

# Report on Alcohol Marketing Snapshots from Europe



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The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governmental and public health organisations with around 50 member organisations across 23 European countries advocating the prevention and reduction of alcohol related harm in Europe. Member organisations are involved in advocacy and research, as well as in the provision of information to the public; education and training of voluntary and professional community care workers; the provision of workplace and school based programmes; counselling services, residential support and alcohol-free clubs for problem drinkers.

Alcohol is the world's number one risk for ill-health and premature death amongst the 25-59 year old age group, a core of the working age population. Europe is the heaviest drinking region of the world. Consumption levels in some countries are around 2.5 times higher than the global average.

This publication arises from the operating grant which has received funding from the European Union in the framework of the Health Programme.



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## Introduction

The European Alcohol Policy Alliance (Eurocare) believes that alcohol marketing in Europe has an important impact on the volume and consumption of alcoholic beverages, especially by young people. In this context, exploring the marketing practices online, in addition to the offline reality, will be a crucial element in understanding the marketing of alcohol beverages.

Eurocare is concerned of the lack of regulation in Europe on alcohol marketing, and the consequences this has on public health. As part of the work on alcohol marketing, Eurocare has produced this report based on an initiative to map different alcohol marketing practices in Europe. Have knowledge about and be able to show marketing practises from Europe would be an important tool for Eurocare in the work on alcohol policy, and this report can be seen as a start in gathering this knowledge and documentation. The initiative is called “Alcohol Marketing Snapshots from Europe”, and the word snapshot is chosen since Eurocare is interested in giving examples into the nature of alcohol marketing in Europe, rather than producing a full extensive research on the topic. 2012 was the first year Eurocare did this exercise, and it will be repeated in 2013.

The report is structured as follows: First it the background and motivations for the initiative and the methodology used to gather data from informants. This is followed by a presentation of the findings, a reflection on the results and ends with a conclusion of this year’s exercise. The report does not give any policy recommendations on alcohol marketing, but it focuses on exclusively the initiative itself. For more information on Eurocare recommendations for alcohol policy including regulations on alcohol marketing, please visit [www.eurocare.org](http://www.eurocare.org).

Eurocare wants to thank our informants for the great work they did in reporting on their observations and taking photos. Eurocare would also like to thank the European Commission, since this report arises from the operating grants in the framework of the Health Programme.

## Background for the Marketing Snapshot

Marketing is understood as a mix of sophisticated, integrated strategies, grouped around four main elements: the product, its price, its place (distribution) and its promotion. All four elements have ways of doing marketing, such as product design and brand name (product), pricing strategy and wholesale (pricing), distribution channels and placing within retail establishments (place) and promotional strategy, advertising, sales promotion and public relations (promotion). This mix of marketing strategies makes alcohol marketing a complex issue. When extended to an online reality, the complexity necessarily expands.

Alcohol is a heavy marketed commodity. EGTA (association of television and radio sales) estimates a total alcohol advertising spending of the alcoholic sector in Europe of €1755.56 million in 2005, €1677.19 million in 2006 and €1458.39 million in 2007. TV advertising represents the major share of these expenditures, close to 50% in all years<sup>i</sup>.

Three main consequences of alcohol marketing can be identified from existing research are; (a) alcohol use initiation, (b) increased drinking/alcohol use among drinkers, and (c) frequency of drinking/alcohol use. These findings are confirmed by both individual studies and by systematic reviews of existing literature<sup>ii</sup>. The Science Group of the European Alcohol and Health Forum is also highlighting the same issues in their report from 2009<sup>iii</sup>. Furthermore, alcohol marketing is an important tool to recruit new consumers, and the newly released report on alcohol exposure to young people states that many television alcohol adverts contained content considered appealing to young people<sup>iv</sup>.

The EU does not have any harmonized approach to alcohol marketing, and there are very different regulations on marketing from one country to another. Regulations can be implemented in different ways, from statutory regulations (law), voluntary codes from a company or sector (self-regulation) or a combination of state and non-state regulation (co-regulation). Information about marketing regulations on TV (table 1) and internet (table 2) in 12 of the 27 EU Member States shows the different approaches to regulate marketing in the EU today.

**Table 1: Marketing regulation on national TV from 12 European Countries<sup>v</sup>**

Location	Year	Beer Ads	Wine Ads	Spirit Ads
Belgium	2011	no restrictions	no restrictions	no restrictions
	2008	no restrictions	no restrictions	no restrictions
Bulgaria	2011	voluntary/self-restricted	partial statutory restriction	voluntary/self-restricted
	2008	voluntary/self-restricted	no restrictions	partial statutory restriction
Czech Republic	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	no restrictions	no restrictions	no restrictions
Denmark	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	partial statutory restriction	partial statutory restriction	partial statutory restriction
Estonia	2011	ban	ban	ban
	2008	ban	ban	ban
Finland	2011	partial statutory restriction	partial statutory restriction	ban
	2008	partial statutory restriction	partial statutory restriction	ban
France	2011	ban	ban	ban
	2008	ban	ban	ban
Germany	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	partial statutory restriction	partial statutory restriction	partial statutory restriction
Italy	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	partial statutory restriction	partial statutory restriction	partial statutory restriction
Poland	2011	partial statutory restriction	ban	ban
	2008	partial statutory restriction	ban	ban
Sweden	2011	ban	ban	ban
	2008	ban	ban	ban
United Kingdom	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	partial statutory restriction	partial statutory restriction	partial statutory restriction

