

The European Commission's science and knowledge service

Joint Research Centre

Marketing project: update

Ana Sarasa-Renedo
Petros Maragkoudakis
Rafael Cardoso

CNAPA Meeting
20th & 21st March 2018,
Luxembourg, LU

Disclaimer: This presentation and its contents do not constitute an official position of the European Commission or any of its services. Neither the European Commission nor any person acting on behalf of the Commission is responsible for the use which might be made of this presentation or its contents



EU Marketing Toolkit

A collaboration between DG JRC, DG SANTE and EU Member States

OBJECTIVE

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

SCOPE

The Toolkit aims to include proposals for measures addressing all kinds of marketing techniques and media used to market foods and beverages (alcoholic and non-alcoholic) to target audiences such as children, adolescents and other potential sensitive groups.

APPROACH



Involvement and consultation with MS (and potentially stakeholders) in various phases of the project

MAPPING OF EXISTING ACTIONS

- State of the art mapping of existing actions addressing food & beverage marketing
- Voluntary and statutory measures
- In EU MS and beyond
- Database with detailed categorisation and fields
 - Feedback from MS in the form of questionnaires to complete database
- Preparation of a draft summary brief of existing actions for the workshop

MAPPING OF EXISTING ACTIONS - Database

General characteristics

- Name, country
- statutory vs voluntary
- Owner
- Implementation details
- Short description

Marketing database

ID (automatic) 18

Name of the code Alcohol Marketing, Communications and Sponsorship Codes of Practice

Country Ireland

General info Citation Scope Target audience Marketing techniques Measures Implementation_Monitoring

Region

Subregion

Code type Co-regulation

Designer/owner Public-private partnership

Designer name Department of Health and Children, the Drinks Industry Group of Ireland (DIGI), Alcohol Beverage Federation of Ireland (ABFI), Association of Advertisers in Ireland (AAI) and the Institute of Advertising Practitioners in Ireland

Objective "The purpose of these Codes is to reduce the exposure of young people to alcohol advertising and marketing. The Codes also aim to limit the overall level of alcohol advertising and sponsorship across all media in Ireland."

Date of implementation 01 January 2005

Date of latest update 01 July 2008

Please provide here a short description of the code "The new codes will be effective from 1st July, 2008 but will allow for some flexibility across various media to take account of pre-bookings of advertising. However, measures will be fully effective from 1st October, 2008."; "These codes complement the ASAI Code, and specifically address the placement and volume of alcohol advertisements and alcohol sponsorship, with a view to limiting the exposure to alcohol marketing of those under 18."

MAPPING OF EXISTING ACTIONS - Database

Specifics on scope/ coverage

- Foods, non-alcoholic beverages
- Specific food categories?
- Alcoholic beverages?
- Coverage of food services sector?

General info	Citation	Scope	Target audience	Marketing techniques	Measures	Implementation_Monitoring
What is the scope of the Code?						
<input checked="" type="checkbox"/> Alcoholic beverages and products						
<input type="checkbox"/> Non-alcoholic beverages						
<input type="checkbox"/> Food products						
<input type="checkbox"/> Service sector (e.g. restaurants, cafes)						
Please select the products mentioned under the Code's scope			Please provide here more details for each of the categories			
Alcoholic beverages			<input checked="" type="checkbox"/> All			
			<input type="checkbox"/> Beer			
			<input type="checkbox"/> Wine			
			<input type="checkbox"/> Spirits			
			<input type="checkbox"/> Other fermented beverages			
			<input type="checkbox"/> Intermediate products			
			<input type="checkbox"/> Ready-to-drink			
			<input type="checkbox"/> Alcopops			
Non alcoholic beverages			<input type="checkbox"/> All			
			<input type="checkbox"/> Juices			
			<input type="checkbox"/> Dairy drinks			
			<input type="checkbox"/> Teas & coffees			
			<input type="checkbox"/> Soft drinks			
			<input type="checkbox"/> n/a			
Food categories			<input type="checkbox"/> All			
			<input type="checkbox"/> Baby food			
			<input checked="" type="checkbox"/> n/a			
Services			<input type="checkbox"/> Restaurants			
			<input type="checkbox"/> Quick service restaurants			
			<input type="checkbox"/> Cafeterias			
			<input type="checkbox"/> School services			
			<input type="checkbox"/> Vending machines			
			<input type="checkbox"/> n/a			

MAPPING OF EXISTING ACTIONS - Database

Specifics on

targets

- Age categories
- Population groups

General info | Citation | Scope | Target audience | Marketing techniques | Measures | Implementation | Monitoring

What is the target audience of the Code?

