# Monitoring Alcohol Marketing

## MARK – a tool for NGOs

**FORUT**
MAKING A DIFFERENCE

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# Contents

Non-Governmental Organizations (NGOs) have a determinant role to play in preventing alcohol initiation and reducing alcohol related harm, especially in vulnerable groups such as women and youth. NGOs can call for and help governments in adjusting their policies to improve the health of their populations through their active participation in public health activities. Reducing the population's exposure to alcohol marketing can improve health and welfare.

# Why should NGOs monitor alcohol marketing?

Basically because the alcohol industry is increasing the visibility of their products through different forms of communication – marketing. This means that people will consume more. And this would be fine if alcohol was an ordinary commodity, which it isn't. In fact, alcohol harm is increasing worldwide and we need to do something about it.

*3.3 million deaths every year result from harmful use of alcohol (WHO, 2014)*

## Alcohol consumption is increasing and so is its impact in mortality and morbidity

In most cultures, the primary image of alcoholic beverages is still a positive one, with drinking being viewed as an important helper to sociability and a relatively inexpensive and effective relaxant that can help to cope with everyday problems. Besides its social value, production and sale of alcoholic beverages have become an important and growing economic activity.  But the benefits of alcohol use and production represent today a significant cost to society that can no longer be ignored.

Even though drinking may vary from country to country, in many countries consumption has been rising and so has alcohol-related harm (WHO, 2014). Advances in research have reinforced the evidence that alcohol is responsible for more than 220 disease and injury conditions and also an important carcinogen with a causal role in many cancers, including female breast cancer (Shield et al, 2013). Evidence shows that the risk of death from an alcohol-related illness or injury rises with increasing alcohol consumption (Anderson et al., 2012). Alcohol is actually one of the world's leading risk factors for morbidity, disability and mortality, being responsible for one in every twenty deaths in the world (Rehm et al., 2009; Rehm et al., 2010).

According to the World Health Organization, 5.1% of the global disease burden (measured as disability adjusted life years – DALYs) and 5.9% (or 3.3 million) of all deaths in 2012 were attributable to alcohol (WHO, 2014).

As with tobacco, the growth of modern industrial production has contributed to change traditional ways of drinking (Obot, 2000; Room et al., 2002). New drinks have been introduced as well as new modes of production and distribution rendering alcohol available at any season and any time (Room et al., 2005). Increased industrialised alcohol supply and availability, product diversity together with the development of sophisticated marketing and promotion techniques seem to be influencing the way that people drink and reflect the changing context for alcohol use and alcohol-related harm (Casswell et al., 2009).

"People consume Captain (ed: Ghanaian gin produced by Baron Distilleries) in my mother's bar. Captain ads are broadcasted on TV almost every day. Sometimes this can influence young people, sometimes, because of the friendliness of the adverts. Even my mother loves it."

15 year-old Redva during the interview in Ghana,  MAMPA report, 2011

# Alcohol marketing normalizes and increases consumption

With the increasing evidence of the impact of harmful use of alcohol on global health, alcohol advertising and marketing has increasingly gained attention from researchers and policy makers. Although there are many factors that might contribute to the decision of starting to drink, being exposed to alcohol marketing has a significant impact. In fact, recent studies have shown that systematic and aggressive alcohol marketing, especially towards women and youth, has an immediate effect on drinking behaviour and contributes to accelerate initiation of drinking and increase consumption among underage drinkers (Anderson et al 2009; De Bruijn et al, 2016; Stautz et al, 2016; Collins et al, 2016). Moreover, the techniques used show the prominent role of the alcohol industry in creating a culture that normalizes alcohol consumption.



EUCAM newsletter, September 2016

The intended targets of alcohol marketing campaigns have changed over the years. Campaigns are developed to appeal to people that would not normally drink a certain kind of beverage or would not drink at all, like young people and women. In recent years, billions of dollars have been invested by the alcohol industry in marketing to increase alcohol consumption, especially in developing countries, contributing to pro-drinking attitudes and normalisation of alcohol consumption, facilitating the early onset of drinking and increasing the amount consumed by those already drinking (Gordon et al, 2009).

*Marketing increases alcohol consumption*

But marketing campaigns are not just designed to increase sales. They also aim to influence alcohol policy at the political level. A deeper look at alcohol advertising messages can be enlightening of the arguments used by the industry to defend their products in order to prevent or delay restrictions being placed on them. Common messages that the liquor industry attempts to drive home through its heavy spending on advertising have been synthesised in a 2011 EUCAM report aiming at providing an insight into the strategic thinking of the alcohol industry. Many examples of alcohol marketing techniques and tools are presented in this publication; however, much more could certainly be collected in future marketing monitoring exercises.

*"Biased representation as a communication tool… In recent years the [alcohol] disadvantages have become clearer as a result of scientific research. This fact alone is disconcerting for the alcohol industry. The alcohol industry, as well as the advertising and retail industries, want to present the image of alcohol exclusively as a tasty and healthy product."* In "The Seven Key Messages of the Alcohol Industry", EUCAM, 2011.

## THE SEVEN KEY MESSAGES OF THE ALCOHOL INDUSTRY

Common messages identified are:

1. Consuming alcohol is normal, common, healthy and very responsible.

2. The damage done by alcohol is caused by a small group of deviants who cannot handle alcohol.

3. Normal adult non-drinkers do not, in fact, exist.

4. Ignore the fact that alcohol is a harmful and addictive chemical substance (ethanol) for the body.

5. Alcohol problems can only be solved when all parties work together.

6. Alcohol marketing is not harmful. It is simply intended to assist the consumer in selecting a certain product or brand.

7. Education about responsible use is the best method to protect society from alcohol problems.

Besides this type of misleading messages used to defend their product, the alcohol industry attempts to influence alcohol policy through other key strategies such as forming alliances with organizations, or the public to give the impression of larger support for the industry's position, or through the promotion of self-regulatory codes, a tactic being promoted by the alcohol industry as a sufficient means of regulating alcohol marketing activities particularly in low and middle income countries.

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*Alcohol industry's self-regulation
of advertising does not work*

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## Systematic violation of self-regulated marketing codes

In an effort to protect vulnerable populations, alcoholic beverage advertisements and other marketing materials are subject to restrictions that might focus on the content of marketing messages or on the exposure of young persons or other vulnerable groups. In many countries, alcohol industry groups have developed self-regulation guidelines that describe which types of content (and exposure markets) they will voluntarily exclude. However, recent research indicates that self-regulation codes governing content are frequently violated and do not prevent young persons, the primary group the codes are designed to protect, from being exposed to alcohol marketing (Vendrame et al., 2010; Babor et al., 2013; Noel et al., 2016).
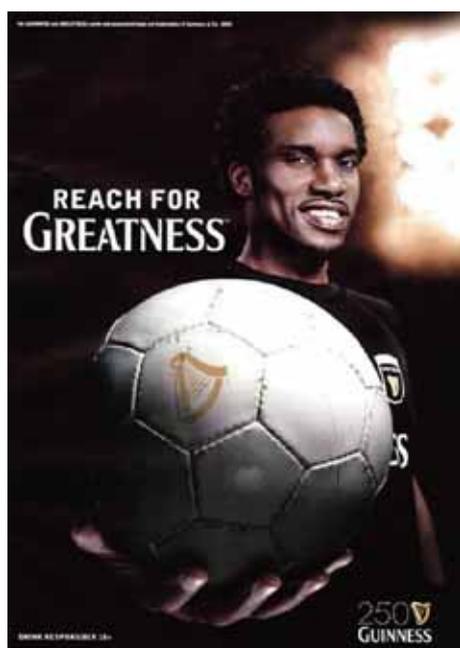


The development of a methodology to monitor and evaluate violations in industry self-regulatory codes, such as the one described in the External Evaluation of the MAMPA (Monitoring Alcohol Marketing Practices in Africa) Project (Robaina, Babor, Noel, 2016), published by FORUT, has been an important step in evaluating compliance of alcohol industry with existing self-regulatory codes or with country marketing regulation.

Conclusions from several studies, including this MAMPA evaluation report, show that:

1) scientific evidence on effects of alcohol marketing has improved, demonstrating that this marketing is detrimental specially to children and young adolescents;

2) self-regulation is contra productive and does not work;

3) there are alternatives to selfregulation that are more effective and can be promoted, such as statutory marketing controls.

Although questions remain on purpose and design of these codes, an unmonitored industry self-regulated alcohol marketing activity combined with an increasing alcoholic beverage supply will be highly detrimental, from a public health perspective, to regions in the world being specially target by the alcohol industry. By identifying repeated violations of industry codes, NGOs may provide legislators with sufficient justification to pass legislative restrictions to alcohol marketing.

## Who should monitor alcohol marketing?

This guide has been developed to assist NGOs and other entities in monitoring alcohol marketing. This can be done through collecting data on the volume and content in different media and in other marketing communications. This guide can also be used to assess compliance with existing laws and regulations at national or local levels and plans to create much needed awareness among the public and policy makers about alcohol marketing in countries. This information will provide the basis for lobbying for and developing appropriate regulatory policy responses.