**Table 2: Marketing regulation on the internet from 12 European Countries<sup>vi</sup>**

Location	Year	Beer Ads	Wine Ads	Spirit Ads
Belgium	2011	no restrictions	no restrictions	no restrictions
	2008	no restrictions	no restrictions	no restrictions
Bulgaria	2011	voluntary/self-restricted	partial statutory restriction	voluntary/self-restricted
	2008	voluntary/self-restricted	no restrictions	voluntary/self-restricted
Czech Republic	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	no restrictions	no restrictions	no restrictions
Denmark	2011	voluntary/self-restricted	voluntary/self-restricted	voluntary/self-restricted
	2008	voluntary/self-restricted	voluntary/self-restricted	voluntary/self-restricted
Estonia	2011	no restrictions	no restrictions	no restrictions
	2008	no restrictions	no restrictions	no restrictions
Finland	2011	partial statutory restriction	partial statutory restriction	ban
	2008	partial statutory restriction	partial statutory restriction	ban
France	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	ban	ban	ban
Germany	2011	voluntary/self-restricted	voluntary/self-restricted	voluntary/self-restricted
	2008	partial statutory restriction	partial statutory restriction	partial statutory restriction
Italy	2011	voluntary/self-restricted	voluntary/self-restricted	voluntary/self-restricted
	2008	partial statutory restriction	partial statutory restriction	partial statutory restriction
Poland	2011	partial statutory restriction	ban	ban
	2008	partial statutory restriction	ban	ban

<b>Sweden</b>	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	ban	ban	ban
<b>United Kingdom</b>	2011	partial statutory restriction	partial statutory restriction	partial statutory restriction
	2008	partial statutory restriction	partial statutory restriction	partial statutory restriction

The topic most discussed at EU level when it comes to marketing is the debate on voluntary actions and self-regulation of the alcohol industry, which is an approach Eurocare sees as a very weak policy tool to regulate exposure of alcohol, both in terms of content (what is shown) and volume (the quantity shown)<sup>vii</sup>.

Being aware of different realities and practices around Europe is a value Eurocare sees as crucial when discussing alcohol marketing. In order to increase the knowledge of the variations and practices within EU, Eurocare initiated an activity where people from all over Europe could report on their exposure to alcohol marketing during a one-day period (Friday 14 September 2012). We present below the initiative together with its findings.

## Methodology

We prepared a briefing with background information and instructions for the participants (see Annex 1). The briefing gave a short explanation of alcohol marketing and of how to conduct and report the observations. The briefing was followed by a form to be filled in by every participant (Annex 2), with information on the “observation” (i.e. marketing exposure, e.g. name of alcohol producer on parasols), where it was observed (i.e. location, e.g. bar), the time for observation, and if picture were taken or not.

Recruitment of participants was done through email lists from Eurocare. The email encouraged people to pass it on to their own networks. In addition, we approached specific networks to ensure that they forwarded the message on to their own networks. Participants received the instructions several times; first announcement about the snapshot was issued in the Eurocare Newsletter Issue 7, sent Friday 24 August 2012. In the same week as the marketing observations took place (10-14 September 2012), an email with instruction and report form was sent out Tuesday and Thursday. Reminders were also given on social media Wednesday, Thursday and Friday morning. A reminder to send in reports was sent on social media Tuesday 18 September 2012 (for details, see Annex 3).

Eurocare has labelled this initiative «snapshot», which indicates that these are examples gathered from several European countries, and do not constitute a representative research on alcohol exposure in Europe. There was a limit to how many potential informants we could reach, as well as a limitation to how the informants performed in their reporting. Even though a common understanding of what we were looking for was outlined in the brief to informants, individual perceptions and understanding of alcohol marketing may have influenced the way informants were reporting. Furthermore, asking about exposure from one specific day may have limited the number of observations, since a potential informant may not be able to report from that specific day.



## Findings

The results from the exercise are collected in a matrix to give an overview over all findings (Annex 4). This section will give an overview of the findings.

### **Informants and number of observations**

34 people from 15 European countries<sup>viii</sup> completed and returned the form. The youngest informant was 20 years, and the oldest 83, and the average age of the respondents was 39 years. All together, the 34 informants reported 218 observations of alcohol marketing. The informant with most reported observations reported 24 observations (Denmark), while one informant reported zero observations (Belgium). The average number of observations per informant was 6 observations.

Eurocare members were encouraged to participate in the exercise. Around half of the reports (15 of 34) is known to come from informants affiliated to one of the Eurocare member organisations.

### **Location of the observations**

In the form to be filled in (Annex 2), we asked where the marketing took place. The form presented six categories and one «other» option. The six categories of location were; (1) internet, (2) TV, (3) radio, (4) cinema, (5) printed press and (6) billboards. One informant reported 0 observations. 19 of the observations took place on internet, and included company pages, sales pages and adverts on other pages such as Facebook and newspapers. TV adverts were reported 11 times from 3 countries (United Kingdom, Czech Republic and Macedonia). Radio was reported 4 times from 2 countries (United Kingdom and France). Alcohol marketing on cinema was only reported once (United Kingdom).

The last three categories (printed press, billboard and others) were the most reported categories. 31 observations were reported from printed press, and 56 from billboards and posters. The category with most observations is «other» with 96 observations. Two marketing practices stands out within this group; logo of an alcohol producer on buildings/walls of cafes/bars (36 observations), and logo of an alcohol producer on parasols/awnings at cafes/bars (22 observations). Other observations within this group are branded vehicles (delivery trucks, commercials on buses and company cars) and logo of alcohol producer on items (fridge in shops, menus, and tablets to put glass on).

Examples of pictures from the exercise



### Time of the observations

Since most of the categories is of a permanent character (always displayed, for example logo on a wall), and the category of radio and cinema has a very low number of observations, only the categories of TV and internet will be described below.

Observations of marketing on internet were reported from 08:10 throughout the day until 22:10. On TV, the earliest observation took place at 11:20, and the next was at 18:20. Only one of a total of 11 reported observations took place after 22:00.