- All population
- All adults
- Young adults
- Older adults
- All children
- Children of specific age
- Athletes & sportspeople
- Pregnant
- Breastfeeding
- Parents
- Patients
- Other

Please provide more details

"For the purposes of these Codes children/young people are defined as those under the age of 18. Adults are therefore defined as those over 18 years of age."

If the code refers to a target audience of specific age, please define here **For which products/ services does this age limit apply?**

	Under	▼	18	Alcohol
--	-------	---	----	---------

MAPPING OF EXISTING ACTIONS - Database

Marketing techniques

- Which ones are covered?
- What media/methods are included?

General info	Citation	Scope	Target audience	Marketing techniques	Measures	Implementation_Monitoring	
Marketing techniques				<input checked="" type="checkbox"/> Advertising broadcast <input checked="" type="checkbox"/> Advertising non-broadcast <input type="checkbox"/> Direct marketing <input type="checkbox"/> Product placement/ branding <input checked="" type="checkbox"/> Sponsorships <input type="checkbox"/> Point of sale <input type="checkbox"/> Product design/packaging			
Media_linear_nonlinear				Linear			
Are there exempted techniques?				Not mentioned.			
Please select the available techniques for each of the categories (select all that apply)				Please provide more details			
Advertising broadcast	All			"The provisions of these Codes apply to all alcohol advertising, purchased in any media, based in the Republic of Ireland, and/or aimed at the Irish marketplac			
Advertising non broadcast	All						
Direct Marketing							
Product Placement							
Sponsorship	TV and radio programmes, Events, incl. community and schools, Sport activities and teams, athletes, celebrities			The code refers to events, but not specifically schools.			
Point Of Sale							
Product Design							

MAPPING OF EXISTING ACTIONS - Database

Specifics on measures

- Age
- Location
- Time
- Content
- Criteria

General info	Citation	Scope	Target audience	Marketing techniques	Measures	Implementation_Monitoring
<p>How do the measures in the Code work regarding the following aspects ? Please provide some details</p>						
Age	<input checked="" type="checkbox"/>	Restrict	Example: "no alcohol advertising will take place during any programme aimed specifically at young people."			
	<input type="checkbox"/>	Encourage				
	<input type="checkbox"/>	Not mentioned				
Location	<input checked="" type="checkbox"/>	Restrict	Examples: "The Outdoor Media Association (OMA) will not place advertising for any alcoholic drinks within 100 metres of a primary or secondary school entrance. This restriction will also apply to specifically designated Youth Clubs, Scouting and Girl Guide premises."; "No bus shelter wrap rounds for alcohol advertising will be allowed."			
	<input type="checkbox"/>	Encourage				
	<input type="checkbox"/>	Not mentioned				
Time	<input checked="" type="checkbox"/>	Restrict	Example: Television - "Family 'breakfast' TV time (6am -10am) will be treated as children's viewing time and will not carry any alcohol advertising."			
	<input type="checkbox"/>	Encourage				
	<input type="checkbox"/>	Not mentioned				
Content	<input checked="" type="checkbox"/>	Restrict	Example: "every TV Broadcaster regulated in the Republic of Ireland will enforce a Code of Conduct for their presenters ensuring that speech content that glamorises or encourages over-consumption or misuse of alcohol is prevented."			
	<input type="checkbox"/>	Encourage				
	<input type="checkbox"/>	Not mentioned				
Nutritional/ Compositional Criteria	<input type="checkbox"/>	Restrict	n/a			
	<input type="checkbox"/>	Encourage				
	<input type="checkbox"/>	Not mentioned				
Other	<input type="checkbox"/>	Restrict	"At all events soft drinks and minerals must be available for sale at all bars. Water should be freely available at major events e.g. concerts."			
	<input checked="" type="checkbox"/>	Encourage				
	<input type="checkbox"/>	Not mentioned				

MAPPING OF EXISTING ACTIONS - Database

Implementation and Monitoring

- Who is responsible?
- Who monitors?
- Funding?
- Publicly available report?
- Complaint procedure?
- Compliance monitored?
- Sanctions?