# Important theoretical aspects

To be able to monitor alcohol marketing it is important to understand how marketing can influence our behaviour. In a very simple way, marketing is able to create a "need". And why? Because all of us are motivated in our lives by basic needs and marketers use these "needs" to appeal for consumption.

The best known model for human needs is Abraham's Maslow's (from top to bottom):

1. Biological and Physiological: food, sleep, shelter
2. Safety: employment, property, personal security
3. Love and sense of belonging: friendship, family, sexual intimacy
4. Self-esteem: confidence, achievement, respect
5. Self-actualization: transcendence, creativity, purpose

Based on this model, marketers align products (or services) with these needs to create a need for a product. Here are some practical examples which are not from the alcohol field. Does anyone really need a "Louis Vuitton" handbag? Not really. But every woman wants to belong, to be accepted into a group of people that often judge her by the brands she uses. When marketing this bag, marketers are making the handbag a solution for her need for respect and also need for belonging to a certain social group. Same with "Apple" or "Nike". They don't even need to mention selling phones or shoes in their ads. These products represent passion, creativity, crossing limits, or enduring and accomplishing goals and that's one of the keys to their success: they focus on the needs for self-esteem and self-actualisation of their customers.

*Marketing is basically a mechanism for securing market share and increasing company profitability and where products are designed to meet consumer needs and to maximize customer satisfaction.*

## The role of marketing in alcohol consumption

One of the most powerful tools to encourage consumption of alcohol used by industries is alcohol marketing (Smith et al, 2009; Anderson et al., 2009). The marketing of alcohol is multifaceted, strategic and long term. It aims to influence the behavior of both customers and stakeholders. And for that it uses a set of processes and tools to create a need and promote drinking. Barriers of alcohol consumption are decreased and benefits are increased.

And how is this done? How can we encourage alcohol consumption and influence someone to change his behavior towards alcoholic beverages?

Today we know that there is a mix of tools and tactics that can be used to accomplish this task. But they need to be documented so that we can better understand how this is happening in certain contexts and what type of policy measures would be most effective. When collecting information on these tools & tactics you may choose to focus on content and/or volume mass media advertising (e.g. TV, outdoors), or choose another tool or tactic as shown in table 1.

## Table 1. Marketing communication tools & tactics

- Mass media advertising , using television, press & billboards
- Mobile phones and the internet
- Promotion (price discounts or coupons & free giveaway samples).
- Sponsorship (sponsored contests, sport events or music concerts)
- Product placement (film scenes that depict alcohol use)
- Branding and brand segmentation (premium, economy, mid and 'ultra-low price')
- Packaging and pricing
- Social normalization
- Philanthropy and corporate social responsibility

Advertising for alcoholic beverages in the mass media may be the most noticeable form of alcohol marketing but it represents only part of the big picture. In fact, product placement, sponsorship, promotion, with price discounts, or alcohol advertising in online media represent today a relevant share of alcohol marketing in the media landscape. Pricing the product so that it is affordable to the target consumer and making it available wherever those consumers may be is also an important part of the marketing mix.

Basically it is important to know that these communication tools and tactics are tailored to the cultural, religious and regulatory context and are chosen according to specific goals. And they work! Young people are of special concern. Numerous reviews have concluded that the more young people are exposed to alcohol marketing, the more likely they are to drink or, if already drinking, to drink more (Anderson et al 2009). For example, a non-drinking 12-year-olds who possess a promotional item from an alcohol producer, or would like to have one, has a 77% higher chance of drinking one year later compared to children who are not sensitive to alcohol marketing (do not possess a promotional item and do not have a favorite alcohol brand) (Henriksen et al., 2008).

They have also found that exposure to alcohol portrayal in movies increases the risk that young adolescents start to drink (Anderson et al, 2009; Hanewinkel et al, 2014). Worryingly, studies have shown that alcohol use and brand appearances are very prevalent in movies with some 86% of popular movies in the United Kingdom (Lyons et al, 2011) and 83% of Hollywood blockbusters (Dal, 2008) depicting alcohol use.



Advertisement from the 2015 Super Bock campaign "Take friendship serioulsy". The teaser says: "How long is since we last drank one?"



EUCAM, the AMMIE project
(Alcohol Marketing Monitoring in Europe)

## The value of social normalization and branding

Two important tactics are particularly relevant for developing contexts, especially in countries where most people don't drink. These are about shaping the social context (to normalize drinking), and branding (to build lifelong customer loyalty to a brand).

### Shaping the social context

Research indicates that people are more likely to adopt behaviors and products that they think are normal. Therefore, tactics can be used to bring some type of behavior that may be initially regarded as outside the range of normality, into gradually becoming accepted as normal and as part of ordinary, everyday life. This is one of the functions of alcohol marketing. It contributes to shape a social environment in which the positive aspects of drinking become dominant and its use is normalized (Smith & Foxcroft, 2009; Anderson et al., 2009). Creative campaigns and strategies position drinking alcohol as a normal social activity, a behavior that should part of your daily life. Through this type of mechanisms drinking becomes an activity that one should be encouraged to adopt.

### Branding as a key strategy

Branding, that can be defined as the personality that identifies the product, is one very important technique used by the alcohol industry. It is used to build loyalty to a certain drink.

Its importance is in the associations and the resulting behavior it can engender. Basically the brand will be associated with desirable qualities (e.g., attractiveness, success, friendship, sexual prowess, or masculinity) and with enjoyable activities (e.g., parties, cele-brations, sports, and recreation) (Austin & Hust, 2005). This will give the brand a distinctive, likeable, memorable identity. These associations have both a social and individual dimension and are about how people want to be seen by society and interact with others (Evans & Hastings, 2008).

### Example 1: "The Spirit of Uganda".

Fondly referred to as UG by its loyal consumers, this spirit (gin) was in 2010 the one most sold in Uganda, having had an astonishing percent growth rate since the launching of the campaign in 2005. This campaign introduces content designed to promote drinking as part of social life. The brand was positioned as a part of the cultural and value system and embedded in the lives and lifestyles of the target consumers, reinforcing the values of friendship. The catchphrase "The spirit that binds us!" positions Uganda Waragi as a "drink that enhances the moments that you share with your friends".

### Example 2: "Michael Power"

The "Michael Power" campaign was launched in 1999, to advertise Guinness to the entire African market and helped in achieving the company's target of doubling the sales of Guinness by the year 2005. The campaign was a success and helped in achieving the sales goal two years before time and fostered brand recognition. His catchphrase, "Guinness brings out the power in you!" played into cultural ideals of a strong African male casting the beer in the same positive light as the strong, virile, triumphant hero (Obot et al, 2005).
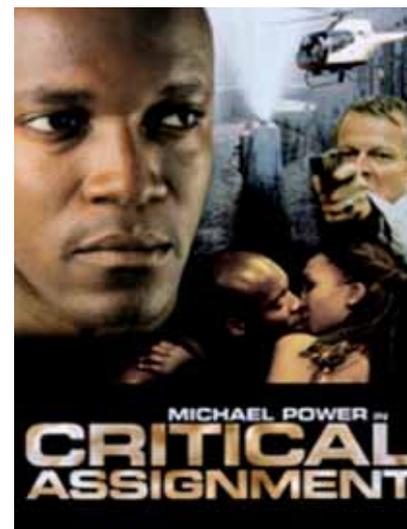
## Example 3:
### "We salute you"

Typically, an aspirational brand appeals to a target consumer's material and social class ambitions. In this Nile beer ad, the top ¾ of the visual content is devoted to a row of five men, standing tall and looking off into the distance, symbolizing the future. First in line is a judge, dressed in a robe, followed by a construction worker, a graduate wearing a cap and gown, a man in a business suit and lastly a reporter.

The catchphrase "You earned it!" provides an emotional cue linked to reward and success that fits directly into the consumers' social aspirations. Positioning drinking as an emblem of success and a symbol of courage contributes to create a drinking culture where those who do not drink seem to be unable to achieve such qualities (Obot 2013).



## Example 4: "Where's the party?"

Alcohol-branded sponsorship of sport, cultural and music events is an often used marketing instrument by the alcohol industry. This type of sponsorship exposes a large number of youth to alcohol marketing. In this campaign several parties with sounding DJ's are proposed. The catchphrase "Probably the best experience in the world" connects alcohol to music, concerts and new experiences that youth really enjoy and are eager for.



## Example 5: "Reach for Greatness"

A football star of the Africa Cup of Nations is featured in the top half of this Guinness advertisement. He is performing a scissor-kick high above a large crowd, whose hands are reaching up towards the player. Several hands (five) are holding bottles of Guinness. The catchphrase "Reach for greatness", puts emphasis on aspirational hope and makes consumers desire to be in the same position as the main character of the advert. In consumers minds, Guiness is placed as the ideal choice for reaching that "greatness".