**Table 3: Summary table**

Country	Sample	Example place	Example description
Belgium	50	Billboard	Billboard 'discover the best wines' of Carrefour supermarket.
Czech Rep	17	Other	Restaurant - logo and name of alcohol producer on awnings and shields
Denmark	24	Printed press	Wine offered at a special price to subscribers of the newspaper
Finland	11	Billboard	A wine ad at the bus stop
France	4	Radio	"1 bottle of Champagne buy the second for free"
Ireland	10	Internet	Facebook; advert of Roisin Dubh pub promoting 'Guinness Ireland's Vote for your Local'
Lithuania	12	Billboard	Poster in public place introducing new sort of cider
Macedonia	9	TV	MTV - Dance "Muller" commercial
Netherlands	11	Other	Bulk bye ad/poster in front of shop
Portugal	5	Printed press	Wine firm announcing a "Free wine tasting" followed by the Cellar picture
Romania	2	Internet	<a href="http://www.facebook.com/Tzuica">http://www.facebook.com/Tzuica</a>
Slovenia	2	Billboard	Billboard in the front of the café explaining that they have the cheapest alcohol in town
Spain	3	Billboard	Damm sponsoring free concerts in the city
Sweden	3	Printed press	Whiskey, wine and beer advertisements in the "Metro" newspaper
UK	55	Cinema	5 alcohol adverts before a 12A film
<b>Total</b>	<b>218</b>		

### Collection of photos

From the 218 observations, 115 were documented as photos and collected as an album (Annex 5). These photos will be important for documentation of alcohol marketing practices.

## Reflections

This exercise was the first of this kind done by Eurocare. It is hard to draw any conclusions based on the findings since the number of reports sent back to us was very low. The findings from the exercise can be used as examples of different marketing practices around in Europe and which type of marketing the selected sample was more exposed to. As the examples show, bulk-buy advertisement appears in many of the observations reported, in different countries. Another repeated documentation from this exercise is the branding aspect of marketing – where logos and names of producers are visible and constantly exposed to a large audience. However, any further conclusions on alcohol marketing in Europe can hardly be drawn from this exercise.

On the other hand, the low number of reports is an important finding in itself. This finding is maybe more interesting to discuss than the actual reported observations. We faced a challenge in mobilizing people to participate, even though the invitation for participation was sent to a relative high number of potential informants. The response rate from the newsletter email list was 3.3%, which is a lower number than expected.

One explanation is of a practical character, which is the fact that Eurocare has limited resources to develop good methodology and to promote and facilitate a smooth reporting. Another factor for the low number of reports is the type of exercise chosen, which is a time-consuming activity for the informants. Furthermore, reporting on one specific day only could be an obstacle for reporting for informants. Maybe a weekend or a whole week exercise could include more informants, at the same time as widening the time frame would be hard when thinking of the amount of reporting needed.

A solution to achieve a higher numbers of informants could be to give a reward when handing in a report. However, the same challenge has been identified in similar research where this has been implemented<sup>x</sup>, and a reward alone would probably not be enough to achieve a high number of reports. Another solution could be to change the type and format of the exercise, with for example a questionnaire followed up by focus groups. Another option could be to focus on few selected countries only, which would potentially give a more in-depth understanding of the context. These are all elements which could lead to more responses, but would at the same time require financial and practical changes to the exercise.

Another important reflection from this exercise is the question of what kind of alcohol marketing is possible to capture in an exercise like this. Examples of this challenge is to get information on young people and their exposure, both offline and online. Another example is to get information on product placement in movies and TV shows. These are examples which will be hard to reveal even with a high number of informants reporting on their exposure, since it would involve groups which would be hard to target as informants as well as sophisticated marketing techniques which goes beyond a common understand of «marketing» and may require special training.

# Eurocare policy recommendations for alcohol marketing

This report cannot in itself provide evidence for policy recommendations on restrictions on alcohol marketing. However, Eurocare would like to present its recommendations on regulations of alcohol marketing, based on existing research and evidence. These recommendations was published in “Eurocare Recommendations for a Future EU Alcohol Strategy”<sup>x</sup>

To secure an effective and comprehensive alcohol policy, Eurocare recommends a statutory approach to regulate alcohol marketing. Eurocare strongly believes that the objective should not only be to control the content and the style of the advertising, but also to reduce the volume of advertising. The regulations must secure systems for monitoring and enforcement of the regulation.

Eurocare believes that the existing French ‘Loi Evin’ provides a framework to the regulation of alcohol marketing which could be accepted as the minimum standard across the EU. Volume and content of marketing, online marketing, sponsorship as well as product placement are vital to address in a regulatory framework. Crucially, in light of technological advances and the increased role of social media in society today, particular focus needs to be placed on regulation of the alcohol marketing in the online environment. Furthermore, a system for law enforcement has to be addressed in the regulations, as well as a system for monitoring. Without these systems, the law is in risk of being a formal paper with no effect.

RECOMMENDATIONS
Alcohol advertising should only be permitted under precise conditions defined by statutory regulation
When alcohol advertising is permitted, its content should be controlled: <ul style="list-style-type: none"> <li>• Messages and images should refer only to information of the products such as degree, origin, composition and means of production</li> <li>• A health message must be included on each advertisement</li> <li>• Messages should not mention or link to sexual, social and sports related images</li> </ul>
Therefore, we recommend: <ul style="list-style-type: none"> <li>• No alcohol advertising on television or in cinemas</li> <li>• No alcohol advertising on internet except at points of sale</li> <li>• No alcohol sponsorship of cultural or sport events</li> <li>• No alcohol advertising should be targeted at young people</li> </ul>
Regulations on product placement of alcohol products i.e. films and programs portraying drinking classified as for 18 certificate
A complete removal of intrusive <sup>1</sup> and interstitial <sup>2</sup> marketing tools such as: social media, apps on mobile phones
A complete removal of alcohol advertising outdoors and in public premises (i.e. athletes’ shirts, bus stops, lorries etc.)
A complete removal of sales promotions such as Happy Hours and Open Bars/Girls Night etc.

<sup>1</sup> Intrusive here defined as behaviour ad that targets your habits and based on your profile using social net, your own emails, cookies, geolocation etc, or brings you to change web page by replacing ads by others.

