

# **Alcohol Marketing to Youth in the Digital Age:**

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## **The Wild West of Facebook**

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**Marin Institute**

**American Public Health Association Annual Meeting**

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# Presenter Disclosures

## **Sarah Mart**

**The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No relationships to disclose.**

# Marin Institute

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- ❑ Monitor and expose the alcohol industry's harmful products, practices, and promotion
- ❑ Research and propose viable policy solutions to reduce alcohol-related harm
- ❑ Support communities, coalitions and organizers in rejecting Big Alcohol's damaging activities
- ❑ Frame the issues from a public health perspective

# Alcohol Advertising & Youth

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The alcohol industry spent more than \$6 billion on advertising and promotion in 2005.

Greater exposure to alcohol ads contributes to:

- ❑ earlier initiation of drinking for youth who have not started yet
- ❑ higher drinking levels among underage youth who drink
- ❑ positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

Center on Alcohol Marketing and Youth. (2007). Alcohol advertising and youth. Retrieved April 29, 2010 from: <http://camy.org/factsheets/index.php?FactsheetID=1>.

Anderson, P., et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism* 44: 229-243.



# Digital Marketing

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“The goal is not simply to expose consumers to a particular product or service, but to create an environment in which they are actually interacting with the brand, “befriending” the product, and integrating it into their personal and social relationships.”

Chester, J. et al. (2010). Alcohol marketing in the digital age. Berkeley Media Studies Group. Accessed August 12, 2010 from: [www.democraticmedia.org/files/u1/2010-05-alcohol-marketing.pdf](http://www.democraticmedia.org/files/u1/2010-05-alcohol-marketing.pdf).



# facebook

Facebook helps you connect and share with the people in your life.



**500 million users worldwide in July 2010**

**113 million U.S. users**

**39% of users are ages 13-25**

**30% of users under age 21**

**Users spent five hours and 12 minutes on FB per day in July 2009**

Klaasen A. (2009). What Exodus? Facebook Trumps 20 Sites in Time Spent. Advertising Age.

Accessed August 16, 2010 from: [http://adage.com/digital/article?article\\_id=138811](http://adage.com/digital/article?article_id=138811).

Lenhart et al. (2010). Social Media and Young Adults. Pew Internet & American Life Project.

Accessed August 18, 2010 from: <http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>.



# Goal and Methods

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- ❑ To describe the various ways alcohol is promoted on Facebook, we:
- ❑ Conducted a limited, descriptive examination of the most prevalent alcohol messaging on the Facebook platform
- ❑ Searched for features associated with the 10 top-selling beer brands and 10 top-selling spirits brands, as well as popular alcopops brands
- ❑ Searched for unbranded, general terms such as alcohol, binge, and shots

# Facebook Features

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- Ads
- Pages
- Applications
- Events
- Groups

Jim Beam



Jim Beam is now on Facebook.

Like

Create an Ad

901



901 Tequila. Want to be the most irresistible man at the party?

Create an Ad

Mejor Tequila



One Sip.  
One fan.

The finest ultra premium tequila money can buy. Find us at Costco this August. Click for details!

Like



Suggest to Friends

We believe in enjoying Coors Light responsibly and posting about it responsibly. Comments that are inappropriate, offensive, or suggest irresponsible consumption will be deleted.

523,840 People Like This



Favorite Pages

Coors Light [Like](#)

Wall Info Football Cold Tools YouTube Local

## COORS LIGHT FOOTBALL

### SILVER BULLET. PICK 'EM

Challenge friends and establish your pigskin dominance by making weekly win/loss game predictions. We'll keep track of your stats right here, then award a \$100 Coors and Co. gift certificate to those with the best picking skills each week. There's even a chance to win a full football entertainment center at the end of the season.

PLAY PICK 'EM



#### Pass the Pint



Pass a Silver Bullet Aluminum Pint to your friends.

PASS THE PINT

#### Bobble-nator



Upload your face on to your very own bobblehead. Send it to friends and deliver a fantasy football smackdown.

SEND A BOBBLE

#### Ditka's Cold Calls



It's not just a game day invitation to drink cold refreshment and watch football with buddies. It's a personalized phone call from Coach Ditka himself.

MAKE THE CALL

Create an Ad

Facebook Pages



Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads



Suggest to Friends

We believe in enjoying Coors Light responsibly and posting about it responsibly. Comments that are inappropriate, offensive, or suggest irresponsible consumption will be deleted.

521,782 People Like This



## Coors Light [Like](#)

[Wall](#) [Info](#) [Football](#) [Cold Tools](#) [YouTube](#) [Local](#) [»](#)

### Give a Coors Light Gift

Send your friends a gift from you and Coors Light!  
When you choose one or more of your friends, this image will post to their wall.