# Rationale and objectives for the monitoring tool

Alcohol marketing is an important tool for the industry to increase sales. This is usually done by creating a favorable image around alcoholic beverages that leads to a need for such a product.  But because alcohol marketing contributes to increase consumption and to drinking patterns that are harmful to health, restrictions need to be further developed.

To convince governments about the importance of restricting alcohol marketing, it is essential to provide insight in the volume, frequency, and content of alcohol marketing and on compliance with existing laws and regulations.

In fact, many policymakers have no idea of the intensity of alcohol marketing and are not aware of the enormous amount of alcohol marketing practices that are disseminated by modern media channels, especially towards young people. At the same time, because there is no systematic monitoring on alcohol marketing, policy makers and responsible institutions are unable to ensure compliance with advertising standards and legislation.

There are insufficient examples of marketing practices available, especially from developing countries. There is also a lack of concrete information on where, how much and in what form alcohol marketing is present in different countries. The tools presented in this guide will equip specialists of NGOs to collect examples of marketing in all media and to document and use this information to create awareness and initiate policy dialogue around alcohol marketing practices.

## What can be monitored?

All forms of alcohol marketing people are exposed to in their normal everyday life can be monitored. This may be:

- Outdoor marketing - billboards, posters, neon signs on stores as well as poppers on the street

- In-store (or in-club/in-bar) marketing - glassware, posters, price promotions, inside neon signs

- Broadcast advertisements - commercial spots, sponsorship messages, product placements in radio and TV broadcasts

- Print advertisements -folders, flyers, leaflets as well as ads and advertorials in newspapers and magazines,

- Digital marketing - brand web pages, social media sites, commercial banners, interactive games, smartphone apps or other downloadable materials such as screensavers and desktop backgrounds

- Sponsorship of sports teams, leagues and events as well as of cultural events

- Promotional items

- Any other forms of alcohol marketing that people may ordinarily encounter

The choice you make will depend on your objectives, resources available and time frame. It may also depend on your area of interest. The most important thing is that you can do it using a step-by-step standardized approach to monitor alcohol marketing practices.



Photo from MAMPA project, 2011 - Redd's promotion in a large supermarket in Kampala, Uganda

## What approaches and methods can be used?

Our aim is to have a method for monitoring alcohol marketing which can easily be implemented by NGOs and relatively cost-efficient. Such a method has already been developed by the Dutch Institute for Alcohol Policy (STAP) and was used in several projects such as the ELSA project (Enforcement of national Laws and Self-regulation on advertising and marketing of Alcohol), the AMMIE Project (Alcohol Marketing Monitored in Europe), both financially supported by the European Commission, and in the MAMPA Project (Monitoring Alcohol Marketing Practices in Africa) financially supported by the WHO Regional Office for Africa. Using this method will allow for greater comparability between geographic areas or even countries and is more time-efficient than creating measures from scratch.

### ELSA Project

**The ELSA project assessed the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in several European countries.**



Available at:
http://www.eurocare.org/eu_projects/elsa

### AMMIE Project

**The Ammie project offers an insight into the overall presence of alcohol marketing in five European countries and describes the content and the amount of alcohol advertising.**



Available at:
http://www.eurocare.org/eu_projects/ammie

### MAMPA Project

**The MAMPA project offers an insight into alcohol marketing in four African countries.**



Available at:
http://apps.who.int/iris/bitstream/10665/109914/1/9789290231844.pdf
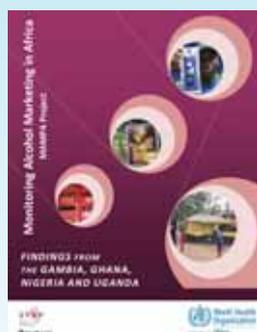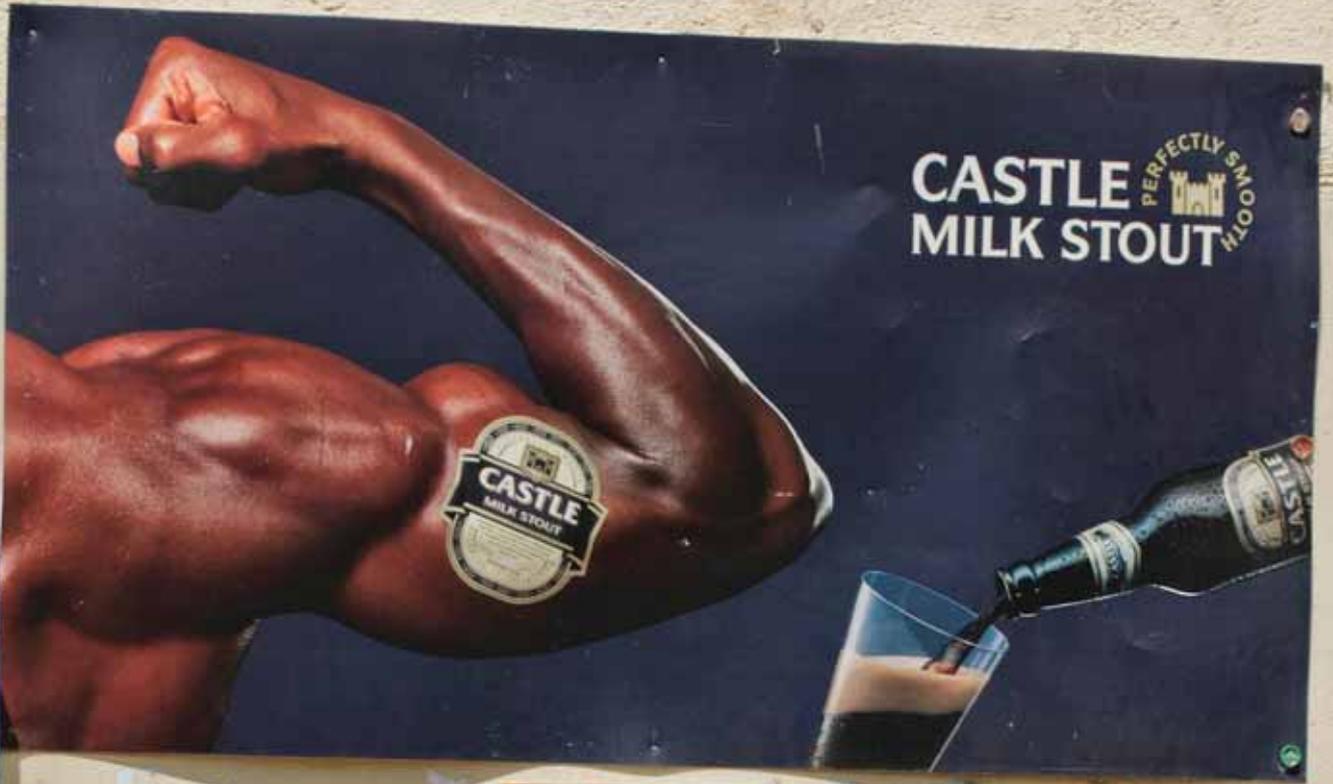
# Steps for monitoring alcohol marketing practices

Now that you understand the importance of monitoring alcohol marketing and you are ready to move forward, we will provide you with a "how-to" guide for observing and registering alcohol marketing practices. It is important to note that the on-the-ground reality of conducting field research can be challenging and may threaten to delay and even jeopardize the overall success of data collection. Therefore we offer you general instructions, through a step-by-step procedure, that will help to ensure the success of your activity.

By doing this you will determine the geographic scope of your monitoring exercise. Remember to consult multiple sources, including finance and trade agreements and laws, media and advertising regulations, etc. The policy level that you seek to influence and the parties that will be capable of taking action (policy makers, enforcement agencies) should also be considered. A key question you should answer is how and when the results of this exercise will be used. Another important aspect is that this exercise can help identifying potential loopholes in the existing laws and regulations in the domain you decided to monitor and assess.

## Step 1:
## Determine geographic places of interest for the monitoring exercise and identify existing laws and regulations

In order to monitor alcohol marketing practices and then be able to assess compliance with existing regulations on advertising (such as content restrictions, time-specific or audience specific bans, location or event specific bans), promotion and sponsorship, or even industry self-regulatory codes, you need to determine the geographic places of interest for the monitoring exercise and then identify the existing laws and regulations or codes that apply in that geographic area.

## Step 2:
## Familiarize yourself with channels and activities that are part of an integrative alcohol marketing strategy

In order to monitor alcohol marketing practices and then be able to assess compliance with existing regulations on advertising, promotion and sponsorship, it is important to understand and be able to recognize the "integrated marketing communications mix" (IMC mix) and the channels used within the geographic area of your monitoring exercise.

