

# **Commercial communications on alcohol – Their impact on young people**

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2. Alcohol images activate craving in the brain
3. Advertising has immediate impact on drinking
4. Advertising has longer-term impact on drinking
5. And so, what does this mean?

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British Medical Association

## Under the influence


The damaging effect of alcohol marketing  
on young people

September 2009



BMA 

Source: Hastings & Angus 2009



**1. Mass  
Media Marketing**

Television

Cinema

Billboards

Radio

Press

Source: National Cancer Institute 2008



Source: National Cancer Institute 2008



Source: National Cancer Institute 2008

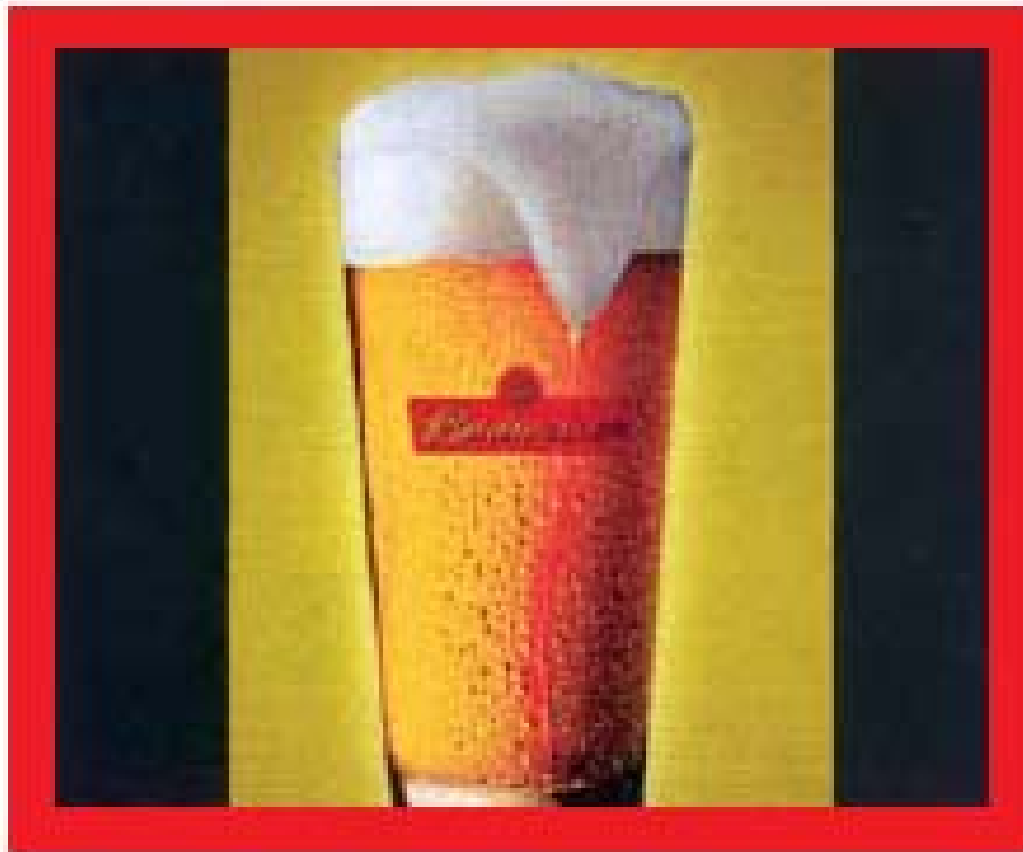


Source: National Cancer Institute 2008

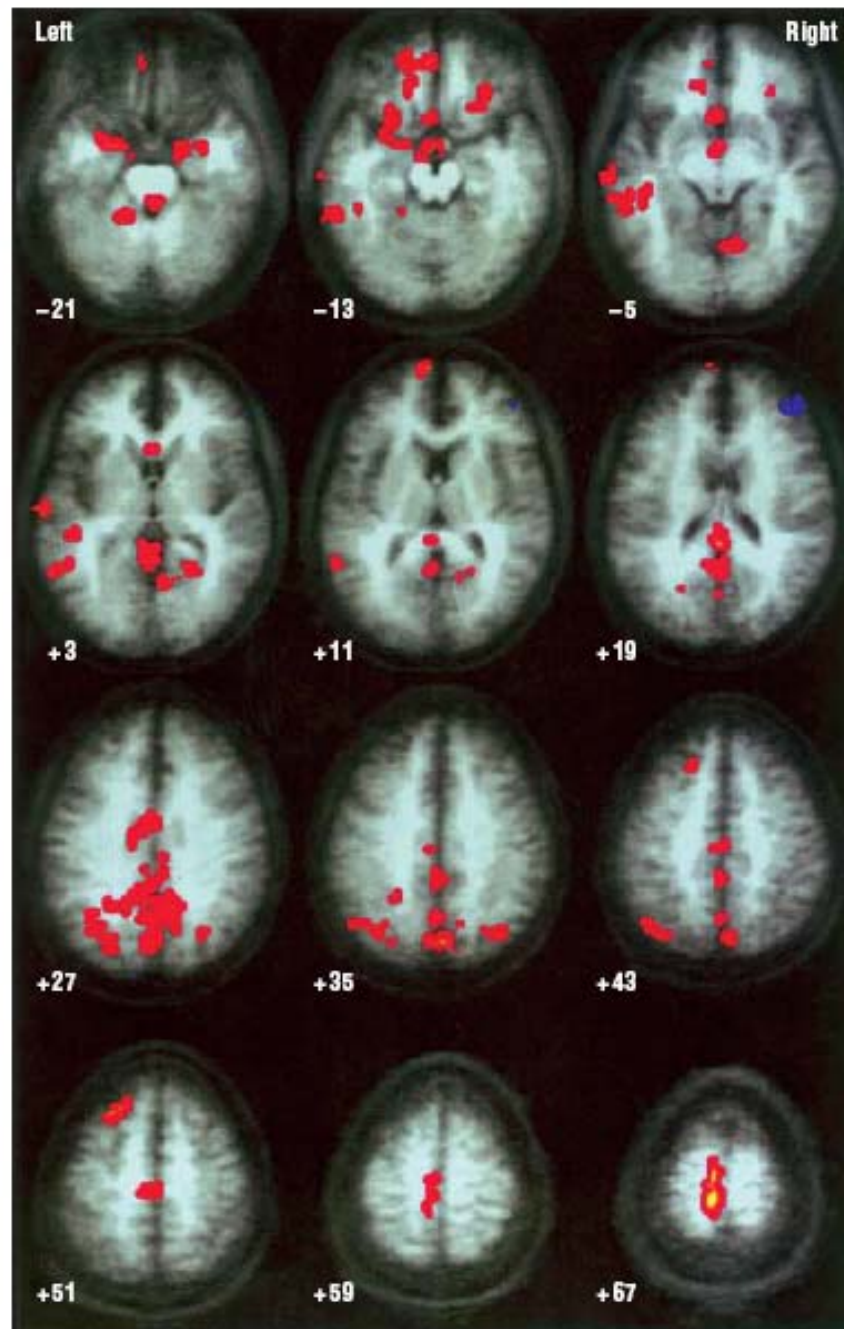
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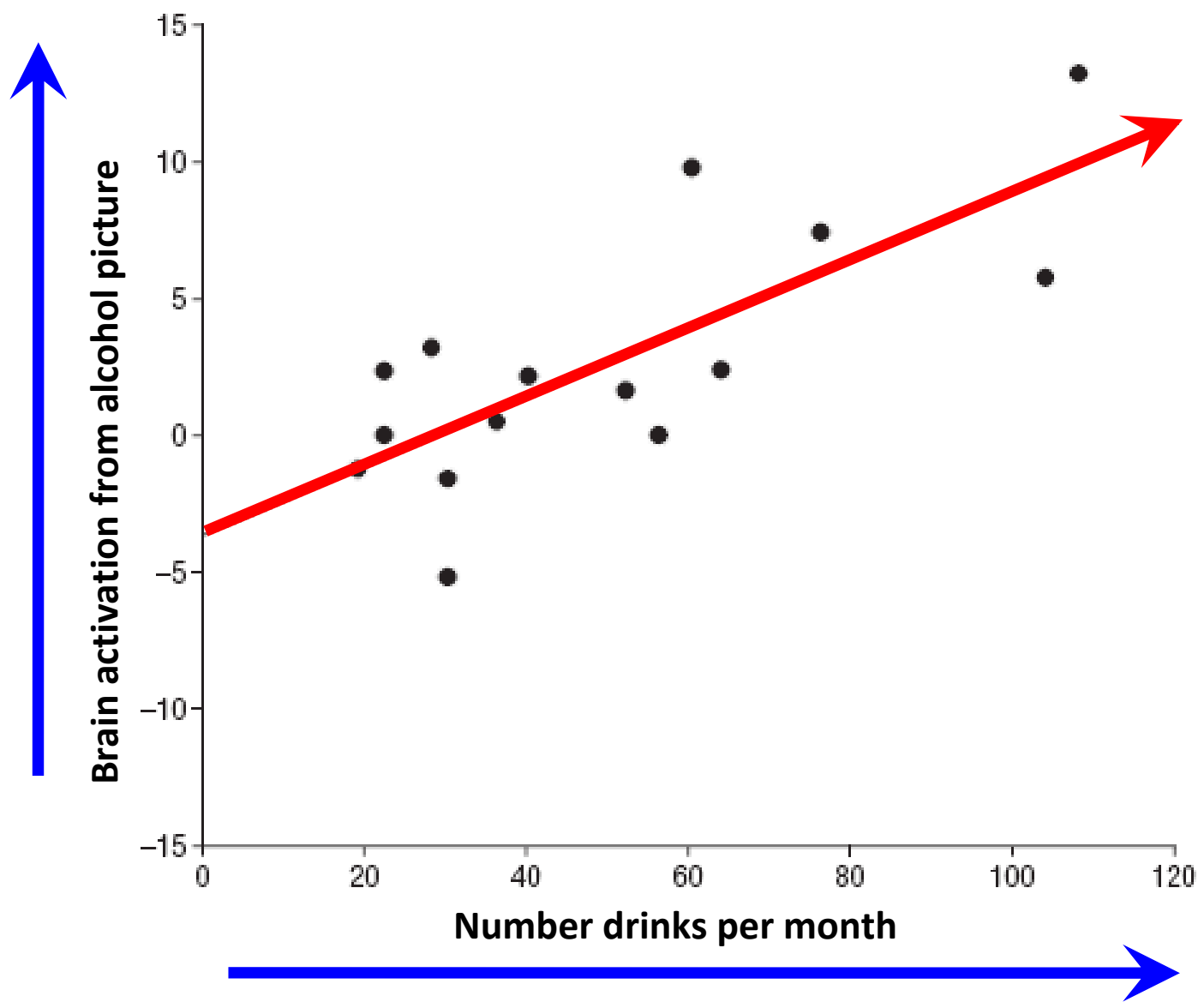
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from the producers of Bridget Jones's Diary