General info	Citation	Scope	Target audience	Marketing techniques	Measures	Implementation	Monitoring
<p>What does the Code foresee regarding implementation and monitoring?</p> <p>Are there metrics regarding the implementation procedure?</p>				<p>Yes</p> <p>No</p> <p>n/a</p>		<p>Provide more details here</p> <p>"The new codes will be effective from 1st July, 2008 but will allow for some pre-bookings of advertising. However, measures will be fully effective from period up to the end of June 2010."</p>	
<p>Is there a monitoring or evaluation process of the code?</p>				<p><input checked="" type="checkbox"/> Monitoring</p> <p><input type="checkbox"/> Evaluation</p> <p><input type="checkbox"/> Neither</p>			
<p>Who is responsible for the monitoring?</p>						<p>Monitoring Body appointed by the Minister for Health and Children, "The Broadcasting Communications Monitoring Body (AMCMB). The Body will have an independent member nominated by the advertising industry, one representative nominated by the Broadcasting Commission of Ireland and two representatives nominated by the Department of Health and Children."</p>	
<p>Who is reviewing?</p>				<p><input type="checkbox"/> Self-monitoring</p> <p><input type="checkbox"/> 3rd party monitoring</p> <p><input type="checkbox"/> Authority monitoring</p>		<p>Other - Monitoring Body (as described above).</p>	
<p>Is monitoring independent? Please answer based on what the Code declares</p>				<p>Yes</p> <p>No</p> <p>n/a</p>		<p>Not mentioned. It only declares that "the Body will have an independent Commission, if necessary, independent research across all media to assess adherence to the Codes. This research will be funded by the Department of Health and Children."</p>	
<p>Who is funding the monitoring?</p>						<p>As mentioned above, when it comes to funding, it only declares that "the Body will have an independent Commission, if necessary, independent research across all media to assess adherence and effectiveness of the provisions of the Code, funded by the Department of Health and Children."</p>	
<p>What is the frequency of monitoring?</p>						<p>Annually. "The Body will produce an Annual Report for the Minister for Health and Children. Immediately following publication, the Code partners will be required to monitor adherence to the Code and advise what further action, if any, that may be required."</p>	
<p>Is there a publicly available report?</p>				<p>Yes</p>		<p>First annual report: http://health.gov.ie/blog/publications/first-annual-report-monitoring-body-2006/</p>	

EXPERT WORKSHOP (15TH & 16TH May 2018, Varese, Italy)

- Expert participants from MS, related authorities, working groups, academia
- Scope on marketing of foods, non-alcoholic & alcoholic beverages
 - Also focus on digital marketing
- Presentation of the state of the art of existing actions
- Identification & prioritisation of effective measures/codes to reduce marketing pressure
- What are the key aspects and prerequisites for a successful marketing code?
- What are the indicators and metrics that have been used to evaluate success
- Proposal of potential 'best buys' measures to reduce marketing pressure
- Obstacles encountered, gaps to address?

MARKETING TOOLKIT / FINAL REPORT

- Definitions and terminology
- Categorisation of marketing techniques
- Overview of existing approaches
- individual, well described and independent measures
- Special focus on implementation, tracking, evaluation of impacts, indicators of effectiveness, digital marketing
- A template for a successful code
- Potential involvement of MS in drafting process (e.g. drafting group)

Stay in touch!



JRC Science Hub:
ec.europa.eu/jrc



Twitter and Facebook:



@EU_ScienceHub



LinkedIn:

european-commission-joint-research-centre



YouTube:

JRC Audiovisuals



Vimeo:

Science@EC