

Pinkwashing and Corporate Marketing

Alcohol products marketed to prevent cancer

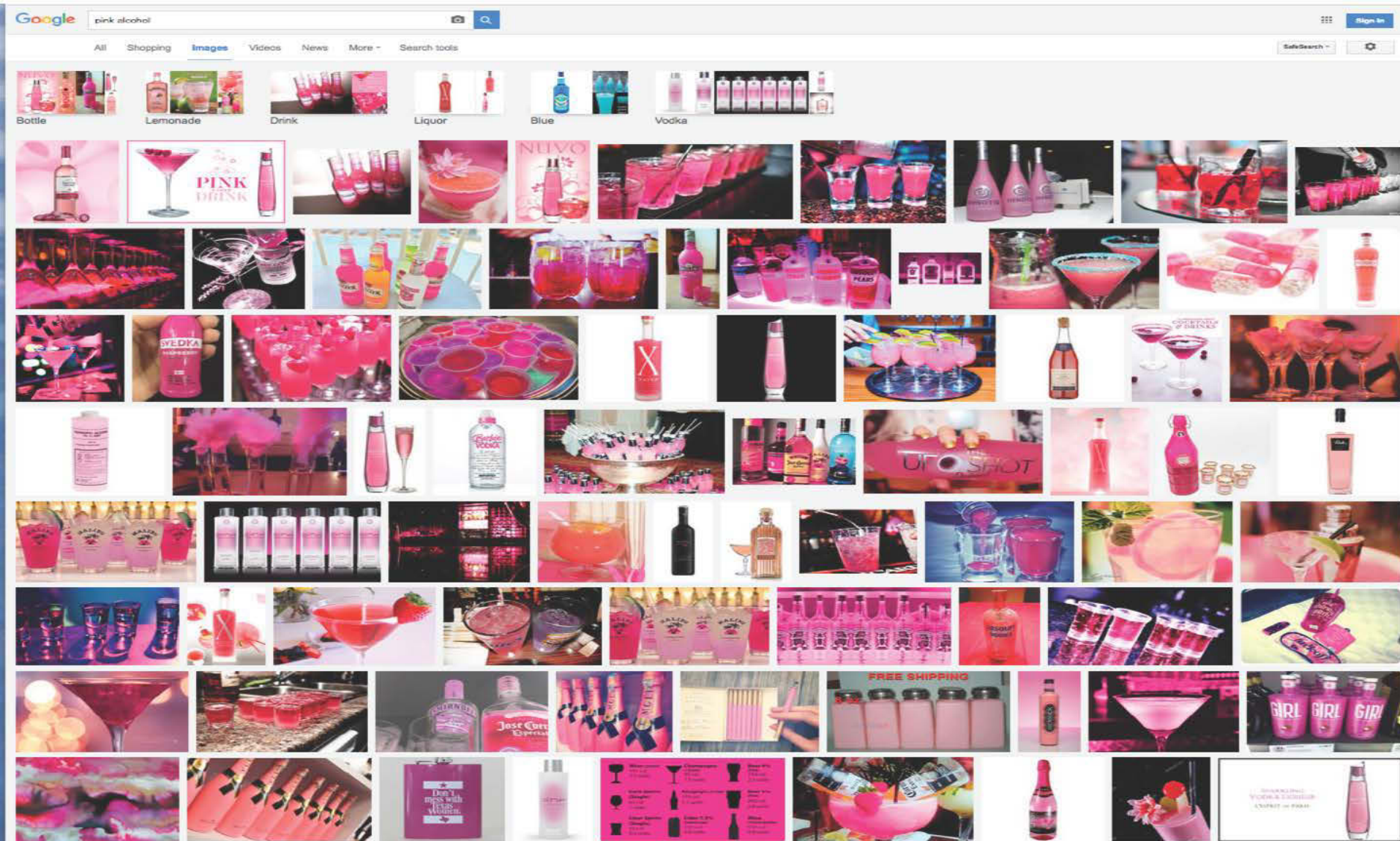
**Bruce Lee Livingston, MPP
Executive Director / CEO
Alcohol Justice**

General Session #2
Wisconsin Alcohol Policy Seminar
Kalahari Retreat and Conference Center
Wisconsin Dells
October 18, 2016

Topics Today

- **Alcohol contributes to breast cancer**
- **Pink ribbon campaigns promote drinking more of a carcinogen**
- **Big Alcohol markets to youth**
- **Industry increasingly concentrated**
- **It controls politics and culture**
- **You can fight back**

A Simple Google Search for “Pink Alcohol”





Special October Promotion



For every bottle of our
Pink Chardonnay you purchase
in October, we will donate \$1.00
to breast cancer research.

Thank you for your support.

www.HappyBitchWines.com



Ultra-Premium

Vodka

THE VODKA THAT MAKES A DIFFERENCE. SUPPORT HER. NEW SITE COMING SOON

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Phone: 877-283-9942 Fax: 541-942-0135
info@supporther.com

**ALCOHOL
JUSTICE**
The Industry Watchdog

Drink with
a purpose.

#RELAX4TaTas

SAVE THE TA-TAS[®]
FOUNDATION
FUNDING RESEARCH TO SAVE LIVES



Whenever you share #RELAX4TaTas, we'll
donate \$1 to The Save the Ta-Tas Foundation.
For complete information visit RELAXwines.com

SCREW CANCER.

