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### **Regulating Alcohol Marketing practices in France and UK**

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## **Abstract**

The aim of our research is to compare different regulating Alcohol Marketing practices in the UK and France. Those countries have well-established yet contrasting regulatory frameworks. This paper provides an analysis of the French (Loi Evin) & UK codes of alcohol marketing control. We evaluate the differences in the regulatory processes of each country in specific relation to alcohol marketing. The findings will have important policy and practical implications for the industry's stakeholders such as marketers, regulators, health organizations and consumers.

**Keywords:** Loi Evin, Portman Group, ASA/CAP, alcohol marketing control, France, UK, regulations

## **Introduction**

This research explores the concept of self-regulation in relation to the advertising of alcohol beverages in a comparative context. It will explore the elements of different codes and regulation in the United Kingdom and France and issues of best practice. In the research, a marketing communications perspective is adopted recognizing that advertising is only a part of the modern marketers' toolkit. The alcohol marketing maybe strongly observed through the angle of communication (visible variable) but prices (at least for the bottom-of-the range) are influenced (especially in the UK) by the duties and those duties are also to the product, which ranked by alcohol content. In the UK, in terms of promotion, it should not be neglected that advertising (and sales promotion) is representing per year 200 million £ and sponsoring in sport (Carlsberg, Stella Artois, Johnnie Walker, Guinness, John Smith, Magners, Carling) was 608 million £ in 2007.

## **1. History**

Governments and the WHO are increasingly concerned about the exposure of children to the harmful effects of alcohol marketing. Regulations have been devised to define what alcohol advertisers are allowed to say and where they can say it. The current UK regulation and codes are however at times criticized for being ineffective in curbing the culture of binge drinking. Most legislation is based on the legal drinking age and in the UK, it defines rules on the promotion of alcohol in the media. The restriction vary, thus for print at least 90% of readers must be adults; for radio post 9 pm and for films with an 18 certification; there are also rules regarding point of sale in licensed premises and at traditional producer events. The advertising codes require alcohol advertisers to make factual and verifiable statements about their products, the alcoholic strength, composition or place of origin. Every advert must also carry a responsible drinking or health message. In recent years the rise of new digital and social media has seen a call for tightened regulation in regards to media designed specifically to appeal to young people films, viral phone marketing and "advergames". In other areas such as sports sponsorship, product placement and sales promotions there are many health and parental pressure groups calling for an alcohol advertising ban. They argue that the extant regulatory controls are ineffective and the children are exposed and influenced by alcohol advertising. Both the alcohol and media industry argue that advertising is essential to sport and culture, and that advertising is to promote brand switching echoing the sentiments of the pro-tobacco lobby prior to the tobacco advertising ban.

These debates around alcohol marketing regulation are not new. Alcohol was a serious problem in France, in the 1960 the French drank over 30 liters of pure alcohol per capita per

year. In response to health and social critiques from stakeholders new legislation called the Loi Evin came into force in 1991. The Loi Evin specifically limits the consumer exposure to pervasive alcohol messages. The volume of alcohol consumption significantly fell in France post the introduction of the legislation. The Loi Evin has been repeatedly challenged in the European courts but found to be proportionate, effective and consistent. Indeed many other stakeholders. Many advocates of alcohol marketing control advocate the adoption of the French Loi Evin throughout Europe as a better way rather than any outright ban on alcohol marketing but still protect young consumers from exposure to persuasion, consumption and consequent harm.

The attitude to alcohol sports sponsorship in France is also more robust, for example France hosted the World and European cup finals without alcohol sponsors. The Loi Evin uses heavy penalties imposed by the courts as a significant deterrent. In contrast the UK operates an industry sponsored self-regulatory system to enforce the advertising code of standards across all media. This is negatively portrayed by commentators as self-serving or putting the fox in charge of the chickens.

