

# Alcohol Module

Looking at advertising self-regulatory standards related to alcoholic beverages

International edition  
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## How to use this Document?

This “Alcohol Module” is intended to complement the **International Guide to Developing a Self-regulatory Organisation**, which provides practical advice on setting up and developing an advertising self-regulatory organisation (SRO).

This alcohol module is designed to help parties interested in setting up an SRO to take into account the specifics of alcohol advertising, and provides an overview of the main rules applicable for this product category. It also identifies some of the main contacts dealing with responsible commercial communications for alcoholic beverages.

**It is specifically aimed at alcohol industry stakeholders in countries where no self-regulatory mechanism is currently in place.**

## Introduction

### What is advertising self-regulation?

Advertising self-regulation is a system by which the advertising industry actively polices itself. The three parts of the industry—the advertisers who pay for the advertising, the advertising agencies responsible for its form and content, and the media which carry it—agree on standards of practice and set up a system to ensure that advertisements failing to meet those standards are quickly removed or corrected.

Self-regulation is an alternative to detailed legislation, but not to all legislation. It is now widely accepted that self-regulation works best as a complement to legislation. The law lays down broad principles, e.g. that advertising should not be misleading, and provides a last resort in the rare cases where all else has failed.

Advertising self-regulation provides an additional level of consumer protection. Self-regulatory advertising standards go beyond the law and are rules reflecting the specificities of advertising. Sectors engage in self-regulation to demonstrate their responsibility and increase consumer trust.

### Why advertising self-regulation?

Self-regulation offers many advantages for consumers, authorities and competitors. Rules on the content of advertisements are applicable no matter what media is used, and therefore promote responsible communication through both traditional media (TV, print, radio, outdoor advertising) and digital marketing communications<sup>1</sup>.

<sup>1</sup> For more information about the remits of self-regulation for digital marketing communications in Europe, see EASA Digital Marketing Communications Best Practice (2008).

### Advantages for consumers:

- **Cheap & accessible**—There is no cost for consumers to make complaints and the service is accessible on- and offline.
- **Quick**—complaints are handled as quickly as possible, usually within 3-30 working days, which is much faster than court action.
- **Flexible**—rules and sensitivities in decision-making adapt quickly and easily to technological and societal change. Advertisements are judged on a case by case basis, and the decisions are easy to understand.
- **Reversal of burden of proof**—companies must prove that their ad did not breach the rule.
- **Complaints are handled case by case**—there is an assessment based on the context (where/when the ad appeared) and rules are applied in the spirit as well as to the letter.
- **Impartial**—the cases are assessed in an impartial procedure by a jury composed of lay experts only or accompanied by professionals. Conflicts of interest are therefore avoided. Through these decisions the trust of consumers in advertising is preserved.
- **Effective sanctions**—decisions can request modification or withdrawal of the ads found in breach of the codes. The media acts as a gatekeeper in case the advertiser refuses to comply, which ensures enforcement of the decision.

### Advantages for authorities and decision-makers:

- **Quick**—as damages to consumers in advertising do not always have an attached financial cost (e.g., offensiveness issues), the swiftness of decisions is a key factor (the best decision could be to have the advertisement withdrawn as quickly as possible). Therefore self-regulation brings a more adequate response than court action and avoids red tape and lengthy procedures, relieving the burden on the legal system.
- **Cheap and benefits the consumers**—the system is at no cost to tax payers and provides consumers with a rapid and concrete answer to their complaints.
- **Flexible**—rules and decisions adapt to technological and societal change. Self-regulation provides an additional layer of consumer protection without going through lengthy legislative procedures.
- **Reversal of burden of proof**—the system empowers citizens (as one complaint is sufficient to have a campaign stopped), and companies must prove they did not breach the rules.
- **Effective sanctions**—decisions can request modification or withdrawal of the ads found in breach of the codes. The media acts as a gatekeeper in case the advertiser refuses to comply, which ensures quick enforcement of the decision.
- **Impartial**—the cases are assessed in an impartial procedure by a jury composed of lay experts only or accompanied by professionals. Conflicts of interest are

therefore avoided. Through these decisions the trust of consumers in advertising is preserved.

- **“Naming and shaming” is a strong deterrent**—impact on the brand image and reputation of the advertiser and the cost of losing a campaign (production and placement costs lost) are deterrent sanctions for advertisers. In the rare cases where decisions are ignored repeatedly, advertisers are referred to the statutory authorities.

#### **Advantages for industry stakeholders:**

- **Level playing field**—the SRO ensures that competitors will not use advertising in a way that could be detrimental to professional practice or consumer trust in the sector.
- **Quick**—complaints are handled quickly which allows for rapid withdrawals of damaging campaigns by competitors.
- **Cheap & accessible**—the system avoids costly legal fees and provides efficient and quick redress.
- **Complaints are handled on a case by case basis**—assessments are made based on the context (where/when the ad appeared), and rules are applied in the spirit as well as to the letter.
- **Effective sanctions**—decisions can request modification or withdrawal of the ads found in breach of the codes. The media acts as a gatekeeper in case the advertiser refuses to comply, which ensures rapid enforcement of the decision. The impact on the brand image and reputation of the advertiser and the cost of losing a campaign are deterrent sanctions for advertisers. Repeat offenders can be submitted to mandatory copy advice<sup>2</sup> to avoid future problems.
- **Impartial**—the cases are assessed in an impartial procedure by a jury composed of lay experts only or accompanied by professionals. Conflicts of interest are therefore avoided. Through these decisions the trust of consumers in advertising is preserved.
- **Demonstrates responsibility**—through their involvement in the self-regulatory system, industry stakeholders show their active commitment to responsible marketing communication. By providing an additional level of consumer protection, it decreases the pressure to further regulate a sector.

