

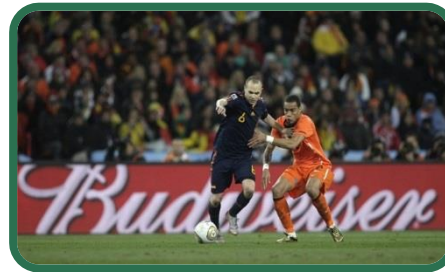
...the best in the world.

# Alcohol marketing and UEFA EURO 2016

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# Alcohol sponsorship and football





# International football tournaments, Loi Évin and UEFA EURO 2016

- International football tournaments present unique challenges to regional regulation of alcohol marketing.
- UEFA EURO 2016 was held in France, where Loi Évin law on alcohol marketing the strongest to apply in tournaments history. It includes:
  1. Media restrictions.
  2. Content restrictions.
  3. Health warnings.



However....

# Sponsorship of EURO 2016

- Sponsorship of the EURO tournament entitles the brand to: use EURO 2016 in its advertising; have their logo on electronic pitch side advertising boards and many other areas (e.g. sponsor boards); have exclusive marketing rights within stadia and 'fan zones'; and use EURO 2016 logos on their products.



# The study

## Aims

1) To explore the presence of alcohol marketing during televised broadcasts of UEFA EURO 2016

2) To explore differences in the presence and nature of alcohol marketing references in broadcasts from the UK, France and Ireland.

$n = 18$  matches



$n = 10$  matches



$n = 8$  matches



Each reference coded for:

- Broadcast segment
- Location
- Format
- Duration
- Identical references
- Alcohol brand featured
- Direct or indirect

## Summary of alcohol brand references in UK broadcasts

|                                     |  |
|-------------------------------------|--|
| Total references                    | 2,213  |
| References per match                | 123  |
| Average per minute of broadcast     | 0.65   |
| Proportion references in play       | 62%  |
| Proportion references out of play   | 38%  |
| Popular locations of references     | Pitch border<br>Video segments<br>Crowd  |
| Popular format for references       | Electronic pitch side advertising<br>Static advertising<br>Branded merchandise |
| Most featured brand                 | Carlsberg (96%)  |
| Median duration of references       | 4.47 seconds   |
| Total duration of references        | 5.41 hours   |
| Proportion of indirect references   | 91%  |
| Proportion of direct references     | 9%   |
| Number of adverts promoting alcohol | 37<br>(average of 3.36 per broadcast)  |

## Summary of alcohol brand references in France broadcasts

|                                     |   |
|-------------------------------------|---|
| Total references                    | 849   |
| References per match                | 106   |
| Average per minute of broadcast     | 0.69  |
| Proportion references in play       | 65%   |
| Proportion references out of play   | 35%   |
| Popular locations of references     | Pitch border<br>Crowd<br>Sponsorship lead in                                    |
| Popular format for references       | Electronic pitch side advertising<br>Static advertising<br>Product or packaging |
| Most featured brand                 | Carlsberg (99%)   |
| Median duration of references       | 4.00 seconds  |
| Total duration of references        | 1.61 hours  |
| Proportion of indirect references   | 89%   |
| Proportion of direct references     | 11%   |
| Number of adverts promoting alcohol | 0   |

## Summary of alcohol brand references in Irish broadcasts

|                                     |   |
|-------------------------------------|---|
| Total references                    | 1,233   |
| References per match                | 123   |
| Average per minute of broadcast     | 0.59  |
| Proportion references in play       | 66%   |
| Proportion references out of play   | 34%   |
| Popular locations of references     | Pitch border<br>Video segments<br>Commercial break                          |
| Popular format for references       | Electronic pitch side advertising<br>Static advertising<br>Commercial break |
| Most featured brand                 | Carlsberg (98%)   |
| Median duration of references       | 4.00  |
| Total duration of references        | 2.94  |
| Proportion of indirect references   | 92%   |
| Proportion of direct references     | 8%  |
| Number of adverts promoting alcohol | 34<br>(average of 3.4 per broadcast)  |



# Commercial breaks

## In the UK

- 37 adverts were recorded for alcohol brands (an average of 3.36 per match) over the 11 programmes recorded on ITV/STV

## In Ireland

- 34 adverts were observed in the commercial breaks for the 10 programmes (an average of 3.4 per match)

## In France

- No official adverts for alcohol brands in the commercial breaks.
- Series of short films entitled 'Paroles des Supporters' ['Words of Supporters'], sponsored by Belin which featured Carlsberg-branded products.