UK advertisers should not link drinking alcohol with social or sexual success; portray drinkers as youthful or vigorous, but they can sponsor major sporting and youth events. UK law prevents alcohol sales to anyone under the age of 18. The Advertising Standards Authority regulatory system, the Portman Group (Alcohol Industry Association) own code of practice and Ofcom regulates TV programme sponsorship. UK Alcohol advertising rules tightened in October 2005, in response to the Government's alcohol harm reduction strategy. A further review in 2008, commissioned by the Department of Health, and public consultation in 2009 led to further rules around targeting under-18s; youth programmes; link alcohol with seduction, sex or social success; irresponsible, anti-social, or dangerous behaviour; show alcohol being served irresponsibly; show people drinking and behaving in an adolescent or juvenile way or reflecting the culture of people under 18-years-old; or be shown in publications aimed at under-18s or where more than 25% of the readership is under 18. Similarly alcohol advertising cannot be shown around programmes popular with young people, even after 9 pm. The Portman Group code dates back to 1996 and regulates all drinks marketed in the UK through its code of practice on the naming, packaging and promotion of alcoholic drinks.

## **2. Some data on alcohol consumption (WHO)**

In appendix 1, you can observe some data from WHO that shows that the negative consequences of alcohol consumption (pattern drinking score) are decreasing between 2000 and 2003. Is it linked to alcohol regulation? This paper will investigate this issue.

## **3. Regulatory content in France and UK**

### **3.1. France**

The French are famous worldwide for their history and passion for wine, cognac and champagne. However, in regulatory terms the French are also famous for their stringent alcohol policy. Historically there was a protectionism of their local alcohol industry which was challenged by overseas particularly Scotch whisky producers who took their case to the European court of justice in the early 1980s. France unlike the UK operate a more legislative approach to alcohol regulation rather than an industry self-regulatory system based on a code of advertising practice. In France any alcohol advertising that is controversial or illegal must be resolved in the courts, with strict fines if the law is infringed. Some industry self-regulation

occurs however for example wine marketing initiatives taken by 'Vin et Société' or the establishment of the 'Le Conseil de Modération et Prévention'.

Regaud and Carplet (2004) describe as a paradox how the French national passion for alcohol is also the stringency of the French alcohol regulation. The "Loi Evin" is { Loi n°91-32 du 10 janvier 1991 relative à la lutte contre le tabagisme et l'alcoolisme, Law 91-32. }controlling the consumption and marketing of alcohol and tobacco in France was passed in 1991. The then Minister for Health Claude Evin proposed a radical legislative approach to address the harms of smoking and alcohol. The law prohibits alcohol advertising on television and cinema. What makes the law internationally unique is that it is very unambiguous in its control of the content of advertising both in terms of message and imagery. All alcohol advertising must also contain a message stressing that alcohol can be dangerous to health.

The Loi Evin is radically different to the UK codes which are far less specific as to what advertisers say in their advertising messages; Table 1 and 2 illustrate the key differences between the two countries.

**Table 1 Alcohol Marketing Regulation in France**

<b>The Loi Evin</b>
<b>Definition of alcohol:</b> Drinks over 1.2 per cent alcohol by volume are considered as alcoholic beverages.
<b>Authorised Media:</b> All press for adults, on billboards, on radio channels (under precise conditions), at special events or places such as wine fairs, wine museums. <b>Prohibited Media:</b> No advertising is allowed on television or in cinemas No sponsorship of cultural or sport events is permitted
<b>Young People:</b> No advertising should be targeted at young people;
<b>Permissible Advertising:</b> Content messages and images should refer only to the qualities of the products such as degree, origin, composition, means of production, patterns of consumption
<b>Health warnings:</b> A health message must be included on each advertisement to the effect that "l'abus d'alcool est dangereux pour la santé": alcohol abuse is dangerous for health.
<b>Article 17:</b> <ul style="list-style-type: none"> <li>▪ Advertising for alcoholic beverages only in written press (except youth press; radio in specific hours; posters in production areas; posters &amp; in-specialised store &amp; traditional feasts</li> </ul>
<b>Article 18:</b> <ul style="list-style-type: none"> <li>▪ Allowed ad is limited to mention the degree of alcohol, the origin, the denomination, the composition of the product, the name &amp; address of the producer, making-process, and the selling &amp; consumption terms.</li> <li>▪ All the ads must be followed by: health message: alcohol abuses can damage your health/ harmful in pregnancy</li> <li>▪ No lifestyle advertising</li> </ul>

