



European Society for
Prevention Research



TO WHAT EXTENT ARE YOUNG PEOPLE EXPOSED TO ALCOHOL ADVERTISING DESPITE THE FRENCH EVIN LAW?

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Impact of alcohol advertising on behaviours:

- **A proven link** between exposure to marketing, including advertising, and drinking attitudes and behaviours, in particular among young people (Anderson et al. 2009, Smith & Foxcroft 2009, Jernigan et al. 2017, Bain et al. 2022)

In France: the Evin Law (1991) regulates alcohol advertising

- **Media restrictions:** ban of ads on TV, cinema and press addressing young people ; ban on ads in specific time slots on radio
- **Type of contents:** positive, evocative images (or text) associating alcohol with pleasure, glamour, partying, sport, sex, or celebrities are banned

However:

- **A high volume of advertising** and the development of the use of the Internet by the alcohol industry
- Studies show that **young and at-risk drinkers are often exposed** (Cogordan et al 2017, Gallopel-Morvan et al 2017, Mutatayi & Spilka 2019)

⇒ How intensively does the alcohol industry advertise? To what extent are young people exposed to alcohol advertising despite the French Evin law?

OBJECTIVES OF THE STUDY:

- To quantify the amount of the advertising investments for alcoholic beverages in France
- To estimate the average number of ads seen/heard in France: focus on young people

EVALUATION OF GROSS ALCOHOL ADVERTISING INVESTMENTS (AI)

- Scope: investments in 2018, 2019, 2020 on radio, press, outdoor posters/billboards and Internet display (banners, pop-up), in France
- Collected by the specialist institute Kantar Media
- Gross amounts of ads investments are public data declared by the advertising agencies

EXPOSURE TO ALCOHOLIC BEVERAGE ADVERTISING:

- Scope : 2018, 2019, 2020 - Radio and press exposure of people aged 13 and over in France
- Estimation performed by the specialist agency Dentsu International
- Based on the cross-referencing of advertising broadcast data (e.g. days and time slots) and audience data provided by specialized firms (Médiamétrie and ACPM)

RESULTS (1/5)