Sales Promotions
1
Traditional Advertising
2
Digital Marketing
3
Events & Experiences
4
Direct Marketing
5
Personal Selling
6
Public Relations
7

IMC Mix
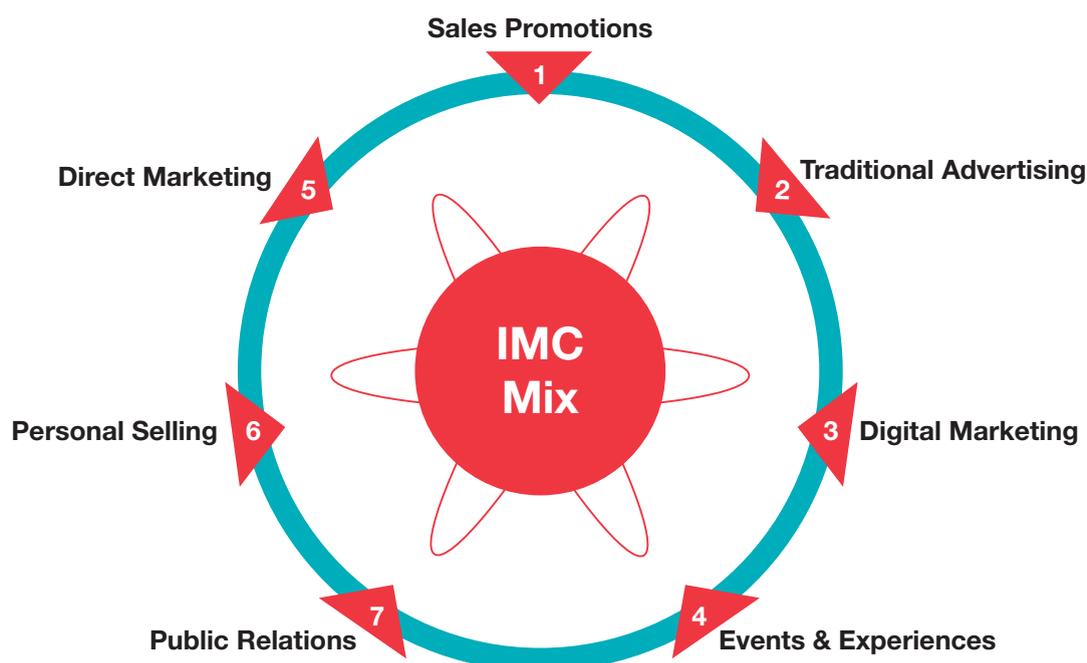
Data collectors involved in the monitoring exercise need to be instructed on the scope of alcohol marketing and trained to recognize these activities.

Analyses of both content and/or volume of exposure related to advertising, promotion and/or sponsorship can provide important information on the tactics being used by the alcohol industry to create a need for and to promote their products.

Another area of special interest in developing countries is the association with the industry corporate image. Corporate Social Responsibility (CSR) provides support for charities & philanthropy, community health projects, research and environmental programs. The industry uses CSR to promote a positive image and to persuade the beneficiaries of their support to favor their company or brand. CSR can also be used to gain strategic policy advantages with politicians and policy makers.

A data collector may observe content on a CSR related event that is sponsored by an alcohol company/brand that could cover the mix of advertising, promotion and sponsorship activities. These events or activities, that provide many times support for community projects, health interests, research, etc, have become an integral element of how the alcohol industry promotes itself (Yoon et al, 2013) and its use has been highly criticized. Other industry tactics, such as traditional TV advertising or embedded advertising, can also be observed in detail and registered.

## Step 3:
## Define the objectives of your monitoring exercise

This exercise should only be conducted if it serves a strategic purpose. You should think why you want to monitor and assess compliance with alcohol related laws and regulations and how you intend to use the results. By doing that you can identify the intended audience for disseminating your results and for directing your advocacy efforts.

Basically you can use this exercise to demonstrate violations of the law or to show gaps or deficiencies in the existing laws and regulations that must be addressed. You can also use it to educate policy

makers, the public and civil society about alcohol marketing and the status of laws and regulation or self-regulation compliance. Clarifying the intended use of the results will help to determine which data to collect and analyze as well as how to report and disseminate the results.

## Step 4:
## Define the budget and other resources needed

Because there are a number of tasks and resources needed to develop this exercise it is important to develop a realistic and feasible plan that addresses the key resources for the exercise such as the people involved and the funding. This is usually done by a project coordinator that will also ensure that data collectors have all the materials, technology and training necessary before collecting data. Since some tasks require technical expertise, strategic partnerships with local universities and with policy or advocacy groups can help bring together the necessary skill-sets needed.

# Step 5:
# Clarify the scope and set a timeline for your monitoring and compliance assessment exercise

The scope of your exercise is defined by the purpose that has been set for it (e.g. describe exposure, demonstrate compliance or violations of the law and regulations, evaluate progress, educate the public about exposure, restrictions and status of compliance) and by the resources available. The choice will have important implications for the timeline, sampling approach, and procedures needed for data collection and analysis.

This tool offers adaptable procedures for monitoring alcohol advertising and marketing through collecting data on the volume and content in different media and in other marketing communications and assess compliance with existing laws and regulations. You will need to decide which items to include in an observation checklist that you will develop. These items should help to describe exposure, assess compliance or violation with existing self-regulation codes, laws and regulations or demonstrate examples of gaps in the legislation that are being exploited by the industry. You should carefully consider the type of data that you will collect in order to motivate policy makers or other stakeholders to respond.

In developing the timeline you should take into consideration the time needed to perform the preparatory tasks for the exercise, the time needed to collect the data and to analyze it, and the time for reporting. This is especially important if there is an ideal time to release the results.

## Corporate Social Responsibility: the Heineken Africa Foundation

Launched in 2007, this foundation provides financial support to relevant health projects and health-related education in sub-Saharan African communities. All projects – malaria, HIV, health clinics, medical equipment – involve the participation of the local Heineken subsidiaries.



Like in other cases, it is debatable the role of these breweries as partners in this type of projects, and of the real value of this type of funding to health systems in developing countries.

## Step 6:
## Develop or adapt existing procedures

You will need to develop a clear and detailed procedure to guide data collection that matches your project needs and your country or jurisdiction reality. Although other methods/procedures may exist -see for example the method followed by Collins (2016), to quantify middle school youth's exposure to alcohol advertisement where they equipped children with handheld computers able to log every alcohol advertisement they came across ) - , this tool recommends that data collectors utilize a series of easy-to-follow procedures, already tested in high and in low and middle income countries that will allow capturing in a systematic way alcohol advertising on TV, radio, in magazines and on the streets, and internet. Data can be entered into excel spreadsheets (using different tabs for each type of media, see annex 1).

You also need to develop/adapt checklists according to the scope of the monitoring and the laws and regulations in your geographic area of interest. To ensure good quality of data be sure that the contents of the checklist are clear and specific (see annex 2 for example of compliance checklist and annex 3 for observational checklist).

## Step 7:
## Conduct training session

Data collectors must be trained in every aspect of the procedures so that they know how to search for, identify and capture the information needed. Training sessions should include discussion on the purpose of the monitoring exercise and enough time to review all procedures.

## Content analysis

Research on alcohol and tobacco has showed that ad content designed to appeal to adolescents' developmental needs promotes the use of these products. Therefore, analyzing content is an extremely important task of a monitoring marketing exercise. To do this, ads can be evaluated against defined standards and guidelines of good advertising practices. These guidelines can be set by the countries' authorities or can be proposed by the industry – i.e. self-regulation advertising and marketing codes – and basically describe which types of content (and exposure markets) are unacceptable. In the global context, self-regulation of alcohol marketing is being promoted by industry-sponsored organizations, such as the International Alliance for Responsible Drinking (IARD), previously known as International Center for Alcohol Policies (ICAP).



Two-thirds of the visual content of this ad shows five individuals (3 females and 2 males), each holding a beer bottle and dressed in caps and gowns. The group is standing in front of an academic setting and the phrase 'You deserve it!' is written across the middle. In this ad drinking is portrayed as a sign of maturity and an important ingredient to improve mental ability and for social success, violating two key principles of the industry self-regulation code governing the marketing of alcoholic beverages.

# Step 8:
# Conduct data collection

Depending on the objectives set for the monitoring and assessment exercise, data collectors can perform the whole set of procedures described below, or just selected ones. Basically the objective is to collect the ads, getting a good picture of the volume, placement and of the content.

This can help identifying the main tactics used in each country by the alcohol industry and of course identify if existing laws and regulations are being effective. You should always pilot test before beginning full data collection. This process will ensure operability, assess timing and length, and indicate other contextual factors that may be unique to the setting or to the data collectors.

During the period of collection it is important to review submitted examples as they are received to ensure that they are consistent with the established procedures. The project coordinator should be available to assist with any issues or questions during this monitoring period.

## *Alcohol advertising on television*

**What can be monitored?**

An impression of the volume of alcohol marketing broadcasted on television can be made by recording a minimum of 3 hours of the 2 of the largest television channels at 2 week days and at 2 weekend days over a one week period. Media use among youth (following survey data if it exists) can be used to select favorite TV channels among young people and prime time(s) of watching.