<sup>2</sup> Copy advice is the provision by a self-regulatory organisation (SRO) of an opinion as to whether or not an advertisement complies with advertising rules. It is provided on a confidential basis and usually accompanied by advice on the amendments necessary to bring a non-compliant advertisement into line with the rules. Copy advice is provided on request to advertisers, agencies or the media. Copy advice is provided free of charge to SRO members in many countries and is non-binding.

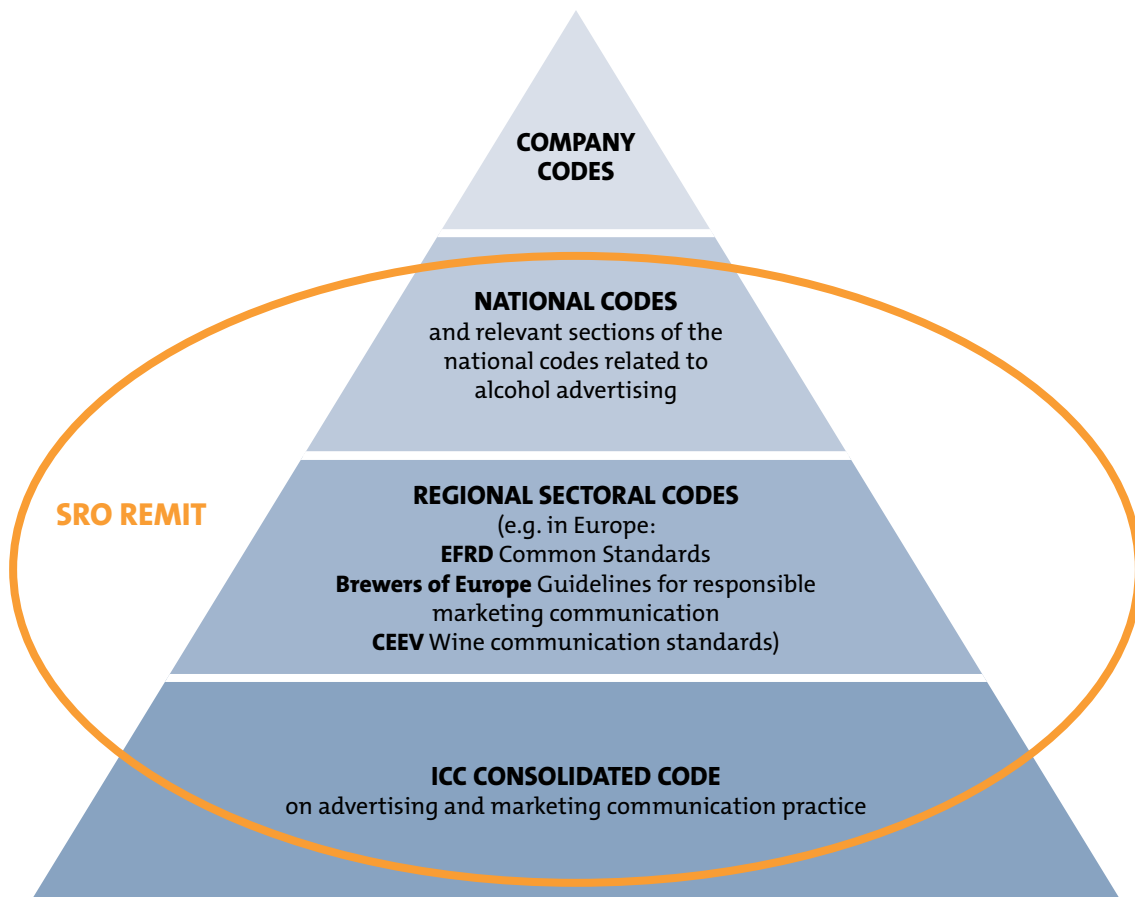
#### **What kind of advertising self-regulation?**

There is no such thing as the single ‘perfect’ model for self-regulation. Just like advertising is closely interwoven with the culture and traditions of the society in which it appears, self-regulation reflects the society it is in. Two principal factors are decisive in determining the form that self-regulation takes in any country:

1. **Tradition:** each country’s self-regulatory standards reflect its cultural, commercial and legal traditions.
2. **Opportunity:** self-regulation is a flexible instrument, but it can only truly flourish where the legislative framework gives it sufficient scope to do so.

All marketing communication is subject in practice to the International Chamber of Commerce (ICC) Consolidated Code of Advertising and Marketing Communication Practice. The Code lays down a set of broad principles applicable to marketing, regardless of what media is used. According to this Code, marketers and practitioners should ensure that their advertising and marketing communications are:

- **Fair**—respect the principles of fair competition, all applicable laws and adhere to the ICC Code to the letter as well as in spirit.
- **Decent**—always maintain ethical standards; avoid offending prevailing standards of decency in countries or cultures concerned.
- **Honest**—ensure that consumers have or can easily and timely access information necessary for their decisions. Do not make unjustifiable use of the name, logo, trademark, etc., of another company or organisation, nor in any other way take advantage of the goodwill of others.
- **Truthful**—check that all content is accurate and not presented in a way likely to mislead consumers. Make sure that the claims and facts used can be substantiated at the time of use.
- **Suitable for children**—take special care with messages intended for or featuring children. Make sure such messages do not exploit children’s natural credulity or undermine positive social behaviour, lifestyles and attitudes; avoid unsuitable products; and never include children’s messages in media where editorial matter is unsuitable.
- **Socially responsible**—respect human dignity and the environment. Never condone or encourage discrimination, violent or other anti-social behaviour, or exploit the misfortune of others. Never denigrate or ridicule any person or group, organisation, product, profession etc.
- **Respecting privacy**—respect the rights and privacy of individuals from whom data are collected.
- **Clearly distinguishable**—ensure messages are clearly identifiable as being marketing communications and are unlikely to be confused with editorial content.
- **Honest product endorsements**—use testimonials or endorsements only if they are genuine, verifiable and relevant. Do not portray or refer to anyone without prior consent.



