



A 10 year perspective on monitoring alcohol marketing

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IOGT-NTO representative to the EUCAM
board

- Established in 2007 by **STAP**
- Initially supported by **IOGT-NTO, AV.OG.TIL, Alcohol & Society, Eurocare Italia, NAD and PARPA**
- Built on the knowledge gathered during the **ELSA-Project**

EUCAM Objectives:

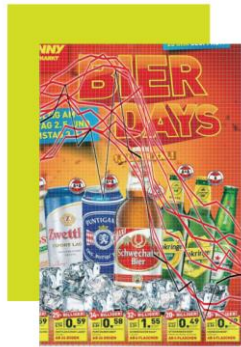
1. Promoting the Monitoring of Alcohol Marketing

2. Promoting and disseminating impact research

Ten years of **OEUCAM**

European Centre for Monitoring Alcohol Marketing

Marketing Tactics During the Economic Recession
Trends in Alcohol Marketing



OEUCAM report 2014

Commercial promotion of drinking in Europe



Key findings of independent monitoring of alcohol marketing in five European countries



FACT SHEET

The effects of online marketing on drinking behaviors of young people.

Latest Revision September 2013

Zoomin Media Project

Report of Monitoring Alcohol Marketing by young people in Estonia, Latvia, Romania, Sweden, Poland and Ukraine



Monitoring Alcohol Marketing in Africa
MAMPA Project

FINDINGS FROM THE GAMBIA, GHANA, NIGERIA AND UGANDA



Ten years of **CEUCAM**

European Centre for Monitoring Alcohol Marketing

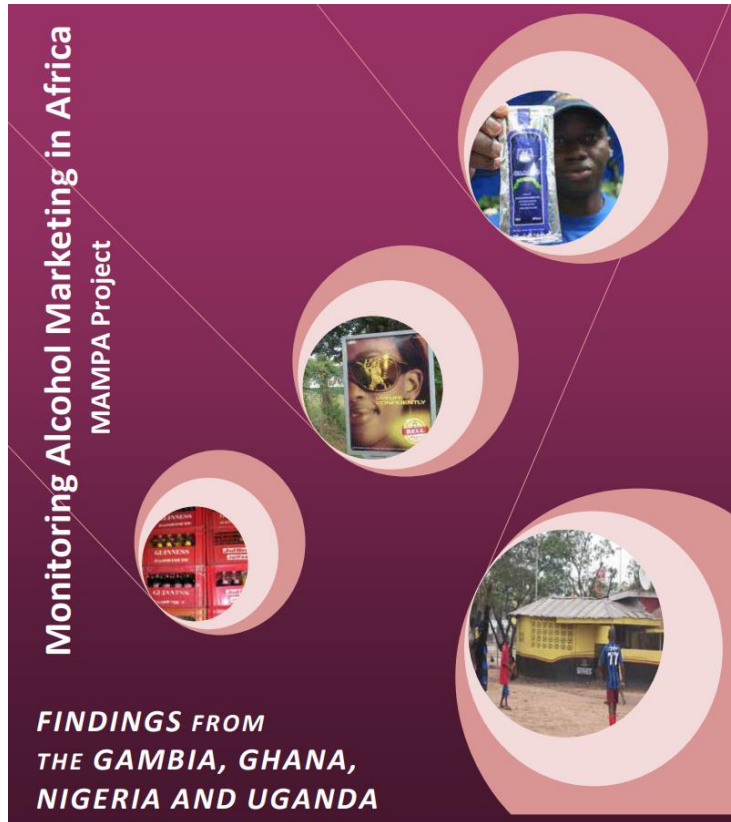
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Lessons learned: monitoring

1. If you don't monitor alcohol marketing you haven't got a clue of what's really going on
2. If you don't monitor systematically/science based you cannot impress policy makers

Lessons learned: policy proposals

1. Focus on alcohol marketing, not just alcohol advertising
2. Focus on volume not just content
3. For content, say what can be included, not what can't
4. For volume, regulation needs to be statutory
5. The more comprehensive the legislation, the fewer the substitution effects
6. Stricter rules are needed for media that is difficult to monitor
7. Make sure monitoring is done independently

Challenges moving forward

1. Lack of interest in/action from policy-makers on already acquired knowlege
2. Lack of knowledge amongst NGO:s and policy makers about new forms of advertising
3. Lack of interest/funding from policy-makers in increasing knowledge

Challenges moving forward

Why does this show up on my facebook?

Sponsored

Create Advert



Is it time to make an impact? Buy the Suite.
socialbakers.com/suite

Exclusive offer: This is your moment, start
impacting your business - one post at a time.

Answer: Cookies

About this Facebook advert ✕

Why am I seeing this advert?

Options ▼

One reason why you're seeing this advert is that **Socialbakers** wants to reach people who have visited their website or used one of their apps. This is based on customer information provided by Socialbakers.

There may be other reasons why you're seeing this advert, including that Socialbakers wants to reach people aged 18 and older who live near Brussels, Brussels. This is information based on your Facebook profile and where you've connected to the Internet.

 [Manage Your Advert Preferences](#)

Challenges moving forward

What is this an example of?



Answer: Instagram printer



Not all dark:

Finland & Lithuania: there

Estonia & Sweden: on their way

But also counter-reaction:

Drinks CEOs to develop 'rigorous' digital marketing standards

19th September, 2017 by Annie Hayes

The world's leading alcohol producers, including Diageo, Pernod Ricard and Bacardi Limited, have pledged to develop "robust" new responsibility standards for digital marketing.

Future of CEUCAM
European Centre for Monitoring Alcohol Marketing

Thank you for your time!

www.eucam.info

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