## Over 100 alcohol marketing references

per televised match programme in three countries - France, the UK and Ireland



## Indirect brand references despite a ban

on alcohol TV advertising and sports sponsorship in France



Broadcast footage found that alcohol marketing appeared, on average,

## once every other minute



## Most marketing appeared in highly visible places,

such as pitch-side advertising during the matches

# Alibi marketing

Very little of this...



But lots of this...



# Seem familiar?

|  |                        |
|--|------------------------|
|  | F1 Marlboro BRM - 1972 |
|  | F1 McLaren - 1988      |
|  | F1 Ferrari - 1993      |
|  | F1 Ferrari - 2007      |
|  | F1 Ferrari - 2008      |
|  | F1 Ferrari - 2009      |

Grant-Barham and Britton (2012)

# Why did alcohol marketing appear despite Loi Évin?

- Bad design? No. The wording of the Loi Évin does not allow sport sponsorship by alcohol industry, regardless of form.
- Not enforced correctly? *Probably*. Several reasons:





# Conclusions

- International football tournaments provide high-profile platform for alcohol marketing.
- Limited difference between countries suggests that television broadcasts of tournaments are extra-territorial and supersede national legislation.
- That marketing appeared in France at all suggests that Loi Évin may not be being enforced correctly.
- As changes have also occurred in other countries in build up to international football tournaments, what role do organisations like FIFA and UEFA play?

# Challenges and Recommendations

- Regulations need to reflect contemporary sponsorship practices
- There needs to be effective monitoring and upholding of regulations, with clear lines of accountability explicitly outlined in law.
- Sanctions need to outweigh any potential benefits to dissuade marketers from circumventing the regulations.
- Global sport governance organisations, and organisers of domestic and international tournaments (e.g. FIFA and UEFA), should ensure that marketers respect the legal intention to prevent and reduce alcohol marketing exposure to children and young people.

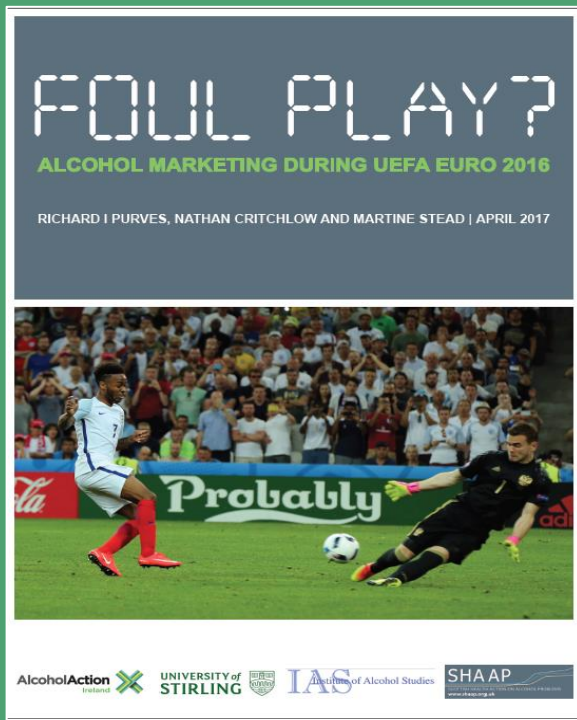
## What do the industry say?

A spokesman for the Carlsberg Group in Denmark said: " Carlsberg has had an international partnership with Uefa for many years and can exercise this in European countries like any other Uefa partners.

"In France, we strictly apply (the alcohol policy law) Loi Evin, which is why we did not advertise our beer brands and never linked the partnership to alcohol.

## What do other stakeholders in France say?

ANPAA has filed a lawsuit to punish the events observed during Euro 2016, in particular the massive presence of the brand in the fanzones and its visibility on television through the brand alibi "Probably" . Indeed, as the report recalls, **the Evin Act prohibits sponsorship and indirect advertising.**



# Thanks for listening

With thanks to:

Pat Kenny; Olivia Freeman;  
Jean Adams

Report available at:  
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