

**ALCOHOL
FOCUS
SCOTLAND**

“In Your Face”

Experiences of Alcohol Marketing



Children and Young People

What is alcohol marketing and why does it matter?

Every day the global alcohol industry wakes up with a problem; thousands of its best customers have died from drinking its products. In Scotland alone, 10 people die because of alcohol every day. That's why, as one big brand marketer put it, "we had to attract more younger drinkers – the heavy-using loyalists of tomorrow". To do this the industry spends billions of pounds every year to encourage us to drink their products - and it works.

Alcohol marketing is all around us all the time. Whether it's sponsoring the World Cup, the Scottish Professional Football League or festivals like Trnsmt, advertising on TV, billboards, branded merchandise, online promotions or alcohol displays in shops. It makes us think positively about alcohol and encourages us to drink more. It's clever, it's insidious, and it affects us all. However, some groups of people are particularly affected. Children and young people are more susceptible to alcohol marketing, and it can lead them to start drinking earlier, to drink more, and to drink at problematic levels.

That is why AFS is keen to bring the voices of young people into conversations about marketing. As this issue is now being debated in Scotland, it's vital that we understand how marketing impacts on people's lives, and what they think should be done about it.

The voices of children and young people

AFS attended youth groups and organisations to hear children and young people's views about alcohol marketing. In the last year, more than 100 young people have told us how marketing impacts them. This is what they said:

"We see alcohol every day, up to a few times a day, but we are just kind of used to seeing it."



Children and young people see alcohol marketing every day:

During sports:

"On the football pitch sometimes you see the banners"

At local shops:

"At most corner shops - outside the shops they show that they sell alcohol"

During festivals:

"T in the park was literally an advert for Tennent's"

On billboards:

"The biggest one I've ever seen is Innis and Gunn in Edinburgh, they have billboards everywhere."

Walking to school:

"We see alcohol on the walk to school and the walk to lunch"

On social media:

"On social media and websites you see people out at parties with alcohol"

At bus stops:

"There are bus stops I walk past every day that always have those adverts - usually like beer"

In supermarkets:

"The alcohol is in the same aisle as the crisps and the biscuits"

Alcohol marketing can be highly appealing to young people:

Sociable:

"They obviously push a lot of social drinking"

Fun and exciting:

"A lot of the concepts in the adverts are like clubbing and partying, you know, like young people"

Attention grabbing:

"It's the bright colourful stuff, I think it just draws their attention more"

Celebrity endorsed:

"The Rock advertises his own alcohol brand on his Instagram"

Repetitive:

"You'll see roughly the same advert on like a bus stop or a billboard and you'll see the same advert in the cinema"

Linked to identity:

"It's very like gendered in terms of like women talking about girls' nights out"

Subliminal:

"It's like the amount you see the more ingrained it gets, and you don't really notice"

Enticing:

"The way it's done almost seems kind of very enticing... it just kind of lures people in"

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Some young people think alcohol marketing should be restricted. Others have come to believe it's something they have to just accept and live with.

"I don't think it's acceptable, but I think you are just used to it".

"I was really surprised the first time that I was in Australia... they've got a separate shop but almost within the supermarket, so if you want to go and get your alcohol you can but it's not as in your face as here."

"It's interesting that you can be an alcohol company and sponsor like a sport. You know, it seems a wee bit ironic to me"

"For a lot of people, it just is kind of part of their life"

"I think it's just so normal now that I'm not really that conscious about it"

Act Now!

Alcohol marketing is negatively impacting on people's lives and affects us all, but you can take action to help address the problem:

- Use #InYourFace to share the message on Twitter, Facebook, or other social media channels
- Snap and share your pictures of alcohol marketing by using #InYourFace to spread the message on social media.
- Stay up to date by subscribing to eFocus, AFS's monthly newsletter
- Make your views known - visit www.alcohol-focus-scotland.org.uk

AFS's call for action

The Scottish Government must act to protect us from alcohol marketing. AFS is calling on decision makers to put people above profits by:

- Introducing statutory restrictions on alcohol marketing activities, including:
 - advertising in outdoor and public spaces
 - sponsorship of sports and events
 - branded merchandise
 - advertising in print publications
- Ensuring alcohol displays and promotions in shops are only visible to those planning to browse or purchase alcohol.
- Stopping price being used as a promotional tool.
- Mandating the display of health information on all alcohol packaging.
- Ensuring restrictions are comprehensive and explicitly include all forms of brand marketing, including identifiable fonts, colours, and taglines, not just brand names.