

Digital Alcohol Marketing in the UK

Young people, alcohol packaging and digital marketing

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Abstract code: PS.1.55-5

Disclosure of Interest: None Declared



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Background

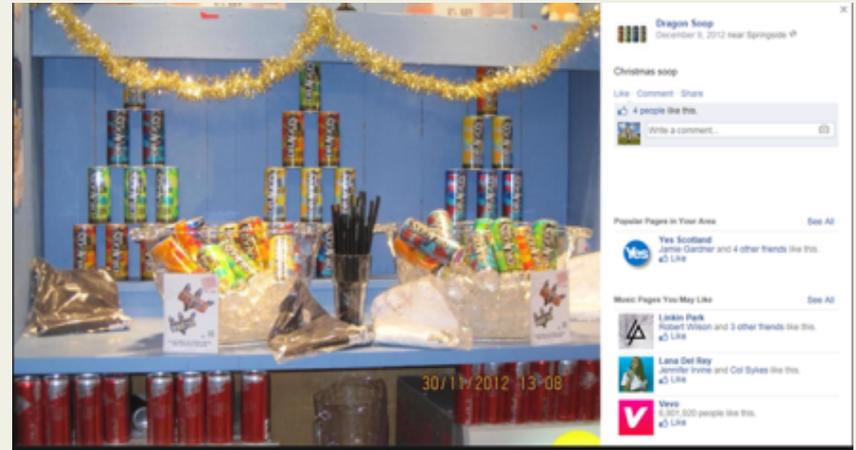
- Consumption of alcohol by young people is a major public health concern¹
- Alcohol marketing increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol²
- We need to keep pace with the fast-changing marketing environment – moving towards greater levels of interactivity and the creation of online communities

1. Gordon, R., MacKintosh, A. and Moodie, C. (2010). The impact of alcohol marketing on youth drinking behaviour: A two-stage cohort study. *Alcohol & Alcoholism*, 45(5), 470-480.

2. Science Group of the European Alcohol and Health Forum (2009) Does marketing communication impact on the volume and patterns of consumption of alcoholic beverages, especially by young people? A review of longitudinal studies.

Marketing on Social Media

- Jan 2011 – Bacardi ‘up to 90% of its digital spend’ shifted to Facebook
- 2011 – Diageo ‘step up their multi-million dollar partnership with Facebook’
- Diageo reported an increase in their fan base from three and a half to 12 million in 2010-2011



Study (Alcohol Research UK funded)

- Insights into the unique ways in which alcohol packaging, online marketing and social media combine
- How young people engage with this multi-platform marketing
- Phase I: netnography – identify, observe and analyse online communications regarding alcohol products on social media pages of certain alcohol brands
- Phase II: 8 focus groups with 14-17 year olds (6 participants per group, n=48)

Reinforcement of the brand identity runs through and underpins all of a brand's uses of social media

Crafting a personality

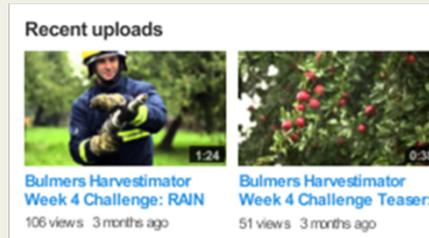
Using **HUMOUR**



Appealing to **masculine** or *feminine* values



Evoking a sense of heritage



Creating desirable brand associations



The World Cup

Budweiser UK @BudweiserUK · Mar 4
Only 100 days to go until Kick off at the 2014 FIFA World Cup™. Excited!
#100DaysToGo pic.twitter.com/7he6Z3sESs



Expand Reply Retweet Favorite More

Music events



W&D 21 hours ago

Tomorrow is your last chance to enter to WIN VIP Tickets to the W&D Soundclash at RUMES in #Preston on Saturday 15th March! Visit www.wksoundclash.co.uk to enter!



Retweeted by @smrnoff
Ministry of Sound @ministryofsound · Mar 5
Go for gold this Sat w @Smirnoff & V&P! Gold treats, a free bottle + @thomasegold in The Box. po.st/VIPBooking pic.twitter.com/mrdchywICQ



The weekend

Malibu Rum March 7

Friday night means it's cocktail time. Grab your ingredients and GO with this fruity number!



Caribbean Orchard

- 50ml Malibu
- 1 strawberry
- 1 raspberry
- 1 blackberry
- 50ml apple juice
- 5ml sugar syrup



MalibuUK @MalibuUK · Mar 7
What are you up to this weekend, #Malibabes? We wanna hear! :)

MalibuUK @MalibuUK · Mar 10
Urg - another Monday morning! We need something to look forward too... #cocktails tonight, anyone?