Characters consumed alcohol 3 times and alcoholic beverages were portrayed an additional 15 times



DVD

"naughty, sexy, funny"

HEAT



# AMERICAN PILES

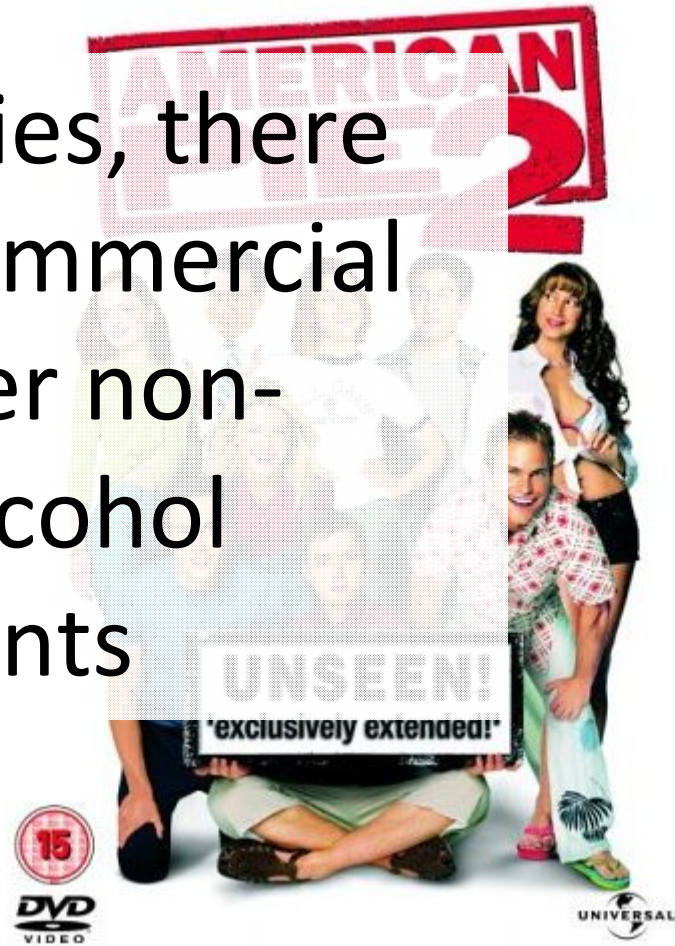
Characters consumed alcohol 18 times and alcoholic beverages were portrayed an additional 23 times

