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Joint Research Centre

# Marketing project: update

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## **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



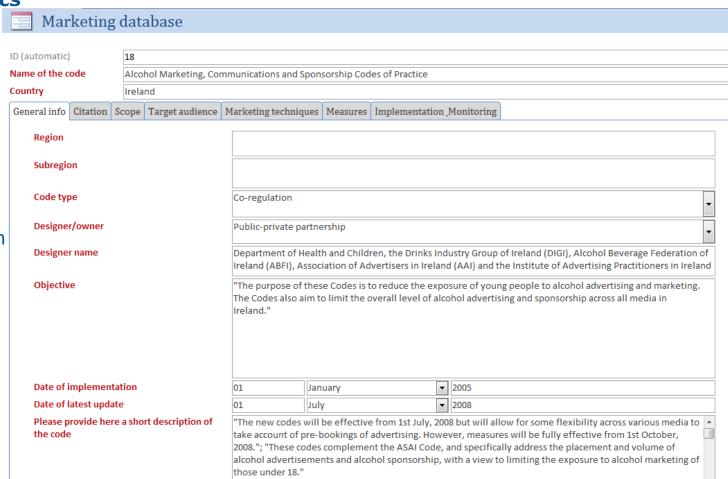
#### MAPPING OF EXISTING ACTIONS

- 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 questionnaire
  - -Feedback from MS in the form of questionnaires to complete database
- Preparation of a draft summary brief of existing actions for the workshop



#### General characteristics

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

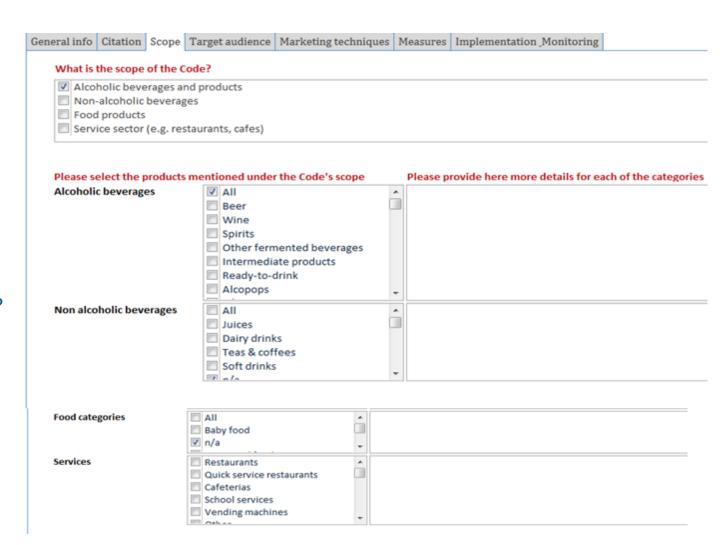




#### Specifics on scope/

#### coverage

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





Specifics on General info | Citation | Scope | Target audience | Marketing techniques | Measures | Implementation | Monitoring What is the target audience of the Code? targets All population All adults Young adults Age Older adults ▼ All children Children of specific age categories Athletes & sportspeople Pregnant Breastfeeding **Population** Parents Patients Other groups 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, For which products/ services does this age limit apply? please define here

Alcohol

Under

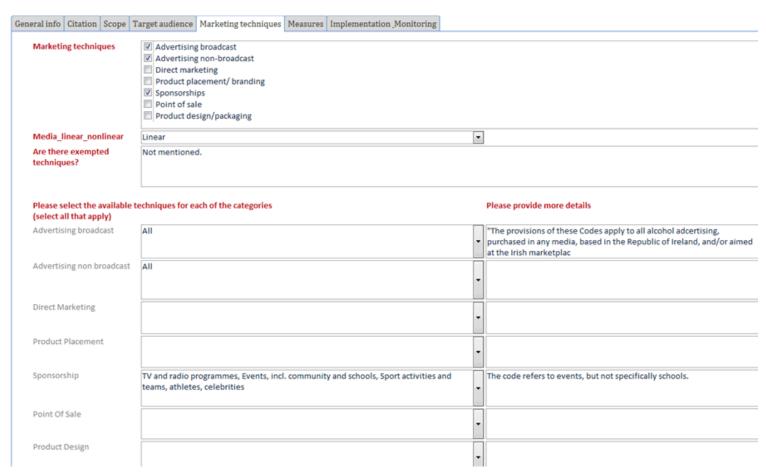
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#### Marketing

#### techniques

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





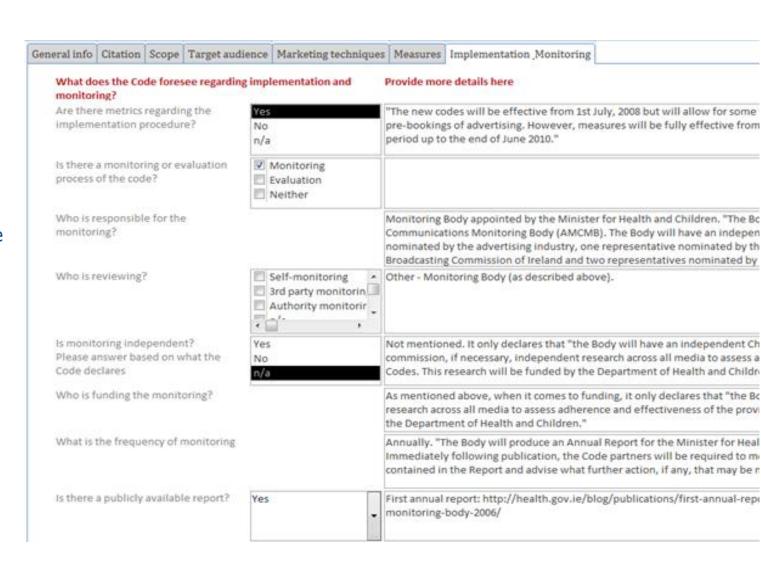
#### Specifics on measures

	Age	General info Citation	Scope Target audience M	arketing techniques Measures Implementation Monitoring
		How do the meas	sures in the Code work regard sects ?	Please provide some details
•	Location			
•	Time	Age	Restrict Encourage Not mentioned	Example: "no alcohol advertising will take place during any programme aimed specifically at young people."
•	Content	Location	Restrict Encourage Not mentioned	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."
	Criteria	Time	Restrict Encourage Not mentioned	Example: Television - "Family 'breakfast' TV time (6am -10am) will be treated as children's viewing time and will not carry any alcohol advertising."
		Content	Restrict Encourage Not mentioned	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."
		Nutritional/ Compositional Criteria	Restrict Encourage Not mentioned	n/a
		Other	Restrict Encourage	"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."



## Implementation and Monitoring

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





## **EXPERT WORKSHOP** (15<sup>TH</sup> & 16<sup>TH</sup> 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)





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