<sup>2</sup> Interstitial here defined as movable ads that appears between two web pages in a plain screen or when you start apps on your smartphone

## Conclusion

This report has presented the 2012 edition of Eurocare Snapshots of Alcohol Marketing. The report described first the background and methodology, and then moved on to the findings and reflection of this year's exercise.

Eurocare asked a large number of people to report on their alcohol marketing exposure on Friday 14 September 2012. 34 people from 15 European countries reported on 218 observations of alcohol marketing this specific day. The observations gave an insight in different marketing practices together with a photo collection of 115 pictures illustrating different alcohol marketing practices in Europe in 2012.

Given the small number of informants, this year's report cannot analyse the field of alcohol marketing in Europe. However, the exercise reveals some of the challenges of doing such an initiative. Some are practical obstacles which can be linked to resources in Eurocare. Other reflections addresses the challenge of recruiting informants to such an exercise, as well as the challenge of including different kinds of alcohol marketing techniques when using random informants approached via emails.

Despite a low number of informants, Eurocare finds this exercise valuable for our work, and in particular it gives clear examples of different marketing practices in Europe. The documentation of alcohol marketing practices is important for our policy work at the European level. Eurocare wants again to thank our informants for the great work they did in reporting on their observations and taking photos, as well as the European Commission for the support to this activity from the operating grants in the framework of the Health Programme.

This year's exercise was the first of this kind done by Eurocare. Eurocare will repeat this kind of exercise in 2013, and will aim for increased participation. In the preparation for the 2013 exercise, alternative methods for reporting and collecting examples will be worked on and tested.

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- <sup>v</sup> European Union Information System on Alcohol and Health (EUSAH), Advertising restrictions, Advertising restrictions on national television: <http://apps.who.int/ghodata/?theme=GISAH&region=eu>
- <sup>vi</sup> European Union Information System on Alcohol and Health (EUSAH), Advertising restrictions, Advertising restrictions on the internet: <http://apps.who.int/ghodata/?theme=GISAH&region=eu>
- <sup>vii</sup> Eurocare press release on Self-Regulation 26/4/2012:  
[http://www.eurocare.org/newsroom/eurocare\\_press\\_releases/self\\_regulation\\_is\\_no\\_an\\_answer](http://www.eurocare.org/newsroom/eurocare_press_releases/self_regulation_is_no_an_answer)
- <sup>viii</sup> Belgium, Czech Republic, Denmark, Finland, France, Ireland, Lithuania, Macedonia, the Netherlands, Portugal, Romania, Slovenia, Spain, Sweden, UK
- <sup>ix</sup> IOGT Sweden "Marketing Diary" (2012)
- <sup>x</sup> [http://www.eurocare.org/library/updates/eurocare\\_eu\\_alcohol\\_strategy2](http://www.eurocare.org/library/updates/eurocare_eu_alcohol_strategy2)



## Annex 1: Instructions to participants



### INSTRUCTIONS TO PARTICIPANTS IN SNAPSHOT OF ALCOHOL MARKETING IN EUROPE 14 SEPTEMBER 2012



## THE EUROPEAN ALCOHOL POLICY ALLIANCE (EUROCARE)

The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governmental and public health and well-being organisations with around 50 member organisations across 21 European countries advocating the prevention and reduction of alcohol related harm in Europe. Member organisations are involved in research and advocacy, as well as in the provision of information to the public; education and training of voluntary and professional community care workers; the provision of workplace and school based programmes; counselling services, residential support and alcohol-free clubs for problem drinkers; and research and advocacy institutes.

The mission of Eurocare is to promote policies to prevent and reduce alcohol related harm, through advocacy in Europe. The message, in regard to alcohol consumption is “less is better”.

## Dear Participant,

First of all, thank you very much for your effort and contribution to this initiative of mapping alcohol marketing in Europe. In this letter you will find instructions on how to do the monitoring and reporting. If you still have questions, please do not hesitate to contact us for more information.

### **What is this?**

The purpose of this initiative is to map exposure to alcohol marketing in different countries in Europe. We call them snapshots, because they will all be examples of exposure, not a representative sample of the amount of alcohol marketing people are exposed to. We want to exemplify and illustrate what exposure of alcohol marketing can look like in different countries and for different ages. That is why we ask you to tell us where you live and your age.

### **How will the information be used?**

The information gathered will be collected and used by Eurocare as examples of alcohol marketing in Europe. We will only use the information reported in the form sent to us, and names and email addresses will not be saved as part of the collection. The information provided is very valuable to us in our future work on alcohol marketing.

### **What do I need to do?**

All we ask you to do is to bring the form (in the end of the document) with you on September 14 2012, and when you see any form of marketing, please take notes of what, where and when. If you have time, we would of course be happy if you can send us a picture or a web link to some of the marketing you are exposed to.

When the day is over, complete the form and send it to us on [info@eurocare.org](mailto:info@eurocare.org) by the end of the day (Friday 14 September) or the following week. If you have photos or any other documentation (e.g. a web link) from the day, please attach it together with the form in the email.

### **Before you start; what is marketing?**

Marketing is understood as a mix of sophisticated, integrated strategies, grouped around four main elements: the product, its price, its place (distribution) and its promotion. All four elements have ways of doing marketing, such as product design and brand name (product), pricing strategy and wholesale (pricing), distribution channels and placing within retail establishments (place) and promotional strategy, advertising, sales promotion and public relations (promotion). This mix of marketing strategies makes alcohol marketing a complex issue. When extended to an online reality, the complexity necessarily expands.

Therefore, when we ask you to report on alcohol marketing, we ask you to not only look for TV or cinema commercials, it could also be 2 for 1-offers/happy hours, sport sponsorships, items with brand names or adds on Facebook.

**Examples of alcohol marketing:**

**TV Commercial**



**Sport sponsorship**



**Internet**



**Branding/design of items**



Want to read more on alcohol marketing? Visit our webpage:

[www.eurocare.org/resources/policy\\_issues/marketing](http://www.eurocare.org/resources/policy_issues/marketing)

**Thank you very much!**

PS: There will be a nice surprise for one of the lucky participants drawn at random!

