



APYN Youth Researchers Project

Thanks for helping us!

Thank you for agreeing to participate in the APYN European wide consultation on price, promotion and marketing. This project aims to mobilize APYN member organisations and young people's networks across Europe to produce a report on current alcohol marketing practices to young people.

By taking part in this project we are going to ask you to document and describe the volume and types of alcohol marketing that you are exposed to in your daily life. We would like you to spend two days – one day during the week (which might be spent at school/work/college) and one day at the weekend – recording each time you think you are exposed to a piece of alcohol marketing.

Whilst this study will be conducted over two days, the good news is we don't want you to do anything different to what you would normally do on those days! Please carry on with your normal routine, as this will provide us with a better representation of young people's exposure to alcohol marketing.

This toolkit will provide you with all the information, resources and instructions you need to carry out this task.

If you have any questions, please feel free to email the APYN Youth Researchers team at apyn.research@google.com



This publication arises from the project Alcohol Policy Youth Network which has received funding from the European Union in the framework of the Health Programme.

Participant toolkit

Here is your toolkit for the project, which gives you the instructions and resources necessary to complete the task.

The contents of the toolkit include:

- 1. Background information**
Here you will find information about the problems associated with young people and alcohol
- 2. Appendix 1 – participant questionnaire**
Before starting your research we would like you to complete a questionnaire, providing demographic information including nationality, gender, occupation etc. We would also like some information about your drinking habits. Please note that **all information will be dealt with as confidential and we will not publish any names or share data with other organisations**. If you feel uncomfortable answering some of the questions please feel free to skip them.
- 3. Appendix 2 - overview of alcohol industry marketing practices**
Here we have summarized the different types of marketing practices used by the alcohol industry to help you identify the types of exposures you may encounter.
- 4. Appendix 3 – example marketing exposure record sheet**
This document shows you how to record and categorize the different exposures you come across
- 5. Appendix 4 – template marketing exposure record sheet**
This is a blank spreadsheet that you can use as a template when recording your data
- 6. Appendix 5 – results sheet**
This spreadsheet should be completed at the end of the two days to provide a summary of your results

PLEASE NOTE THAT ALL PARTICIPANTS WILL NEED TO EMAIL THEIR RESULTS TO THE APYN YOUTH RESEARCH TEAM ON APYN.RESEARCH@GOOGLE.COM BY XXX

Background Information

Young people's alcohol consumption

Statistical evidence shows a trend towards increased risky use of alcohol among young peopleⁱ. Nearly all 15-16 year old students (>90%) have drunk alcohol at some point in their life and get drunk for the first time at 14 years. The average amount drunk on a single occasion by 15-16 year olds is over 60g of alcohol (i.e. 1.5 litres of beer), and reaches nearly 40g in the south of Europe.

Children and adolescents have greater vulnerability to alcohol than adults. During adolescence, alcohol can lead to structural changes in the brain (particularly in the hippocampus, an area that is crucial for learning)ⁱⁱ and at high levels, can permanently impair brain developmentⁱⁱⁱ. Youths who begin drinking early in life are significantly more likely to become dependent on alcohol later^{iv}.

Drinking by adolescents and young adults is associated with traffic accidents, injury and death, suicide and depression, missed classes and decreased academic performance, loss of memory, blackouts, fighting, property damage, date rape, and unprotected sex, which places people at risk for sexually transmitted diseases, HIV infection and unplanned pregnancy^v.

The influence of alcohol marketing strategies

By definition, alcohol advertising and marketing is one-sided and presents alcohol consumption as a safe and problem-free practice, de-emphasizing the potential health risks and negative consequences. Through its messages, alcohol advertising maintains the social desirability of drinking, overlooks the risk of alcohol to individual and public health, and contradicts prevention objectives.

Children and young people constitute an important target group for the alcohol industry because they represent the market of tomorrow, the drinkers of the future. Creating brand allegiance among children and young people is an investment the industry is sure to cash in on.

A growing body of research shows that exposure to and enjoyment of alcohol commercials cause minors to develop more positive expectancies and attitudes towards alcohol, which in turn influence the onset of drinking age, as well as patterns and levels of alcohol consumption. Teenagers who see other teenagers drink – on television or in a real-life setting – often tend to overestimate how much their peer group is drinking. This creates beliefs and pressures that are not consistent with reality.

The effects found in these studies are possibly underestimating the true size of the effects, since in reality alcohol advertisers use a combination of different marketing strategies (sponsorship of music and sports events^{vi}, product placement etc.).

