overall compliance is high at 94%, although this is slightly down from the 96% rates achieved in previous years. In addition it would appear that there has been a considerable improvement in compliance with RDM from 15% non-compliance in 2007 to 3% in 2008. However, we would re-iterate the point raised from last year's report that it is important to provide examples of what the message actually says. For example, AFS would argue that the use of a website address does not of itself constitute an RDM.

While overall compliance remains high at 94%, which is a considerable achievement, nonetheless if we take a slightly longer view from 2005 when compliance was 96.4% it perhaps would be informative for the EASA to analyse this reasons for this relative decline over time. Nonetheless, if we look at the types of breach then the picture is considerably more positive in that, with the exception of those countries which have statutory regulation, on the majority of the measures there has been a sharp decline in many of the categories of breach. This is a most positive outcome, especially on issues to do with sexual success, social success, health benefits and appealing to under 18s, each of which are issues which excite considerable controversy.

The report continues the debate on the relative efficacy of voluntary regulation over statutory, citing the Loi Evin as a case in point. We would suggest the case is not well made. Uncertainty over the 'correct interpretation of the law' does not of itself persuade that the law is wrong, for it could suggest that its interpretation is problematic, and more needs to be done to analyse this. It would be helpful if the EASA could analyse this further and provide some indication of issues to do with the interpretation of the law for further debate.

AFS welcomes the suggestion that other marketing channels should be subject to analysis, for there are many worrying developments in the use of the internet and text messaging which should be addressed. We believe a debate needs to take place about how web sites, including social networking sites are used to promote products, in particular how they open up the possibilities of inappropriate communications relating to alcohol which are counterproductive to the intentions of advertising codes.

The immediate future has considerable challenges for us all, whether commercial businesses or NGOs, however AFS believes we need to continue to put every effort into improving the quality of advertising even in these testing times. We hope these comments are useful and informative for the process.

Jack Law  
Chief Executive, Alcohol Focus Scotland  
28 November 2008

## Parameters of the exercise<sup>1</sup>

Following similar exercises conducted in 2006 and 2007, SRO members of EASA were asked to monitor the compliance of alcoholic drinks advertising that appeared in their country according to European and national codes (see below). As the reviewers in the previous years had invited the sponsors to increase the number of countries monitored, the 2008 exercise was conducted in a larger number of countries than previously. A total number of 19 participating countries were involved in the exercise.

Austria (OWR)	Hungary (ORT)	Slovakia (RPR)
Belgium (JEP)	Ireland (ASAI)	Slovenia (SOZ)
Czech Republic (RPR)	Italy (IAP)	Spain (Autocontrol)
Finland (LTL)	Netherlands (SRC)	Sweden (MER)
France (ARPP)	Poland (RR)	UK (ASA)
Germany (DW)	Portugal (ICAP)	
Greece (SEE)	Romania (RAC)	

Table1 – Countries and SROs participating in the monitoring exercise

In order to keep the sample size manageable, it was decided to review product sectors over a period of three months, rather than for a whole year.

To ensure that the shorter period was representative and meaningful, all alcoholic beverages advertisements on the Xtreme Information database<sup>2</sup> for the three consecutive months with the highest volume in alcohol ad creation in 2007 were selected for monitoring. Based on information provided by Xtreme Information, the following months were therefore chosen:

- For Spirits: October, November and December 2007

The final sample examined in 2008 thus covered 2582 ads compared to 5620 ads in the 2007 monitoring exercise. The 2008 exercise thus captured the equivalent of 46% of the ads monitored in the previous monitoring exercise conducted in 2007.

The objective of the monitoring project was to assess the compliance of TV and print advertising in those 19 countries according to the following codes:

- The EFRD Common Standards
- Relevant national advertising standards codes and national sectoral codes
- Relevant national advertising laws

SROs were asked to view the ads and indicate:

- whether there had been a breach of the codes
- whether copy advice had been sought
- whether a complaint had been made and if so, the outcome of the complaint

**Note:** In the 2007 monitoring exercise, SROs monitored the ads that appeared during the whole year of 2006. In 2008, SROs monitored only the ads that appeared during the three month period with the highest volume of ads in 2007.

<sup>1</sup> For a detailed overview of the project, please look at ANNEX 1.