## Annex 2: Form to be filled in by participants

### Report of alcohol marketing exposure, 14 September 2012

Age:

Sex (m/f):

Country:

Sample	Short description	Where 1) Internet 2) TV 3) Radio 4) Cinema 5) Printed press 6) Billboards 7) Other – please specify under	Time	Picture? If you take a picture, please attach the picture in the email together with this form
<i>Example</i>	<i>All the tents at the café had Carlsberg logos</i>	<i>7 – outdoor café</i>	<i>15:20</i>	<i>Yes</i>
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Please expand the table if needed

### Annex 3: Sending report Alcohol Marketing Snapshot

<b>Day</b>	<b>What</b>	<b>Who/where</b>	<b>Recipients</b>
Tuesday 11.09.12	Invitation and instruction email	Eurocare Newsletter list	975
Wednesday 12.09.12	Reminder	Facebook Twitter	17 shares 104 ppl saw the post 8 retweets
Wednesday 12.09.12	Document available on webpage	In Focus homepage	-
Thursday 13.09.12	Reminder, instruction email	Eurocare Newsletter list	975
Thursday 13.09.12	Reminder	Facebook Twitter	1 share 56 saw the post 3 retweets
Friday 14.09.12	Morning reminder	Facebook Twitter	2 shares 83 saw the post 22 retweets
Friday 14.09.12	Midday reminder	Facebook Twitter	3 shares 68 saw the post -
Tuesday 18.09.12	Send-in-report reminder	Facebook Twitter	4 shares 69 saw the post -

## Annex 4: Matrix of observations

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
22	Belgium	2	55	1	N/A	N/A	N/A	No observation
23	Belgium	1	56	2	N/A	13:00	7	Logo on wall outdoor restaurant
23	Belgium	1	56	3	N/A	13:00	7	Table bricks for glasses in café
21	Netherlands	2	76	4	N/A	11:00	6	4 billboards in supermarket
21	Netherlands	2	76	5	N/A	11:30	7	price reduction of a specific brand
21	Netherlands	2	76	6	N/A	19:00	5	wine article in newspaper
21	Netherlands	2	76	7	N/A	20:00	5	4 beer ads and 2 strong liquor in newspaper
19	Romania	1	40	8	N/A	22:00	1	<a href="http://www.beerclub.ro/poza-zilei/2009-09-21&amp;top=2&amp;top50=1#void">http://www.beerclub.ro/poza-zilei/2009-09-21&amp;top=2&amp;top50=1#void</a>
19	Romania	1	40	9	N/A	22:10	1	<a href="http://www.facebook.com/Tzuica">http://www.facebook.com/Tzuica</a>
2	Czech Rep	1	66	10	10	14:10	7	pub - Logo on sign and awnings
2	Czech Rep	1	66	11	11	14:20	7	restaurant - logo and name on awnings and shields
2	Czech Rep	1	66	12	12	14:45	7	restaurant - logo and name on awnings and shields
2	Czech Rep	1	66	13	13	15:00	7	pub - logo on menu
2	Czech Rep	1	66	14	14	15:05	7	restaurant - logo on signs
2	Czech Rep	1	66	15	15	16:15	7	café parasol
2	Czech Rep	1	66	16	16	16:40	7	café parasol
2	Czech Rep	1	66	17	17	17:45	7	café parasol
2	Czech Rep	1	66	18	18	17:55	7	café parasol at cinema
8	Denmark	1	44	19	19	08:58	6	billboard outside supermarket
8	Denmark	1	44	20	N/A	08:59	7	café parasol
8	Denmark	1	44	21	N/A	09:30	5	wine tasting event - man inhales the aroma from a glass of wine
8	Denmark	1	44	22	N/A	09:34	5	Wine offered at a special price to subscribers of the newspaper
8	Denmark	1	44	23	N/A	09:39	5	Footballclub promoting their match with Carlsberg logo included (main sponsor)
8	Denmark	1	44	24	N/A	09:45	5	24 wines offered with the bonus of another 12 for free
8	Denmark	1	44	25	N/A	09:53	5	supermarket ad with 2-for-1 ads for beer and wine

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
8	Denmark	1	44	26	N/A	10:01	5	supermarket ad with "crazy price" items - including Jack Daniels whiskey
8	Denmark	1	44	27	N/A	11:43	1	email ad from supermarket: wine discount, whiskey, rum, port wine
8	Denmark	1	44	28	N/A	17:15	6	billboard outside bar - discount on more than 3 purchases
8	Denmark	1	44	29	N/A	17:20	6	café billboard with bran name
8	Denmark	1	44	30	30	17:25	6	Corona ad on billboard + discount on more than 4 purchases
8	Denmark	1	44	31	N/A	17:30	7	logo close to entrance of café
8	Denmark	1	44	32	N/A	17:35	7	Logo on wall outdoor restaurant
8	Denmark	1	44	33	33	17:45	7	Two lighted label-signs with Tuborg Pilsner logos outside a bar
8	Denmark	1	44	34	34	17:55	6	Many billboards advertising wine outside a wine shop
8	Denmark	1	44	35	35	18:02	7	rubish bin covered with ads
8	Denmark	1	44	36	36	18:07	7	Spirits on display in kiosk window
8	Denmark	1	44	37	37	18:13	7	beer-fridge covered by logo in supermarket
8	Denmark	1	44	38	38	18:15	7	kiosk completely covered by Carlsberg - both outside and inside
8	Denmark	1	44	39	N/A	18:20	7	beer container in supermarket + bulk buy discount
8	Denmark	1	44	40	N/A	18:25	7	full view of the bottles and special offers of the wine shop from the street
8	Denmark	1	44	41	41	18:28	6	billboard with brand name sponsoring music arrangement in café
8	Denmark	1	44	42	42	18:31	7	awnings with bran name and picture of beer
6	UK	1	23	43	43	08:00	6	poster on the street
6	UK	1	23	44	44	08:15	7	delivery truck with "bargain booz" big letters
6	UK	1	23	45	45	08:30	5	
6	UK	1	23	46	46	08:30	5	3 for 21 £ - bulk buy ad
6	UK	1	23	47	47	08:30	5	wine-and-drinks festival ad
6	UK	1	23	48	48	08:30	5	ads for a new brand of liqueur
6	UK	1	23	49	49	08:30	5	ads for all drinks inclusive cruise
5	UK	1	26	50	50	08:10	1	
5	UK	1	26	51	N/A	13:20	7	board at café with offer on 2-for-1 cocktails
5	UK	1	26	52	N/A	17:40	5	Ads for Baileys in Metro
5	UK	1	26	53	N/A	17:40	5	Ads for Tesco's wine offer in Metro