### 3.2. UK

The United Kingdom advertising industry in response to the public demands and government policy requirements developed voluntary codes of advertising standards self-regulating the way the alcohol sector communicates information about their products and make informed choices among different products or brands. By definition self-regulation is the process whereby industry actively participates in and is responsible for its own regulation. While this

process varies widely from country to country, the foundation for advertising self-regulation is based on the principles embodied in the International Code of Advertising, issued by the International Chamber of Commerce. The ICAP Code states that advertising should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society and with proper respect for the rules of fair competition. Under the principle of self-regulation advertisers must agree to adhere to the agreed industry codes of best practice. The body responsible for advertising standards in the UK is called the Advertising Standards Authority (ASA) whose code of practice or set of guiding principles governing the content of advertisements. The UK also are a member of The European Advertising Standards Alliance (EASA) recommends that the body responsible for the practical application of the self-regulation across Europe. The UK codes also feature specific regulations pertaining to the alcohol sector. In addition to self-regulatory bodies, most of the major alcohol beverage companies are bound by their own industry advertising codes operated by the Portman group. Thus the self-regulatory system in the UK is self-policed avoiding unwanted government intervention and costly. In more restrictive countries, such as France, the statutory authorities and national legislation control alcohol advertising content and media placement.

In the UK a system of co-regulation of alcohol marketing operates. Ofcom, the communications regulator has contracted out regulation of alcohol advertising on broadcast media, with the relevant code administered by the Advertising Standards Authority (ASA). However, Ofcom retains ultimate powers of control and adjudication. Alcohol advertising on broadcast media is governed by the Broadcast Committee of Advertising Practice (BCAP) code (BCAP, 2010). Beyond the broadcast media code, a system of self-regulation is in operation. Alcohol advertising in non-broadcast media is covered by the Committee of Advertising Practice (CAP) code (CAP, 2010). Members of the advertising industry predominantly populate both BCAP and CAP. Other forms of alcohol marketing is covered by the voluntary The Portman Group which is an industry organization, has a voluntary Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks which covers all other forms of alcohol marketing (Portman Group, 2008). Across each of these codes are common themes governing what can and cannot be included in alcohol marketing activity (see Table 2). Despite the existence of regulatory systems for alcohol marketing in the UK and many other developed countries, the effectiveness of such systems has often been questioned (Casswell and Tharangi, 2009; Hastings et al. 2010).

The effectiveness of self-regulation on alcohol advertising has rarely been studied systematically, although the issue is often hotly debated in alcohol and health policy circles to determine whether the alcohol beverage industry is effective in policing itself when it comes to commercial communication. The beverage alcohol industry prefers self-regulation to government controls. The Advertising Standards Authority (ASA) established in 1962 Responsibility is now responsible for self-regulation in the United Kingdom in non-broadcast, broadcast and digital media. The Portman Group, also industry-funded sets up a voluntary Code of Practice on the naming, packaging and merchandising of alcohol beverages in April 1996. This was largely a response to public and government concern about “alcopops”. This code was welcomed, but was also criticized for its lack of independence in monitoring its members. Later revisions to the code implemented bolder statements of alcohol content and more adult labelling. There is also a pre-vetting component, which allows manufacturers to submit relevant new products to the Portman Group for pre-launch clearance.

In 1984, The Amsterdam Group (TAG), another industry-sponsored pan-European organization, produced its own guidelines and sector-specific rules for European beer, wine,

spirits and cider including enforcement and sanctions. By 2000, the member companies of TAG endorsed Standards on Commercial Communication for Europe. These standards address issues concerned with misuse, minors, driving, the workplace, medical aspects, alcohol content, performance, social/sexual aspects. EASA (European Advertising Standards Alliance) advocates that a properly designed and well administered self-regulatory system can provide a flexible, inexpensive and effective means of enabling the responsible majority of the alcohol industry to control the irresponsible minority. Public health advocates particularly in light of WHO recommendations and global alcohol policy conferences continue to call for stricter regulation even the banning of any alcohol advertising. The social and health costs and harm particularly how alcohol advertising might affect young people are key regulation concerns. These critics believe that advertising increases alcohol abuse and that self-regulation does little to prevent this (Hill & Casswell 2000).