As these rules are not always relevant to the specificities of alcohol advertising, codes of practice have been designed by the alcohol industry to govern communications for alcoholic beverages. Therefore, when it comes to alcohol advertising, self-regulation takes many forms that are not mutually exclusive:

- Adherence to company-written internal guidelines
- Adherence to a sectoral code of practice agreed among producers
- Adherence to SROs<sup>3</sup> set up by advertisers, communication agencies and media providers. The advertising industry formally agrees to support the self-regulatory organisation and the code financially, morally and practically. It is the self-regulatory organisation's job to apply the agreed upon code of standards and practice. Overall all SROs make sure all advertising, wherever it appears, meets the high standards laid down in the advertising codes.

Most of the major alcohol beverage companies have their own internal codes of practice for advertising and promotional activities. In most cases these codes are applicable not only for headquarters but for all branches worldwide, often including partners with whom the company does business. These can have a particularly important role to play in countries where there are no codes

of practice and/or few regulatory controls. Nevertheless, the company codes are not, as such, part of the rules administered and adjudicated upon by the SROs.

In addition, Article 26 of the ICC Consolidated Code of Advertising and Marketing Communication Practice invites operators to include compliance clauses in their contracts with media providers and retailers. It states that “All parties are encouraged to include in their contracts and other agreements pertaining to advertising and other marketing communication, a statement committing the signatories to adhere to the applicable self-regulatory rules and to respect decisions and rulings made by the appropriate self-regulatory body.”

## Part 1—Specificities of alcohol advertising

Alcohol carries the potential for abuse and, if misused, can lead to health and social problems. Defining an ethical position for the industry and its members must, therefore, acknowledge these adverse consequences. While rejecting suggestions of a direct causal link between alcohol advertising and alcohol-related social problems, the alcohol industry recognises the need for responsibility in the sphere of commercial communications.

<sup>3</sup> For more information, see the EASA International Guide to Developing a Self-regulatory Organisation (2009).

Whereas the majority of alcohol advertising codes of practice deal primarily with brand advertising, it is now increasingly common for codes to cover all aspects of marketing communications (such as brand naming and packaging, internet promotional activities and point-of-sale promotions at retailer level). This is a good way of ensuring that all commercial communications are covered by self-regulatory rules.

Nevertheless, practices such as labelling, packaging or point-of-sale promotion (below-the-line advertising) fall outside the remit of the general advertising SRO and are in most countries regulated by an alcohol industry funded social aspects organisation (SAO). SAOs are also responsible for the social responsibility campaigns run by the alcohol sector at national level, such as for example “anti-drink-drive” campaigns<sup>4</sup>, responsible serving programmes, consumer information and awareness campaigns.

Both SAOs and SROs work for responsible consumption through the promotion of responsible drinking patterns.

### Spirits, beer and wine advertising

While each of the branches that together constitute the alcohol sector (spirits, beer and wine) has traditionally written codes applicable only to its own products, national SROs adjudicate on all branches indiscriminately. In some countries, all codes have been merged into a single “alcohol section” under the general advertising code administered by the national SRO. Various sectoral codes can also co-exist in a country as long as there is a degree of convergence, and as long as the codes and their enforcement are equally credible.

<sup>4</sup> For examples of some social campaigns run by SAOs across Europe, please see <http://www.efrd.org/efrdinaction/b04a.html>

## Part 2—Code content

The commitment and consensus among the key players in the sector to ensure that advertising meets high standards of responsibility is a fundamental requirement for all self-regulatory systems. This commitment to responsibility needs to be reflected in the Code of Practice, written by the alcohol industry, which sets out the principles that will govern the content of advertisements. The scope of the code will depend on the extent to which advertising is already regulated by law, as there is no point in a code that simply duplicates existing regulations. The code must be reviewed and updated when necessary, to reflect changing circumstances in society or technology. It must be widely publicised among the industry and communicated to the general public.