<sup>2</sup> See following page for more information

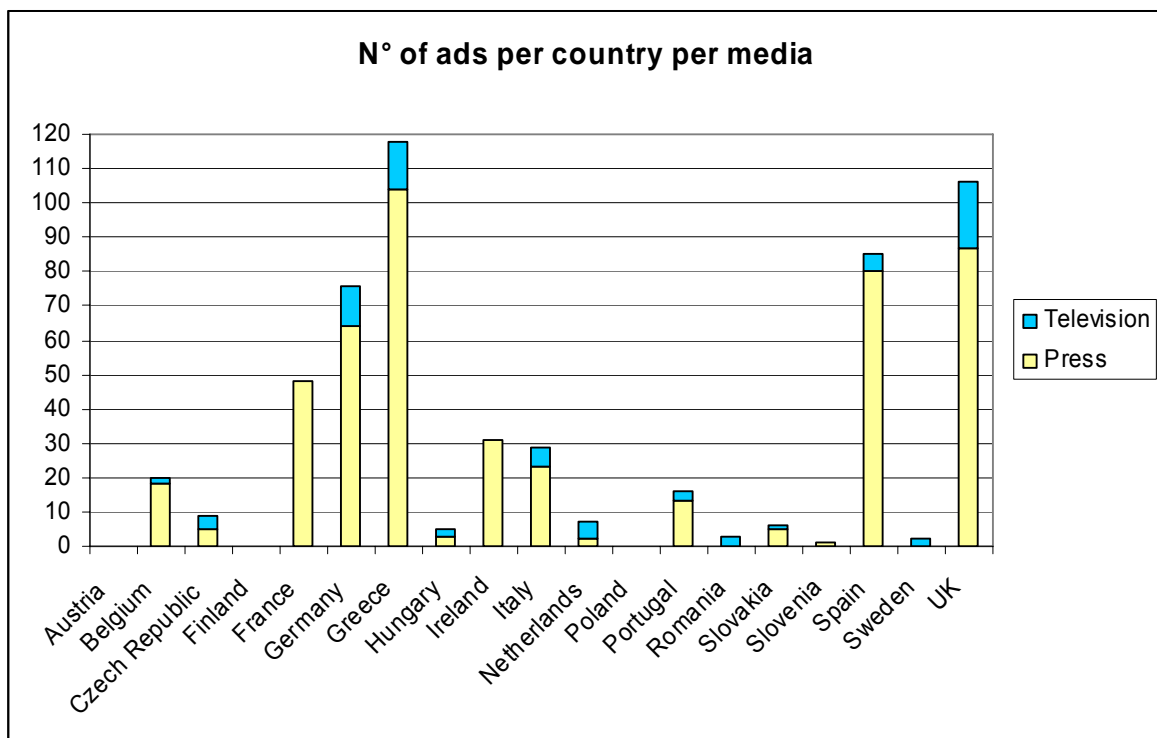
## ✚ How is the advertising captured?

For this exercise, EASA used the Xtreme Information database. Xtreme Information is a UK data research company based in London which captures and archives over 25,000 new TV and press advertisements every month from over 60 countries, as well as cinema, radio, outdoor and internet banner ads. Xtreme Information is the leading media intelligence source of global TV, press, radio, cinema, outdoor and internet advertising.

For the purpose of this exercise, Xtreme Information captured:

- The first appearance of new TV ads on over 90 European channels monitored 24 hours/day (covering 99% of the creative on TV).
- Print ads were captured from a broad range of consumer, business and specialist newspapers and magazines (95 to 98% of print ads captured).

A total of 562 spirits advertisements have been captured by Xtreme Information during the monitoring period and posted in the database.



Graph 1. Number of ads captured per country per media in the 3 months monitored

484 print ads and 78 TV ads have been captured in total. Greece was the country where most ads have been captured during the monitored period (October, November, December 2007).

Country	Press	Television
Austria	0	0
Belgium	18	2
Czech Republic	5	4
Finland	0	0
France	48	0
Germany	64	12
Greece	104	14
Hungary	3	2
Ireland	31	0

Italy	23	6
Netherlands	2	5
Poland	0	0
Portugal	13	3
Romania	0	3
Slovakia	5	1
Slovenia	1	0
Spain	80	5
Sweden	0	2
UK	87	19
<b>Total</b>	<b>484</b>	<b>78</b>

Table attached to graph 1. Number of ads captured per country per media in the 3 months monitored

Out of the 562 ads captured, 20 appeared to fall outside the remit of the exercise (sponsorship credits, TV ads on Swedish channels broadcasted from the UK<sup>3</sup> etc...). Therefore, the final compliance results are based on a total number of 542 ads.

**Note:** Xtreme considers each ad as a single execution. The same ad cut into different length formats will thus, each time, be considered as a new execution.

#### Independent reviewers

For reasons of impartiality and due process, three independent reviewers were appointed to perform the following functions:

- Verify that the appropriate criteria have been set up;
- Check SRO responses are made correctly by accessing the EASA-approved results online and viewing responses at random;
- Testify to the correctness of the monitoring procedure and ensure the processes were transparent, participative and accountable.

<sup>3</sup> Strong alcohol ads are banned, and there is an all-out ban on TV-advertising. This ban leads to some ads being placed with Swedish channels broadcasting from the UK (which thereby are under British jurisdiction and have not been reviewed by the MER).