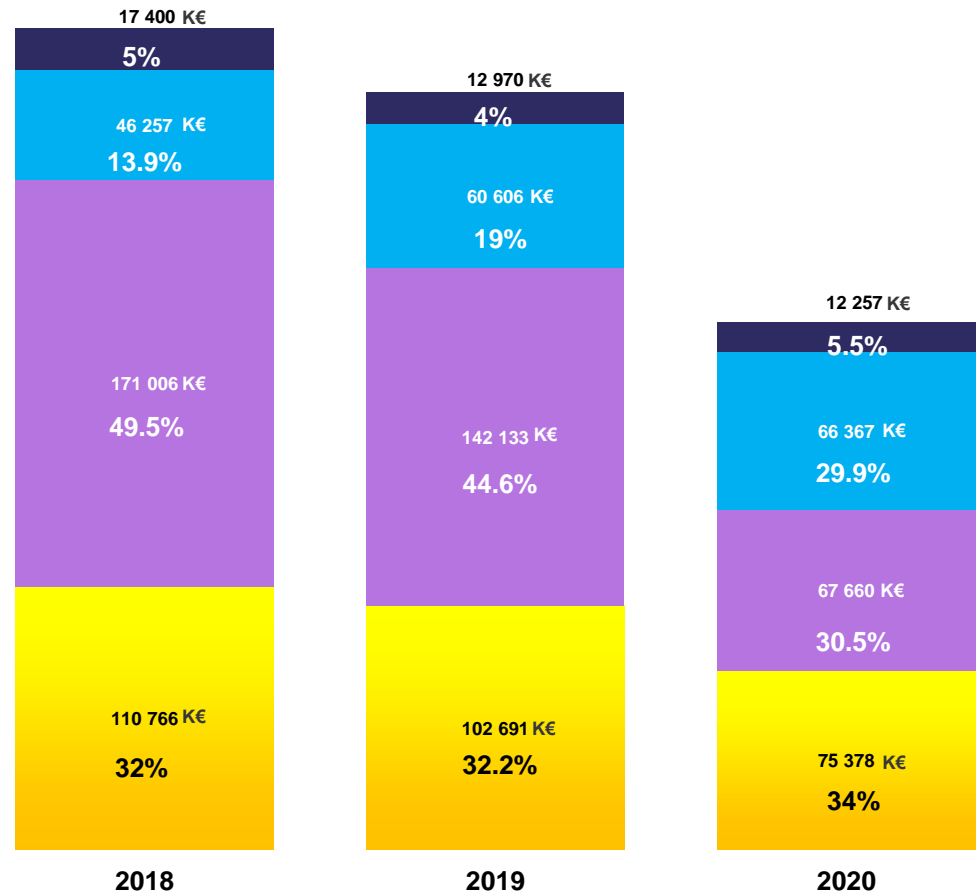
ADVERTISING INVESTMENTS AMOUNTS

- **Alcohol advertising investments are high**, but they are decreasing

2018	2019	2020
345,4 M€	318,4 M€	221,6 M€

- Still, alcohol advertising investments = more than 2/3 of ads investments in the drink sector

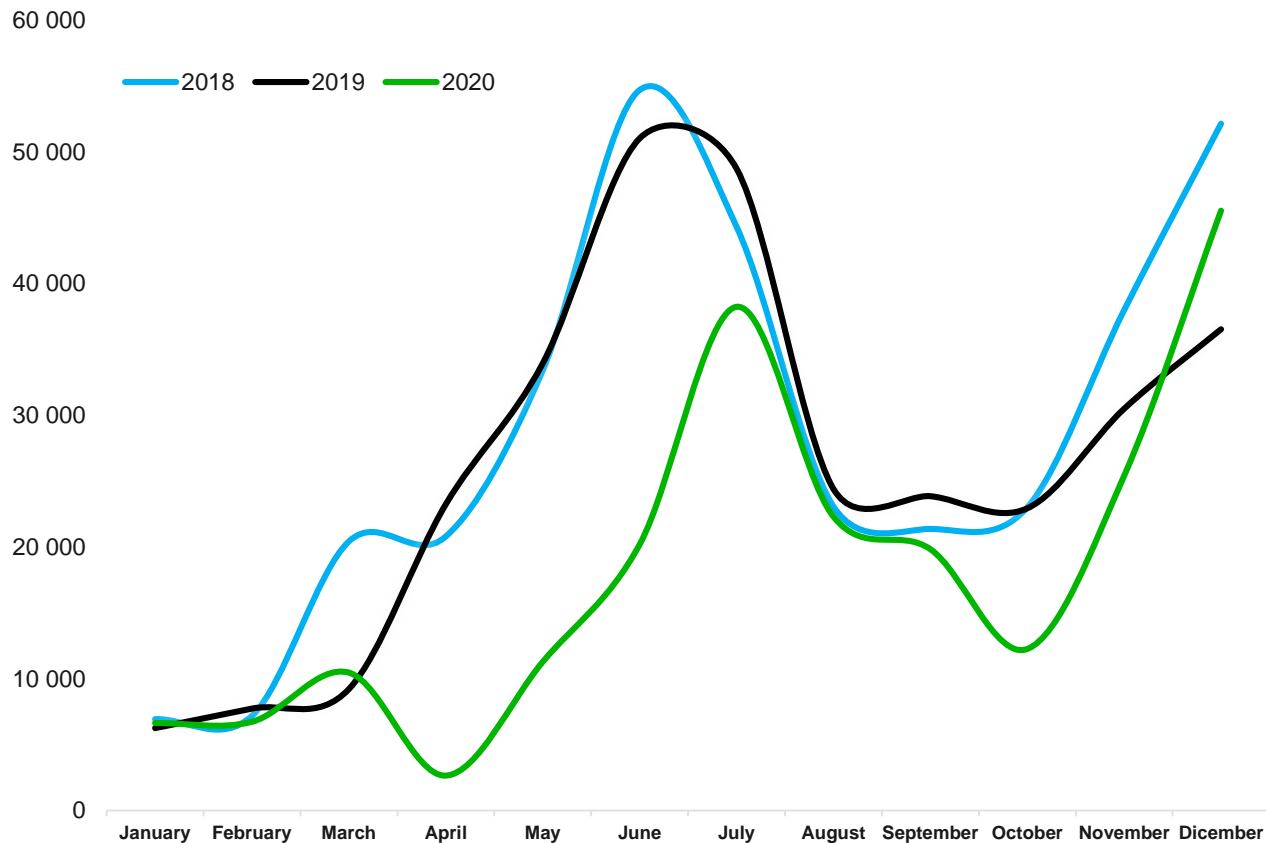
- **An evolving media distribution:**
 - Press ++ in 2018
 - Balance between press / radio / outdoor posters in 2020



■ Outdoor posters ■ Press ■ Radio ■ Internet Display
 Distribution of media investments in the Alcoholic Beverages class between 2018 & 2020, Values expressed in K Euros Gross and in %.