**RELAX WINES HELPS
SAVE THE TA-TAS.**



Breast cancer: common & costly

Globally for women:

- The breast is the most common cancer site diagnosed.
- Breast cancer (BC) the most common cause of cancer death worldwide

United States 2015 projections

- 231,840 new BC cases
- **40,290 estimated BC deaths**
- Direct care costs estimated at \$18.5 billion

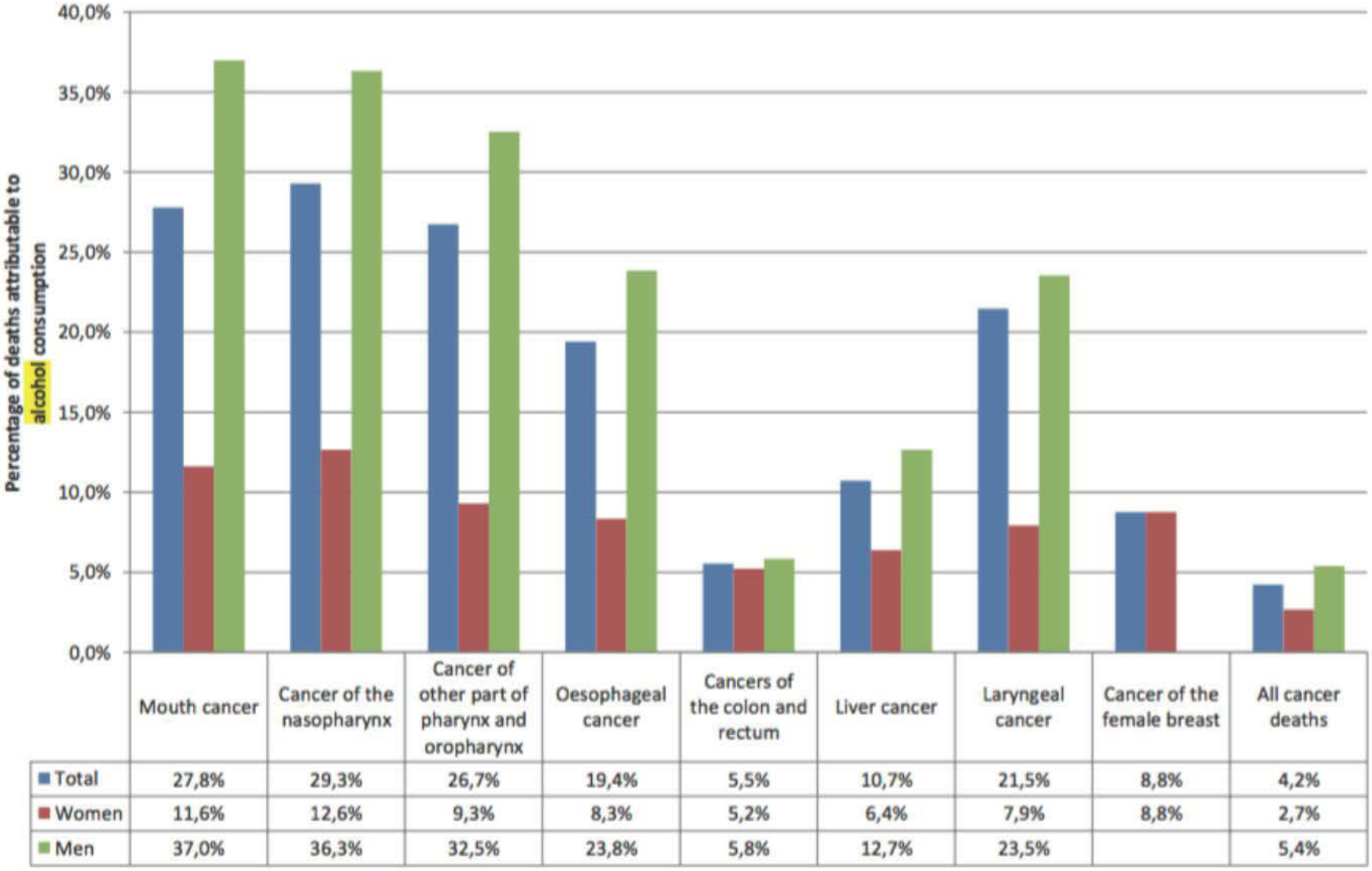
Ferlay, Soerjomataram, Dikshit, et al. Int J Cancer 2015.
Schottenfeld, Beebe-Dimmer, Buffler, et al. Ann Rev Public Health 2013.
National Cancer Institute. Surveillance, Epidemiology, and End Results Program; 2015.
National Cancer Institute. Cancer prevalence and cost of care projections; 2015.
Canadian Cancer Society. Breast cancer statistics; 2015.

Cancer Attributable to Alcohol

- Mouth
- Pharynx (nasal passages)
- Larynx (voice box)
- Esophagus
- Colon
- Rectum
- Liver
- Female Breast

5.4% of all cancer deaths worldwide

Fig. 2.3.1. Percentage of deaths from various forms of cancer attributable to alcohol consumption, in 2010.