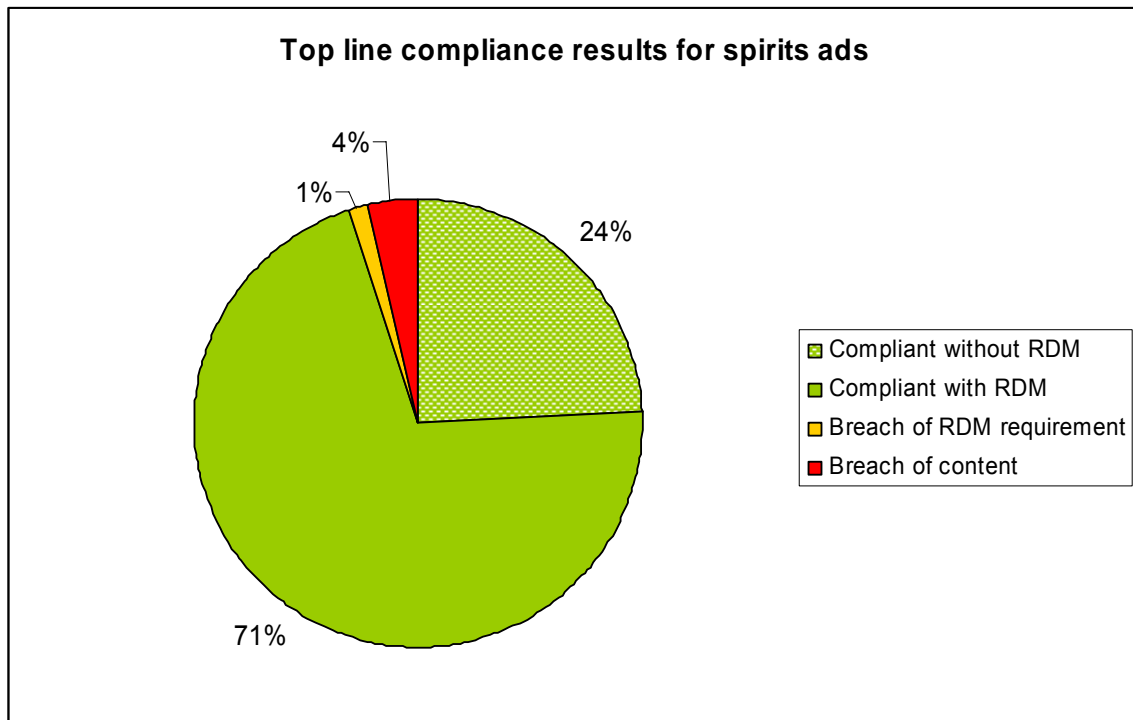


Results for  
spirits advertisements

2008

## Compliance results at European level

The graph below shows the compliance level across the 19 countries monitored for spirits advertisements on TV and print media. 95% of the ads have been found in compliance with the requirements of the codes and laws they were monitored against. 1 % of the ads monitored did not respect the requirement for responsible drinking messages in countries where that is compulsory, and 4% of the ads were found in breach of the codes due to their content.



Graph 2. Top line compliance results for spirits ads

Compliant without RDM	131
Compliant with RDM	384
Breach of RDM requirement	7
Breach of content	20
<b>Total</b>	<b>542</b>

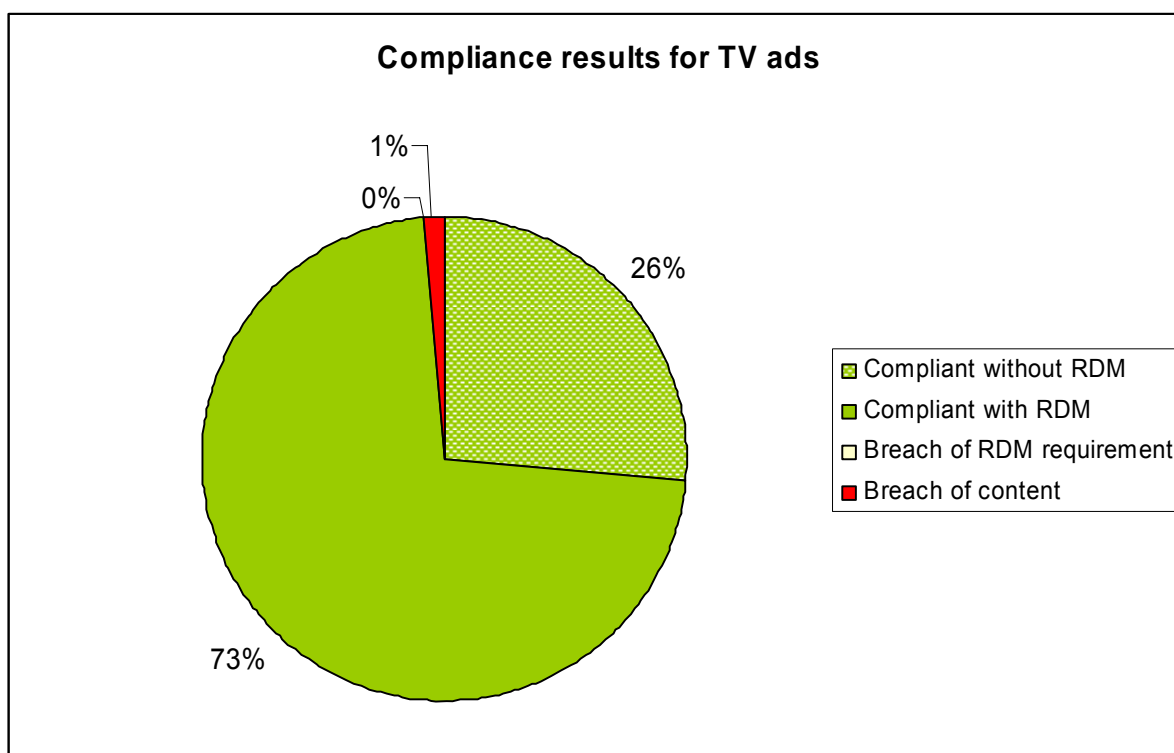
Table attached to graph 2. Top line compliance results for spirits ads

## Compliance results per media

The presentation of the percentages of compliance per media shows a lower compliance rate on print media.

- **Compliance results for TV ads**

Out of the 78 ads captured, two TV ads appeared to fall outside the remits of the exercise being TV ads on Swedish channels broadcasted from the UK<sup>4</sup>. The final compliance results for TV are therefore established on the basis of 76 ads.