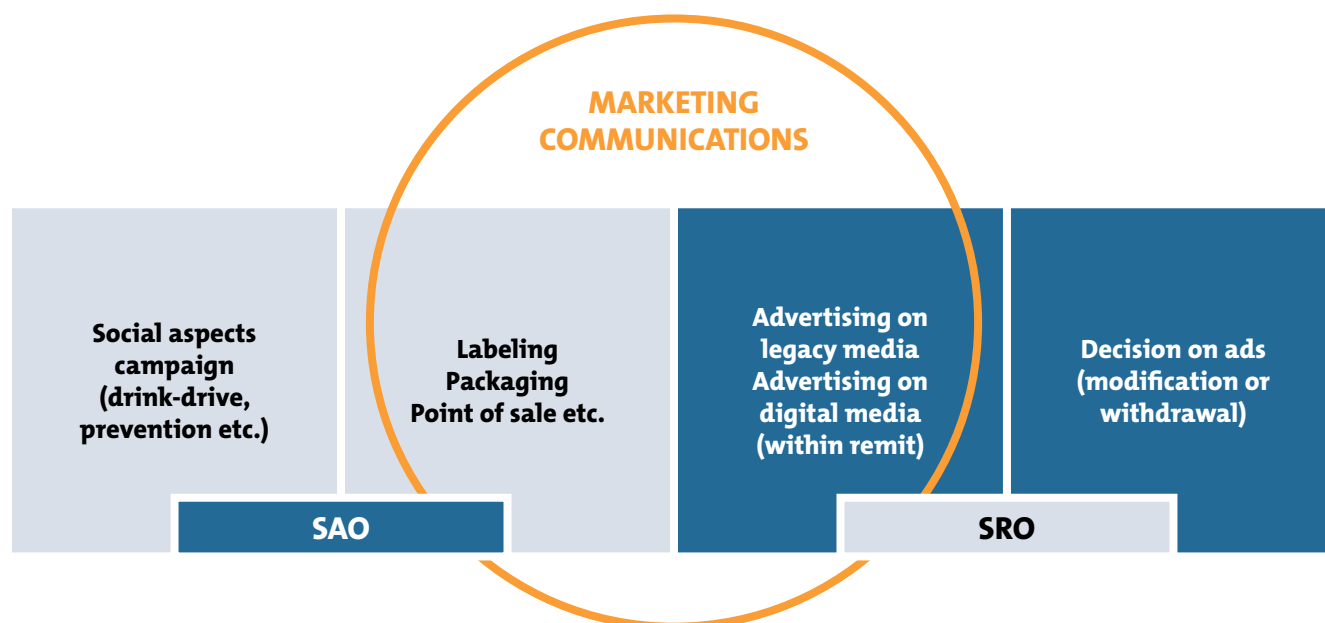
Among the industry codes adopted throughout the world, the general standards include the following.

### General principles

*These principles come from the ICC Consolidated Code of Advertising and Marketing Communication Practice applicable to all marketing communications, and therefore also to alcohol marketing communications.*

- Advertisements for alcoholic drinks should be **legal, decent, honest and truthful**. They should conform to accepted principles of fair competition and good business practice.

*All aspects of the law have to be respected, from commercial aspects to copyright and data protection. Ads should not be misleading, whether by omission or exaggeration, and competitors should be respected.*



- Advertisements for alcoholic drinks should be prepared with a **due sense of social responsibility** and based on principles of fairness and good faith, including when using testimonials.

*Advertisements should not show anti-social behaviour (e.g., street violence, hooliganism) or portray dangerous or distressing situations (e.g., suicide, inappropriate use of guns or knives).*

- Under no circumstances should alcohol advertisements be unethical, **offend against generally prevailing standards of taste and decency** or otherwise offend human dignity and integrity in the country where they are appearing.

*National sensitivities around specific issues, be it due to societal or religious reasons, should be respected (e.g., use of religious references or personalities). Issues around the portrayal of gender should be handled with care in all marketing communications but even more specifically in alcohol advertisements.*

### Misuse

- Advertisements for alcoholic drinks should not encourage, condone nor portray excessive or irresponsible consumption, present abstinence or moderation in a negative way, or suggest any link with violent, aggressive, dangerous or anti-social behaviour.

*If a group of people is shown consuming the product, the person who is not consuming should not be ridiculed. Likewise, advertisements should not suggest that drinking is an essential part of life or a necessary routine.*

### Dangerous activities

- Advertisements should not associate drinking with dangerous or daring activities (e.g., driving a motor vehicle of any kind or operating of potentially dangerous machinery).

*Driving any type of vehicle under the influence of alcohol is dangerous; it is illegal in most countries. Any type of motor-operated vehicle falls under this rule (e.g., motorbikes, cars, trucks, boats, planes). Operating machinery under the influence of alcohol can be dangerous and increases risks of getting harmed. Advertisements should not portray, for example, people operating a forming press in a factory or handling melting metals.*

### Alcohol content

- Advertisements should avoid any confusion about the nature and strength of alcoholic drinks. They may present information for consumers on alcoholic strength but should not emphasise high alcoholic strength in itself as a positive quality. Reversely, messages may not imply that consuming beverages of low alcohol content will avoid alcohol misuse.

*High alcohol content in a given drink should not be presented in itself as a positive quality in order to avoid misuse or incitation to abuse.*

### Medical aspects

- Advertisements must not suggest that alcoholic drinks can prevent, treat or cure a human disease, or refer to such properties.

*Alcohol should not be presented as a treatment or cure for any physical or psychological disorders. Suggestions that drinking can bring about a change in mood (e.g., “make you feel better”) or help overcome boredom, loneliness or other problems should be avoided.*

### Performance

- Advertisements should not create the impression that consumption of alcoholic drinks enhances mental ability or physical performance, e.g. when engaging in sports.

*Advertisements should not imply that people who drink alcohol are brave, tough or daring or that drinking has made them stronger or more capable. Taking part in certain sports under the influence of alcohol does not only increase the risk of getting oneself harmed (e.g., as when participating in water activities like swimming or snorkelling) but may also potentially harm others (e.g., when participating in snow sports or extreme sports).*

### Minors (i.e., persons below the legal age for drinking under national law)

- Advertisements should not be specifically aimed at minors or show minors consuming alcoholic beverages. Advertisers should avoid media or events where a majority of the audience is known to be underage.