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
1	Portugal	2	83	54	54	08:30	5	wine firm announcing a "Free wine tasting" followed by the Cellar picture
1	Portugal	2	83	55	55	08:30	5	Regional wine tasting
1	Portugal	2	83	56	56	08:30	5	full page ad for beer
1	Portugal	2	83	57	57	08:45	5	article on grape harvest with the title: "Who does not drink who does not smoke?"
1	Portugal	2	83	58	58	19:30	7	hand written ad: "Poncha with bees honey 1.80€". alcoholic beverage instantly made
3	France	2	62	59	59	09:30	6	billboard at metro
3	France	2	62	60	60	N/A	5	TV magazine - Foire aux Vins au Supermarché (Wine feast in Supermarket)
3	France	2	62	61	N/A	07:30	3	"looking for good and cheap wines"
3	France	2	62	62	N/A	07:40	3	"1 bottle of Champagne buy the second for free"
10	Czech Rep	1	66	63	63	07:15	7	delivery truck with logo
10	Czech Rep	1	66	64	N/A	07:20	7	5 pubs with logos of brand displayed
10	Czech Rep	1	66	65	65	11:20	2	
10	Czech Rep	1	66	66	66	14:30	7	10 pubs with logos of brand displayed
10	Czech Rep	1	66	67	67	15:10	7	café parasol
10	Czech Rep	1	66	68	68	15:30	7	branded portal to hypermarket entrance
10	Czech Rep	1	66	69	69	15:40	6	
10	Czech Rep	1	66	70	70	15:45	7	logo on the wall to shop
4	Slovenia	1	N/A	71	N/A	17:00	7	Tents at the café near my job had Laško logo (local beer producer)
4	Slovenia	1	N/A	72	N/A	14:00	6	billboard in the front of the café explaining that they have the cheapest alcohol in town
16	Belgium	1	47	73	N/A	16:30	6	Billboard 'discover the best wines' of Carrefour supermarket.
17	Belgium	1	57	74	N/A	18:45	7	Beer card for Liefmans
18	Belgium	1	41	75	75	08:15	5	wine ad in supermarket ad
18	Belgium	1	41	76	76	13:30	7	logo on wall outside shop
18	Belgium	1	41	77	77	13:30	7	logo outside café
18	Belgium	1	41	78	78	14:50	1	Banner of Maes beer on website radio studio Brussel



ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
18	Belgium	1	41	79	79	15:09	1	Banner Bordeaux wines on website weekend knack magazine
18	Belgium	1	41	80	80	19:30	6	
18	Belgium	1	41	81	81	19:45	5	'Het Laatste Nieuws': 3 months + 3 months for free + free crate of 6 trappist beers
20	Belgium	1	35	82	N/A	12:30	7	logo on wall of café (stella artois)
20	Belgium	1	35	83	N/A	12:30	7	logo on wall of café (carlsberg)
20	Belgium	1	35	84	84	17:10	7	Ad for vodka (trojka - colour your night) on the side of bus
20	Belgium	1	35	85	85	17:10	7	logo on wall of café (stella artois)
20	Belgium	1	35	86	86	17:10	7	café parasol
20	Belgium	1	35	87	87	17:10	7	café parasol
20	Belgium	1	35	88	N/A	17:10	7	café parasol
20	Belgium	1	35	89	89	17:15	7	logo on the wall of pub
20	Belgium	1	35	90	90	17:15	7	logo on the wall of pub
20	Belgium	1	35	91	91	17:20	7	logo on the wall of pub
20	Belgium	1	35	92	N/A	17:50	7	logo on the wall of pub
20	Belgium	1	35	93	N/A	19:30	7	Ad for vodka (trojka - colour your night) on the side of bus
29	Spain	2	34	94	94	11:30	6	Beefeater Gin ad pretends to advertise the In-edit film festival, sponsored by Beefeater
29	Spain	2	34	95	95	12:10	7	delivery truck with logo
29	Spain	2	34	96	96	11:50	6	Damm sponsoring free concerts in the city
9	Ireland	1	20	97	N/A	13:20	6	4Euro drinks promotions in the bar being
9	Ireland	1	20	98	98	14:21	1	Facebook; advert of Roisin Dubh pub promoting 'Guinness Ireland's Vote for your Local'
9	Ireland	1	20	99	99	14:26	1	Facebook; advert for Miller facebook page 'It's Miller Time Ireland'
9	Ireland	1	20	100	100	15:05	6	Beer posters in pub window
9	Ireland	1	20	101	101	14:51	6	Wine promotion on bus shelter.
9	Ireland	1	20	102	102	14:49	7	Budweiser promotion 6 for 9Euro and other beer promotions in store.
9	Ireland	1	20	103	103	14:45	6	wine poster in supermarket
9	Ireland	1	20	104	N/A	15:00	6	Arthur Guinness Day promotion displayed on the bar window