Alcohol & breast cancer

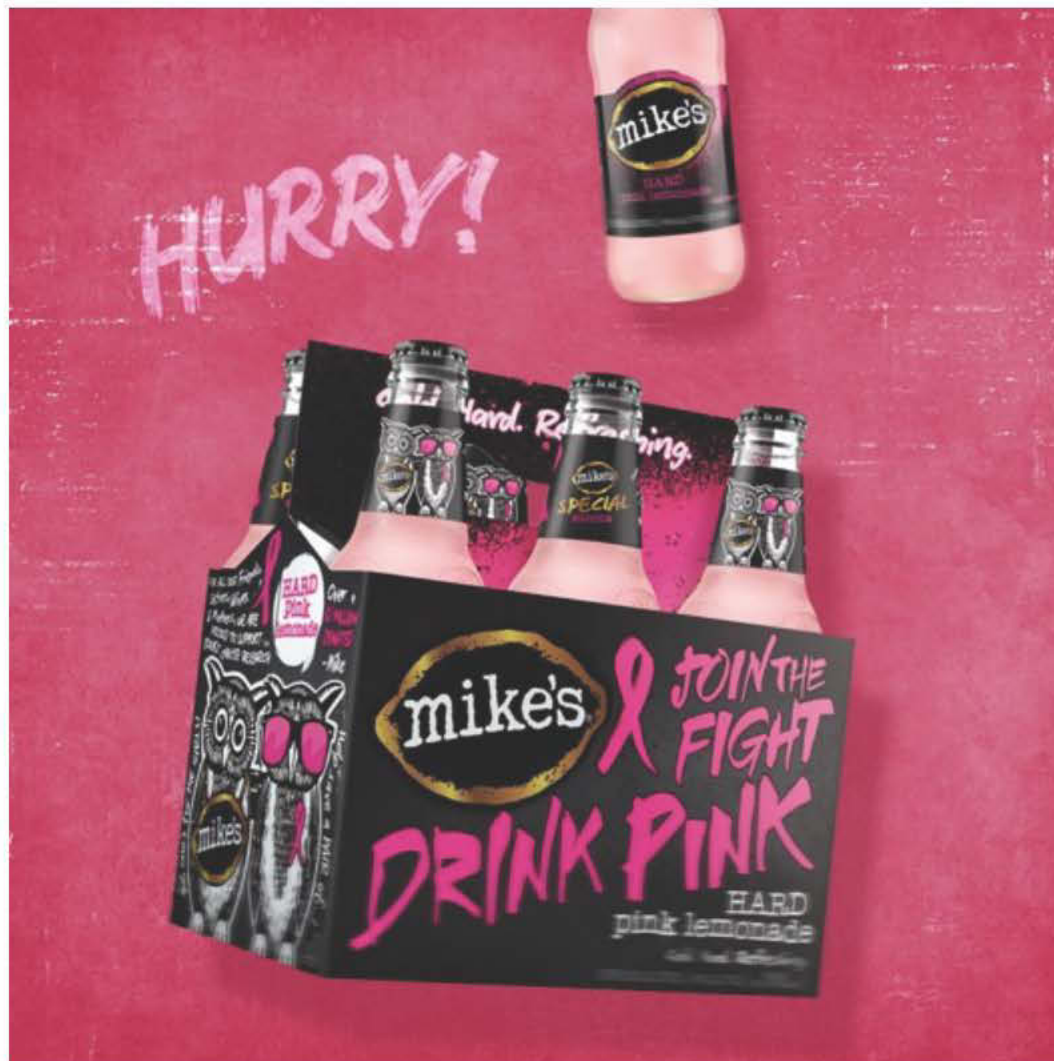
- 8.8% of global breast cancer death is alcohol-attributable.
- 15% of breast cancer deaths among women were attributable to alcohol in the US
- More than 100 studies show alcohol is a causal contributor to female breast cancer
- Alcohol declared a Group 1 carcinogen for breast cancer in 2007
- Risk starts increasing at as low as one drink per day
Moderate consumption causes cancer.
So why should women drink less? Breast cancer.

Stewart, Wild. World Cancer Report 2014. International Agency for Research on Cancer, 2014.

World Health Organization. Global status report on alcohol and health. Geneva: World Health Organization; 2014.

Bagnardi, Rota, Botteri, et al. Br J Cancer 2015.

Nelson, Jarman, Rehm, et al. Am J Public Health 2013.



mike's



HARD PINK LEMONADE

JOIN THE FIGHT

JOIN THE FIGHT

< \$1 Million Donated

Available through December!

Pink Ribbons with the Packers





Shopping Options

Category

- New (6)
- Hats (12)
- Men's (2)
- Women's (9)
- Kids' (21)
- Collectibles (1)
- Home & Office (2)
- Outdoor (1)
- Gifts (4)
- Sale (30)
- Lambeau Field (5)
- Clearance (2)
- Best Sellers (1)
- Breast Cancer Awareness (5)

Gender

- Unisex (3)
- Male (3)
- Female (26)

Price

- \$0.00 - \$9.99 (4)
- \$10.00 - \$19.99 (17)
- \$20.00 - \$29.99 (9)
- \$30.00 - \$39.99 (4)
- \$40.00 and above (1)

Color

- Black (1)
- Blue (1)
- Gold (1)
- Gray (5)
- Pink (29)
- Green (2)

Size

- 0 - 3 Months (3)

Search results for 'pink'

Sort By: Relevance

1:24 of 35 Show: 24 1 2



Packers Girls Pink Plaid Flannel Pant

~~\$19.95~~ \$12.97

ADD TO CART



Green Bay Packers Pink Pet Collar

~~\$9.95~~ \$8.46

★★★★★

ADD TO CART



Green Bay Packers Pink Temporary Tattoos

~~\$4.95~~ \$4.21

ADD TO CART



Packers Girls Pink Wordplay Fashion Top

~~\$17.95~~ \$15.26

ADD TO CART



Lambeau Field Infant Pretty In Pink Bodysuit

~~\$18.95~~ \$16.11

ADD TO CART



Packers Girls Pre-School Pink Wordplay Fashion Top

~~\$16.95~~ \$14.41

ADD TO CART



Packers Kids' Pink and Gray Dots Footie Sock

~~\$8.95~~ \$7.61

ADD TO CART



Green Bay Packers Bright Pink Mini Football

~~\$14.95~~ \$12.71

★★★★★

ADD TO CART



32 Products and few donations for breast cancer

2002



think before
you pink.org

a project of



Pinkwashing

Companies using the breast cancer awareness pink ribbon, or the support of breast cancer charities, as a cause marketing technique.