*Much of the debate surrounding alcohol advertising is concerned with the question of whether advertising encourages people to start and/or continue drinking or drink excessively. The debate has tended to focus on young people as a vulnerable group, more easily influenced by advertising messages and more prone to risky drinking behaviour than the general population.*

*Ads inciting minors to drink alcohol, whether it is by emulation, attractiveness of the visual or placement of alcohol ads in media aimed at young persons, must be avoided (for instance offers to download free MP3 files after having bought a certain quantity of the product on offer may be of particular appeal to minors and incite to consumption abuse). Advertisers are also advised to include age-verification devices on websites to ensure that minors do not access messages that are not intended for them.*

### Social success

- Advertisements should not create the impression that the consumption of alcohol is a requirement for social success and should not imply that the successful outcome of a social occasion is dependent on the consumption of alcohol.

*Alcohol should not be presented as necessary to have fun, or as enhancing the success of a given social occasion (e.g., “The party was great because there was “X” to drink” would not be acceptable).*

## Sexual aspects

- Advertisements should not create the impression that consumption of alcohol is a requirement for sexual success and should not imply that the successful outcome of a social occasion is dependent on the consumption of alcohol.

*Such references are often common in advertisements for other product categories but are not to be used in relation to alcohol advertising. Alcohol should not be presented as a means to seduce the opposite sex or as enhancing someone's seduction power or attractiveness.*

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## Part 3—Proactive self-regulation (SR): pre-vetting and monitoring

Copy advice and pre-clearance are two pre-vetting tools offered by SROs to prevent the appearance of advertising that does not comply with the codes. Another method used by SROs—called “monitoring”—allows an overview of the advertisements of a specific sector of product, which enables SROs to report problematic ads without being dependent on complaints received.

In countries where there is currently no SRO, the alcohol industry could benefit from these services and is, therefore, encouraged to contribute to the creation of an SRO. For more information see the EASA International Guide to Developing a Self-regulatory Organisation and the EASA website ([www.easa-alliance.org](http://www.easa-alliance.org)).

### 3.1 Copy advice

Copy advice is the provision by an SRO of an opinion as to whether or not an advertisement complies with national advertising rules. It is provided on a confidential basis, usually accompanied by advice on the amendments necessary to bring a non-compliant advertisement in line with the rules. Copy advice is provided upon request to advertisers, agencies or the media.

Seeking copy advice at an early stage in the preparation of a campaign provides advertisers and agencies with a degree of reassurance that their ads comply with the highest standards of practice. It also prevents time and money from being wasted on campaigns that breach the rules and are therefore likely to be short-lived. Copy advice can also help to avoid embarrassment and damage to the reputation of an advertiser or a brand caused by adverse publicity if a complaint is upheld. In a wider context, copy advice helps protect the reputation of advertising in general.

Copy advice provided by an SRO is not usually binding for the advertisers, agencies or media that request it. They are, however, expected to comply with it, particularly if it has been provided by the SRO's complaints committee.

Copy advice contributes to higher credibility and reactivity of self-regulatory systems. In many contexts, such services give those who request it (advertisers, agencies or media) the benefit of advice and input from a wider perspective. For more detailed information on copy advice and how it is provided please refer to section 5.3 of the EASA Guide to Developing a Self-regulatory Organisation.

### 3.2 Pre-clearance

In some markets, either due to the statutory situation under the broadcasting act or the decision of the alcohol industry, alcohol advertising is required to be “pre-cleared.” Each advertising execution is, therefore, submitted to a body dedicated to this purpose and cannot be run in the media if an authorisation has not been received.

The pre-vetting is compulsory, and the advice given mandatory.

Like copy advice, pre-clearance reduces the risk of complaint, but if a complaint is received, the preliminary decision to grant clearance will be reviewed by the adjudication committee and, if necessary, overruled.

### 3.3 Monitoring advertisements and compliance

The purpose of monitoring advertising is to be able to provide a picture of the levels of compliance with the codes and laws of a specific sector. This proactive action allows SROs to provide additional data and identify trends about the market they operate in as this goes beyond establishing statistics based on the number of complaints received. Regular and consistent monitoring can identify trends and provide analyses and feedback to the advertising industry, which in turn will help improve compliance levels.

Monitoring data acts as an extra dimension to the statistics published by an SRO as evidence of its activities.

Monitoring of advertisements can also assist in supplying up-to-date compliance data and examples to assist the industry when it is in dialogue with, for example, consumer groups and governmental authorities.

Monitoring must follow a set of methodological rules in order to ensure that it is transparent and accountable:

- The capture of the advertisements monitored must be done for a given period of time and must be independent and representative (be it for a specific sector or product)
- The applicable codes must be identified.
- The methodology of review must be transparent and thorough.
- Results must be processed and published in a transparent and accountable manner.

Monitoring of compliance can be done in several ways, as the table below demonstrates.



Regular advertising monitoring	Compliance monitoring
<p>Monitoring of advertising can be carried out by an SRO's staff on a regular basis (e.g., daily, weekly or monthly).</p> <p>Its purpose is to review advertising appearing in the media for compliance with the advertising code and take appropriate steps in cases of non-compliance.</p> <p>The objective of this exercise is threefold:</p> <ul style="list-style-type: none"> <li>■ provide the SRO with an accurate picture of the advertising of the monitored sector in its country;</li> <li>■ communicate with advertisers on the codes and rules;</li> <li>■ ensure and improve compliance with the code.</li> </ul>	<p>Advertising is subject to challenges of various kinds.</p> <p>Compliance monitoring helps the industry respond to these challenges:</p> <ul style="list-style-type: none"> <li>■ by verifying compliance with the decisions of the Complaints Committee (i.e., ensuring that an advertisement has been withdrawn or amended);</li> <li>■ by ensuring that advertisers do not continue to make claims found by the Complaints Committee to be in breach of the Code.</li> </ul>