Graph 3. Compliance results for spirits ads on TV

Compliant without RDM	20
Compliant with RDM	55
Breach of RDM requirement	0
Breach of content	1
<b>Total</b>	<b>76</b>

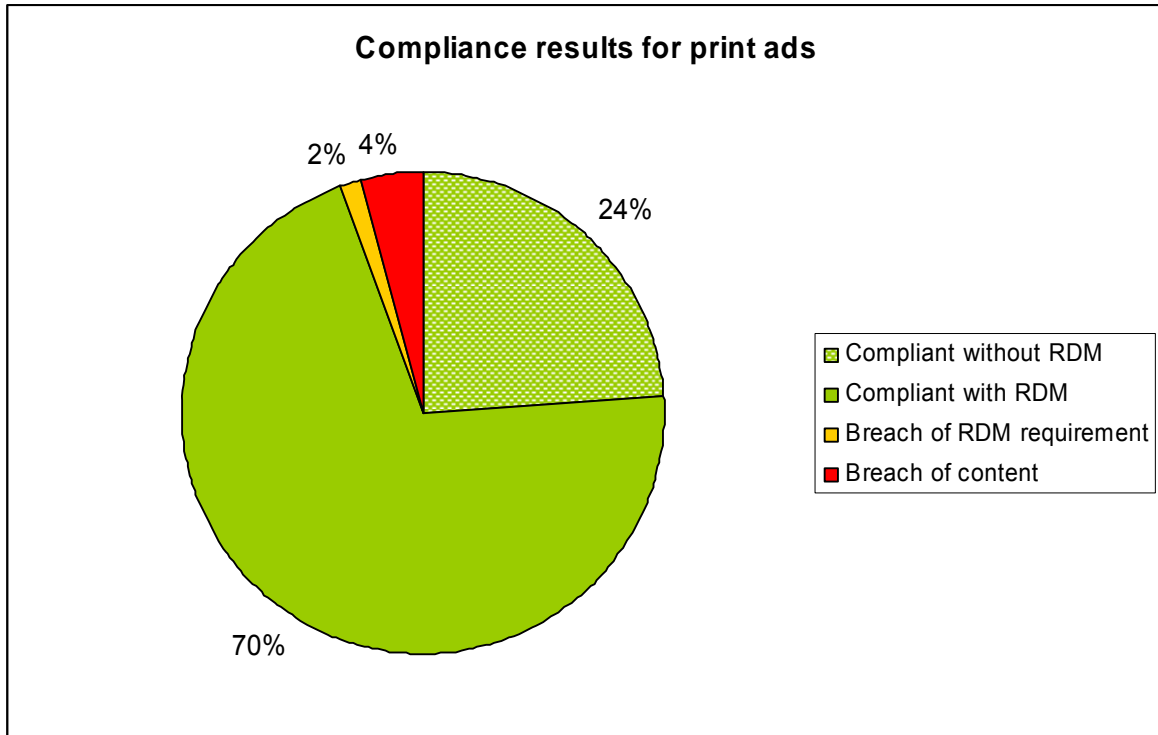
Table attached to Graph 3. Compliance results for spirits ads on TV

One ad was found in breach of the codes with regards to its content. None of the ads omitted the responsible drinking message in countries where that is compulsory.

- **Compliance results for print ads**

484 print advertisements have been captured during the monitoring period. Out of these, 18 print ads could not be reviewed because of a technical problem or because they fell outside the remits of the exercise as being sponsorship credits. The final compliance results for print are therefore established on the basis of 466 ads.

<sup>4</sup> See page for SWEDEN for more explanations



Graph 4. Compliance results for spirits ads on print media

Compliant without RDM	111
Compliant with RDM	329
Breach of RDM requirement	7
Breach of content	19
<b>Total</b>	<b>466</b>

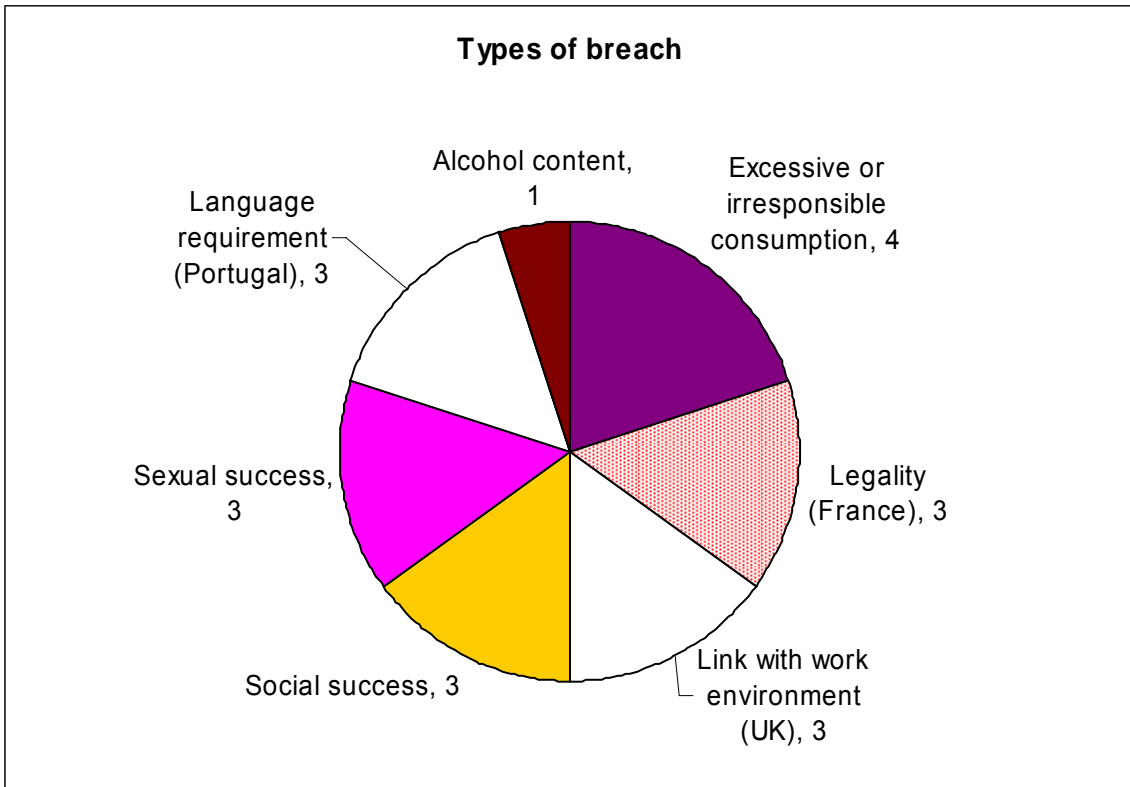
Table attached to Graph 4. Compliance results for spirits ads on print media

