



# SABMiller plc

## Alcohol Responsibility Messaging

## Guidelines

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# Introduction

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At SABMiller, we have ten sustainable development (SD) priorities\*. The first of these priorities is to discourage irresponsible drinking.

In 2008, the SABMiller Executive Committee approved a new Policy on Commercial Communication with regard to this priority. This policy refreshed the SABMiller Code of Commercial Communication first adopted in 2004. Under the new policy, an alcohol responsibility message is now required in commercial communication.

The purpose of these **Alcohol Responsibility Message Guidelines** is to provide a general framework for our businesses to use in fulfilling their obligation to include alcohol responsibility messages in commercial communication. These guidelines have been agreed by the Marketing Directors Committee, and will be periodically updated at the discretion of the Company.

We believe that mandatory or voluntary messages are just one component of a larger communication mix through which awareness, understanding, and behaviour change on irresponsible alcohol consumption, can be achieved. 'Talkingalcohol.com', our consumer facing alcohol responsibility website, has been set up to act as a hub for all our alcohol responsibility consumer based communications.

\*See [sabmiller.com](http://sabmiller.com) for further details

# SABMiller's principles on alcohol

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## What we believe

The purpose of commercial communication is to promote particular brands to adults of legal drinking age.

Responsibility messages are useful reminders about the responsibilities and considerations associated with alcohol consumption.

### **SABMiller's principles on alcohol are:**

- 1 Our beer adds to the enjoyment of life for the overwhelming majority of our consumers
- 2 We care about the harmful effects of irresponsible alcohol consumption
- 3 We engage stakeholders and work collectively with them to address irresponsible consumption
- 4 Alcohol consumption is for adults and is a matter of individual judgment and accountability
- 5 Information provided to consumers about alcohol consumption should be accurate and balanced
- 6 We expect our employees to aspire to high levels of conduct in relation to alcohol consumption

The alcohol responsibility messages used by our businesses should reflect these core principles in their content, design, and tone.

# Policy on Commercial Communication

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## Understanding the Policy

The SABMiller Policy on Commercial Communication (the 'Policy') requires each of our businesses to include an alcohol responsibility message in commercial communication.

Specifically, paragraph 24 of the Policy states:

'Where none is mandated by law, a responsibility message must be included in all commercial communication wherever appropriate. With respect to packaging, a responsibility message must be included on product labels. The inclusion of responsibility messages on packaging must occur at the first product change-over in the ordinary course of the business'.

The Policy defines the term, 'commercial communication' as advertising in all media (including internet and text messaging), packaging, promotions, product placement, merchandising, sponsorship, and research. The definition expressly excludes communication dedicated exclusively to preventing irresponsible alcohol consumption, press releases or statements to the media or government.

These Alcohol Responsibility Guidelines are intended to be an additional resource to the marketing community as it works toward fulfilling the Policy requirements.

# Recommended messages

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## Content

We have three guiding principles for developing and executing responsibility messages in commercial communication.

These are:

- 1 Responsibility messages should be accurate, balanced, and meaningful in regard to discouraging irresponsible drinking in the local market context and culture
- 2 Responsibility messages should be clearly visible or audible in the particular medium in which they are used
- 3 Local markets should strive for a consistent responsibility message across all brands, whenever possible

In light of these principles, we do not mandate that a particular alcohol responsibility message be used across the globe.

Where government-mandated health or other alcohol messages are required, additional voluntary messages are not required.

For those businesses seeking guidance on message content, SABMiller endorses the following recommendations:

- 1 Don't drink and drive
- 2 For people over the age of [legal drinking age] only
- 3 Pregnant women should not drink alcohol

SABMiller companies may develop, adapt or maintain other responsibility messages based on their local market circumstances, provided that the messages are consistent with the guiding principles (eg. don't drink and drive).

Companies should avoid generic statements such as 'Drink responsibly.' Examples of message formats are provided in the detailed guidance section of this document (see page 6 for packaging and page 19 for promotional materials).

# Recommended messages

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## Placement and size

Following existing best practices within SABMiller, our recommendations for the placement and size of the alcohol responsibility message are as follows:

- 1 Responsibility messages should be included in all commercial communications, except permanent point-of-sale (eg. glassware; neon signs) and consumer novelty items (eg. pens or t-shirts) where a message is optional
- 2 Responsibility messages should be **conspicuously placed**, meaning that it is recommended that they should occupy approximately 10% of the advertising space and time (and in no case less than 5%). In most cases this is governed by 5-10% of **surface area** (mm<sup>2</sup>) and in any case should be judged by the individual panel (see pages 12 to 28).

Illustrations of how the responsibility messages may appear in different communications are contained in the following sections. As it is impossible to show an example of every form of communication, good judgment should be exercised at all times, particularly when new forms of media are used.