RESULTS (2/5)

MONTHLY INVESTMENTS OF ALCOHOL ADVERTISING



- **Two peaks:** in early summer and December of each year
- **Delay in 2020:** probably due to the Covid-19 pandemic.

Monthly investments between 2018 and 2020, across all observed media (Press; Radio; Outdoor; Internet Display). Values expressed in K Euros Gross.

RESULTS (3/5)

EXPOSURE TO ALCOHOL ADVERTISING

Exposure to ads is measured by an **average number of contacts per year** =
average number of ads seen/heard per individual per year

	2018	2019	2020
Radio			
13-17 y/o	40,9	45,0	46,4
18-24 y/o	60,8	77,7	69,4
25-49 y/o	107,7	133,0	140,0
50 and over	129,7	168,4	165,8
Press			
15-17 y/o	86,1	78,2	29,8
18-34 y/o	96,5	83,6	31,0
25-49 y/o	95,1	79,8	31,9
50 and over	99,8	83,8	38,4

= **127 contacts** on average during the year in 2018 for minors (<18y/o) on radio and press

= **1 ad every 3 days only on radio and press...** and with periods when exposure is more intense

Exposure to radio increased over the 3 years

RESULTS (4/5)

FOCUS ON ALCOHOL-FREE DRINKS

- ✓ Non-alcoholic beers or wines : **packaging and ads look very similar** to the alcohol beverages ads
- ✓ **No media restrictions**: advertising on TV is allowed
- ✓ **What is the impact of these non-alcoholic beverages?** Who are the consumers? Can these products be an easier gateway to alcohol for young people? Is it another way to promote the brand?

RESULTS (5/5)

FOCUS ON ALCOHOL-FREE DRINKS

ADVERTISING INVESTMENTS (AI)

	2018	2019	2020
Alcohol AI	345,4 M€	318,4 M€	221,6 M€
Non-alcoholic AI	55,6 M€	24,3 M€	36,3 M€

- A smaller amount of advertising investments but still a **significant amount** of money

EXPOSURE TO ADVERTISING

	2018	2019	2020
Radio			
13-17 y/o	16,7	0	9,4
18-24 y/o	28,2	0	15,2
25-49 y/o	36,3	0	21,0
50 and over	18,6	0	9,2
Press			
15-17 y/o	1,6	1,6	0,3
18-34 y/o	2,2	1,8	0,2
25-49 y/o	1,9	1,7	0,2
50 and over	1,2	1,8	0,2
TV			
15-24 y/o	23	14	14
25-49 y/o	49	32	31
50 and over	72	57	48

Average number of contacts with zero-alcohol beverage advertisements in the year according to age group in radio, press and TV

- **Television** and **radio** : significant contribution to the exposure of minors/young people

- **Underestimated data:** advertising and pro-alcohol messages on social networks, sponsorship in movies or TV-shows, other kinds of marketing operations, etc. are not included here
- **Massive advertising investments** by alcohol companies and **high exposure** of the population to these ads
 - A relative decrease in alcohol advertising investments in recent years: **reallocation** to more interactive format and social media?
 - **Minors have a high risk of exposure** despite the Evin law, even through regulated media
- Significant exposure to ads for **non-alcoholic drinks, which contributes to brand notoriety... on TV!**

- **Implications for action:**

- **Advocacy** for a better regulation and limitation on alcoholic beverage advertising
- **Importance of social marketing** to counteract merchant marketing: how can prevention campaigns emerge? Financial resources of Public Health vs alcohol industry
- **Useful information** for social marketing: when is it best to run prevention campaigns?

THANK YOU VERY MUCH FOR YOUR ATTENTION