Start typing a friend's name

[Send gift](#)



Create an Ad

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

[More Ads](#)



Smirnoff Ice on Facebook



111,261 - Error

Wall

Info

Crash Our Party

Photos

Video

Share

Add bookmark

# THE RULES OF PARTY CRASHING

Help us write the rulebook and you could **win an all expense paid trip to crash an exclusive VIP event.**

Check out the scene below and tell us the party crashing lesson to be learned from it. Your submission will be the first step towards winning the trip of a lifetime. To learn more, read up on the [prize info](#) and [terms & conditions](#).

THE FULL RULE BOOK

TODAY'S RULE



20 credits - Get info

Games -

Smirnoff Win To Be There

Captain Morgan Hall of Fame

Create an Ad

Jim Beam



Jim Beam is now on Facebook.

Like

A Rural Playground



There's all sorts of fun to be had in FarmVille, the most popular application on Facebook. Play now!

Like

\$0.01 iPhone Case Program

If you have an iPhone 3 or 3GS or 4, you are eligible to receive an iPhone case for \$0.01. Only 31. [Chat \(0\)](#)  
MM. Limited time.

Friday, September 11, 2009



**SKYY Vodka's Salute To Energy 92.7 and Fernando & Greg**  
 Join SKYY Vodka as we bid farewell to a real San Francisco original

[View Guest List](#)

Type: Party - Cocktail Party  
 Where: Lookout  
 When: Friday, September 11, 2009 from 5:00 pm to 9:00 pm

Friday, September 4, 2009



**SKYY Infusions Fresh Mix Austin**  
 "Go Natural"

[View Guest List](#)

Type: Party - Bar Night  
 Where: Shiner Saloon  
 When: Friday, September 4, 2009 from 7:30 pm to 11:30 pm



**SKYY Infusions Fresh Mix Chicago**  
 "Go Natural"

[View Guest List](#)

Type: Party - Bar Night  
 Where: Waterhouse  
 When: Friday, September 4, 2009 from 8:00 pm to 11:00 pm

Thursday, September 3, 2009



**SKYY Infusions Fresh Mix Chicago**  
 "Go Natural"

[View Guest List](#)

Type: Party - Bar Night  
 Where: Rebel  
 When: Thursday, September 3, 2009 from 8:00 pm to 11:00 pm



## Binge Drinking is Fun

[Join](#)[Wall](#)[Info](#)[Photos](#)[Discussions](#)

### Basic Info

Name:	Binge Drinking is Fun
Category:	Common Interest - Food & Drink
Description:	Binge drinking is a fun way to enjoy anything.
Privacy Type:	Open: All content is public.

### Recent News

News:	Add pictures and anything you want. Invite everyone on your list and spread the love of alcohol abuse.
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### Information

Category:	Common Interest - Food & Drink
Description:	Binge drinking is a fun way to enjoy anything.
Privacy Type:	Open: All content is public.

### Admins

### Members

6 of 436 members [See All](#)

# Findings: Summer 2009

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- ❑ Paid ads: 1 in 8 were alcohol-related
- ❑ Pages
  - ❑ 93 for beer brands (>1 mil fans), 334 for spirits (>3.2 mil)
  - ❑ 6 out of 12 (50%) were accessible to the under-21 user
- ❑ Applications
  - ❑ More than 500 Apps for general alcohol terms
  - ❑ 4 out of 6 (67%) were accessible to the under-21 user
- ❑ Events
  - ❑ More than 2200 Events each for top 5 beer and top 5 spirits
- ❑ Groups
  - ❑ More than 58,000 Groups for “alcohol”
  - ❑ 342 Groups for “binge drinkers”

# Update: August 2010

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- ❑ More than 500 each of Pages, Applications, and Groups for top alcohol brands
- ❑ Still no way to confirm authorized creator of “official” product Pages and Applications
- ❑ Product Pages posting disclaimers, trademarks
- ❑ Ubiquitous content about obviously harmful alcohol behaviors available to all ages

# FB Alcohol Ad Policy: 2010

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**As of September 1, 2010, all alcohol ads:**

- Must be targeted by age and country
- Cannot target any users in a set of predominantly Middle Eastern countries, and Norway
- Cannot include creative content that misleads users to think alcohol is healthy, suitable for minors, or a contributor to success.
- Cannot depict anyone who is, or appears to be, under age 25.
- Cannot include content that associates alcohol consumption with sports or other hazardous activities

# Facebook Policy Problems

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- ❑ Policies regarding alcohol Ads and alcohol-related content in Pages, Applications, Events, and Groups do not effectively protect users from exposure.
- ❑ Facebook does not appear to monitor or ensure compliance with its own alcohol advertising rules.

# Policy Recommendations

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## Facebook:

- ❑ Stop accepting ads for alcohol
- ❑ Stop allowing alcohol-related Pages, Applications, Events, and Groups
- ❑ Monitor and enforce Facebook alcohol content regulations.

## Alcohol Industry:

- ❑ Require that Facebook remove all content about its products until it revises its ad policy and reinstates monitoring and compliance practices.
- ❑ Require demographic restrictions on all Facebook features used to promote their products.

# Take Action

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[www.MarinInstitute.org](http://www.MarinInstitute.org)

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***Charge for Harm!***  
**ChargeForHarm.org**