**Table 2 Alcohol Marketing Regulatory Codes in the UK**

Theme	Regulatory Code		
	BCAP	CAP	Portman Group
Youth Appeal	Advertisements must not be likely to appeal strongly to people under 18, especially by reflecting or being associated with youth culture or showing adolescent or juvenile behaviour.	Marketing communications must not be likely to appeal particularly to people under 18, especially by reflecting or being associated with youth culture.	A drink it's packaging and any promotional material or activity should not in any direct or indirect way have a particular appeal to under 18s (in the case of sponsorship, those under 18 years of age should not comprise more than 25% of the participants, audience or spectators).
Personal/Social Success	Advertisements must neither contribute to an individual's popularity or confidence nor imply that alcohol can enhance personal qualities. Advertisements must not imply that drinking alcohol is a key component of social success or acceptance or that refusal is a sign of weakness. Advertisements must not imply that the success of a social occasion depends on the presence or consumption of alcohol.	Marketing communications must not claim or imply that alcohol can enhance confidence or popularity.	A drink it's packaging and any promotional material or activity should not in any direct or indirect way suggest that consumption of the drink can lead to social success or popularity.
Sexual Success	Advertisements must not link alcohol with sexual activity, sexual success or seduction or imply that alcohol can enhance attractiveness. That does not preclude linking alcohol with romance or flirtation.	Marketing communications must neither link alcohol with seduction, sexual activity or sexual success nor imply that alcohol can enhance attractiveness.	A drink it's packaging and any promotional material or activity should not in any direct or indirect way suggest any association with sexual success.
Driving & Sport	Advertisements may feature sporting and other physical activities (subject to other rules in this section) but must not imply that those activities have been undertaken after the consumption of alcohol.	Marketing communications must not imply that alcohol can enhance mental or physical capabilities; for example, by contributing to professional or sporting achievements.	N/A

Drinking Behaviour	Advertisements may include alcohol sales promotions but must not imply, condone or encourage immoderate drinking.	Marketing communications must be socially responsible and must contain nothing that is likely to lead people to adopt styles of drinking that are unwise. For example, they should not encourage excessive drinking. Marketing communications that include a sales promotion must not imply, condone or encourage excessive consumption of alcohol.	A drink it's packaging and any promotional material or activity should not in any direct or indirect way encourage illegal, irresponsible or immoderate consumption, such as drink-driving, binge-drinking or drunkenness;
Aggression, toughness	Advertisements must not link alcohol with daring, toughness, aggression or unruly, irresponsible or antisocial behaviour.	Marketing communications must neither show, imply, encourage nor refer to aggression or unruly, irresponsible or anti-social behaviour nor link alcohol with brave, tough or daring people or behaviour.	A drink it's packaging and any promotional material or activity should not in any direct or indirect way suggest any association with bravado, or with violent, aggressive, dangerous or antisocial behaviour
Strength and Power	Advertisements must not imply that a drink may be preferred because of its alcohol content or intoxicating effect.	Marketing communications must not imply that a drink may be preferred because of its alcohol content or intoxicating effect	A drink it's packaging and any promotional material or activity should not in any direct or indirect way have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme

(Source: Adapted from BCAP, 2010; Portman Group, 2008).

#### **4. Discussion on content and differences**

The nature and content of alcohol marketing is radically different in France compared to the UK as a result of the Loi Evin module. The character and tone of alcohol marketing are considerably different. French campaigns are stark and in contrast to the UK feature product photographs only and factual claims. In the UK alcohol campaigns use images of drinkers or stylish atmospheric social scenes with attractive models or humor, sports and celebrity appeals. The key differentiation is the production versus consumption emphasis in the two nation's alcohol advertising. In France the consumer is never shown, in the UK the consumer is usually more central to the message.

Significant differences are also seen in the semiotics emotion appeals used to advertise alcohol in the UK and the ubiquity of sex, sports, youth culture, and celebrity appeal. International advertising and sponsorship by alcohol brands have been disrupted directly by the French Loi Evin policies such as the World Cup when held in France in 1998. Alternative non-alcohol brand sponsors had to be found despite the strong industry lobbying.

Despite the Loi Evin's unique approach to alcohol marketing control, many other European countries have resisted the adoption of similar legislation despite calls from the medical profession and other concerned stakeholder groups. Indeed, in France alcohol industry lobby groups every couple of years endeavor to have the law replaced by the industry self-regulatory model as operates in the UK. In the last decade the Loi Evin had been amended to

include as the use of outdoor media and in sports venues. A significant development however has been the growth of internet as an advertising media and more recently the arrival of digital, mobile and social media. Alcohol producers have been quick to exploit new technology to circumvent the regulations and exploit such loopholes in the legislation. Other elements of the marketing communications mix have been used including direct marketing, ambient, product placement, PR and publicity, student nights, sampling, music videos and gaming.