19 print ads were found in breach of the codes, and seven ads did not respect the requirement to mention a responsible drinking message in countries where that is compulsory.

## Information on breaches of the codes

The results below show what types of breach were identified by the SROs on ads that appeared during the monitoring period. In order to avoid confusion between differences in the article numbers between the EFRD Common Standards and the national codes gathering the same provisions, the “types” of breach are grouped per general principle.

Due to the low number that each type of breach represents, percentages do not appear in the pie chart below as they would not be representative.



Graph 5. Types of breach found by SRO on spirits advertisements during the monitoring period.

Types of Breach	n°
Excessive or irresponsible consumption	4
Legality (France)	3
Link with work environment (UK)	3
Social success	3
Sexual success	3
Language requirement (Portugal)	3
Alcohol content	1
Total	20

Table attached to Graph 5. Types of breach found by SRO on spirits advertisements during the monitoring period.

## Information on complaints

Eight ads that appeared during the monitoring period were complained about (three in the Czech Republic, one in Slovakia and four in the UK). The grounds for complaints were offensiveness, appeal to minors and portrayal of gender. Out of these, seven were not upheld and one has not been transferred to the jury by the SRO secretariat.

### Definitions:

**Complaint upheld:** The ad was complained about, transferred to the jury and the complaint was upheld.

**Complaint not upheld:** The ad was complained about, transferred to the jury and the complaint was not upheld.

**Complaint not transferred:** The ad was complained about, but the complaint was rejected by the SRO secretariat (out of remit, complaint not on the ad but on the product itself etc.)

## Information on copy advice

Copy advice is a service provided by SROs, on request, to advertisers, agencies and the media on the acceptability of proposed advertising campaigns. Copy advice is provided free of charge to SRO members in many countries and is non-binding.

- Copy advice is not available in Finland<sup>5</sup> and in Sweden. Germany and Romania are currently putting this service in place, but ads at the time of the monitoring capture could not benefit from it.
- In the Netherlands, the Stichting Reclame Code has no copy advice service. However, the Dutch alcoholic beverages industry can contact STIVA<sup>6</sup> for advice on commercials for radio and television before publication.
- As TV ads in the UK are pre-cleared by Clearcast, information on copy advice levels is not available.
- In Ireland, the CCCI<sup>7</sup> is in charge of pre-vetting alcohol ads.

During the monitoring period, 22 ads in Spain and 2 print ads in the UK had received copy advice.

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<sup>5</sup> In Finland, advice can be sought from the National Product Control Agency for Welfare and Health <http://www.sttv.fi/>

<sup>6</sup> STIVA groups Dutch producers and importers of beer, wine and spirits. The foundation aims to promote the responsible use of alcohol and to force back alcohol abuse.

<sup>7</sup> Central Copy Clearance Ireland Ltd was established in February 2003 as an independent organisation to provide a pre-vetting service for all advertising of alcoholic drinks in Ireland. CCCI ensures that no media outlet in Ireland, whether print, broadcast, outdoor, cinema or the internet, will accept any advertising for any alcoholic drinks brand unless it carries a copy clearance number from CCCI.



Country results  
for spirits  
advertisements

2008

## AUSTRIA



The monitoring of advertisements was conducted by the 'Österreichische Werberat' (ÖWR) is the body responsible for advertising self-regulation in Austria.

The applicable code is available in German on the 'Österreichische Werberat' website: <http://www.werberat.at/>

Responsible drinking message are voluntarily applied by some brands.

No spirits ads were captured by Xtreme Information in Austria during the monitoring period.

## BELGIUM



The monitoring of advertisements was conducted by the JEP (Jury d'Ethique Publicitaire).

The applicable code is available in French and Dutch on JEP's website <http://www.jep.be/>

20 ads were captured in Belgium during the monitoring period (14 print ads and 2 TV ads).

According to a Convention signed on 12 May 2005 among drinks producers, distributors, the SRO (JEP), etc., any form of advertising (cinema, TV, radio, posters, website) has to bear a responsible drinking message for which the positioning, character type and size have already been defined:

- Messages for applicable for spirits: "Notre savoir-faire se déguste avec sagesse" ("Taste our know-how wisely").

All the advertisements that appeared during the monitoring period respected this requirement.

Out of the 20 ads captured, four print ads for the same campaign were found in breach of the codes (two different visuals, each of them in Flemish and French). The JEP considered the advertisements to be an incitement to excessive consumption. This is in breach of the art 3.1 of the Belgian National Code, and art1.1 of the EFRD Common Standards.

