

The European Commission's science and knowledge service

Joint Research Centre

Concept note
Marketing Toolkit

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European
Commission

Our work on prevention of chronic disease

Health determinants

Nutrition

Alcohol

Physical Activity

Policy support

Policy options

Impact assessment

Monitoring & Evaluation

Foresight

Capacity Building

1. Background

World Health Organisation¹ defines **marketing** as any form of commercial communication or message that is designed to, or has the effect of, increasing the recognition, appeal and/ or consumption of particular products and services. It comprises anything that acts to advertise or otherwise promote a product or service.

Advertising: paid public presentation and promotion of ideas, goods, or services by a sponsor that is intended to bring a product to the attention of consumers through a variety of media channels such as broadcast and cable TV, radio, print, billboards, the Internet, or personal contact.

Advertising is only one form of marketing

¹A framework for implementing the set of recommendations on the marketing of foods and non-alcoholic beverages to children. (2012) World Health Organization

1. Background (Cont.)

A marketing communication is based on two main elements:

- i) the **communication channels**, which influence the exposure to a specific marketing message, in turn dependent on its reach and its frequency, and
- ii) the **content** of the communication message, including the creative strategies used, which influences the power of the marketing communication.

The effectiveness of a marketing communication depends on both its exposure and power; these are also the main elements targeted by the various policy recommendations and implemented policies designed to address the issue of food marketing to children.

2. Introduction

The EU Strategy to support MS in reducing alcohol related harm² outlined actions to prevent irresponsible marketing of alcoholic beverages, and to examine trends in advertising and related issues.

The Action Plan on Youth Drinking and on HED (Binge Drinking)³ has among its action areas “Reducing exposure of youth to alcohol marketing and advertising”, based on evidence that exposure to alcohol marketing increases the likelihood that adolescents will start consuming alcohol, and will drink more if already doing so.

²Communication from the Commission. An EU strategy to support Member States in reducing alcohol related harm (2006).

³Action Plan on Youth Drinking and on Heavy Episodic Drinking (Binge Drinking). CNAPA (2014)

2. Introduction (cont.)

Restricting exposure to marketing of alcoholic beverages through effective marketing regulations or comprehensive advertising bans is one of the three best buy interventions recommended by WHO to reduce harmful drinking and thereby the burden of non-communicable diseases⁴.

⁴From burden to 'best buys': reducing the economic impact of noncommunicable diseases in low- and middle-income countries. World Economic Forum, 2011.

2. Introduction (Cont.)

The European action plan to reduce the harmful use of alcohol 2012-2020⁵ proposes several policy options to prevent inappropriate alcohol marketing that targets children and young people, including:

- Regulating the content and volume of marketing
- Regulating sponsorship activities that promote alcoholic beverages
- Restricting or banning promotions in connection with activities targeting young people
- Regulating new forms of alcohol marketing techniques, such as social media.

⁵European action plan to reduce the harmful use of alcohol 2012-2020. Copenhagen, WHO Regional Office for Europe, 2012.

2. Introduction (Cont.)

Techniques used in food and non-alcoholic beverage marketing to children. Adapted from¹

Marketing technique	Examples
ADVERTISING	<u>Broadcast</u>
	<ul style="list-style-type: none"> ▪ TV, TV on-demand, Radio
ADVERTISING	<u>Non Broadcast</u>
	<ul style="list-style-type: none"> ▪ Printed media ▪ Online (including search engines, social networks, blogs, media clips etc.) ▪ Outdoor (billboards, posters, vehicles) ▪ Cinemas
DIRECT MARKETING	<ul style="list-style-type: none"> ▪ Promotional e-mails ▪ Promotional telephone sales ▪ Promotional SMS in cell phones ▪ Home catalogues and leaflets (doorstep selling) ▪ Vouchers ▪ Promotional food sampling events (including schools)
PRODUCT PLACEMENT AND BRANDING	<ul style="list-style-type: none"> ▪ Promotional placement in TV, Radio, Films, computer games ▪ Branded books (e.g. for pre-schoolers) ▪ Branded toys (in fast food stores), brand equity characters ▪ Branded computer games and games on websites, advergames ▪ Branded apps
SPONSORSHIPS	<ul style="list-style-type: none"> ▪ TV and Radio programmes ▪ Events, including community and schools ▪ Educational material & equipment ▪ Programmes/campaigns, e.g. school breakfasts/lunches ▪ Sport activities and teams, athletes, celebrities
POINT OF SALE	<ul style="list-style-type: none"> ▪ On-shelf displays ▪ Displays in check-outs, paying points, end-of-aisles ▪ Special offers and incentives ▪ Vending machines (including schools) ▪ Loyalty/point schemes ▪ Free samples, tastings
PRODUCT DESIGN & PACKAGING	<ul style="list-style-type: none"> ▪ Fun and attractive colourings, designs of product ▪ Fun and attractive colourings, designs of package ▪ Portion size related offers ▪ On pack/in-pack vouchers, gifts, puzzles, games

3. OBJECTIVE

To propose a Toolkit to address marketing of foods and beverages, including alcoholic beverages, to sensitive population groups. This may be used and adapted by MS in respect of their specific contexts.

4. SCOPE

The Toolkit aims to include proposals for measures addressing marketing techniques and media such as traditional TV and radio broadcasts, billboards and digital media, used to market foods and beverages (alcoholic and non-alcoholic), to target audience such as children, adolescents and other potential sensitive groups.

5. METHODS

- Definitions and terminology
- Categorisation of marketing techniques and media
- State of the art mapping of existing approaches
 - Both voluntary and statutory
 - Based also on existing work, e.g. EUCAM/ELSA
 - database
- Expert workshop
- Identification of success stories
- Proposals for measures

5. METHODS (cont.)

Steering Committee and Expert Workshop

- Scope
- Monitor and give feedback
- Identify gaps in existing techniques
- Prioritise effective measures

Input from the expert workshop to create the Toolkit

6. THE TOOLKIT

Modular and flexible tool, that can be adapted in specific cases.

- A list of individual, well described and independent measures. Structured by target population, by marketing techniques, by product covered, by proven efficiency (where applicable), mandatory versus voluntary, etc.
- Specific packages combining several such actions, aimed to tackle an issue on a broader basis. Combinations of multiple individual measures.

Expert workshop: input regarding

- if certain measures are more efficient
- If 'best buys' bundles can be proposed

7. EFFECTIVENESS and INDICATORS

Track implementation, monitoring and impact evaluation of different measures (workshop; questionnaires).

Identify

- Successful measures
- Indicators used to evaluate success or failure

Key aspects:

- Ease of implementation
- Degree/coverage of implementation
- Population coverage

Validation (HLG/WHO Action Network/CNAPA)

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