THE SUMMER



RUMES 18 hours ago

Not that we're getting excited or anything but... there are *only* 104 days until summer.



RUMES

Working with users to co-create the brand



Co-creating slogans and hashtags:

- Looks MALIMAZEBALLS we can indeed – my kitchen lol xx

Malibu repeated their joke, making sure the user knew they found it funny and added a hashtag:

- Hahahaha - #MALIMAZEBALLS!



Consumption suggestions and picked up and run with by users:

- By the time we've made it it'll be time to go out lol x
- Lets do this as pre drinks
- look at these! We need to make them all!!



Stimulating conversation amongst users.

- If lee Cattermole can make it, I should be fine
- If heskey once got capped for England im sure to be a world superstar soon
- If I can drink Andy Carroll under the table I can sure score as many goals as he can

**Users engaged with and created alcohol
brand-related content on SNS for a number
of purposes...**

To express appreciation of a brand...



- I'll drink to that
- Why tonight? Do it now!!!
- I do every night be rude not to !
- I cant wait till tonight can I have 1 now

Or negative opinion of new (low alcohol) product...



- There was no need to lower the alcohol content lol!!x
- Not sure I like the sound of lower alcohol lol
- actually just realised they are low alcohol. What's the point??

To portray something about themselves to others

Consumption practices



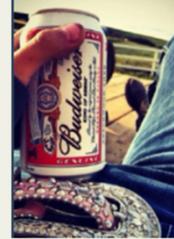
Dragon Snoop

Is £3.50 at qmu and is deadly. Having 3 of them will get you bouncing. Having more will have you uncontrollably trembling. And after about 6 don't expect to sleep.

Lifestyle



My new love, it tastes like apple hubba bubba
#dragonsnoop
2 notes



#kilkenny
#kilkenny #guinness #bulmers #ireland #1
7 notes



We headed back to the hotel and had our food and began pre drinks. Eventually we left our hotel and continued to drink outside the venue, obviously dragon soop. I was

Demonstrating personality



Wid vodka bottle cake
#65



For Shaun's birthday, maybe... But he doesn't even really seem to like cake. Hmmm. We'll see.
by Polkadots (Q&P)



To use the brand as a space or platform for conversation

To talk about Football on the Budweiser Facebook page:

- Looking forward to meeting the other trialists at st Georges park on Monday #thedream
- Where's St George's park ??
- St Georges park is in burton upon trent
- Its for 25yrs+ boys it was first trial February so guys going on Monday was put through good luck lads

Or to discuss the British weather on the Bulmers Facebook page

- Only 104 days? Get outside guys its getting nice already.
- technically, it's summer at the end of the month when the clocks go forwards...!
- Lucky you, peeing down most of the day in Scotland .Spring starts 30/03 !
- Heh, (user) - it ends some time that afternoon, unfortunately

What did young people (14-17 years) say about SNS?

- **SNS are a dominant means of maintaining contact with and expanding their friendship group**

“It’s like a drug man, you need it” (Male, 16-17, C2DE)

- **SNS are a shared space important to establishing a sense of belonging**

“Everybody has it, so it’s like if you have all your friends on it it’s just easier than using one that nobody really has” (Female, 14-15, ABC1)

- **Brands on SNS are central to building and expressing a sense of self-identity**

“I’ve liked Top Shop page and all the stuff they post will come up on my timeline so I can see it” (Female, 14-15, C2DE)

Young peoples' ability to interpret alcohol brands

- **Young people use alcohol brand values to communicate their identity to others**

“Budweiser is the most socially acceptable, everybody drinks that” (Male, 14-15, ABC1)

“I would just want to walk about with a wee pink can, it’s so cool” (Female, 14-15, C2DE)

- **Alcohol brands play an important role in peer acceptance**

“You wouldn’t want to be caught drinking that if you were a guy.. Pelters thrown at you” (Male, 14-15, C2DE)

- **Some alcohol packaging designed to appeal to younger drinkers**

“Usually like mixers and things that that are less strong, have less volume are brighter and catch your attention more” (Female, 14-15, ABC1)

Representation of alcohol marketing on SNS

- **Unsolicited advertising messages for alcohol on SNS are everywhere**
“You get used to it, it’s just there all the time, you just stop noticing it” (Male, 16-17, C2DE)
- **User-generated images of alcohol brands and alcohol consumption are a popular mode of self-expression**
“That is how I see most people drinking, on pictures” (Female, 14-15, C2DE)

New packaging technologies such as augmented reality packaging could have the power to off-set negative brand associations



Thank You

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