The effectiveness of the Loi Evin versus industry self-regulation is a matter of ongoing debate particularly in the burgeoning era of social media marketing. Few studies have tried to formally assess the effectiveness of these alternative approaches to curbing alcohol harm. Indeed such an assessment is difficult to scientifically prove. However, the relative merits of a specific allowable model as opposed to a loose interpretive approach to alcohol advertising may be a way forward. If we compare the volume of advertising complaint activity in the UK compared to France we see a significant variation.

The proponents of industry self-regulation such as the ASA or EASA, argue that the tax payer benefits if the industry self-polices but this ignores who pays for what about the social costs of alcohol marketing. Scientific proof is always a difficulty to prove cause and effect. However studies show that alcohol marketing increases the likelihood of consumption and volume usage (ADD REFS). Advertising is but one element in the marketer's promotional arsenal. However, sales promotion, PR, sponsorship, merchandising and social increasingly significant in promoting brand adoption of new products and recruitment of new younger consumers. Studies show that price, availability, marketing, peer pressure, demographic and psychological factors all can play a role (ADD REFS).

Pro-alcohol groups stress weak links between advertising and alcohol consumption, indeed that marketing is more about brand switching and establishing competitive positions. Anti-alcohol pressure groups decry attempts to curb commercial freedoms on a legal product and that drinkers have rights to do so too. Responsible advertising groups however wish to counterbalance the harms of consumption and education of vulnerable groups. The Loi Evin is a useful alternative to total or partial bans of alcohol advertising in that the advertiser is restricted in using specific techniques and persuasive tactics. Rather than the consumer focus the product focus is key showing only the bottle and describing its ingredients and features up front. However, advertising creatives often use of unregulated marketing tools e.g. Packaging and even typefaces circumvent such controls e.g. the use of the 'I love Kitty' cartoon on a wine bottle with blatant youth appeal.

Alcohol consumption patterns in the UK and France highlight differences that suggest more rigorous evidence of the effectiveness of the two countries regulatory approaches.

In France between 1960 and 2004, consumption of alcohol had decreased significantly from 30 to 13 liters of pure alcohol per capita per year in contrast to the UK where the heavy episodic drinking is higher.

In a competitive marketing environment brands will push against the legal limits. New technology is now proven useful to circumvent regulations (Hastings et al. 2010) and powerful means to reach young consumers. The UK regulators receive many complaints about alcohol brands given concern over the binge culture, negative health consequences and the continued use of sexual and social success appeals. The Loi Evin thwarts these marketing tactics being used.



While the Loi Evin can be seen to be effective in controlling the nature and content of advertising for alcohol it, however is limited in its current ability to control the volume of advertising or to address the use of unregulated digital media channels. In contrast the UK's Self-Regulatory model embeds a reactive rather than proactive approach offered by the preventive ethos of the Loi Evin. The worry is that as alcohol marketers target new consumers and even overseas developing markets that the regulations are not robust enough to curb unethical practice and antisocial behavior and unhealthy consequence as a result of irresponsible alcohol consumption.

The precedential case of tobacco is a salutary lesson for complacency in this regard. The industry will react slowly and NGOs and governments need to be vigilant to test the CSR claims of the industry as words and deeds. It may be appropriate for the EU to adopt alcohol marketing legislative framework particularly as products and images of alcohol are transmitted across borders. Indeed the internationalizations of life styles, particularly those of the younger generation, have been deployed by the multinational drinks industry in the development of their marketing strategies.

Organizations like ANPAA and Eurocare are working together for a European control of advertising. They are suggesting that the Loi Evin framework should be used to address alcohol market across the wider European context. Whilst the EASA and other industry proponents of industry self-regulation argue for the adoption of its philosophy as a social case for alcohol is warranted for a pan European even global compact to control advertising using the precepts of the Loi Evin. The industry must be seen to be addressing the current growth trends in harmful alcohol consumptions globally and the WHO putting alcohol as the third highest risk to health worldwide. Recent global alcohol policy conferences have called for a "Loi Evin pour le monde", leading to a worldwide ban on alcohol promotion on TV, social media and sponsorship of sport or events with youth appeal.