### 3.3.1 Example—Monitoring alcohol advertising across Europe

Since 2004 EASA has coordinated three monitoring exercises at the request of the European Forum for Responsible Drinking (EFRD) and The Brewers of Europe. The ads were reviewed by EASA SRO members. All alcohol advertisements that appeared on television and in press during specified periods each year were collated for examination by the SRO in their country of origin. SROs assessed the advertisements for compliance with the sectoral advertising codes (the EFRD Common Standards for Commercial Communications<sup>5</sup> and the Brewers of Europe Guidelines for Responsible Commercial Communications<sup>6</sup>), global advertising codes (the Consolidated ICC Code of Advertising and Marketing Communication Practice<sup>7</sup>) and existing national codes. In addition, SROs were asked to report whether an advertisement had received copy advice or had given rise to a complaint.

Following the completion of each monitoring exercise, a summary of results for each country was released at both EU and national levels, which formed the basis for national advertising industry discussions.

The results also formed the basis for annual European workshops organised by EASA and attended by alcohol industry representatives and the participating SROs. As well as providing an opportunity to share the results of the monitoring exercises, and to review differences among national interpretations of the same rules based on a number of examples, the workshops focus on clarifying existing rules and help identify areas for industry awareness campaigns.

The alcohol industry regards these exercises as crucial to the development of best advertising practice and as a useful training exercise for all the participants in the self-regulatory process.

5 [http://www.efrd.org/communication/docs/EFRD%20CommStand-12-07-c\(low\).pdf](http://www.efrd.org/communication/docs/EFRD%20CommStand-12-07-c(low).pdf)

6 <http://www.brewersofeurope.org/docs/publications/guidelines.pdf>

7 <http://www.iccwbo.org/uploadedFiles/ICC/policy/marketing/Statements/330%20Final%20version%200f%20the%20Consolidated%20Code%20with%20covers.pdf>

The annual reports for 2006, 2007 and 2008 are available on the EASA website ([www.easa-alliance.org](http://www.easa-alliance.org)) and the EFRD website ([www.efrd.org](http://www.efrd.org)).

## Part 4—Examples of SR structures and codes for alcohol advertising

### 4.1 Europe

#### 4.1.1 Advertisement for spirits

In Europe, two entities work together on issues of responsible marketing communications for spirits:

- **EFRD—The European Forum for Responsible Drinking**

The European Forum for Responsible Drinking is an alliance of leading European spirits producers supporting targeted initiatives to promote responsible drinking. These initiatives focus on attitudinal and awareness programmes, responsible marketing and self-regulation, as well as the promotion of a better understanding of the evidence base. In 2008, EFRD became a member of the European Spirits Organisation—CEPS to support the overall spirits industry in meeting the expectations of stakeholders towards responsible commercial communications and a reduction of alcohol-related harm.

For more information, see <http://www.efrd.org>.

See website above for the EFRD Common Standards for Commercial Communications

- **CEPS—The European Spirits Organisation**

The European Spirits Organisation—CEPS acts as the European representative body for producers of spirit drinks. With members from across Europe, CEPS ensures that no form of commercial communication about their products encourages or condones excessive consumption or misuse of spirits, or specifically targets underage drinkers. All members adhere to the principles enshrined in the EFRD Common Standards for Commercial Communications (see above).

Reducing alcohol-related harm is one of the European spirits industry's key objectives, which it seeks to implement via a host of targeted initiatives. To demonstrate its commitment to the fight against alcohol misuse, the European Spirits Organisation—CEPS adopted its [Charter on Responsible Alcohol Consumption](#) in November 2005.

The Charter comprises the following seven key principles:

- Advertising to include responsible drinking messages: By 2010, 75% of members' advertising (print, including billboards, TV/cinema and websites) will carry responsible drinking messages;
- Introduce codes of conduct on marketing of spirit drinks: Members abide by a universal standard on commercial communications;
- Responsible product development: New products on the market will undergo even more intense scrutiny to ensure marketing is carried out responsibly;
- Fight underage drinking: Members will work closely with national authorities in ensuring that minimum purchasing age legislation is enforced;
- Fight drinking and driving: Members will continue to work with national authorities in ensuring that the dangers of drinking and driving are widely communicated;
- Inform about responsible drinking: The industry will work with other stakeholders to define clearly what is meant by sensible drinking levels and then communicate the information widely;
- Publish progress reports: The European Spirits Organisation—CEPS will annually review and report publicly on the progress of implementation of this Charter.

As stated in the CEPS Charter, national codes of conduct in all EU Member States should incorporate, as a minimum, the above principles by 2010, taking into account the specificities of existing self-regulation mechanisms. While enforcement of national codes can only be down to national law and practice, systems must exist at the national level to ensure compliance among members. CEPS Members should also play a role in establishing national systems whereby irresponsible behaviour by non-member spirits producers can be condemned or limited.

For more information, see <http://www.europeanspirits.org>.

#### 4.1.2 Advertisement for beers

##### ■ The Brewers of Europe

Founded in 1958 and based in Brussels, The Brewers of Europe is the voice of the European brewing sector to the European institutions and international organisations. Current members are the national brewers' associations from EU Member States, Norway, Switzerland and Turkey. One of The Brewers of Europe objectives is to promote initiatives and campaigns to inform consumers of the benefits of moderate beer consumption and the risk of alcohol abuse and to promote industry self-regulation as an

effective and credible alternative to the consumption control approach.

For more information, see <http://www.brewersofeurope.org>.