They promote specific products dressed in pink, while at the same time manufacturing and selling products that contain ingredients that are linked to the disease.

Research Methodology

Alcohol Pinkwashing Study

- Reviewed various types of promotional materials:
 - official product websites, press releases, and posts to social media platforms
 - news stories and blog posts from alcohol industry, breast cancer charities, and social media users
- Analyzed using criteria based on Breast Cancer Action questions
 - Names of the breast cancer charities that would receive funding
 - Total amount donated to the designated organization
 - Breast cancer charity activities funded with the donation
 - Caps or limits set for amount of donation to the charity
 - Whether the product **exposes the user to carcinogens** linked to breast cancer

Results: Pinkwashed drinks

Flavored malt beverages

- Mike's Hard Pink Lemonade (Mark Anthony Group)

Beer

- PYNK Ale (Yards Brewing)
- Althea (Weyerbacher Brewing)
- Saison de Rose (Free Will Brewing)

Spirits

- Chambord vodka (Brown-Forman)
- Support Her vodka (Cottage Grove/Side Pocket Distillery)

Wine

- RELAX Pink (Schmitt Sohne)
- Happy Bitch
- ONEHOPE
- Global Journey (Mount Vernon)
- Cleavage Creek
- Chateau St. Jean (Treasury Wine Estates)
- Beringer (Treasury)
- Barefoot (Gallo)
- Sutter Home &
- Ménage a Trois (Trinchero)
- Korbel (Brown-Forman)

Results: Common pinkwashing features

Very Few:

- specific breast cancer charities named to receive funding
- total dollar amounts listed to be donated
- specific breast cancer-related activities to be funded
- designated caps or limits for a total donation [this is good]

Lots of:

- Fixed donation amounts promised per item purchased or activity
- Stories dedicated to BC survivor family or friends of the company
- **Celebrity BC survivors (probably paid) promoted engagement with sweepstakes or contests**
- **Sponsorship of charity fundraisers**
- **User engagement on social media as primary campaign**
- **Sexually-oriented images and phrases**

❖ PINK YOUR DRINK™ ❖



'LIKE' OR 'SHARE' THIS POST AND WE'LL DONATE
\$1 TO A NATIONAL BREAST CANCER CHARITY.

CHAMBORD

PINK YOUR DRINK

AND MAKE A DIFFERENCE

HOST A **COCKTAILS & CUPCAKES PARTY**

Recognize A Breast Cancer Survivor

YOU COULD WIN A **GIRLS' NIGHT OUT** WITH 50 FELD JOINTS

GET PARTY TIPS WITH THE *Entertaining* **GUIDE**

A Party With A Cause

COCKTAILS & CUPCAKES PARTY



CHAMBORD® \$5.00 to FTDC®
WILL DONATE for every guest you invite to your party*

Evite

Bring everyone together for your very own Cocktails & Cupcakes soiree to honor a loved one affected by breast cancer and raise support for breast cancer awareness. It's easy and fun. Pick the day and time and set up your invitations through Evite.

Be sure to check out our Entertaining Guide tab to find great hosting ideas and recipes!

GET STARTED HERE => **Evite**

*For every invitation you send, Chambord will donate \$5 to Fashion Targets Breast Cancer™ to reach our maximum donation goal of \$10,000.

SOPHISTICATION IS MODERATION. PLEASE DRINK RESPONSIBLY.

©2011 Chambord Black Raspberry Liqueur, 38.5% Alc. by Vol. ©2011 Chambord Flavored Vodka, 37.5% Alc. by Vol. Imported by Brown-Forman Beverages, Louisville, KY.
 To find out more about responsible consumption, visit [Pink Party Central](#).
 No purchase necessary. While supplies last. Void in GA, TN, and where prohibited.
 Fashion Targets Breast Cancer™ is a charitable affiliate of the Council of Fashion Designers of America (CFDA) Foundation, Inc. © 2011 CFDA. All rights reserved.
 TERMS OF USE | OFFICIAL RULES | PRIVACY POLICY

\$5 for every guest you bring



PA Breast Cancer Coalition
October 2, 2013 · @



Support National #BreastCancer Awareness Month by picking up your favorite PINK wines Fine Wine & Good Spirits! For every case purchased, a portion of the proceeds goes to the PBCC's work promoting #BreastCancer awareness. <http://www.finewineandgoodspirits.com/static/pdf/Pinktober.pdf>

Like · Comment · Share

33 people like this.

35 shares

Facebook comment section showing several user avatars and "Like" buttons. The text of the comments is blurred.

Suggested Pages

See All

A suggested page card with a profile picture and a "Like" button.

\$5 for every case

RECIPES & PAIRINGS
SHERYL'S SELECTIONS

CHATEAU ST JEAN

ENTER FOR A CHANCE TO
WIN A GIBSON GUITAR

NOTES OF HOPE
WITH
SHERYL CROW
&
CHATEAU ST JEAN

SHARE YOUR NOTES OF HOPE AND YOU COULD WIN
AN AUTOGRAPHED  GUITAR

ENTER NOW

FOR EVERY BOTTLE OF CHATEAU ST. JEAN YOU
BUY THIS OCTOBER, \$1 WILL BE DONATED
TO HELP FIND A CURE FOR BREAST CANCER



A Perfect Pairing
OF RELAXED ELEGANCE

Celebrity victim sponsorship

Contradictions & Dangers

- Of the specific donation amounts listed, **most were less than \$25,000**
 - U.S. National Cancer Institute funded \$559.2 million in breast cancer research 2013
- **Increases sales of a carcinogen and enhances marketing** opportunities by linking alcohol brand to charity networks, volunteers, and adherents
- **Extends marketing reach of pinkwashed alcohol to young women**, many of whom may already drink at risky levels
- **Devalues prevention messages about drinking and cancer risk** by linking the volume purchased (likely consumed) with donation amount
- **Undermines charities** that do not engage in corporate relationships with the alcohol industry.