## CZECH REPUBLIC



The monitoring of advertisements was conducted by the RPR (Rada Pre Reklamu)

The applicable code is available in Czech and English on the RPR website <http://www.rpr.cz/cz/index.php>

During the monitoring period, nine spirits ads have been captured in the Czech Republic.

Responsible drinking message are voluntarily applied by some brands. One of them carried a responsible drinking message.

None of the ads captured were found in breach.

Three TV ads have been complained about but none of the complaints was upheld. The grounds for complaints were denigrating portrayal of women and dangerous behaviour.

## FINLAND



The monitoring of advertisements was conducted by the Council of Ethics in Advertising” (in Finnish Mainonnan eettinen neuvosto, MEN - [www.mainonaneettinenneuvosto.fi](http://www.mainonaneettinenneuvosto.fi) )

No spirits ads were captured by Xtreme Information in Finland during the monitoring period.

## FRANCE



The monitoring of advertisements was conducted by the A.R.P.P. (autorité de la régulation professionnelle de la publicité)

The applicable code is available in French on the ARPP website <http://www.arpp-pub.org>

During the monitoring period, 48 spirits ads were captured.

Since 1991 (Loi Evin), advertising for alcoholic beverages containing more than 1.2% abv<sup>8</sup> must include the following message: “L’abus d’alcool est dangereux pour la santé” (“The abuse of alcohol is dangerous for health”). In addition, professional guidelines exist on the position, character type and size of the message and the following words added: “À consommer avec modération” (“Consume in moderation”).

Five advertisements did not carry a responsible drinking message as the Loi Evin requires.

Out of the 48 spirits ads captured, three have been found in breach of the Loi Evin with regards to the content of the advertisement because they featured items that are not allowed or played on words.

## GERMANY



The monitoring of advertisements was conducted by the Deutscher Werberat. The DW is an independent body which is embedded in the Zentralverband der deutschen Werbewirtschaft (ZAW), the German Advertising Association.

The applicable code is available in German and English on the DW website <http://www.werberat.de/>

During the monitoring period, 76 spirits ads have been captured in Germany.

Responsible drinking messages are voluntarily applied by some brands. 31 ads mentioned a responsible drinking message (26 press and 5 TV ads) and 45 did not mention it (38 press and 7 TV ads). This corresponds to 40.8 % of advertisements mentioning an RDM.

<sup>8</sup> Alcohol by volume.

None were found in breach or were complained about.

## GREECE



The monitoring of advertisements was conducted by the ΣΕΕ (SEE - Advertising Self-Regulation Council).

The applicable code is available in Greek on the ΣΕΕ website <http://www.see.gr/>

During the monitoring period, 118 spirits ads have been captured in Greece. 14 ads fell outside the remit of the exercise as being sponsorship credits.

All advertising should carry the “Enjoy responsibly” message. 91 of the ads monitored mentioned a responsible drinking message (78 press and 13 TV ads) and 13 did not mention it (12 press and 1 TV ads)

None of the remaining ads were found in breach or were complained about.

## HUNGARY



The monitoring of advertisements was conducted by the Önszabályozó Reklám Testület (ÖRT)

The applicable code is available in Hungarian and English on the ÖRT website <http://www.ort.hu/>

During the monitoring period, five spirits ads were captured in Hungary.

Since March 2007, members of the Hungarian Spirits Association agreed on a voluntary use of a responsible drinking message “Minőséget, mértékkel” (“Quality not quantity”). Four advertisements mentioned a responsible drinking message and one did not.

None were found in breach or were complained about.

## IRELAND



The monitoring of advertisements was conducted by the ASAI - Advertising Standards Authority for Ireland.

The applicable code is available on the ASAI website <http://www.asai.ie/>

During the monitoring period, 31 spirits ads were captured in Ireland.

Since 2005 MEAS members (i.e. companies and trade associations) agreed to use the following message: “Enjoy [brand name] sensibly”. Specific guidelines on the positioning, character size and font were agreed.

All the advertisements mentioned this responsible drinking message.

None were found in breach or were complained about.

## ITALY



The monitoring of advertisements was conducted by the IAP - Istituto dell'Autodisciplina Pubblicitaria.

The applicable code is available on the IAP website, in Italian and English <http://www.iap.it/indice-i.html>

During the monitoring period, 29 spirits ads have been captured in Italy. Responsible drinking messages are voluntarily applied by some brands. 12 ads did mention a responsible drinking message (7 press and 5 TV ads), and 17 ads did not (16 press and 1 TV ad).

None were found in breach or were complained about.

## NETHERLANDS



The monitoring of advertisements was conducted by the 'Stichting Reclame Code'.

The applicable code is available on the SRC website, in Dutch and English <http://www.reclamecode.nl/>

**Note:** The ads reviewed in the 2008 Alcohol advertising compliance monitoring were all made public from April 1<sup>st</sup> till December 31<sup>st</sup> 2007. The ads are reviewed according to the former Dutch Code for Alcoholic Beverages referred to as RVA or RVA – Old. This code became effective as of May 1<sup>st</sup>, 2005 and applied to all ads for alcoholic beverages until July 1<sup>st</sup>, 2008.

On July 1<sup>st</sup> 2008 a new/revised *Reclame Code voor Alcoholhoudende dranken* (RVA, Dutch Code for Alcoholic Beverages) came into force. The changes in the code are made clear in the annex to the memorandum 'Changes in Dutch Code for Alcoholic Beverages 2008' available upon request at the EASA secretariat.