**UNSEEN!**  
'exclusively extended!'





In both movies, there were two commercial breaks, either non-alcohol or alcohol advertisements



non-alcohol  
commercials



alcohol  
commercials

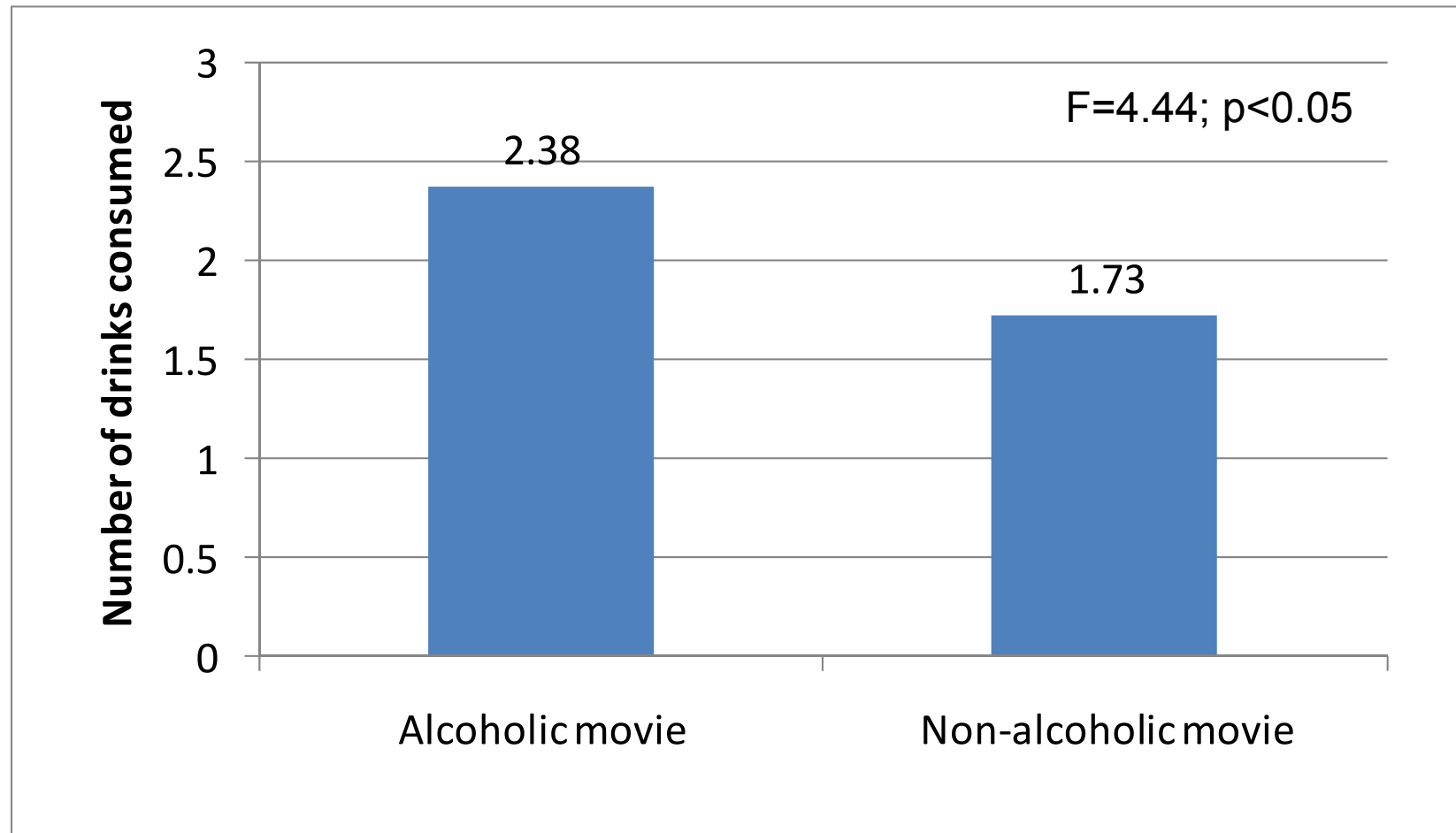


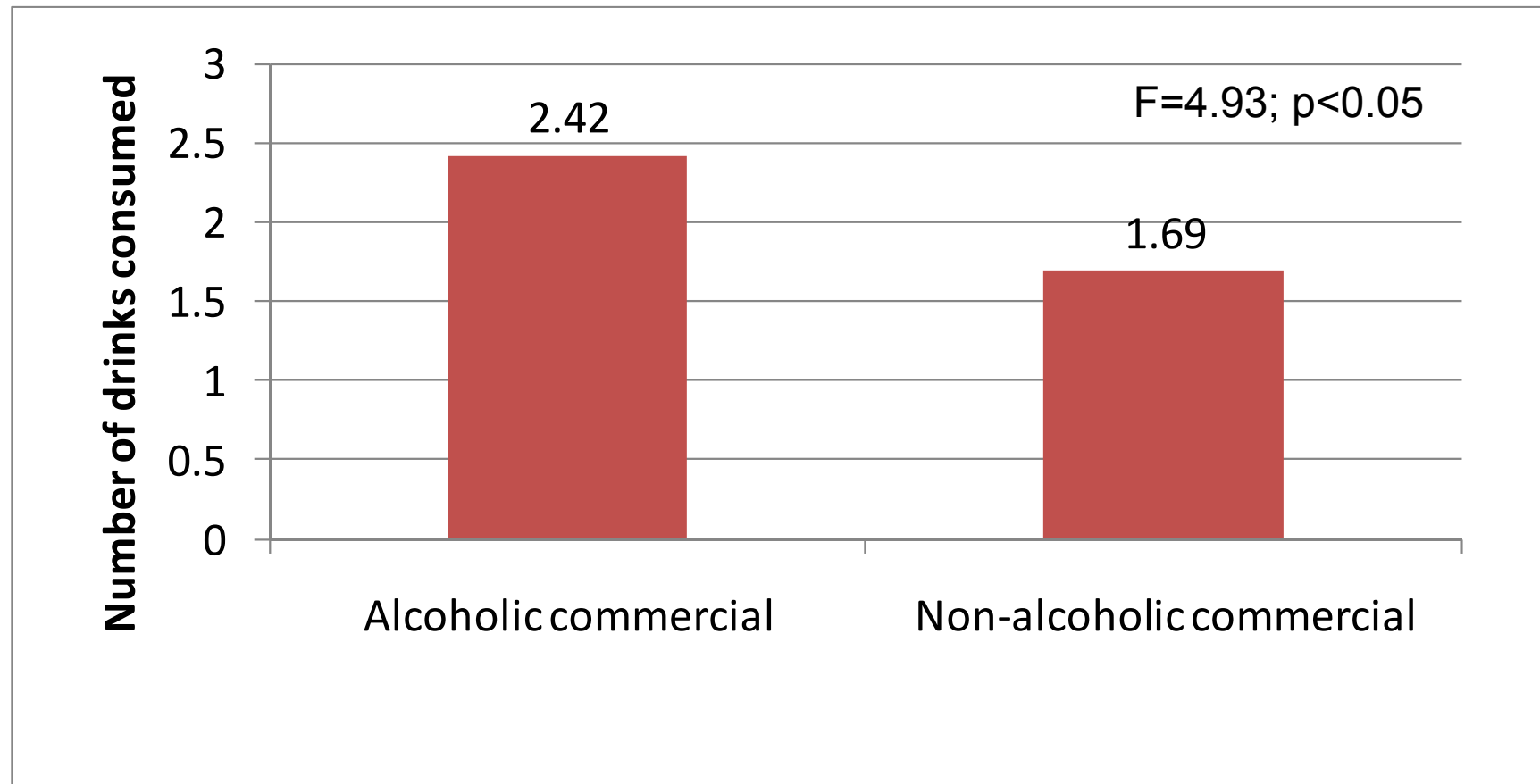
non-alcohol  
commercials

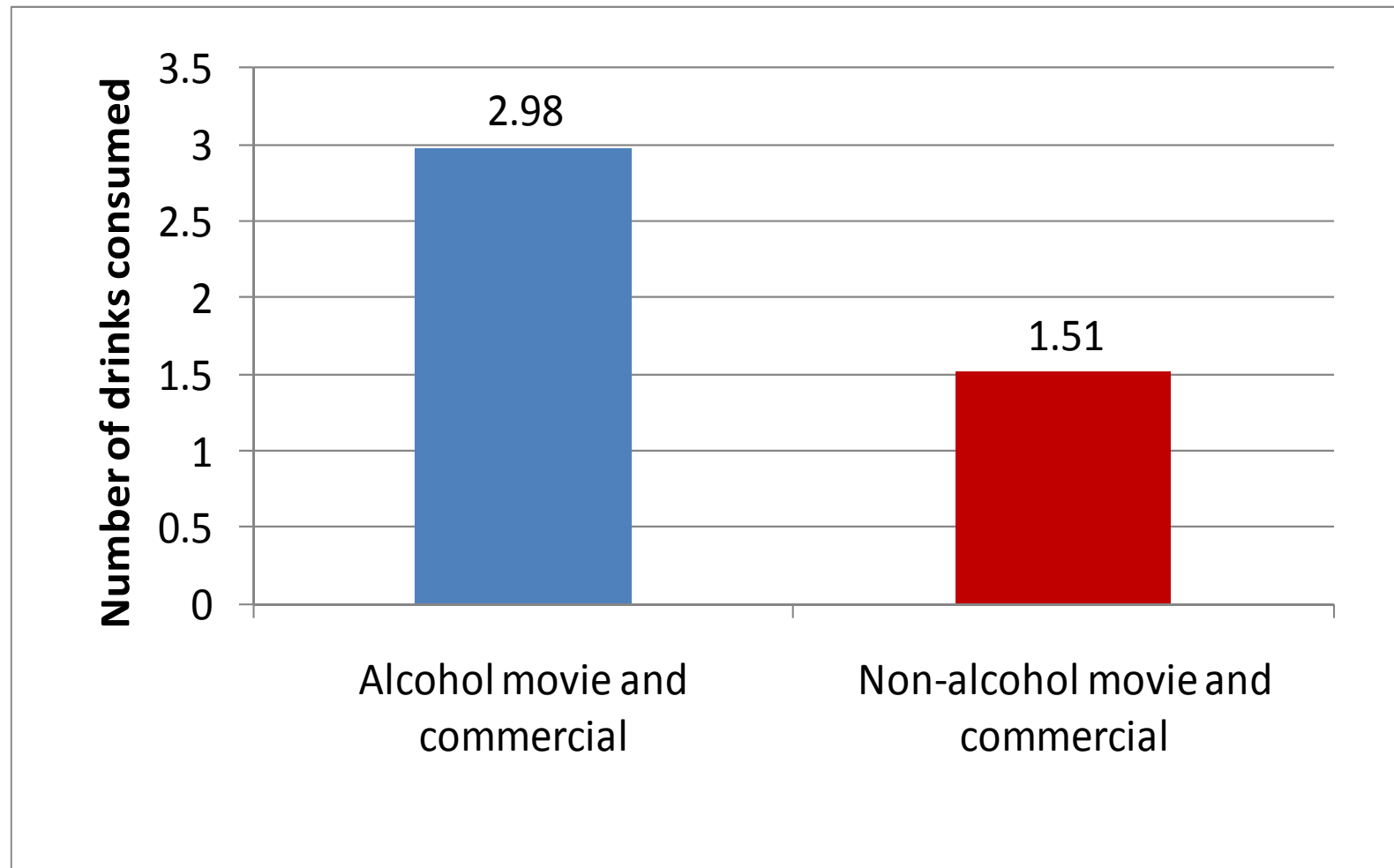


alcohol  
commercials









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A systematic review found:

13 studies of

38,000 young people aged 10-21 years,

that measured their exposure to a variety of commercial communications on alcohol and then followed them up for

between 8 months and 8 years

12/13 studies reported an impact of exposure on subsequent alcohol use, including initiation of drinking and heavier drinking amongst existing drinkers with a dose response relationship in all studies that reported such exposure and analysis.

The 13<sup>th</sup> study, which tested the impact of outdoor advertising placed near schools, failed to detect an impact on alcohol use, but found an impact on intentions to use

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Some people, say, yes, but the effects are very small:

Not so!

In the experimental study the differences in 1 hour were enormous:

The higher exposed group drank 3 glasses of alcohol, twice as much as the lower group (1.5 glasses).

Here is an example from one of the follow-up studies from America:

12 year olds were assessed for their exposure to a range of advertisements

One year later they were asked if they had drunk beer during the previous year.