Appendix 1: Participant Personal Details Questionnaire

Demographic information

Thank you for agreeing to participate in this APYN research project on alcohol marketing. In order for us to incorporate your findings into the study, we need to record some demographic information. Please note, this information will not be passed on to any third parties and your contribution will remain anonymous.

1. Gender: Male/Female
2. Age: date of birth
3. Occupation

Drinking experience

We would also like to hear about your experiences with alcohol and your attitudes towards drinking. This information is confidential and will not be shared with any third party. If you do not feel comfortable answering this section then please feel free to skip it.

1. Have you ever drunk a whole alcoholic drink? (yes/no)
2. How old were you when you drank your first alcoholic drink?
3. On how many occasions have you had an alcoholic drink? Please tick the numbers that you think apply to you:

Number of drinks:	0	1-2	3-5	6-9	10-19	20-39	40 or more
In your lifetime							
During the last 12 months							
During the last 4 weeks							

4. Have you ever had three or more alcoholic drinks on one occasion? A drink is half a pint or a small bottle of beer/cider a small glass of wine or a single measure of spirits.
5. How many times (if any) have you had three or more alcoholic drinks on one occasion?

Number of occasions:	0	1-2	3-5	6-9	10-19	20-39	40 or more
In your lifetime							
During the last 12 months							
During the last 4 weeks							

6. Have you ever been drunk, for example staggered when walking, not been able to speak properly, thrown up or not remembered what happened? (yes/no)
7. How many times (if any) have you been drunk? Please tick the appropriate numbers you think applies to you:

Number of occasions:	0	1-2	3-5	6-9	10-19	20-39	40 or more
In your lifetime							
During the last 12 months							
During the last 4 weeks							

Appendix 2: Overview of Alcohol Industry Marketing Practices

Alcoholic beverages are marketed in a variety of ways, using a broad range of communications channels. Marketing does not just consist of advertisements on TV or billboards. Alcohol marketing tactics comply with the traditional 'marketing mix' framework which includes the '4 Ps': Product, Price, Place and Promotion. Below is an overview of how these four areas are covered by alcohol marketing:

Product <ul style="list-style-type: none">• Brand name• Physical features of drink (taste, ingredients, strength and appearance)• Packaging of alcohol (style, text and images)	Price <ul style="list-style-type: none">• Lower price• Happy hours• Volume discounts• Bulk buying• Special offers
Place <ul style="list-style-type: none">• Shops/supermarket• Off-licence• Events e.g. sport, cultural, musical• Pub• Hotels• Nightclubs	Promotion <ul style="list-style-type: none">• Advertising on TV, radio, cinema• Advertising outdoors – billboards• Advertising in print media• Advertising price discounts• Internet based advertising and promotions• Advertising through mobile phone• Sponsorship of events – sport, cultural, musical• Merchandising – using other products with alcohol logo e.g. t-shirts, games

So, initiatives such as happy hours or supermarket discounts are in fact marketing tactics.

On the next page are some examples of the types of marketing exposures you may encounter during your research. We will ask you to categorize the marketing examples you find, using the '4 Ps' model as a guide, recording the following criteria:

- PRODUCT: Beverage type & brand
- PRICE: Whether or not there was a price promotion
- PLACE: Place you saw exposure
- PROMOTION: Marketing median used (TV/sports sponsorship/newspaper)

We will also ask you to record what you were doing at the time you saw it (shopping, surfing the net)

Alcohol marketing often follows classic communications theory and uses aspirational images or humour to engage consumers and make them want to either copy the behaviour of the characters shown in the ad, or believe that by buying their product they will achieve success e.g sexual/financial success or social popularity^{vii}. We will therefore ask you to make a judgement on the 'tone' of each marketing exposure – what kind of story is being portrayed – is humour/sex used to make the product seem more appealing?

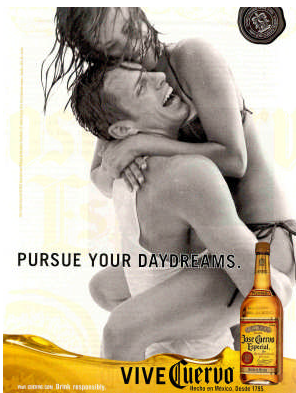
Please note that some marketing examples will cover multiple criteria – for example a price promotion in a supermarket may also include a poster with sexual images displayed. In this instance the multiple criteria should be entered into the same record rather than entering multiple records for the same example. Also, **some criteria may not apply to all examples**, for example a price promotion in a supermarket may not have a 'tone', so please leave these blank.