See the website above for The Brewers of Europe Guidelines for Responsible Commercial Communication

#### 4.1.3 Advertisement for wines

##### ■ CEEV—Comité Européen des Entreprises Vins

The CEEV—Comité Européen des Entreprises Vins is the representative body of the EU industry and trade in wines.

The Wine in Moderation programme ('the Programme') is the European wine sector's measurable commitment to implement an effective and specific contribution to the reduction of alcohol-related harm, founded on science-based information, broad-based education and sector self-regulation. Its objectives are to promote responsibility in consumption of wine and wine products, support the message of wine as a premium product to be savoured slowly and in moderation, and to educate stakeholders and the public about the social and health risks of excessive consumption and misuse, while encouraging cultural change in the approach to consuming alcohol and making moderation fashionable.

The Programme aims to mobilise the whole European wine sector through building partnerships with stakeholders at supranational (EU), national and local levels, as well as complementing and supporting national initiatives already in place.

Last but not least, the European wine sector is a strong advocate of responsible commercial communications. Common sense should govern all forms of commercial communications to consumers. The wine sector reaffirms its commitment to all forms of wine marketing promoting the message of moderation. No communication should target people under the legal drinking age or provide misleading information.

To this end, the European wine sector has defined a set of [Wine Communication Standards](#) specific to commercial communications on wine and wine products. These standards build on existing national self-regulation codes aimed at reinforcing the traditions of presentation, communication and availability to consumers, inducing moderation and responsibility in the consumption of wine. They also lay out a series of recommendations governing commercial practices and communications. Guidelines on how to use the message of moderation and responsibility in the consumption of wine will also be established.

For more information, see <http://www.wineinmoderation.eu>.

**The overviews provided of initiatives outside Europe is not exhaustive.** For further information, please contact each association directly.

## 4.2 North America

### 4.2.1 Advertisement for spirits

#### ■ DISCUS—The Distilled Spirits Council of the United States

The Distilled Spirits Council is the national trade association representing America's leading distillers and nearly 80% of all distilled spirits brands sold in the United States.

The DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing provides for a Code Review Board comprised of senior member company representatives charged with reviewing complaints about advertising and marketing materials in the marketplace. Additionally, the Code has an Advisory Board made up of outside independent experts from academia, government and broadcasting.

The distilled spirits industry's approach to self-regulation, pointed to as a model for other industries by the Federal Trade Commission, has been commended on numerous occasions by regulators, industry watchdogs and the media.

For more information, see <http://www.discus.org/about/>.

To view the DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing, go to <http://www.discus.org/responsibility/code/read.asp>.

#### ■ ACD—Association of Canadian Distillers

The Association of Canadian Distillers is the national trade association representing Canada's major distillers. The ACD feels a special obligation to encourage moderate consumption of alcoholic beverages and to promote a sense of responsibility. Toward this end, the Association supports and develops educational projects focusing on responsible consumption and help consumers make informed decisions.

For more information, see <http://www.acd.ca/>.

To access the Canadian Code of Good Practice for Beverage Alcohol Advertising & Promotion (1995), see <http://www.acd.ca/eng/Publications/advertisingcode.htm>.

### 4.2.2 Advertisement for beers

#### ■ USA—The Beer Institute

Brewers in the US use the 2006 Beer Institute Advertising and Marketing Code's Guidelines in developing radio, television, internet, print and other materials to promote their brands. Consumers who believe that specific advertising and marketing material is inconsistent with one or more guidelines of the Beer Institute Code may either contact the brewer directly regarding their concern or contact the Beer Institute. The brewer will normally respond within ten business days. Consumers who are dissatisfied with the brewer's response to a complaint may file a complaint form with the Code Compliance Review Board (CCRB).

The CCRB is an independent panel established to provide the public with a timely, transparent, and independent complaint review process for beer advertising and marketing materials that are being broadcast or actively disseminated in the marketplace.

The Beer Institute Code, information about the CCRB, electronic complaint forms, and instructions are available at [www.beerinstitute.org](http://www.beerinstitute.org).

#### ■ The Brewers Association of Canada

The Brewers Association of Canada and its members are committed to promoting responsible drinking. Over the past 20 years, they have invested in media campaigns, programmes and partnerships in all areas of responsible drinking, including drinking and driving, youth drinking and drinking during pregnancy.

Programmes continue to be developed to ensure that the Brewers Association of Canada is contributing to the reduction of alcohol misuse.

To learn more, visit <http://www.brewers.ca/>.

## 4.3 Latin America

### 4.3.1 Advertisement for beers

#### ■ Latin American Brewers (Cerveceros Latinoamericanos)

Cerveceros Latinoamericanos (Latin American Brewers) is a non-profit association created in 1959 in Lima, Peru. In Latin America, the brewing industry is committed to social responsibility and promotes healthy lifestyles.

The Latin American brewing sector works to ensure that its products are consumed in a responsible way and only by legal-age consumers. It believes in applying self-regulatory rules to industry marketing communications (including advertising and promotion materials) in addition to laws applicable in Latin American countries.