Recommendations

Alcohol producers, wholesalers, retailers, and marketers/advertisers

- **Refrain from producing and selling pinkwashed products and campaigns**

Local, state, and federal regulators

- **Refrain from supporting and partnering with the alcohol industry on breast cancer campaigns.**

Recommendations

Breast cancer research, treatment, and/or prevention charity leaders

- **Refuse marketing and sponsorship arrangements that promote alcohol products and/or consumption.**
- **Join with public health advocates to clearly separate alcohol marketing from cancer.**

Youth Exposure & Alcohol Advertising

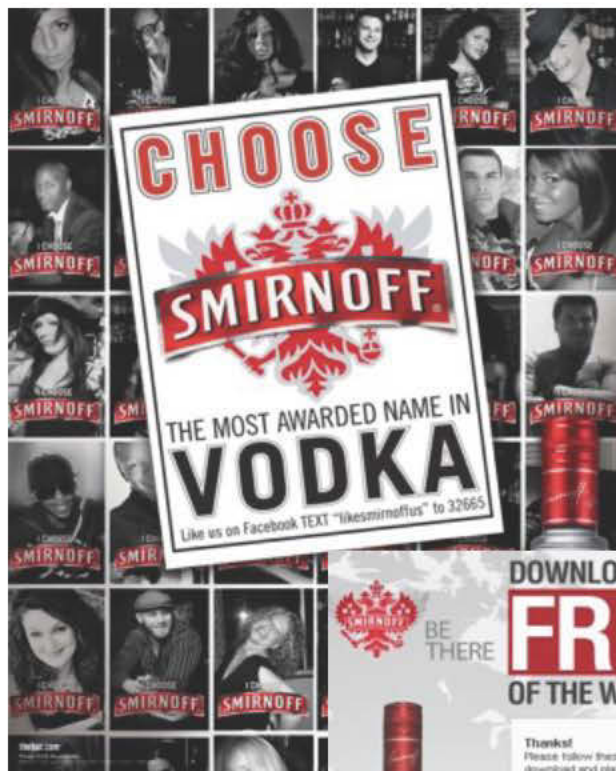
Greater exposure to alcohol ads contributes to:

- Earlier initiation of drinking for youth who have not started
- Higher drinking levels among underage youth who drink
- Positive expectations and attitudes about alcohol that help create an environment promoting underage drinking

Anderson, P., et al (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism* 44: 229-243.

Center on Alcohol Marketing and Youth. (2007). Alcohol advertising and youth. Retrieved April 29, 2010 from: <http://camy.org/factsheets/index.php?FactsheetID=1>.

Threat: Youth Overexposed to Alcohol Promotion



DOWNLOAD YOUR FREE TRACK OF THE WEEK

BE THERE

TRACKS

Portugal The Man	When The War Ends	PREVIEW	DOWNLOAD
The Janelle Monáe	Shotgun Girl	PREVIEW	DOWNLOAD
Janelle Monáe	Tightrope (The Solo Version)	PREVIEW	DOWNLOAD
Zac Brown Band	Colder Weather	PREVIEW	DOWNLOAD
Nickelback	This Afternoon	PREVIEW	DOWNLOAD

Thanks!
Please follow these simple steps to download and play your music.

1. Click the download button. This will launch a pop-up window.
2. Save the song file to a location on your computer that you will easily remember.
3. Browse to the song on your computer and double click to play burn or transfer your files using the program of your choice.

Threat: Youth exposed to celebrity sponsors

Budweiser
MADE IN AMERICA

ROCKY STAGE **LIBERTY STAGE** **FREEDOM TENT** **SATURDAY 9/1**

JAY Z 7:30 - 11:00PM
MIKE SNOW 7:45 - 8:30PM
PASSION PIT 4:15 - 7:00PM
D'ANGELO 5:00 - 5:45PM
MAYBACH MUSIC GROUP 3:10 - 4:35PM
GARY CLARK JR. 2:00 - 2:45PM

SKRILLEX 8:30 - 9:30PM
DIRTY PROJECTORS 7:00 - 7:45PM
JANELLE MONAE 4:15 - 5:00PM
PRINCE ROYCE 2:45 - 3:30PM

CALVIN HARRIS 7:00 - 8:30PM
FUNKAGENDA 5:40 - 6:40PM
MICHAEL WOODS 4:30 - 5:30PM
OTTO KNOWS 3:10 - 4:00PM
SAVOY 2:40 - 3:30PM

ROCKY STAGE **LIBERTY STAGE** **FREEDOM TENT** **SUNDAY 9/2**

PEARL JAM 9:00 - 11:00PM
DRAKE 7:35 - 8:35PM
RUN DMC 5:45 - 6:30PM
JILL SCOTT 4:15 - 5:00PM
SANTIGOLD 2:45 - 3:30PM

X 8:15 - 9:00PM
ODD FUTURE 4:30 - 7:35PM
RITA ORA 3:30 - 4:35PM
THE HIVES 2:00 - 2:45PM

AFROJACK 7:40 - 9:00PM
ALESSO 4:30 - 7:30PM
DJ SHADOW 5:00 - 6:00PM
BETATRAXX 4:00 - 4:40PM
BURNS 3:10 - 4:00PM
THE KNOCKS 2:40 - 3:30PM
MILKMAN 2:00 - 2:40PM