For communication channels not addressed in these guidelines, please contact the Head of Alcohol Policy at SABMiller (Please see back page of these guidelines for contact details).

# Packaging

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# Packaging

## Design principles

Certain basic design principles are applicable to all packaging applications:

- 1 All messages **must** appear within an area of contrasting colour. This is to ensure that the message is prominent on packaging applications and fully compliant with our Policy on Commercial Communication (see Figures A & B)
- 2 The background area where the message appears can vary depending on space restrictions. The messages can be stacked over three lines if appropriate (see Figure C)
- 3 The background area can utilise any of the 'brand colours'\* , eg. blue, grey, red and gold for Peroni; or green, silver, white and red for Grolsch (see Figure D)
- 4 The messages can be rotated 90° to accommodate vertical formats (eg. for use on neck labels, see Figure E). Please note that this can only be done when a horizontal format is not appropriate
- 5 The text should appear in capitals (except for [www.talkingalcohol.com](http://www.talkingalcohol.com) which should remain in lowercase), and in general should be centred within the background area
- 6 The message must be meaningful to the local market

The messages should be used consistently across all commercial communications (see page 3 of our Policy on Commercial Communication).

\* Brand colours are unique to each beer brand. Please see independent brand guidelines for choice of correct brand colours.



Figure A | Contrasting colour background



Figure B | Minimum area surrounding type



Figure C | Background area



Figure D | Brand colours



Figure E | Rotated



# Packaging

## Text based messaging and icons

We have three recommended responsibility messages from which to choose (see Figure A). Companies are encouraged to use these messages individually or in combinations appropriate for the market. These messages can be adapted to the individual markets.

Key icons have been developed to correspond with the three recommended responsibility messages (see Figure B). These icons have been designed to work in combination with the text based responsibility messages as well as standing alone (see page 9).

When the text based responsibility messages and key icons are being used together it is important that they relate to each other (ie. the correct icon is used with the correct corresponding message).

The minimum size for any of the key icons is 5mm in diameter (see Figure C).



Figure A | Main responsibility messages



Figure B | Key icons

5 mm



Figure C | Minimum size

# Packaging

## Text based messaging and icon relationships

The responsibility messages and key icons work together in the following suggested relationships:

A **combined relationship**, featuring a boxed up icon adjoining the message background area (see Figure A).

A **close relationship** between a single line message where the icon appears at the same height as the background area. (see Figure B).

A **multiple height relationship** between a double line message where the icon appears at the same height as the background area (see Figure C).

A **stacked relationship** version where the icon appears above the message (see Figure D).

A **vertical relationship** version where the icon appears above the message. (see Figure E). The icon can also be rotated 90° to aid readability on vertical applications.



Figure A | Combined relationship



Figure B | Close relationship



Figure C | Multiple height relationship



Figure D | Stacked relationship



Figure E | Vertical relationship

## Packaging

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### Text based messaging and 'talkingalcohol.com' relationships

Where space allows, the main messages and 'talkingalcohol.com' can work together in the following of suggested relationships:

A **standard relationship**, where 'www.talkingalcohol.com' appears with a main message and appears in a lighter font to give contrast to the main message. **'www.talkingalcohol.com' must always appear in lowercase** (see Figure A).

A **combined relationship**, where 'www.talkingalcohol.com' appears at the end of a secondary line within a main message. (see Figure B).



**DON'T DRINK AND DRIVE**  
www.talkingalcohol.com

Figure A | Standard relationship



**PREGNANT WOMEN SHOULD NOT DRINK ALCOHOL**  
For more information visit www.talkingalcohol.com

Figure B | Combined relationship

# Packaging

## Message hierarchy

Icons and text would ideally be used together. However, there may be times when space restrictions apply.

In these cases, **as a guide**, we suggest the following principles:

Where you have **abundant space**, use a combination of the main message, 'www.talkingalcohol.com' and a key icon (see Figure A).

With **slightly restricted space**, try and use the main message and 'www.talkingalcohol.com' (see Figure B).

If you have **restricted space**, use the message by itself. (see Figure C).

With **really restricted space**, use the key icon. See Figure D.



Figure A | Abundant space



Figure B | Slightly restricted space



Figure C | Restricted space



Figure D | Really restricted space

# Packaging

## Bottles - Neck labels

On our bottle labels, there are two main areas where the responsibility messages can be placed, either on the neck label or on the back label.

The following examples are meant purely as a guide and are not prescriptive.

On neck labels it is recommended that the message be between 5-10% of the total neck label surface area. Figures A to C below shows three samples of neck label treatments.

Please note that these options are **not** brand specific.