The revised code requires the use of a responsible drinking message on all broadcast commercials and print advertising:

- "Geniet, maar drink met mate" ("Enjoy, but in moderation")

During the monitoring period, seven spirits ads were captured in the Netherlands. They all mentioned a responsible drinking message.

None were found in breach or were complained about

## POLAND



The monitoring of advertisements was conducted by "Związek Stowarzyszeń Rada Reklamy".

The applicable code is available on the Rada Reklamy website, in Polish. The English version has not been updated since 2006 <http://www.radareklamy.org/>

No spirits ads were captured by Xtreme Information in Poland during the monitoring period as there is a ban on spirits advertisements.

## PORTUGAL



The monitoring of advertisements was conducted by ICAP - Instituto Civil da Autodisciplina da Publicidade'.

The applicable code is available on the ICAP website (in Portuguese only) <http://www.icap.pt>

During the monitoring period, 16 advertisements for spirits were captured in Portugal.

Since 2002, all advertising (TV, print, website, excluding radio) should contain the following sentence: "Be responsible. Drink moderately". All mentioned responsible drinking messages.

Three advertisements were found in breach of the national code requirement that all advertisements should be in Portuguese or provide a translation.

## ROMANIA



The monitoring of advertisements was conducted by The 'Consiliul Roman pentru Publicitate - Romanian Advertising Council' (RAC).

The applicable code is available on the RAC website in Romanian and English <http://rac.ro/code.php>

During the monitoring period, three spirits ads were captured in Romania.

Responsible drinking messages are voluntarily applied by some brands. None of the advertisements captured carried a responsible drinking message.

None were found in breach or were complained about

## SLOVAKIA



The monitoring of advertisements was conducted by the Slovak 'Rada pre reklamu' (RPR).

The applicable code is available on the RPR website in Slovak and English <http://www.rpr.sk/>

During the monitoring period, six spirits ads were captured in Slovakia. Responsible drinking messages are voluntarily applied by some brands. One ad mentioned a responsible drinking message.

One advertisement was found in breach of the codes as it used expressions that either decrease or exaggerate the real content of alcohol in the beverage.

One advertisement was complained about on the grounds that it was sexist and demeaning to women, but the complaint was not upheld by the RPR jury.

## SLOVENIA



The monitoring of advertisements was conducted by SOZ - Slovenska Oglasevalska Zbornica (Slovenian Advertising Chamber)

The general advertising code is available on the SOZ website (in Slovenian <http://www.soz.si/> ). Alcohol advertising is regulated by legislation which is not available on the SOZ public website.

One spirit ad was captured during the monitoring period but fell outside the remit of the exercise (not published in a Slovenian magazine).

## SPAIN



The monitoring of advertisements was conducted by AUTOCONTROL - Asociación para la Autorregulación de la Comunicación Comercial.

During the monitoring period, 85 spirits ads were captured in Spain. One could not be reviewed for technical reasons. RDM are compulsory for all members of FEBE, the Spanish spirits federation, representing 95% of all spirits advertising in Spain.

Two ads captured during the monitoring period did not carry an RDM when according to the FEBE's code, they should have.

Six other print ads did not mention an RDM but they were issued by non-FEBE members.

None of the ads monitored was found in breach of the codes with regards to its content.

## SWEDEN



The monitoring of advertisements was conducted by the MER – MarknadsEtiska Rådet (<http://www.marknadsetiskaradet.org/>)

The advertisements have been assessed against the Sector Guidelines which provide a fairly comprehensive overview and interpretation of the Swedish Alcohol Act. Strong alcohol ads are banned, and there is an all-out ban on TV-advertising. This ban leads to some ads being placed with Swedish channels broadcasting from the UK (which thereby are under British jurisdiction and have not been reviewed by the MER).

The SR mechanism consists of the Industry's Alcohol Inspector (the AGM), and the MER. The AGM monitors how companies market and inform about alcoholic beverages in Sweden and has the power to impose fines on [member] companies that contravene the recommendations and laws related to alcoholic and low-alcohol beverages. The AGM receives complaints in the first instance, and the AGM-decision may be appealed to the MER. However, the MER does not have access to the AGM complaints statistics; in theory, therefore, some of the ads in the EASA monitoring exercise may have been complained about. However, none were subject to appeal.

During the monitoring period, two spirits ads were captured for Sweden but they were broadcasted from the UK.

## UNITED KINGDOM



The monitoring of advertisements was conducted by the Code of Advertising Practice (CAP) and the Advertising Standards Authority (ASA) which is responsible for regulating and handling complaints about advertising in all paid-for space. Clearcast, formerly known as the Broadcast Advertising Clearance Centre (BACC) is responsible for pre-clearing television advertisements and has complemented the view of the ASA on TV ads complaints upheld by the ASA council.

During the monitoring period, 106 spirits ads were captured in the UK. Out of these, two print ads fell outside the remits of the exercise.

There is no industry-wide agreement to display responsibility messages on alcohol advertising. The Portman Group (TPG), however, in November 2004, launched a consumer-orientated website, [www.drinkaware.co.uk](http://www.drinkaware.co.uk) which carries comprehensive information on responsible drinking and TPG member companies and others have agreed to promote this website on their advertising. The management of the site was taken over by the independent Drinkaware Trust from January 2007. Some companies choose to supplement this with a responsible drinking message, the most common being "Please drink responsibly".