1 in 6 said yes

They were divided into four equal groups of advertising exposure:

Lowest

Lower

Higher

Highest

Out of every 100 children,  
13 in the lowest quarter group had drunk beer  
20 in the highest quarter group had drunk beer  
In other words, the highest advertising is leading  
to 50% more children to drink than the lowest  
advertising.



Special Eurobarometer



## Attitudes towards Alcohol

**Fieldwork** October - November 2006

**Publication** March 2007

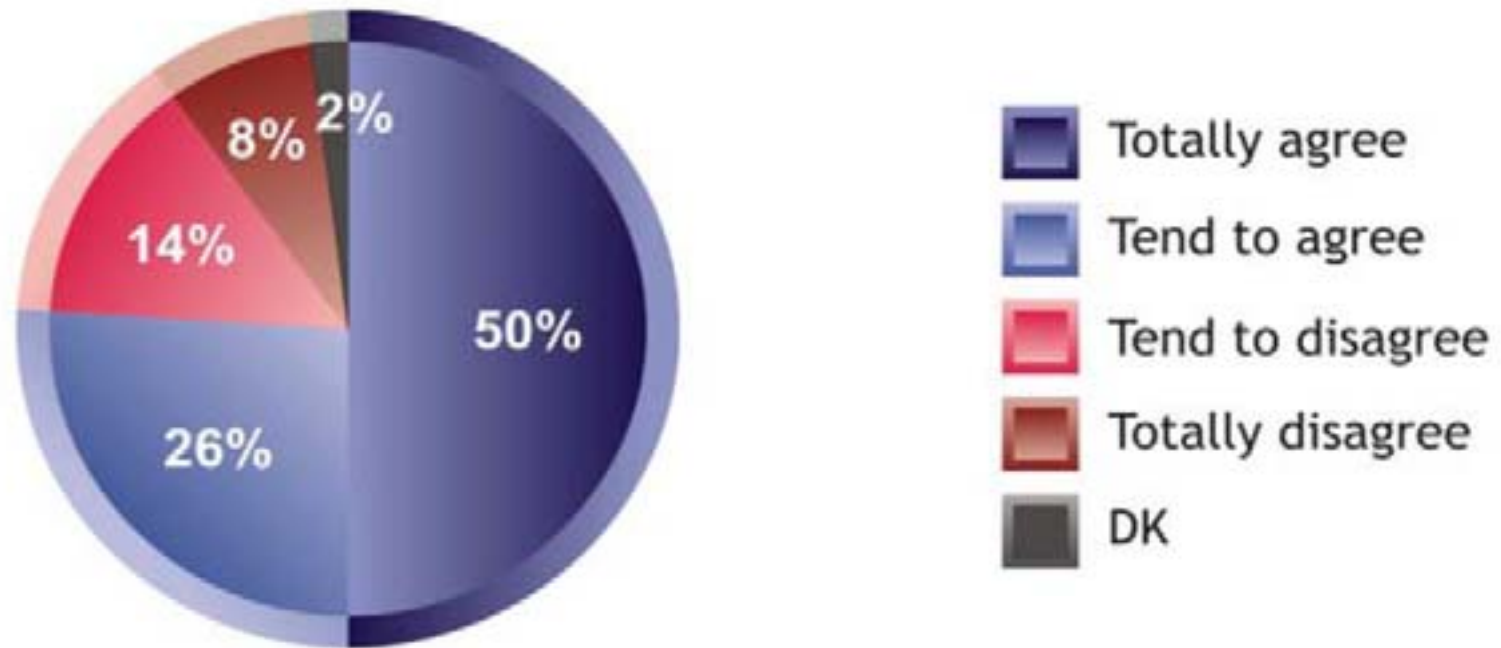
### Report

Special Eurobarometer 272b / Wave 66.2 – TNS Opinion & Social

This survey was requested by Directorate General SANCO and coordinated by Directorate General COMMUNICATION

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

# Alcohol advertising targeting young people should be banned in all EU member states



Many authorities have argued that it is difficult to protect children and young people from advertising without introducing a complete ban

**WHO EXPERT COMMITTEE  
ON PROBLEMS RELATED TO  
ALCOHOL CONSUMPTION**

Second Report

British Medical Association

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5. The effects are by no means small, they take no account of content, and are only part of the total marketing mix
6. Some authorities have suggested that the only effective way to reduce the impact of advertising on young people is through a ban, as is the case with tobacco