Figure A | Approximately 10% of total label area



Figure B | Approximately 10% of total label area



Figure C | Approximately 7% of total label area

# Packaging

## Bottles - Single only labels

Some brand labels only have one printable area where the responsibility messages can be placed, either on the neck or front label.

The following example are meant purely as a guide only and are not prescriptive.

On all labels it is recommended that the message be between 5-10% of the total label surface area. Figure A below shows a sample of a single label treatment. Please note that where there is a 'wrap-around' label, the message can be positioned outside the front 180° branding 'line-of-sight' area.

Please note that these principles are **not** brand specific.

Figure A | Approximately 7.5% of total neck label area



# Packaging

## Bottles - Back labels

On the back labels it is recommended that the message be between 5-10% of the total label surface area. Figures A and B below show two examples of back label treatments.

Please note that these options are **not** brand specific.



Figure A | Approximately 10% of total label area



Figure B | Approximately 5% of total label area

# Packaging

## Cans

For cans it is recommended that the message be between 5-10% of the viewed area (normally half the can's total printable area). Figures A and B show two examples of can treatments.

Please note that these options are **not** brand specific.

Where possible, if the brand packaging allows, use the horizontal application of the message.



Figure A | Approximately 5% of total viewed area



Figure B | Approximately 7% of total viewed area



# Packaging

## Secondary packaging - Cartons

On cartons it is recommended that the message be between 5-10% of the viewed area. There should always be a message on every opening side of the carton to ensure maximum message exposure.

Please refer to Figure A for an example of carton treatment.

Please note that this option is **not** brand specific.

Where possible, if the brand packaging allows, use a horizontal application of the message



Figure A | Approximately 5% of total 'opening' area

# Packaging

## Secondary packaging - Carry packs

On carry packs it is recommended that the message be between 5-10% of the viewed area. On packaging types like this, it is recommended that at least two corresponding sides carry the messaging.

See Figure A for an example of carry pack treatment.

Please note that this option is **not** brand specific.

Where possible, if the brand packaging allows, use a horizontal application of the message.



Figure A | Approximately 5% on two side areas

# Packaging

## Don'ts

- 1 **Don't** use the message away from its coloured background (see Figure A)
- 2 **Don't** use the message or the combined message and icon at any other angle other than 90° or horizontal. (On neck label artwork this will slightly deviate depending on the final alignment, see Figure B)
- 3 **Don't** use a different font other than the Helvetica Neue family within any given label (see Figure C)
- 4 **Don't** place the message on the underside, flanges or folds of the pack. **The message must always be visible**
- 5 **Don't** place the message too close to the edge of a pack

If you have any further questions please contact Head of Alcohol Policy directly (see back page for contact details).



**DON'T DRINK AND DRIVE**

Figure A | No coloured background



**DON'T DRINK AND DRIVE**

Figure B | Wrong angled type



*Don't drink and drive*

Figure C | Wrong font

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# Promotional material

## Design principles

Regardless of the responsibility message you choose, certain basic design principles are applicable to all promotional material applications:

- 1 All messages **must** have an exclusion area surrounding them. This is to ensure that the message appears clearly on all promotional material and is fully compliant with our Policy on Commercial Communications (see Figure A)
- 2 The background area where the message appears can vary depending on space restrictions. The messages can be stacked over three lines if appropriate (see Figure B)
- 3 The message can utilise any of the 'brand colours'\* , eg. blue, grey, red and gold for Peroni; or green, silver, white and red for Grolsch (see Figure C)
- 4 The message can be rotated 90° to accommodate vertical formats (eg use on neck labels, see Figure D). Please note that this can only be done when a horizontal format is not appropriate
- 5 The text should appear in capitals (except for [www.talkingalcohol.com](http://www.talkingalcohol.com) which should always remain in lowercase), and in general should be centred within the background area
- 6 The message must be meaningful to the local market, eg. use the appropriate translated language

The messages should be used consistently across all commercial communications (see page 3 of our Policy on Commercial Communications).

**Note:** Magenta dotted lines do not print and are only indicative of the proposed exclusion zone.

\* Brand colours are unique to each beer brand. Please see independent brand guidelines for choice of correct brand colours.



Figure A | Minimum exclusion area surrounding type



Figure B | Background area



Figure C | Brand colour



Figure D | Rotated

# Promotional material

## Text based messages and icons

We have three recommended responsibility messages (see Figure A), from which to choose, and an optional use of the 'talkingalcohol.com' logotype (see Figure B - please refer to the 'talkingalcohol.com' brand guidelines for guidance on its use). These messages can be adapted to the individual markets.

Key icons have been developed to correspond with the three recommended messages (see Figure C). These icons have been designed to work in combination with the text based messages (see page 22) as well as standing alone.

When the text messages and key icons are being used together it is important that they relate to each other ie. the correct icon is used with the correct corresponding message.