This footage can be analyzed by measuring the number of alcohol advertisements, time of broadcasting and alcohol producer and type of television program around which it is broadcasted. This should be done by two observers independently.  In the final report, an impression of the content of televised alcohol advertisements can be given by showing stills of commercials.
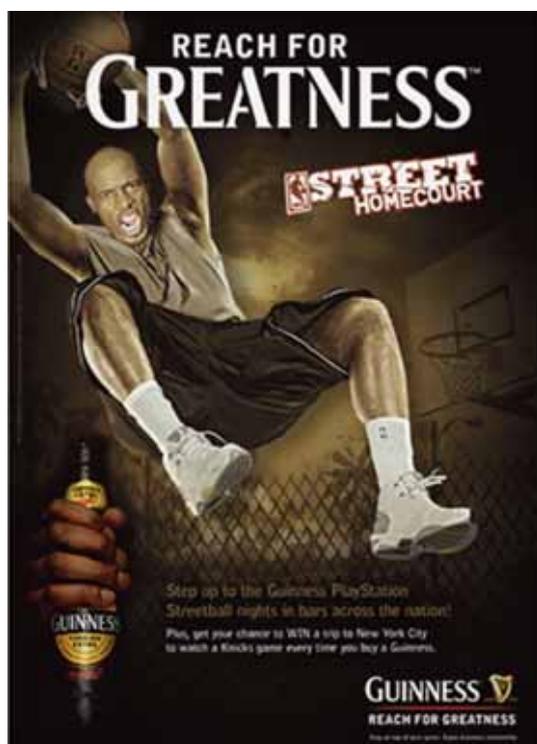


**How can you do this?**

1) The channels should be recorded on 2 recorders at 2 color televisions. Recording needs to be done in a shaded, quite room without background noise and a power supply that is as secure as possible for both the TV as well as the camera. Make sure the TV has a good sound quality and level.

2) The recording can be done by the use of a digital film camera with fully (!!!) charged battery and 32 GB SD card in front of a color television or by using Pinnacle Dazzle DVD Recorder HD which are small mobile recorders that save the footage on an external hard disk. By connecting the external hard disks to a computer, the footage can be analyzed and screenshots can be taken easily.

3) If you use a digital camera, recording needs to be done in MP4 format (= default format camera) in low resolution. Recordings might be  automatically split and saved in files of max 50 minutes.

4)  DO NOT change the automatic generated file names. Write down on the data collection form in the exact (local) time at which you started and stopped recording and the corresponding file name(s).

5) The camera and TV must be in such position that the full TV screen is recorded, but not more than that. This will probably be around 2 meters between TV and camera. The camera can be zoomed in a little bit if needed, but preferably the distance between camera and TV should be as small as possible to record the full screen.

6) Make sure the date and time is active and correctly set. Also make sure you have tested process, equipment, channels and (quality of the) recording at least a few days before the actual recording and again 1 hour before.

7) The recording process should be regularly checked (at least once every 15 minutes). Once you have made all the records you need to analyze them and fill-in the TV Form (Annex 1a).

*All the spreadsheets and checklists in this manual can also be downloaded in Excel format:*
*http://www.add-resources.org/monitoring-alcohol-marketing.5947842-315773.html*

## Alcohol advertising on the radio

**What can be monitored?**
An impression of the volume of alcohol marketing broadcasted on the 2 largest radio stations can be made by recording a minimum of 3 hours at 2 week days and at 2 weekend days over a one week period. Preferred radio stations among youth (following survey data if it exists) can be used to select favorite radio stations among young people and prime time(s) of listening to those stations. This will be done by two observers independently.

The recordings can be analyzed by measuring the number of alcohol advertisements, time of broadcasting, content of alcohol advertisement and alcohol producer. In the final report, an impression of the content of radio alcohol advertisements will be given by citing radio commercials.

**How can you do this?**
1) If the channels are broadcasted on the internet, the channels can be recorded on a computer. If not, the recording can be done by the use of a digital film camera in front of a radio with access to the 2 radio channels to be recorded.

2) Recording needs to be done in a quiet room without background noise. Recording needs to be done in MP4 format (= default format camera) in the low resolution. Recordings might be automatically split and saved in files of max 50 minutes.

3) DO NOT change the automatic generated file names and note them carefully on the Radio form. The camera and radio must be in such position that the radio speaker is in direct line and within 50 cm of the camera microphone.
If possible, let the camera film the radio display showing the frequency recorded. The best sound quality however has higher priority than filming the radio display.

4) During recording a staff member needs to be present who knows how to operate all equipment, has read the manual(s), this protocol and can solve technical issues. He/she should check the recording process regularly (at least once every 15 minutes).

5) You should also make sure you have tested process, equipment, channels and (quality of the) recording at least a few days before the actual recording and again 1 hour before to ensure that the recording is audible and understandable.

6) Once you have made all the records you need to analyze them and fill-in the Radio Form (Annex 1b).

7) Make sure that the data analysis is done by someone who is well versed in the languages and dialects that are used on the chosen channels.

## *Alcohol advertising in magazines*

**What can be monitored?**
An impression of the volume of alcohol marketing printed in popular magazines and newspapers can be made by recording the amount and content of alcohol advertisements in 3 daily newspapers,
3 weekly newspapers or magazines and 3 monthly magazines. The alcohol marketing found should be photographed or scanned and saved on a computer. Results from media use surveys among youth can be used to select the favorite newspapers and/or magazines among young people. The prints can be analyzed by measuring the number of alcohol advertisements, place of the ad, content and alcohol producer. In the final report, an impression of the content of printed alcohol advertisements in magazines can be given by showing scanned copies of the advertisements.

**How can you do this?**
1) The monitoring should take place in 4 weeks.

2) In these weeks buy as much of the print media as possible. Thus, daily newspapers are bought daily, weekly media are bought every week, etc. If available, 9 popular magazines, newspapers, weekly and monthly magazines can be bought and scanned alcohol ads will be saved on a computer. Out of those, two magazines/news papers should be the ones targeting young adults (18-21 years of age).

3) The print media for alcohol marketing should be analyzed using the Print report form, one for each observer.

4) Make a digital photo of each alcohol marketing found, in such way that that the content is clearly visible and readable.

5) DO NOT change the automatic generated file names but note them carefully on the Print report form (Annex 1c). Keep the newspaper/magazine your project file.

## Alcohol advertising on the street

**What can be monitored?**
An impression of the volume of alcohol marketing on the street can be made by recording the amount and content of outdoor alcohol advertisements in the public domain on billboards and outside stores. Two study areas can be defined according to project needs: one in the centre of the urban- and one in the centre of the rural city selected for the monitoring exercise. Each area is defined as a circle of 500 meter around the most central secondary school in the city centre. The circular area is identified using Google Maps. The selected area will be monitored simultaneously by two independent teams of 2 persons each. The number of alcohol advertisements, place and content of the ad and alcohol producer are analyzed. In the final report, an impression of the content of outdoor alcohol advertising in the selected areas will be given by showing photos of identified outdoor alcohol advertisements.



*MAMPA, Outdoor monitoring exercise, Madagascar, 2013*

**How can you do this?**
The easiest and most reliable way of doing this would be to use GPS enabled smartphones with camera's on them or use the EUCAM 'Monitoring 2.0 application' to get this done. Although this is a paid application NGOs are free to contact the organisation and find possible ways of collaboration for this exercise. Using EUCAM's app, when people download the app and install it on their mobile GPS enabled device, they can take pictures of the alcohol marketing they encounter and answer further questions about that specific instance of alcohol marketing.

Afterwards this data will be automatically uploaded in a data file ready for statistical analysis and the pictures will turn up in an online geographical map, making it easy to visualize the density of alcohol marketing as well as to measure relative distances. Before starting, make sure there is GPS signal in the area you want to monitor!

**You can also use google maps and map outdoor advertising using the following steps:**

1) Determine the rural and urban monitoring areas:
   a) Locate the city centre of the two cities that have been used as urban and rural areas for the survey study. For example Dar Es Salaam in Tanzania as the urban area in Tanzania.
   b) Find the secondary school that is located most central in the city centre. For example Zaniki Secondary School in Dar Es Salaam.
2) Draw a circle of 500m (0.31 miles) around the school.
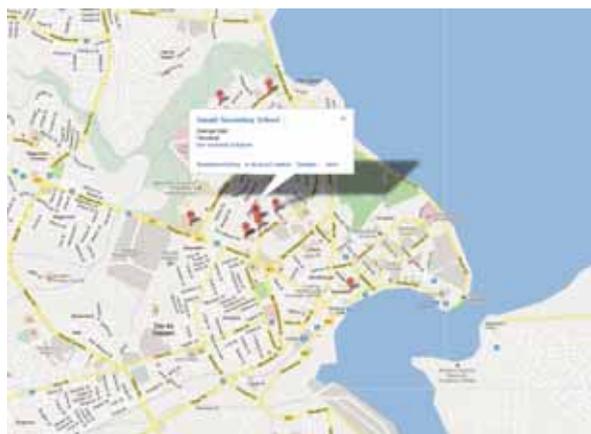


3) For the monitoring work, it is important that the teams have a good map where the monitoring area is clearly indicated. Note that the map can be used by the two monitoring teams to orientate themselves but must also be used to indicate where each photo is taken. Therefore, it is important that the map is big enough and remains in good shape during the work and thereafter. It's a key document for analyzing the data.