61 ads mentioned a responsible drinking message (46 press and 15 TV ads) and 34 did not (31 press and 3 TV ads). This corresponds to 57.5% of the ads mentioning an RDM.

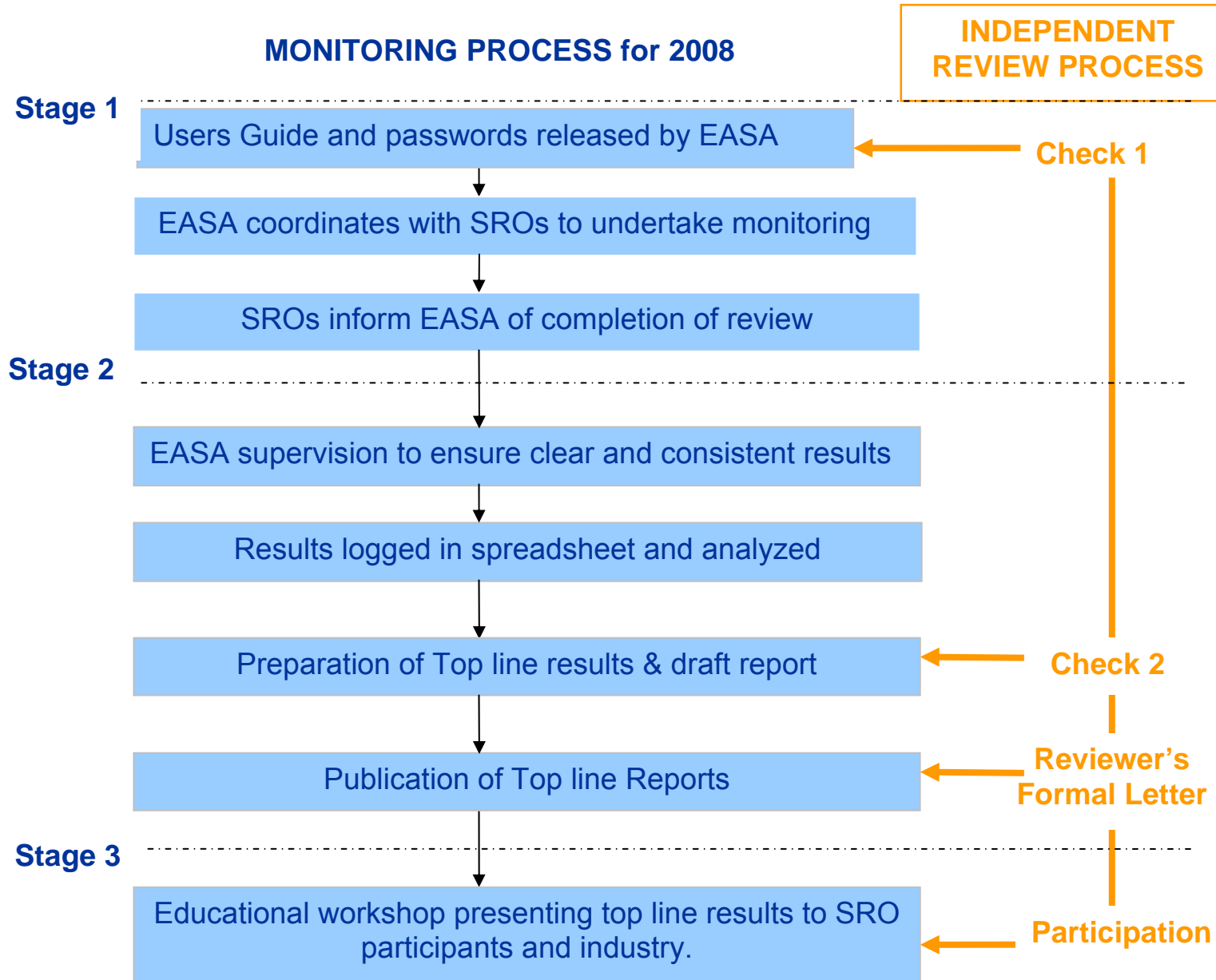
Eight print advertisements and one TV advertisement were found in breach of the codes:

- Three print ads were linking alcohol with seduction (against CAP Code Clause 56.9 and EFRD CSCC Clause 10.2)
- One suggested drinking can overcome problems and is a requirement for social success (against EFRD CSCC Clause 9).
- Four linked alcohol to a work environment (breach of CAP Code Clause 56.14 and EFRD CSCC clause 4 for the same reason).
- One TV ads implied that alcohol contributes to popularity and the success of a party (in breach of BCAP Code Clauses 11.8.1 (a -1), (a - 2), and (g) since it is in breach of EFRD CSCC clause 9 for the same reason.) Clearcast's view of this commercial is that it did not imply that the presence of alcohol contributed to the success of the party/event. Clearcast agreed that the characters, shown over a period of time, were clearly consuming the product but their view was that they were doing so in a responsible manner, there was no suggestion of over-consumption. Clearcast considered that the ad was acceptable in relation to the Code rules cited.

Four ads captured during the monitoring period were complained about to the ASA. One was not transferred to the ASA Council by the ASA secretariat (The complainant objected that the ad was offensive to survivors of WW2. The secretariat did not transfer the case to the jury because viewers in general were likely to understand it wasn't offensive to WW2 personnel.)

Three complaints have been transferred to the ASA council but were not upheld.

**ANNEX 1. Flowchart of Monitoring Process**







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