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
9	Ireland	1	20	105	105	15:05	6	Guinness promotion outside pub.
9	Ireland	1	20	106	N/A	19:30	1	<a href="http://www.youtube.com/verify_age?next_url=%2Fuser%2FGuinnessEurope%23p%2Fa%2Fu%2F0%2Ffx4rOC4EKJE">http://www.youtube.com/verify_age?next_url=%2Fuser%2FGuinnessEurope%23p%2Fa%2Fu%2F0%2Ffx4rOC4EKJE</a>
13	Lithuania	2	27	107	107	14:02	6	poster in public place introducing new sort of cider
13	Lithuania	2	27	108	108	14:15	7	name of bar - Purpose to promote American whisky
13	Lithuania	2	27	109	109	14:35	6	Shopwindow to promote alcohol products - price promotion
13	Lithuania	2	27	110	110	14:42	6	Alcohol advertisement in big supermarket
13	Lithuania	2	27	111	111	15:00	1	30 % Discount for all wine in the supermarket
12	Lithuania	1	25	112	112	09:10	5	Ads of alcohol in a promo magazine found in a post box.
12	Lithuania	1	25	113	113	17:00	7	café parasol + music event sponsorship
12	Lithuania	1	25	114	114	18:15	6	Poster of concert in old town. Heineken sponsorship.
12	Lithuania	1	25	115	115	18:25	7	Outdoor ad of "Vilkmergės" beer on wood on a terrace of restaurant
12	Lithuania	1	25	116	116	19:40	6	poster in supermarket
12	Lithuania	1	25	117	117	19:41	7	promotion stand in supermarket
12	Lithuania	1	25	118	N/A	20:20	6	Outdoor ad near the alcohol shop. Billboard showed two bottles of wine and discount
14	Finland	1	48	119	119	17:30	7	a food tips leaflet picked up for free at a food market (beer)
14	Finland	1	48	120	120	17:30	7	a food tips leaflet picked up for free at a food market (cider)
14	Finland	1	48	121	121	10:15	6	an ad in front of a pub telling "come and have a glass of sparkling wine, only 3,50 euros"
14	Finland	1	48	122	122	10:20	6	a wine ad at the bus stop
14	Finland	1	48	123	123	10:25	6	a wine ad next to a cash machine
14	Finland	1	48	124	N/A	10:30	6	a beer offer in front of a pub
14	Finland	1	48	125	N/A	10:40	6	a wine ad in the window of a pub
14	Finland	1	48	126	N/A	11:00	6	a gin long drink ad at the moving staircase to metro
14	Finland	1	48	127	N/A	06:30	5	a wine advertisement in today's newspaper
14	Finland	1	48	128	N/A	14:20	6	a wine ad in front of a restaurant
14	Finland	1	48	129	N/A	14:30	6	special wine offer in front of a restaurant

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
15	Belgium	2	34	130	N/A	09:00	7	Café had Maes and Jupiler logos on the wall
15	Belgium	2	34	131	131	09:05	7	café with logo on wall
15	Belgium	2	34	132	N/A	09:05	7	café with logo on wall
15	Belgium	2	34	133	133	14:00	7	café with logo on wall
15	Belgium	2	34	134	N/A	18:22	7	café with logo on wall
15	Belgium	2	34	135	135	18:30	7	3 cafés all with logo on walls
15	Belgium	2	34	136	136	18:30	7	All tents at a café had Omer Traditional Blond logos
15	Belgium	2	34	137	N/A	19:00	7	All tents at a café had Vedet logos
7	Belgium	1	24	138	138	10:30	1	www.drdrink.be
7	Belgium	1	24	139	139	10:40	1	www.apero-presto.com
7	Belgium	1	24	140	140	N/A	1	Peterman was present through a bus stop campaign
24	UK	1	35	141	N/A	09:00	6	Stella Artois advert
24	UK	1	35	142	N/A	09:15	7	Carlsberg delivery lorry
24	UK	1	35	143	N/A	10:00	6	Stella Artois advert
24	UK	1	35	144	N/A	12:00	5	Stella Artois advert
24	UK	1	35	145	N/A	14:00	7	Big Issue vendor sponsored tabard – Fairhills wine
24	UK	1	35	146	N/A	16:00	7	Carling sign outside pub
24	UK	1	35	147	N/A	17:00	7	Tennent's sign outside pub
24	UK	1	35	148	N/A	21:15	2	Fosters advert
24	UK	1	35	149	N/A	21:30	2	Blossom Hill wine sponsored advert
25	UK	N/A	N/A	150	N/A	16:30	6	"Cut Price" wine list
25	UK	N/A	N/A	151	N/A	16:45	7	value pints advert outside pub
25	UK	N/A	N/A	152	N/A	20:00	7	Table in pub had sign in middle advertising a brand of beer
25	UK	N/A	N/A	153	N/A	21:00	1	Looking for Alec Guinness on Youtube and a Guinness advert came up
25	UK	N/A	N/A	154	N/A	21:00	2	Tia Maria Advert
26	UK	1	40	155	N/A	20:45	6	Wine advert by Marks and Spencer
26	UK	1	40	156	N/A	20:45	6	Bulmer's pear cider advert in bus shelter
26	UK	1	40	157	N/A	17:30	6	Wine advert by Marks and Spencer