By default use the Google map made in step 1, printed on A3 format. Take a spare copy of the map per team, which can be used if the map is full or damaged. If the Google map does not show actual streets detailed enough, a good map (with small scale of maximum 1:10.000 but preferably smaller (e.g. 1:5000)) can be used as well).

4) Select two teams of two persons that will monitor alcohol advertising on the street simultaneously at the same time, by marking them on the map and taking photos. They should also mark all secondary schools (SS), primary schools (PS), sport facilities (SF) and alcohol outlets (AO) on the map.

5) This will result in two datasets of the same area in the same period which will increase the reliability of the results.

6) Both teams monitor the selected area at the same time. To make sure that they monitor independently from each other as much as possible, they should not walk together. It may be helpful to determine an efficient route covering all streets within the circle for both observation teams before the start. One person of each team is making photos, the other person is making notes on the map and standing next to the ad with the reference item.

7) Take at least three photo's in jpg format of each alcohol marketing found:

   a) At least one close up showing the full ad covering the whole photo.

   b) At least one showing the ad and a reference item of which the exact size is known. This makes it possible to calculate the size of the ad later on. The reference item and ad should be at the same distance from the camera. Use a 30 cm colored ruler for smaller items and a 100 cm colored stick for larger items. For example, one of the team members can stand next to a billboard with the 100cm stick when making the picture. If this is impossible, estimate the size of the ad and write it down on the map.

   c) At least one photo showing the wider context of the ad (street, shop, etc). More photos are a plus.

8) DO NOT change the automatic generated file names given by the camera.

9) Indicate clearly on the map where the photos were taken using an arrow and writing the file name of the close up photo on the map.

10) When back into the office, review all photos and fill in the Outdoor Form (Annex 1d).
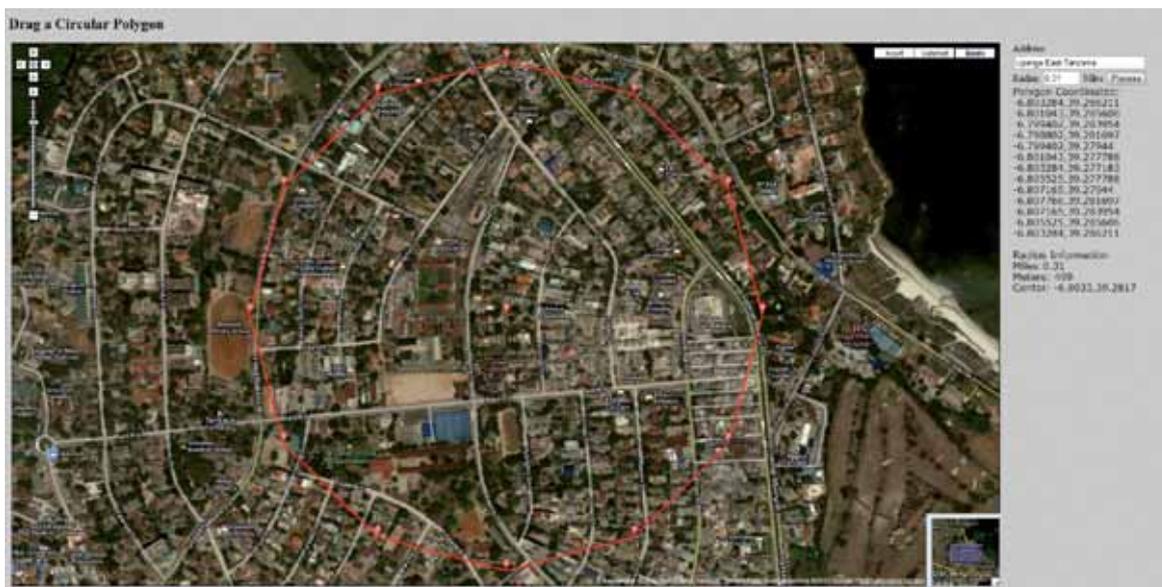
## *Alcohol advertising on the internet*

**What can be monitored?**
An impression of relevant volume of alcohol marketing on the internet can be made by visiting home pages of websites that are most popular among the target group selected or the scope of the exercise (e.g. CSR). Since exposure on the internet is highly customized depending on user profile, (search history of) the computer used, and users 'friends' (social media), it is impossible to monitor actual exposure. Therefore, the focus can be the exploration of the possible content that the target group might be exposed to. The number of alcohol advertisements, place of the ad, the hyperlink attached to the ad and impression of the content of alcohol advertising can be monitored.



**How can you do this?**
1) The monitoring of alcohol marketing on the internet is done by two observers independently. Where applicable, one takes the identity of a 14 year old boy, the other of a 14 year old girl. Both observers need to be experienced internet users. In case of monitoring social media (like Facebook or Twitter), the observers must be familiar with using them.

2) Both observers visit the 3 most popular websites on Friday afternoon for 4 weeks at the same time (preferred) or straight after each other.

3) Monitoring means that the observer browses each website looking for alcohol related content that is placed on the website by alcohol producing companies themselves (called "brand authored alcohol related content"). Content that is uploaded to the website by others (like users) is not monitored. If brand authored alcohol related content is found, the observer makes a screen-shot, saves it and records the alcohol related content using the Internet form.

For screen shots you can also use a special capture software program, like Gadwin (http://www.gadwin.com/printscreen/). Any link that clearly seems to refer to brand authored alcohol related content is followed and the landing page monitored. Emails (including attachments and links) from these websites are monitored as well and alcohol related content recorded (see also next point).

4) If ads are changing in a loop, make a screenshot of each ad that contains alcohol marketing. If the ads are continuously refreshed without a loop (so there is an endless number of ads), monitor 5 ads and proceed to other pages.

5) If the website has a search facility, search for the following keywords (translate where needed in your local language): "alcohol", "beer", "drink" and the 3 most popular alcohol brands among youth in your country. For each keyword, the first 10 results that seem relevant to you, open the page, make and save a screenshot, review the page in terms of alcohol related content and make additional screenshots if needed for any alcohol marketing found. Follow all links that seem to refer to alcohol related content, especially when young people seem to be targeted.

6) For reporting and publication of the results, it is important that the websites containing alcohol marketing are recorded. For that you can save screenshot files in jpeg format. Make sure that when doing it you capture the entire screen, including date/time, and url.

# Step 9:
# Data management

For file name management it is important that all alcohol marketing communications observed:

1. have an unique ID number that is used in any file related to that particular observation, and

2. are registered in the data entry form (annex 1a,b,c,d) under that ID number.

To ensure that all photo and video files have unique names it is important that all photo and video files remain on the SD cards in the video and photo camera during the exercise and that file names are not changed. In that way the cameras will never use the same file name twice. Data should be copied to a computer for back up and analysis, using the USB cable that comes with the cameras. Also on the computer file names must remain unchanged.

**Folder structure**
Make the following basic folder structure on your computer:
   a) \\Monitoring data
   b) \Video – use this folder for any file that comes from the video camera named with the file name given by the video camera. Leave all originals on the camera.
   c) \Photo – use this folder for any file that comes from the photo camera named with the file name given by the photo camera. Leave all originals on the camera.
   d) \Screenshots – use this folder for any screen-shot made on your computer; Make subfolders for screenshots made by observer A and a sub folder for those made by observer B. For example, if you are observer A and you make a screenshot of a website recorded as ID number 13 on the WWW report form in annex 1d, your screenshot is saved as WWW_13.jpg. If more screenshots of one alcohol marketing needs to be saved, add a alphabetic number, e.g. WWW_A_13b.jpg, WWW_A_13c.jpg, etc.

# Step 10:
# Analyze your results

Once all necessary data has been collected and the forms have been completed, results can be analyzed. As already mentioned, ensuring high quality data involves good planning and supervision at every step of the process. As data is collected and submitted, the project staff should check the files and confirm its quality (clearly captured, complete and consistent with the protocol). The Excel data entry forms should also be revised.

Once data quality is verified, results can be analyzed using the tools and software most appropriate to the skills and capacity of project staff as well as the scope of your exercise. Results should show evidence of compliance, violations or gaps in the laws and regulations, and be guided by questions that involve matters related to volume and content of alcohol marketing.

Other key questions are important such as:
   a) What companies/producers are compliant with or violate existing laws and regulations?
   b) Which tactics is the industry using to promote their brands and products on TV, radio, press and internet?
   c) Do examples show gaps in existing laws and regulations?