ALL TIMES AND ARTISTS ARE SUBJECT TO CHANGE
PLEASE VISIT MADEINAMERICAFEST.COM FOR UPDATES



PHILADELPHIA
SEPTEMBER 1, 2
BENJAMIN FRANKLIN PARKWAY



SINGLE & 2-DAY PASSES AVAILABLE
FOR TICKETS AND INFO VISIT
BUDWEISERMADEINAMERICA.COM

ENJOY RESPONSIBLY

BROUGHT TOGETHER IN SUPPORT OF UNITED WAY

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**ALCOHOL
JUSTICE**

The Industry Watchdog

Threat: Branded Swag Videos, t-shirts, downloads, prizes...

facebook Search

CLICK TO CHECK OUT AN EXCLUSIVE VIDEO FROM SNOOP!

Wall
Info
Friend Activity
Snoop B-Day
Photos
Snoop Exclusive
PSR Map

About
From Colt 45 comes Blast - a premium malt beverage

4,275 like this
22 talking about this

Create a Page
Get Updates via RSS
Report Page
Share

FOUR LOKO

12% ALCOHOL

Want a **FOUR LOKO** Shirt?

CLICK SWEEPSTAKES TAB!

The Industry Authority

Threat: Racial & Ethnic Targeting



Industry myths about advertising

- Ads are intended for adults
- Youth are not impacted
- Education is the best solution to underage drinking
- Self-regulation is effective and essential
- The First Amendment bars advertising restrictions

Big Alcohol: the biggest of the industry



DIAGEO



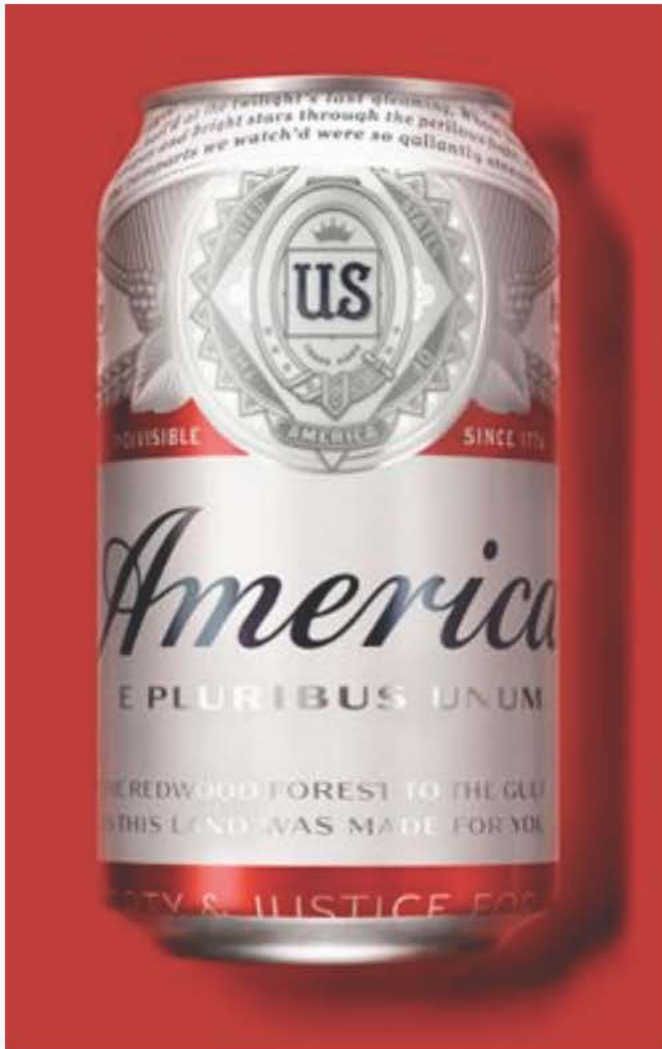
Anheuser-Busch InBev goes Pink



Anheuser-Busch InBev



Anheuser-Busch InBev



- Belgian global company financed and run by Brazilians
- Owns Miller brand outside the US
- Rebranded its Budweiser (a stolen Czech name) as “America”

ABI’s marketing gimmick is an arrogant appropriation of national pride for purposes of crass financial gain.