See the example record sheet attached at **Annex 3** for full details.

Examples of alcohol marketing tactics



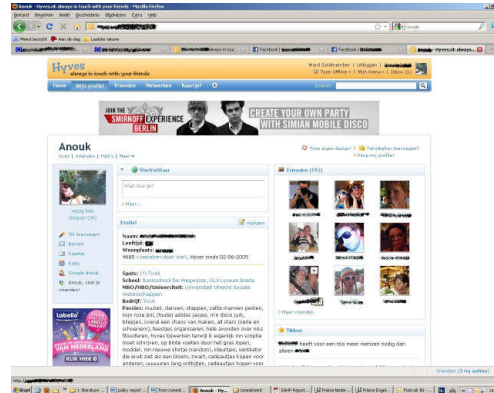
Walk-in fridge by Heineken. Uses humour and friendship to increase product appeal



Vive Cuervo magazine advertisement. Uses sex/romance to increase appeal



Carlsberg. Example of sports sponsorship (using aspirational figures/celebrities)



Smirnoff online banner ad



Supermarket price promotion

Appendix 3: Marketing Exposure Record Sheet

Please use the excel spreadsheet labelled **Appendix 4** to record the characteristics of each marketing exposure you come across during your research. We want to learn from this sheet both the number of and what types of alcohol marketing you are exposed to during your normal daily routine, both midweek and at the weekend (you only need to research 2 days in total).

Please include details of the date and time you saw the piece of marketing and also what you were doing when you saw it. All information recorded will be confidential and we will not share any data with third parties. If some of the questions do not apply to a particular example, please leave them blank.

If you have taken a photo to illustrate a piece of marketing material, please give the image a number and record it on this sheet to help us with our final report.

There is a section of the table marked 'notes'. In here please provide us with any extra information you think will help us with our final report. If you have been given a copy of your country marketing code of practice, you can note down in this section if you think a particular piece of marketing is breaking the code.

Here is an example of how you may complete this sheet:

Date	Time	Beverage type	Brand name	Marketing medium	Was there a price promotion?	Where was this?	What were you doing at the time?	What was the tone of this example?	Image	Notes
					Yes	No				
01/01	12:00	Beer	Carlsberg	Supermarket promotion / Poster	yes	Supermarket	Shopping	Sport / celebrity	1	Football World Cup promotion using David Beckham
01/01	12:05	Spirit	Bacardi	Supermarket promotion	Yes	Supermarket	Shopping			
01/01	18:00	Alcopop*	WKD	TV advert	No	On TV	Watching TV	Humour		
06/01	14:00	Spirit	Smirnoff	Poster	No	In a bar	Drinking in a bar with friends	Sex	2	

Please complete the excel spreadsheet labelled **Appendix 4** to provide a summary of the main findings from your research.

Please note, we will still need you to complete Appendix 3b as this will provide us with full details of what activities

*Alcopops are flavoured alcoholic drinks that contain fruit juices and soda. They are often described as being marketed specifically to young people. Examples of alcopops include: WKD, Smirnoff Ice, Reef and Bacardi Breezer.

References

ⁱ Hibell B, Andersson B, Bjarnason T, Ahlström S, Balakireva O, Kokkevi A, Morgan M (2004): The ESPAD Report 2003. Alcohol and Other Drug Use Among Students in 35 European Countries

ⁱⁱ De Bellis MD, Clark DB, Beers SR et al. (2000) Hippocampal volume in adolescent-onset alcohol use disorders. *AmJ Psychiatry* 157:737–44.

ⁱⁱⁱ Spear L. (2002) Adolescent brain and the college drinker: Biological basis of propensity to use and misuse alcohol. *J Stud Alcohol Suppl* 14:71–81.

^{iv} Hingson R. W. et al. Age at Drinking Onset and Alcohol Dependence. *Arch Pediatr Adolesc Med.* 2006;160:739-746

^v Bonomo Y, Coffey C, Wolfe R et al. (2001) Adverse outcomes of alcohol use in adolescents. *Addiction* 96:1485–96.

^{vi} Of the top 20 sponsors of events for teenagers, 40% are producers of alcoholic drinks.

^{vii} Babor, T et al (2010); *Alcohol, No Ordinary Comodity*, Oxford University Press