The minimum size for any of the key icons is 5mm in diameter (see Figure D).

**Note:** Magenta dotted lines do not print and are only indicative of the proposed exclusion zone.



Figure A | Responsibility messages



Figure B | 'talkingalcohol.com' logotype



Figure C | Key icons

5 mm



Figure D | Minimum size

# Promotional material

## Text based messaging and icon relationships

The main messages and key icons work together in the following suggested relationships:

A **close relationship** between a single line message where the icon appears at the same height as the background area (see Figure A).

A **multiple height relationship** between a double line message where the icon appears at the same height as the background area (see Figure B).

A **stacked relationship** version where the icon appears above the message (see Figure C).

A **vertical relationship** version where the icon appears above the message (see Figure E). The icon can also be rotated 90° to aid readability on vertical applications.

**Note:** Magenta dotted lines do not print and are only indicative of the proposed exclusion zone.



Figure A | Close relationship



Figure B | Multiple height relationship



Figure C | Stacked relationship



Figure E | Vertical relationship

## Promotional material

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### Text based messaging and 'talkingalcohol.com' relationships

Where space allows, the recommended responsibility messages and 'talkingalcohol.com' can work together in the following of suggested relationships:

A **standard relationship**, where 'www.talkingalcohol.com' appears with a responsibility message and appears in a lighter font to give contrast to the responsibility message. **'www.talkingalcohol.com' must always appear in lowercase** (see Figure A).

A **combined relationship**, where 'www.talkingalcohol.com' appears at the end of a secondary line within a responsibility message (see Figure B).

**Note:** Magenta dotted lines do not print and are only indicative of the proposed exclusion zone.



**DON'T DRINK AND DRIVE**  
www.talkingalcohol.com

Figure A | Standard relationship



**PREGNANT WOMEN SHOULD NOT DRINK ALCOHOL**  
For more information visit [www.talkingalcohol.com](http://www.talkingalcohol.com)

Figure B | Combined relationship



## Promotional material

### Message hierarchy

Icons and text based messages would ideally be used together. However, there may be times when space restrictions apply.

In these cases, **as a guide**, we suggest the following principles:

Where you have **abundant space**, use a combination of the main message, 'www.talkingalcohol.com' and a key icon (see Figure A).

With **slightly restricted space**, use the main message and 'www.talkingalcohol.com' (see Figure B).

If you have **restricted space**, use the message by itself (see Figure C).

With **really restricted space**, use the key icon. See Figure D.



Figure A | Abundant space



Figure B | Slightly restricted space



Figure C | Restricted space



Figure D | Really restricted space

## Promotional material

### Point of sale - Beer mats

An example of a beer mat is illustrated here. This utilises the brand colour palette\* (Peroni Brand Colours). It is important to take a balanced view when applying the messaging. The example shown utilises the 'Peroni blue' so that it does not conflict with the 'Peroni red flash'.

It is recommended that the message be between 5-10% of the viewed area.

\*Brand colours are unique to each beer brand. Please see independent brand guidelines for choice of correct brand colours.



Figure A | Approximately 5% of surface area. Peroni Blue is used

# Promotional material

## Livery

On livery applications it is recommended that at least 10% of the side is used for the responsibility message (see Figure A).

Messages must be prominently positioned on the livery to ensure maximum exposure.



Figure A | Approximately 10% of the side surface.  
Peroni Blue is used on Livery

# Promotional material

## Billboards

On billboards the responsibility message should be between 5-10% of the surface area size (including the minimum exclusion zone).

Please ensure that the message is kept away from the main branding element within any given campaign. Wherever possible please try and use key icons along with the main message.



Figure A | Approximately 5% of billboard area (including the minimum exclusion zone) 'Miller red' used for responsibility message



Figure B | Approximately 5% of billboard area (including the exclusion zone). See the 'talkingalcohol.com' guidelines for further details

# Promotional material

## TV advertising

For all on-screen advertising please ensure that the message is displayed for a minimum of 3 consecutive seconds. As a recommendation it is suggested that the message is displayed at the end of the advert.

The message must be clearly visible at a minimum size of 5% of the screen area (see Figures A & B).



Figure A | Approximately 5% of screen area  
'Peroni blue' is used for responsibility message



Figure B | Approximately 5% of screen area  
'Peroni blue' is used for responsibility message

# Promotional material

## Don'ts

- 1 **Don't** use the message on a blocked out coloured background (see Figure A)
- 2 **Don't** use the message (or the combined message and icon) at any other angle other than 90° or horizontal (see Figure B)
- 3 **Don't** use a different font other than the Helvetica Neue family within any given label (see Figure C)

If you have any further questions please contact SABMiller directly (see back page for contact details).



Figure A | Coloured background



Figure B | Wrong angled type



Figure C | Wrong font

# Contact

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