

Reform of the Alcohol Advertising Regulation in Finland

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General Alcohol regulation in Finland

1919 **Prohibition Act effective as of 1 June 1919.**

1932 **Repeal of the Prohibition Act.**

I Alcohol Act (45/1932):

- Establishment of a state alcohol monopoly - sales allowed only in towns.

1969 **II Alcohol Act (459/1968)**

- Retail sale allowed in rural areas. Medium beer to grocery shops and bars.

1977 **Alcohol advertising banned**

1995 **III Alcohol Act (1143/1994)**

- Abolishment of the monopoly on imports, exports, production and wholesale
- Advertising of mild alcoholic beverages permitted with certain restrictions.

2008 **Amending of the Alcohol Act**

- TV-adds banned 07-21, volume discounts banned, adds for happy hours banned
- health warning labels - cancelled before coming into force

EAHF Science Group: scientific opinion 2009

- Does marketing communication impact on the volume and patterns of consumption of alcoholic beverages, especially by young people?
 - Different methodologies have been used to address the issue
 - Longitudinal studies are the best placed to offer insights into the nature of the relationship
 - Scientific opinion based on review of 13 longitudinal studies:

“Alcohol marketing increases the likelihood that adolescents will start to consume alcohol, and to drink more if they are already consuming alcohol.”

Government's political programme 4/2012

“Alcohol advertising will be restricted by prohibiting advertising targeting children and young people, and advertising methods striving to portray the role of alcohol in boosting one’s social and sexual success.

Permitted advertising times for television and radio will be reviewed.

The monitoring of alcohol advertising regulations will be enhanced, and the need to revise the related sanctions will be assessed.”

-> More action needed...

- To **reduce exposure** of children and young people to alcohol advertising and sponsorship.

-To deal with new forms of communication such as **games** and **social media**

- different digital games both in consoles and web
- product placement in video games

- all kinds of competitions in facebook etc
“Like us and win tickets to the next match/concert”

- people sharing their stories or photos of “Beer x” in the fb
- viral marketing intended to be shared in fb or shared by f.ex. blogger’s web-pages

Present situation

Advertising of **strong alcoholic** beverages (>22 %) is prohibited

- except in Alko-shops (inc. printed price list) and restaurants
- except for resellers (mainly restaurant owners and bartenders)

Advertising of **mild alcoholic** beverages is allowed

- except if aimed at minors, link to social or sexual success etc.
- except on TV between 07-21, cinemas

Additional restrictions for **mild beverages** from 2014/15:

- advertising ban in all indoor and outdoor public places - except restaurants, shops and *public events* ☹
- ban on TV and radio 07-22
- ban if involves taking part in a game or competition (with or without a prize)
- ban if involves any textual or visual content which is produced by consumers or which is intended to be shared by consumers
 - the ban does not apply to consumers own facebook-pages etc

The golden question:

Possibilities for positive EU-wide harmonization in the future?

Any national legislation concerning

- the basic idea of Loi Evin

or

- Restrictions for advertising in Internet and Social media

will open doors for harmonization like

“Tobacco advertising Directive”