Copies of the self-regulatory code for beer ads are available on the websites listed below:

Argentina—[www.camaracervecera.com.ar](http://www.camaracervecera.com.ar)

Bolivia—[www.caboface.web.bo](http://www.caboface.web.bo)

Brazil—[www.ambev.com.br](http://www.ambev.com.br)

Colombia—[www.grupobavaria.com](http://www.grupobavaria.com)

Costa Rica—[www.florida.co.cr](http://www.florida.co.cr)

Chile—[www.acechi.cl](http://www.acechi.cl) / [www.ccu.cl](http://www.ccu.cl)

Ecuador—[www.cervecerianacional.com.ec](http://www.cervecerianacional.com.ec) / [www.ambev.com.ec](http://www.ambev.com.ec)

El Salvador—[www.laconstancia.com](http://www.laconstancia.com)

Guatemala—[www.cerveceriacentroamericana.com](http://www.cerveceriacentroamericana.com)

Honduras—[www.cerveceria hondurena.com](http://www.cerveceria hondurena.com)

Nicaragua—[www.cervezanica.com](http://www.cervezanica.com)

Mexico—[www.anfacer.com.mx](http://www.anfacer.com.mx)

Panama—[www.cerveceria-nacional.com](http://www.cerveceria-nacional.com) / [www.barupanama.com](http://www.barupanama.com)

Peru—[www.backus.com.pe](http://www.backus.com.pe)

Dominican Republic—[www.cervecerosdominicanos.com](http://www.cervecerosdominicanos.com)

Venezuela—[www.caveface.org.ve](http://www.caveface.org.ve) / [www.consumoresponsable.com.ve](http://www.consumoresponsable.com.ve)

For general information, see [www.cerveceroslatinoamericanos.com](http://www.cerveceroslatinoamericanos.com).

## 4.4 Asia-Pacific

### 4.4.1. Advertisement for spirits

#### ■ DSICA—Distilled Spirits Industry Council of Australia

The Distilled Spirits Industry Council of Australia is the national organisation representing and advancing the interests of manufacturers and importers of distilled spirits and liqueurs in Australia. DSICA's mission is to create an informed political and social environment that recognises the benefits from moderate alcohol consumption and encourages responsible community attitudes towards alcohol.

For more information, see [www.dsica.com.au](http://www.dsica.com.au).

#### ■ Distilled Spirits Association of New Zealand

The Association is the national organisation representing the views of New Zealand's leading producers and marketers of premium spirits and liqueurs. The Association is committed to working with all stakeholders to promote responsibility in the consumption and sale of alcohol. The code approved by the sector is administered by the Advertising Standards Authority<sup>8</sup>.

More information is available at [www.asa.co.nz](http://www.asa.co.nz).

For more information, see <http://www.distillers.co.nz/index.html>.

### 4.4.2. Advertisement for beers

The Brewers Association of Australia & New Zealand is active in the Australian and New Zealander communities and seeks to engage constructively on issues of interest to the beer sector. The Brewers Association has especially been active on issues involving social responsibility and marketing practices

In Australia, major brewers participate in the Alcohol Beverage Advertising Code (ABAC) Scheme, the regulatory system for alcohol advertising. The ABAC Scheme has three major design elements: guidelines for advertising have been negotiated with government, consumer complaints are handled independently, but all costs are borne by industry.

More information about the ABAC Scheme can be found at [www.abac.org.au](http://www.abac.org.au).

8 An EASA corresponding member.

In Australia, general advertising is regulated by the Advertising Standards Bureau<sup>9</sup>.

More information is available at [www.adstandards.com.au](http://www.adstandards.com.au).

In New Zealand, general advertising is regulated by the Advertising Standards Authority<sup>10</sup>. More information is available at [www.asa.co.nz](http://www.asa.co.nz).

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## Part 5—Useful resources

### 5.1 Contact organisations

#### ICAP

ICAP is an alcohol policy think tank involving governments, the alcohol industry and public health.

It stands for responsibility, partnerships and an evidence-based approach to alcohol policy issues.

International Center for Alcohol Policies (ICAP)  
1519 New Hampshire Ave., NW  
Washington, DC 20036  
USA

Phone: 202-986-1159

Fax: 202-986-2080

Email: [info@icap.org](mailto:info@icap.org)

#### EASA

The European Advertising Standards Alliance (EASA) is the single authoritative voice on advertising self-regulation issues and **promotes high ethical standards in commercial communications** by means of effective self-regulation and best practice.

Rue de la Pépinière / Boomkwekerijstraat 10-10a  
B-1000 Brussels  
Belgium

Phone: +32-2 513 78 06

Fax: +32-2 513 28 61

E-mail: [info@easa-alliance.org](mailto:info@easa-alliance.org)

### 5.2 Tools and resources

#### EASA Blue Book

Published tri-annually, the EASA Blue Book is the only comprehensive guide to the self-regulatory and legislative rules governing advertising across Europe.

It is a must-have publication for all advertising practitioners, researchers and regulators.

Find out more at <http://www.easa-alliance.org/page.aspx/266>.

9 An EASA corresponding member.

10 An EASA corresponding member.

## **EFRD Online Training on Responsible Marketing Communications:**

Training is an important element of an efficient self-regulatory system through which those involved in marketing receive guidance on the interpretation of codes to prevent irresponsible marketing from reaching the market. To support such training, EFRD offers an online training toolbox to marketing personnel, alcohol industry associations and anyone interested in advertising self-regulation.

See [www.marketresponsibly.eu](http://www.marketresponsibly.eu) for the following:

- An overview presentation of the Common Standards.
- A diagnostic tool to help check if planned marketing activity is compliant with responsible marketing rules.
- A self-test quiz on the interpretation of the EFRD Common Standards.
- An inventory with TV and print adverts that can be used to prepare in-house tailored training.







**European Advertising Standards Alliance (EASA)**

Rue de la Pépinière 10-10A | B-1000 Brussels

Tel: +32 (0)2 513 7806

Fax: +32 (0)2 513 2861

Email: [info@easa-alliance.org](mailto:info@easa-alliance.org)

[www.easa-alliance.org](http://www.easa-alliance.org)