Miller goes Pink



Millers in US now part of Molson Coors



Alcohol Industry Tactics

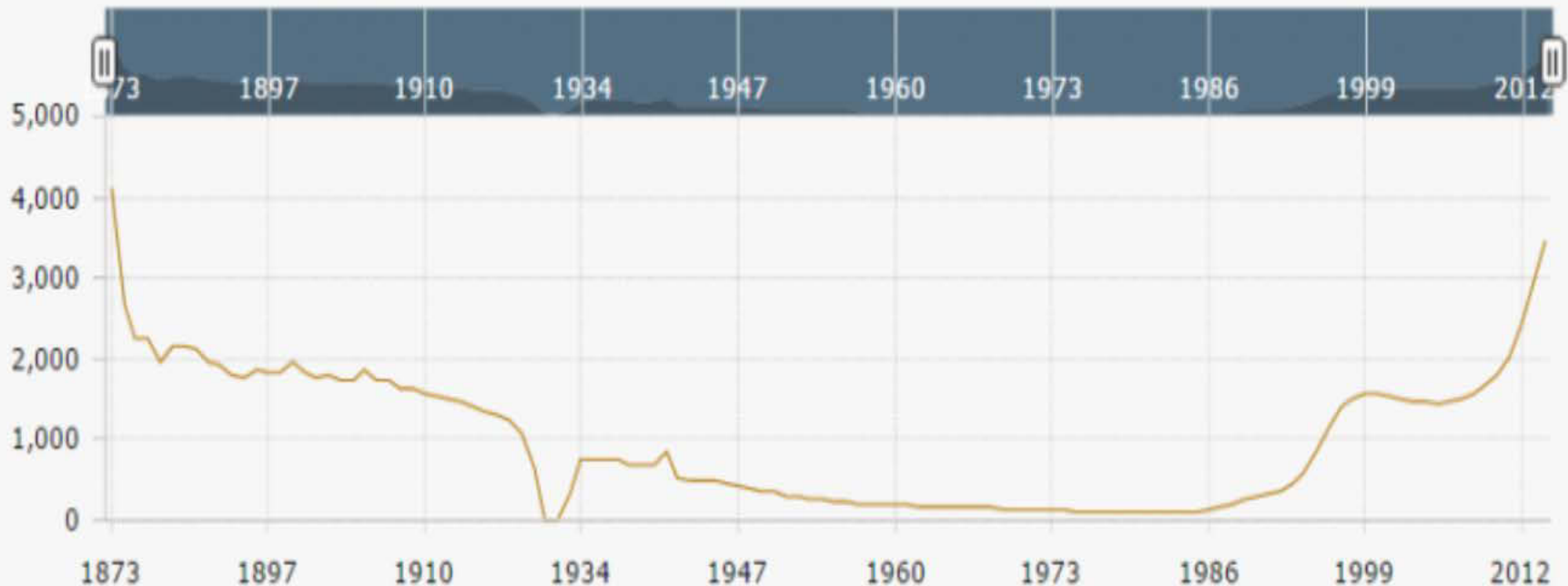
- Target vulnerable populations:
 - youth, women, LGBT, racial and ethnic groups
- Consolidate into global corporations
- Absorb brands and niche markets
 - craft, FMBs (alcopops), small wineries
- Create trade groups & front groups
- Public relations: drink responsibly, healthy drinking
- Undue influence through lobbying & donations
- Sponsor legislation: roll back regulations, tiers, taxes

Craft Brews are Big Alcohol Too!

NUMBER OF BREWERIES

Historical U.S. Brewery Count

Slide the bar at the top of the graph to see number of breweries from 1873 to present day.



Front groups



FOUNDATION FOR
ADVANCING ALCOHOL
RESPONSIBILITY.ORG



International Center for Alcohol Policies
Analysis. Balance. Partnership.

Sponsors of the
International Alliance
for Responsible
Drinking

Trade groups in the U.S.



Measured Media Spending

Total Spending: \$2.067 billion

2014 US Advertising (in millions)	Spirits	Wine	Beer
Print/Outdoor	209	54	149
TV/Cable	302	30	976
Radio	11	3	32
Internet	27	2	37
Hispanic	<u>15</u>	<u>.3</u>	<u>224</u>
Overall Spending	563	88	1,417

Ad Spending \$2.067 billion

Massive unmeasured spending:

- Lobbying
- Ballot Initiatives
- Candidate donations (every level)
- Celebrity payments
- Product placement (movies, videos)
- Funded research
- Charity promotions

Fighting back: Alcohol Justice's Vision & Mission

Communities free of alcohol industry's negative influence.

An alcohol industry that operates in a way that does not harm the public's health.

We promote evidence-based public health policies and organize campaigns with diverse communities and youth against alcohol-related harm.

Campaigns and Focus

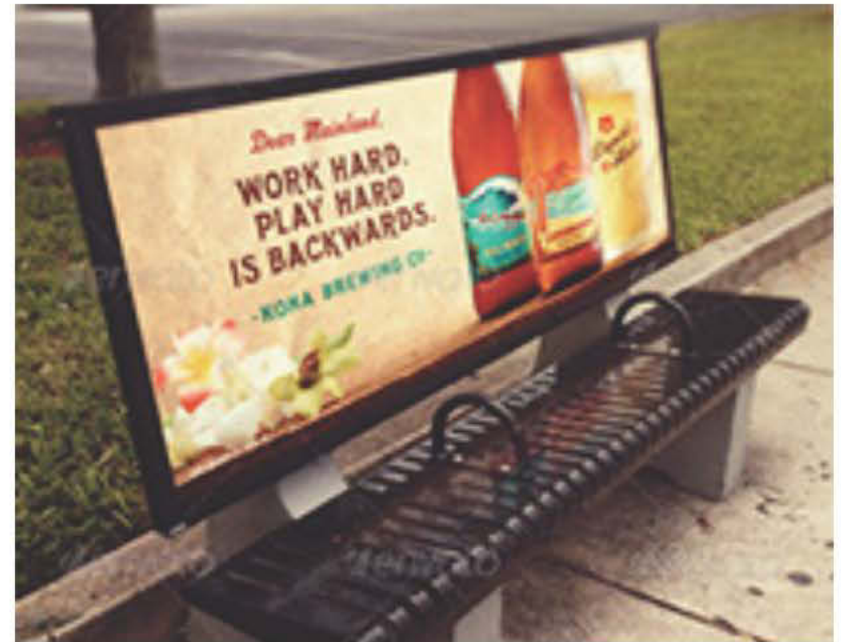
- Increase alcohol taxes and fees
- Remove dangerous, youth-oriented products from the market
- Restrict alcohol advertising & promotions
- Support state control of distribution and sales – and good regulation/licensing in every state