Nongovernmental organizations such as the French "Association Nationale de Prévention en Alcoologie et Addictologie" and the European association Eurocare, have adopted political and ethical positions, arguing that the EU can no longer content itself with economic objectives, but that it must become a social community where the collective interest has priority over particular economic interests. This collective interest is based on the fact that alcohol is not a product like any other: as a harmful product causing addiction, and that its use must be controlled by the public authorities.

## **6. Implications on policies' effectiveness**

There are many implications from this study for alcohol producers, policy makers and marketing practitioners. The findings demonstrate the regulatory regimes in the UK and France are ideologically different and produce potentially different impacts on alcohol consumption behaviors. The language, imagery and content of the examples of alcohol marketing examined here, contrast the differences in the two regulatory regimes. The corporate social responsibility policy of alcohol producers operating in both regions is one and the same yet the implementation of the marketing communications for brands in both countries are radically different in style and content. Large alcohol producers, who publish CSR best practice guidelines concerning alcohol marketing (see Diageo, 2010), do not seem to adhere to these as rigidly as one might expect particularly in new media contexts. Alcohol producers are seemingly taking advantage of lack of regulation in the realm of branded community websites, advergames and social media and event sponsorship. The findings also

have implications for marketing practitioners. Marketing practitioners should be revisited their strategy and executions in a more socially responsible and culturally sensitive way.