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
26	UK	1	40	158	N/A	17:30	6	Bulmer's pear cider advert in bus shelter
27	UK	1	37	159	N/A	16:45	6	"Value" drinks range promotion
27	UK	1	37	160	N/A	19:45	3	Advert - student event promoting alcohol
27	UK	1	37	161	N/A	19:00	5	Boxes of beer - supermarket
27	UK	1	37	162	N/A	21:30	2	Wine advert
27	UK	1	37	163	N/A	13:00	7	Big Issue vendor sponsored tabard – Fairhills wine
28	UK	1	40	164	N/A	17:00	4	5 alcohol adverts before a 12A film
28	UK	1	40	165	N/A	16:00	6	Adverts for alcohol outside 12 pubs in a 3km walk
28	UK	1	40	166	N/A	N/A	5	no adverts but a whole page claiming alcohol (in moderation) could improve the quality of life of middle aged people!
28	UK	1	40	167	N/A	N/A	5	Style magazine – 2 adverts – one for wine; one for rum
28	UK	1	40	168	N/A	19:00	2	4 adverts – beer and rum in 1 hour of television before 9pm
30	Belgium	2	28	169	N/A	10:00	1	New beverage service: <a href="http://www.drdrink.be">http://www.drdrink.be</a>
30	Belgium	2	28	170	N/A	20:00	6	Advert for wine discount in supermarket
31	Sweden	2	22	171	N/A	09:00	6	beer advertisement outside a restaurant / bar
31	Sweden	2	22	172	172	09:30	6	Löwenbräu logos shown outside a restaurant in the inner-city in Stockholm.
31	Sweden	2	22	173	N/A	09:45	5	Whiskey, wine and beer advertisements in the "Metro" newspaper
32	Macedonia	2	22	174	174	13:20	7	All the tents in the cafe had Tuborg logo
32	Macedonia	2	22	175	175	14:35	7	All the tents in the cafe had Zlaten dab logo
32	Macedonia	2	22	176	176	14:40	7	All the tents in the cafe had Amstel logo
32	Macedonia	2	22	177	177	14:50	7	All the tents in the cafe had Tuborg logo
32	Macedonia	2	22	178	178	16:30	5	Full page vine ad in newspaper "Kaptal"
32	Macedonia	2	22	179	179	16:30	5	Side page vinery ad.
32	Macedonia	2	22	180	180	10:30	1	<a href="http://ekipa.mk/">http://ekipa.mk/</a> The backroubd has "Zlaten dab" ad.
32	Macedonia	2	22	181	N/A	18:20	2	RTS - Jelen top 10
32	Macedonia	2	22	182	N/A	23:45	2	MTV - Dance "Muller" commercial
33	UK	1	35	183	N/A	13:21	1	Advertising Kopparberg with link to their face book page - <a href="http://www.timeout.com">www.timeout.com</a>

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
33	UK	1	35	184	N/A	13:26	1	Jack Daniels logo advertising Mr Jack's birthday and chances to win music event tickets. Link to Jack Daniels web site
33	UK	1	35	185	N/A	14:58	3	Tesco advert stating special offers on their beers and wine products
33	UK	1	35	186	N/A	15:20	1	Picture attached to news article on a footballers injury. Sponsor logo shown on football shirt is for Chang beer
33	UK	1	35	187	N/A	16:45	7	Caffery international logo on truck cab and trailer
33	UK	1	35	188	N/A	17:20	6	Stella ad showing alcohol in glass
33	UK	1	35	189	N/A	17:20	6	Carlsberg shown in a glass with price of pint - outside pub
33	UK	1	35	190	N/A	17:20	6	Ad for long drink cocktails and 'special offer' - outside pub
33	UK	1	35	191	N/A	17:22	6	"In the beginning there was Bulmer's" showing image of young adults enjoying themselves in a bar and picture of bottle
33	UK	1	35	192	N/A	17:35	6	At bus stop: "In the beginning there was Bulmer's" etc as above
33	UK	1	35	193	N/A	15:40	6	Stella Ad including picture of alcohol in glass
33	UK	1	35	194	N/A	19:30	7	Carlsberg products on window transfer sign
33	UK	1	35	195	N/A	19:30	7	Images of various alcohol brands and products on window transfer sign
33	UK	1	35	196	N/A	20:20	2	Brigadoon bottle in background of East enders in the Vic's kitchen
33	UK	1	35	197	N/A	20:30	2	Bottle of Baileys in background of Miranda programme
33	UK	1	35	198	N/A	21:40	2	Stallion lager cans in view in TV Coronation street soap.
11	Netherlands	1	58	199	199	12:58	7	"Cognitive science Heineken prize winners" announcement at university classroom building bulletin board
11	Netherlands	1	58	200	200	13:10	6	Sign in front of bar advertising drinks, including one called "delirium tremens"
11	Netherlands	1	58	201	201	13:13	6	poster - Bockbier tocht—note child's bike parked right in front of poster
11	Netherlands	1	58	202	202	13:34	7	Sign on the wall outside pub
11	Netherlands	1	58	203	203	13:37	7	Sign on the wall outside pub
11	Netherlands	1	58	204	204	13:42	7	bulk bye ad/poster in front of shop
11	Netherlands	1	58	205	205	13:43	7	Sign on the wall outside pub
34	Belgium	1	29	206	206	08:50	7	Stella delivery van
34	Belgium	1	29	207	207	08:52	7	parasols at bar

ID	Country	Sex	Age	Sample	Photo	Time	Place	Description
34	Belgium	1	29	208	208	09:10	6	happy hour ad on sign
34	Belgium	1	29	209	209	09:12	7	carlsberg and stella brand above bar entrance
34	Belgium	1	29	210	210	12:35	7	Duvel brand on entrance
34	Belgium	1	29	211	211	12:35	7	Beer brands on bar sign
34	Belgium	1	29	212	212	12:35	7	Sign saying "Duvel lovers are better lovers"
34	Belgium	1	29	213	213	12:35	7	Extra Vedett sign on bar wall
34	Belgium	1	29	214	214	16:00	7	vehicle advert - car branded
34	Belgium	1	29	215	215	16:00	7	branded open air furniture
34	Belgium	1	29	216	216	16:00	7	carlsberg outdoor bar branded
34	Belgium	1	29	217	217	16:15	7	carlsberg sign above bar
34	Belgium	1	29	218	218	16:17	7	branded windows in bar
34	Belgium	1	29	219	219	16:20	7	vodka advert on bus

## **Annex 5: Photo collection**

The photo collection with 115 pictures of alcohol marketing from 15 European countries (Belgium, Czech Republic, Denmark, Finland, France, Ireland, Lithuania, Macedonia, the Netherlands, Portugal, Romania, Slovenia, Spain, Sweden and the UK) has been produced and can be found at:

**[http://www.eurocare.org/resources/eurocare\\_papers/marketing](http://www.eurocare.org/resources/eurocare_papers/marketing)**