Remember to consider the enforcement capacity of national or local government, and seek to identify parties that are able or likely to respond to the assessment results.

# Step 11:
# Disseminate results

Once you have the final results, you should consider the most appropriate way of disseminating them. Be sure to define your audience and develop key messages that are tailored to reach and influence your targeted audience. The primary targets for this type of monitoring are policy makers and enforcement agencies.

Results can be presented through small briefings or press conferences, and should clearly indicate whether or not laws and regulations are being adhered to as well as expose existing gaps. They should also include an appeal for additional resources needed to improve compliance.

Disseminating the results through these type of briefings before making the results publically available to public and civil society helps building trust and may be more likely to result in action from those agencies.

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Monitoring Alcohol Marketing in Africa

You've earned it!

Not for sale to persons under 18 years

FINDINGS OF MONITORING EXERCISES IN THE GAMBIA, GHANA, NIGERIA AND UGANDA

# Appendix 1a: Sample registration forms – on TV (1)

**start:**     *For example: 07:02*

**stop:**     *For example: 08:35*

**File names (given by the camera):**

**filename 1**     *For example: File 0068*

**filename 2**     *For example: File 0001*

**filename 3**     *For example: (.MPG), if applicable*

**Alcohol Advertisements found:**

| | | Identification | Product information | | |
|---|---|---|---|---|---|
| **Id_#** | **File name screenshot (jpg)** | **Brand name/Name product** | **Name company and/or campaign** | **Type of liquor** *For example: Beer; Wine; Alcopops; Spirits; Cider* |
| **Example: 1** | *TVl_A_1.jpg* | *Draughtkeg* | *Heineken* | *Beer* |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |
| 11 | | | | |
| 12 | | | | |

*This form should be adapted to reflect the project needs.*

# Appendix 1a: Sample registration forms – on TV (2)

**Alcohol Advertisements found:**

**Program during/before/after adverstisement is broadcasted**

**Advertisement**

| Name | Time of broadcast (hr:min) | Target audience For example: Children/ Adolescents/ Adults; Women/Men | Time of broadcast (hr:min) | Duration (seconds) | Position in program Break; Sponsoring of program; Sponsoring in program; Editorial in program | Description content P=product information; S=connections Sport; Y= Youth Culture; SS=Sexual Success; G=Glamour; Other, namely |
|---|---|---|---|---|---|---|
| Champions League final | 20:10 | Adults | 00:12 | 46 | Break | S |
| | | | | | | |
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*This form should be adapted to reflect the project needs.*

# Appendix 1b: Sample registration forms – on Radio (1)

**Filled in by (name and organization):** *For example: Frans van Zoest, STAP*

**Title channel:** *For example: Malawi Broadcasting Company*

**Description channel:** *For example: sport channel/comedy channel/news channel/etc*

**Target audience:** *For example: children/adolescents/adults/women/men/family*

**Recording day:** *For example: 01/06/2012*

**Recording (local) time  start:** *For example:  08:12 PM (12 minutes after eight in the evening*

**stop:** *For example:  09:25 PM (twentyfive minutes after nine in the eveninghalf past 9 in the evening*

**File names (given by the camera):**

| | | |
|---|---|---|
| **filename 1:** | *(.MPG)* | **filename 4:** *(.MPG), if applicable* |
| **filename 2:** | *(.MPG), if applicable* | **filename 5:** *(.MPG), if applicable* |
| **filename 3:** | *(.MPG), if applicable* | **filename 6:** *(.MPG), if applicable* |

## Identification / Product information

| Id_# | File name screenshot (jpg) | Brand name/Name product | Name company and/or campaign | Type of liquor (For example: Beer; Wine; Alcopops; Spirits; Cider) |
|---|---|---|---|---|
| **Example: 1** | RADIO5_A_1.jpg | Draughtkeg | Heineken | Beer |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |
| 11 | | | | |

*This form should be adapted to reflect the project needs.*

# Appendix 1b: Sample registration forms – on Radio (2)

| | **Program during/before/after adverstisement is broadcasted** | | | **Advertisement** | | | |
|---|---|---|---|---|---|---|---|
| | **Name** | **Time of broadcast (hr:min)** | **Target audience**<br>*For example: Children/ Adolescents/ Adults; Women/Men* | **Time of broadcast (Hr:min)** | **Duration (seconds)** | **Position in program**<br>*Break; Sponsoring of program; Sponsoring in program; Editorial in program* | **Description content**<br>*P=product information; S=connections Sport; Y= Youth Culture; SS=Sexual Success; G=Glamour; Other, namely…* |
| **Example: 1** | *Champions League final* | *20:10:00* | *Adults* | *00:12:10* | *46* | *Break* | *S* |
| **2** | | | | | | | |
| **3** | | | | | | | |
| **4** | | | | | | | |
| **5** | | | | | | | |
| **6** | | | | | | | |
| **7** | | | | | | | |
| **8** | | | | | | | |
| **9** | | | | | | | |
| **10** | | | | | | | |

*This form should be adapted to reflect the project needs.*

# Appendix 1c: Sample registration forms – PRINT MEDIA (1)

*Filled in by (name and organization):*

**Name:** 

*For example: Kulimba Chiotcha, Drug Fight Malawi*

*Alcohol Marketing found:*

## Identification | Information about the newspaper/magazine

| ID_# | File name photo | Title | Issue | Description | Date | Target audience | # Pages | Size | Frequency of release | Bought at |
|---|---|---|---|---|---|---|---|---|---|---|
| | .jpg | | | newspaper/ sportmagazine/ etc | dd/mm/yyy | | | A2/A3/A4/ A5/A6/ smaller | daily/ twice a week/ weekly/ monhtly/ etc | supermarket/ shop/ street/ other namely … |
| **Example: 1** | PRINT_1.jpg | Tanzania Daima | 45/2012 | newspaper | 01-06-12 | adults | 25 | A2 | daily | shop |
| 2 | | | | | | | | | | |
| 3 | | | | | | | | | | |
| 4 | | | | | | | | | | |
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| 14 | | | | | | | | | | |
| 15 | | | | | | | | | | |
| 16 | | | | | | | | | | |

*This form should be adapted to reflect the project needs.*

# Appendix 1c: Sample registration forms – PRINT MEDIA (2)

*Alcohol Marketing found:*

| | *Product information* | | | *Advertisement* | | | |
|---|---|---|---|---|---|---|---|
| *Brand name/ Name product* | *Company and/ or Name campaign* | *Type of liquor* | *Page Number* | *Size* | *Editorial* | *Image* | *Description content* |
| | | For example: Beer; Wine; Alcopops; Spirits; Cider | | cmxcm (Height x Width) | Yes/No | Yes/No | P=product information; S=connections to Sport; Y= Youth Culture; SS=Sexual Success; G=Glamour; Other, namely …. |
| Draughtkeg | Heineken | Beer | 12 | 15x25 | n | Yes | G |
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*This form should be adapted to reflect the project needs.*

# Appendix 1d: Sample registration forms – OUTDOOR, RURAL AREA (1)

*Filled in by (names and organization):*

| | |
|---|---|
| **Name 1:** | *For example: Jorge Thawe* |
| **Name 2:** | *For example: Yamikani Phiri* |
| **City:** | *For example: Salima* |
| **Name area:** | *For example: Salima town* |
| **Recording day (dd/mm/yyyy):** | *For example: 14/09/2012* |
| **Recording time (hrs AM/PM):** | *For example: 10:12-11:16am* |
| **Id number of map:** | *For example: Msalura Team A 14/09/2012* |

*Alcohol Marketing found:*

| | Identification | | Product information | | |
|---|---|---|---|---|---|
| **Id_#** | **File Name Close up photo (= writen on the map)** | **File Name Photo with reference item** | **File Name Context Photo** | **Brand name/ Name product** | **Name company and/or campaign** | **Type of liquor** |
| | | | | | | *For example: Beer; Wine; Alcopops; Spirits; Cider* |
| **Example: 1** | *OUT_URBAN_1a.jpg* | *OUT_URBAN_1b.jpg* | *OUT_URBAN_1c.jpg* | *Draughtkeg* | *Heineken* | *Beer* |
| **2** | | | | | | |
| **3** | | | | | | |
| **4** | | | | | | |
| **5** | | | | | | |
| **6** | | | | | | |
| **7** | | | | | | |
| **8** | | | | | | |
| **9** | | | | | | |

*This form should be adapted to reflect the project needs.*

# Appendix 1d: Sample registration forms – OUTDOOR, RURAL AREA (2)

## Advertisement

| Type of outdoor advertising | Place | Context | Content | Size on screen | | Wich reference item? | Meters to nearest school or sport facility | |
|---|---|---|---|---|---|---|---|---|
| For example: billboard/wall/ outside store/ Other, namely …. | For Example: on building/in street | For example: busy road, shopping area, etc | P=product information; S=connections to Sport; Y= Youth Culture; SS=Sexual Success; G=Glamour; Other, namely …. | What is size on screen of the advertisement in mm? (Width x Heigth) | What is size on screen of the reference item in mm? (Length) | R = Ruler (300 mm) or S = Stick (1000 mm) or O = Other, namely …. (….mm) | Meters to school: PS = Primary School; SS = Secondary school | Meters to sport facility |
| Billboard | On Building | Busy Road | P | 80x121 | 100 | S | SS550 | 200 |
| | | | | | | | | |
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*This form should be adapted to reflect the project needs.*