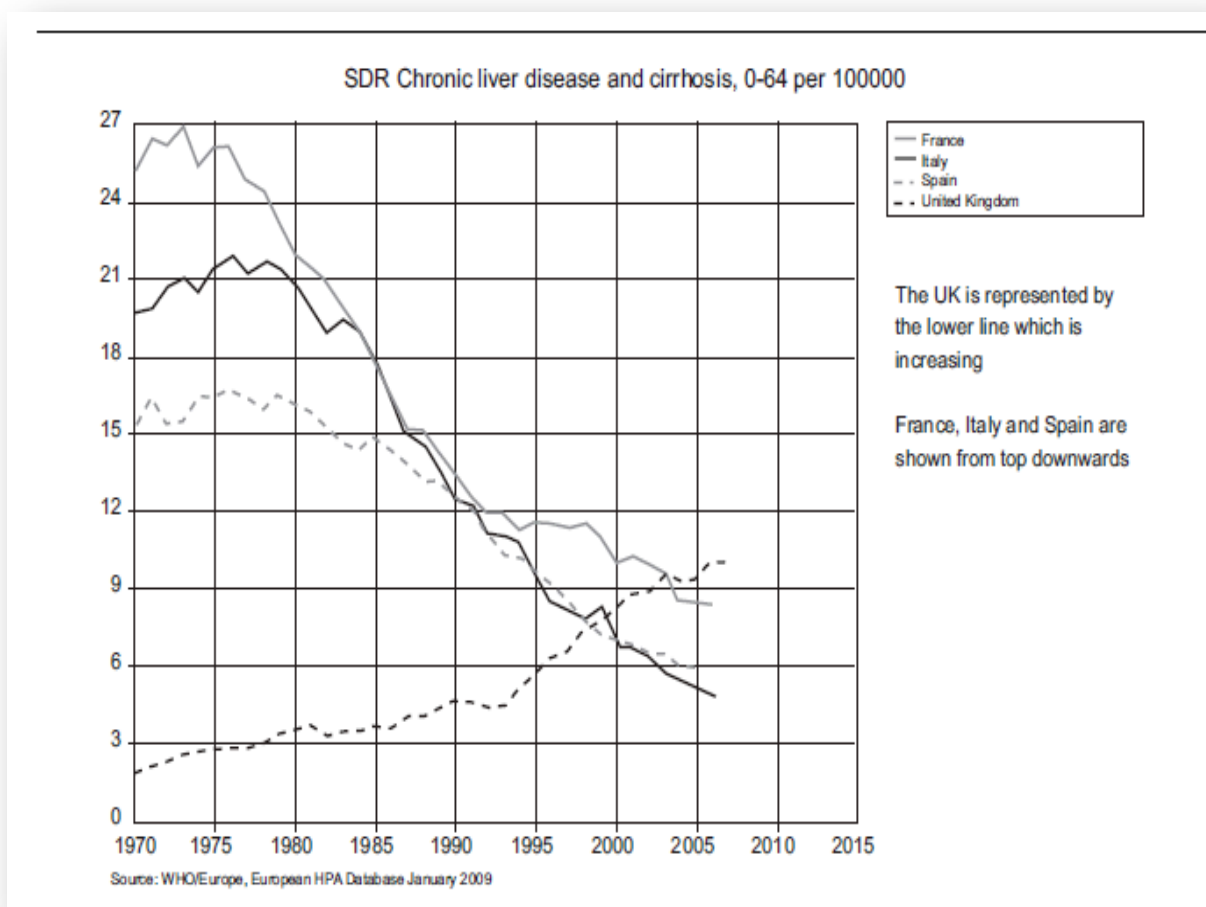
## **7. Further Research**

Further research is warranted to explore the effectiveness of the regulation in the digital world using the industry self-regulatory model or interdependent legislator model.

It would also be interested to compare the public policy concerning wine and other alcohol beverages. Hoffmann (2012) pinpoints in his research that a major drawback of the studies addressing the impact of international alcohol policies is that *'they do not pay attention to the important influence of the differences between alcoholics and average consumers'* (p. 142). According to this perspective, data included in Illustration 1 may not necessarily by itself provide a contribution to the understanding on how wine marketing can impact the health behavior because there is a need to distinguish 'alcoholics' on the one hand from 'the average consumer' on the other hand: *'Contrary to alcoholics, average consumers will adapt the consumption of alcoholic beverages in type and quantity towards a specific situation with the preferences becoming less important'* (Hoffmann, p. 139).

In addition, a clarification on how the public authorities use taxes or minimal pricing to curb consumption of wine, beer and spirits in both countries would be helpful in order to understand different paths followed in both countries.

### Illustration 1. Chronic Liver Disease and Cirrhosis in Europe 1970-2015



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### **Appendix 1. COMPARATIVE Data on alcohol consumption France & UK**

## PATTERNS OF DRINKING

ABSTAINERS (15+ years), 2003			
	Males	Females	Total
Lifetime abstainers	10.4%	49.6%	31.7%
Former drinkers	18.3%	20.3%	19.4%
Abstainers*	28.7%	69.9%	51.1%

\* Persons who did not drink in the past 12 months.

DRINKERS ONLY	
Adult (15+ years) per capita consumption*, total	13.09
Adult (15+ years) per capita consumption*, males	14.81
Adult (15+ years) per capita consumption*, females	9.44
Heavy episodic drinkers*† (15–85+ years), males, 2003	27.3%
Heavy episodic drinkers** (15–85+ years), females, 2003	4.0%

\* (Recorded + unrecorded) in litres of pure alcohol, average 2003–2005.

\*\* Had at least 60 grams or more of pure alcohol on at least one occasion weekly.

PATTERNS OF DRINKING SCORE							
Patterns of drinking score*	LEAST RISKY	1	2	3	4	5	MOST RISKY

\* Given the same level of consumption, the higher the patterns of drinking score, the greater the alcohol-attributable burden of disease for the country.

### UK Data Source (WHO)

## PATTERNS OF DRINKING

ABSTAINERS (15+ years), 2000			
	Males	Females	Total
Lifetime abstainers	8.9%	15.2%	12.2%
Former drinkers	1.5%	2.9%	2.2%
Abstainers*	10.4%	18.1%	14.4%

\* Persons who did not drink in the past 12 months.

DRINKERS ONLY	
Adult (15+ years) per capita consumption*, total	15.62
Adult (15+ years) per capita consumption*, males	21.58
Adult (15+ years) per capita consumption*, females	9.46
Heavy episodic drinkers** (15–85+ years), males	—
Heavy episodic drinkers** (15–85+ years), females	—

\* (Recorded + unrecorded – tourist) in litres of pure alcohol, average 2003–2005.

\*\* Had at least 60 grams or more of pure alcohol on at least one occasion weekly.

## PATTERNS OF DRINKING SCORE

Patterns of drinking score\*      LEAST RISKY   1   2   **3**   4   5   MOST RISKY

\* Given the same level of consumption, the higher the patterns of drinking score, the greater the alcohol-attributable burden of disease for the country.

### UK data Source (WHO)

## Appendix 2. Contrasting Practices of Alcohol Advertising France and UK



UK Source : ([www.Courage Beers.co.uk](http://www.Courage Beers.co.uk))



France Source : ([www.Nobel beers.com](http://www.Nobel beers.com))