# Appendix 1e: Sample registration forms – OUTDOOR, URBAN AREA (1)

**Filled in by (name and organization):**

**Name 1:** *For example: Jorge Thawe, Drug Fight Malawi*

**Name 2:** *For example: Lezina Mberenga, Drug Fight Malawi*

**City:** *For example: Lilongwe*

**Name area:** *For example: Area 3 and 4*

**Recording day (dd/mm/yyyy):** *For example: 10-11/09/2012*

**Recording time (hrs AM/PM):** *For example: 11:14*

**Id number of map:** *For example: Bwaila Team A 10-11/09/2012*

**Alcohol Marketing found:**

## Identification

| Id_# | File Name Close up photo (= writen on the map) | File Name Photo with reference item | File Name Context Photo | Brand name/ Name product | Name company and/or campaign | Type of liquor |
|---|---|---|---|---|---|---|
| | | | | | | *For example: Beer; Wine; Alcopops; Spirits; Cider* |
| Example: 1 | | | | Draughtkeg | Heineken | Beer |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |

*This form should be adapted to reflect the project needs.*

# Appendix 1e: Sample registration forms – OUTDOOR, URBAN AREA (2)

| Type of outdoor advertising | Place | Context | Advertisement | | | Meters to nearest school or sport facility | |
|---|---|---|---|---|---|---|---|
| | | | Content | Size on screen | | | |
| | | | | | Wich reference item? | | |
| For example: billboard/wall/ outside store/ Other, namely … | For Example: on building/in street | For example: busy road, shopping area, etc | P=product information; S=connections to Sport; Y= Youth Culture; SS=Sexual Success; G=Glamour; Other, namely … | What is size on screen of the advertisement in mm? (Width x Heigth) | What is size on screen of the reference item in mm? (Length) | R = Ruler (300 mm) or S = Stick (1000 mm) or O = Other, namely …. (….mm) | Meters to school: PS = Primary School; SS = Secondary school | Meters to sport facility |
| Billboard | On Building | Busy Road | P | 80x121 | 100 | S | SS550 | 200 |
| | | | | | | | | |
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*This form should be adapted to reflect the project needs.*

# Appendix 1f: Sample registration forms – INTERNET ONLINE (1)

*Filled in by (name and organization):*

*Name:*      *For example: Charity Phiri, Drug Fight Malawi*

*Screen size (width x height in cm):*      *For example: 33.2x19*

*Screen resolution (width x height in pixels):*      *For example: 1366x768*

*Alcohol Marketing found:*

| | *Identification* | | | *Information website* | | |
|---|---|---|---|---|---|---|
| **Id_#** | **File name screenshot** | **Date accessed** | **URL** | **URL at Webcitation.org** | **Target audience** | **Type of website** |
| | *.jpg* | *dd-mm-yyy* | *www.abc.nl* | *http://www.webcitation.org/xxxx* | *For example: children/adolescents/ adults/women/men/ family/other, namely …* | *S= Static/ I = interactive* |
| **Example: 1** | *WWW_1.jpg* | *10-05-12* | *http://www.heineken.com/za/uefa/starfinallp.aspx* | *http://www.webcitation.org/68aHDILeF* | *adolesents* | *I* |
| **2** | | | | | | |
| **3** | | | | | | |
| **4** | | | | | | |
| **5** | | | | | | |
| **6** | | | | | | |
| **7** | | | | | | |
| **8** | | | | | | |
| **9** | | | | | | |
| **10** | | | | | | |
| **11** | | | | | | |
| **12** | | | | | | |

*This form should be adapted to reflect the project needs.*

# Appendix 1f: Sample registration forms – INTERNET ONLINE (2)

| Product information | | | Advertisement | | | | |
|---|---|---|---|---|---|---|---|
| Brand name/ Name product | Name company and/or campaign | Type of liquor | Type of advertising | Content refers to | Strategy | Place on screen | Size on screen | URL landingspage |
| | | For example: Beer; Wine; Alcopops; Spirits; Cider | B = Banner; E = Editorial/text; P = Photo; V = Video | S=Sport; Y= Youth Culture; SS=Sexual Success; G=Glamour; Other, namely… | R = Real world Tie In; G = Interactive game; S = Sponsor Online Event; I = Invitation to drink; P = Product Information; Other, namely … | L = left; R = Right; T = Top; B= Bottom; C = Centre | What is size on screen of the advertisement in mm? (Width x Heigth) | If the advertisement is linked to another webpage, copy the link to this page |
| Draughtkeg | Heineken | Beer | V | SS | I | B, R | 22x25 | |
| | | | | | | | | |
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*This form should be adapted to reflect the project needs.*

# Appendix 2: Sample Compliance Form Checklist

This form should be adapted to reflect current legislation in the geographic area of interest or the industry self-regulations codes.

| Observation Items | Yes/No | Compliance/ violation | Notes/comments |
|---|---|---|---|
| 1. Is this example showing situations where people are drinking an alcoholic beverage excessively, irresponsibly or otherwise encourages immoderate consumption? | | | |
| 2. Is this example suggesting that being drunk or intoxicated is acceptable? | | | |
| 3. Is this example using symbols, language, music, gestures, or cartoon characters that are associated with or are intended to appeal primarily to persons below legal purchase age? | | | |
| 4. Is this example showing traditional heroes or current celebrities, such as entertainment figures and athletes, who appeal primarily to people below legal purchase age. | | | |
| 5. Is this example associating athletic success with drinking the alcohol product? | | | |
| 6. Is this ad conveying the message that drinking is linked to being more energetic or dynamic? | | | |
| 7. Is this example conveying the message that alcohol improves femininity /masculinity and the capacity to be more attractive to others? | | | |
| 8. Is this example suggesting that drinking leads to an exciting adventurous life? | | | |
| 9. Is this example suggesting that drinking has a positive emotional benefit, such as reducing anxiety or depression? | | | |
| 10. Is this example conveying the message that drinking leads to having a more independent/ individualistic or cool personality? Or to being more popular and accepted? | | | |
| 11. Is this example suggesting that drinking will help a person to relax or relieve stress or improve personal problems? | | | |
| 12. Is this example portraying alcohol product as key to sexual success? | | | |
| 13. Is this example associating drinking with removing social and/or sexual inhibitions? | | | |
| 14. Is this example associating drinking with improvement of social status, basic living conditions? | | | |

# Appendix 3: Sample In-Depth Observation Checklist

This form should be used to describe an industry-sponsored event.

**1. Date:** _____     **2. Name of the event:** _____

**3. Location:**                          **4. Sponsoring company or brand:**

**5. Describe the type of event:**
   **a. Sponsored event (sports, music, art or entertainment, cultural, bar or night club)**

   _____

   **b. Corporate Social Responsability event (educational, environmental, health or community welfare, drink and driving initiative, violence prevention)**

   _____

**6. List the co-sponsors (join sample)** _____

   _____

   _____

   _____

**7. Were alcohol beverages free samples provided at the event?** _____

**8. Were alcohol beverages sold at the event?** _____

   **Was there a special offer/price? Multi-pack discounts?** _____

**9. Were coupons provided (join a sample)** _____

**10. Were there gifts or objects with the logo/symbol/brand name provided (such as t-shirts, hats, other)** _____

**11. Did the event include interactive media or gaming features? Describe.**

   _____

**12. Was customer information collected (e.g. name, address, email, other)**

   _____

## Monitoring Alcohol Marketing

Non-Governmental Organizations (NGOs) have a determinant role to play in preventing alcohol initiation and reducing alcohol related harm, especially in vulnerable groups such as women and youth. NGOs can call for and help governments in adjusting their policies to improve the health of their populations through their active participation in public health activities. Reducing the population's exposure to alcohol marketing can improve health and welfare.

The multinational alcohol industry is increasing the visibility of their products through different forms of communication – marketing. More and more marketing is moving over to digital platforms where they reach more people and are more difficult to control by governments.

This means that people will consume more. And this would be fine if alcohol was an ordinary commodity, which it isn't. In fact, alcohol harm is increasing worldwide and we need to do something about it.

This manual gives guidance to NGO activists who want to monitor alcohol marketing practices in their country or their community. By mapping the situation it is easier to explain the volume and the types of advertising. Then it is also easier to raise a discussion over the problematic consequences of such marketing and to call for better alcohol marketing regulation.

The manual lends heavily from material developed by the MAMPA project; Monitoring Alcohol Marketing Practices in Africa.