Restrict Alcohol Advertising



- Limit outdoor advertising
- Don't allow public funds or property for ads
- Limit alcohol ads to adult-oriented media
- End industry self-regulation

Ads Encroaching into All Public Spaces



Government Should Not Enable Alcohol Advertising on Public Transit



Before and After Community Pressure



Los Angeles Coalition Against Alcohol Advertising on Public Property

NoAlcoholAds.org

Los Angeles Times

Council votes to ban alcoholic beverage ads on most city property

January 20, 2015



The Los Angeles City Council voted to ban alcohol ads from city property. (PRNewsFoto/Alcohol Justice)

By [Soumya Karlamangla](#)

State Advertising Policies – None of these in Wisconsin

1. Prohibit false or misleading alcohol advertising
2. Prohibit alcohol advertising that targets minors
3. Explicit jurisdiction of in-state electronic media
4. Prohibit outdoor alcohol ads where children are likely (churches, playgrounds, schools)
[and all transit systems and stadiums]
5. Restrict advertising on retail windows
6. Prohibit alcohol advertising on college campuses
7. Limit sponsoring of civic events
8. Limit giveaways

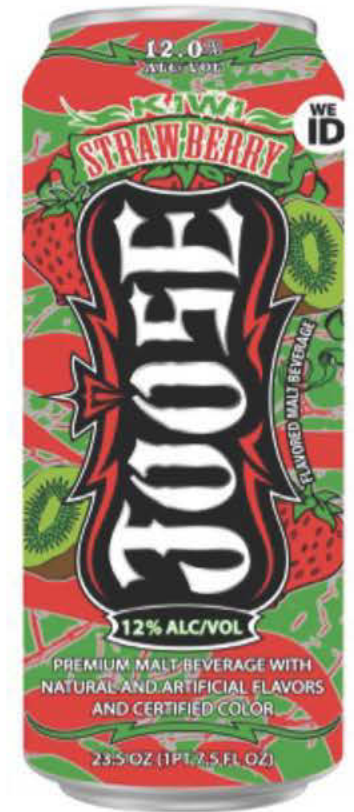
“State Alcohol Advertising Law: Current Status and Model Policies, Center on Alcohol Marketing and Youth, 2012

Recent Alcohol Trends

- **Flavored Malt Beverages (ALCOPOPS):**
Bubbly, fruity, high ABV, pastel colors
- **Flavored Beers:** Ciders and fruit infused beers, often high ABV, big cans
- **All-natural, whole-fruit spirit products:**
Images of fruit and “natural,” “fusion,” and “fresh”
- **Fitness-friendly beers:** Low-cal, low-carb beers; advertising targets athletic drinkers
- **Organic alcohol products:** Brands introducing organic varieties while continuing non-organic lines

Alcopops: The Last 20 Years

- Single-serving sizes have doubled (12 oz. to 24 oz.)
- Alcohol content has nearly tripled (from 4% to 12% ABV)
- Marketing campaigns are even more directed to youth
- Youth now experience significant harm from alcopops



Lime-A-Rita (etc.) Dominates

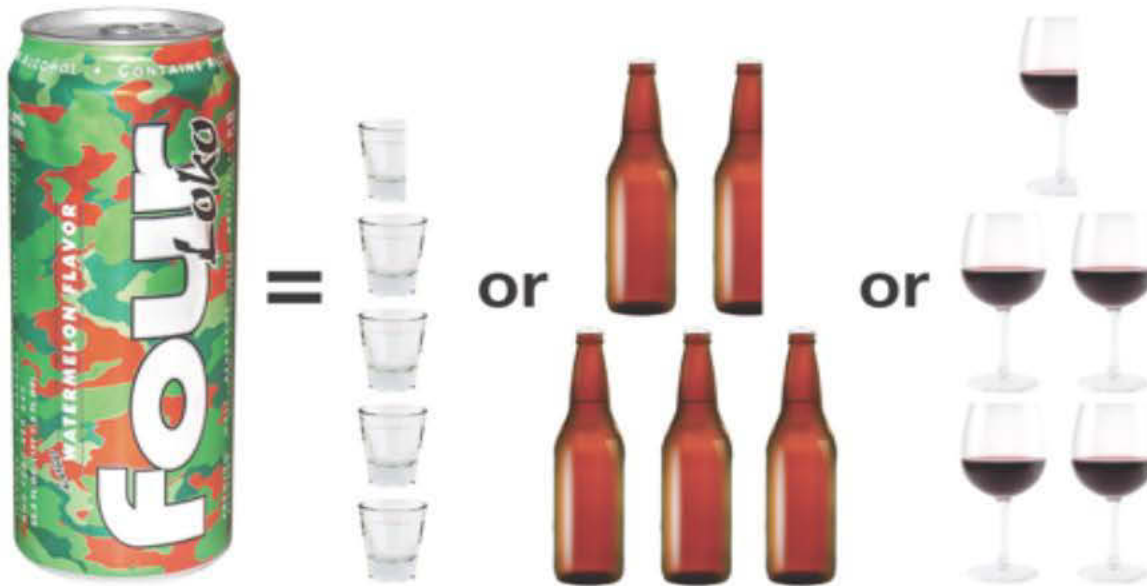
- Young girl oriented – fruity, pastels, ads
- Very young and digital savvy marketing
- 8% Alcohol by Volume (medium to high ABV)
- Often supersized at 16 or 24 ounce cans
- Therefore, 2-3 standard drinks in a cold, single can
- Light? No.



Phusion Products

Makers of Four Loko

Just how much **FUEL** is there
in one can of Four Loko?

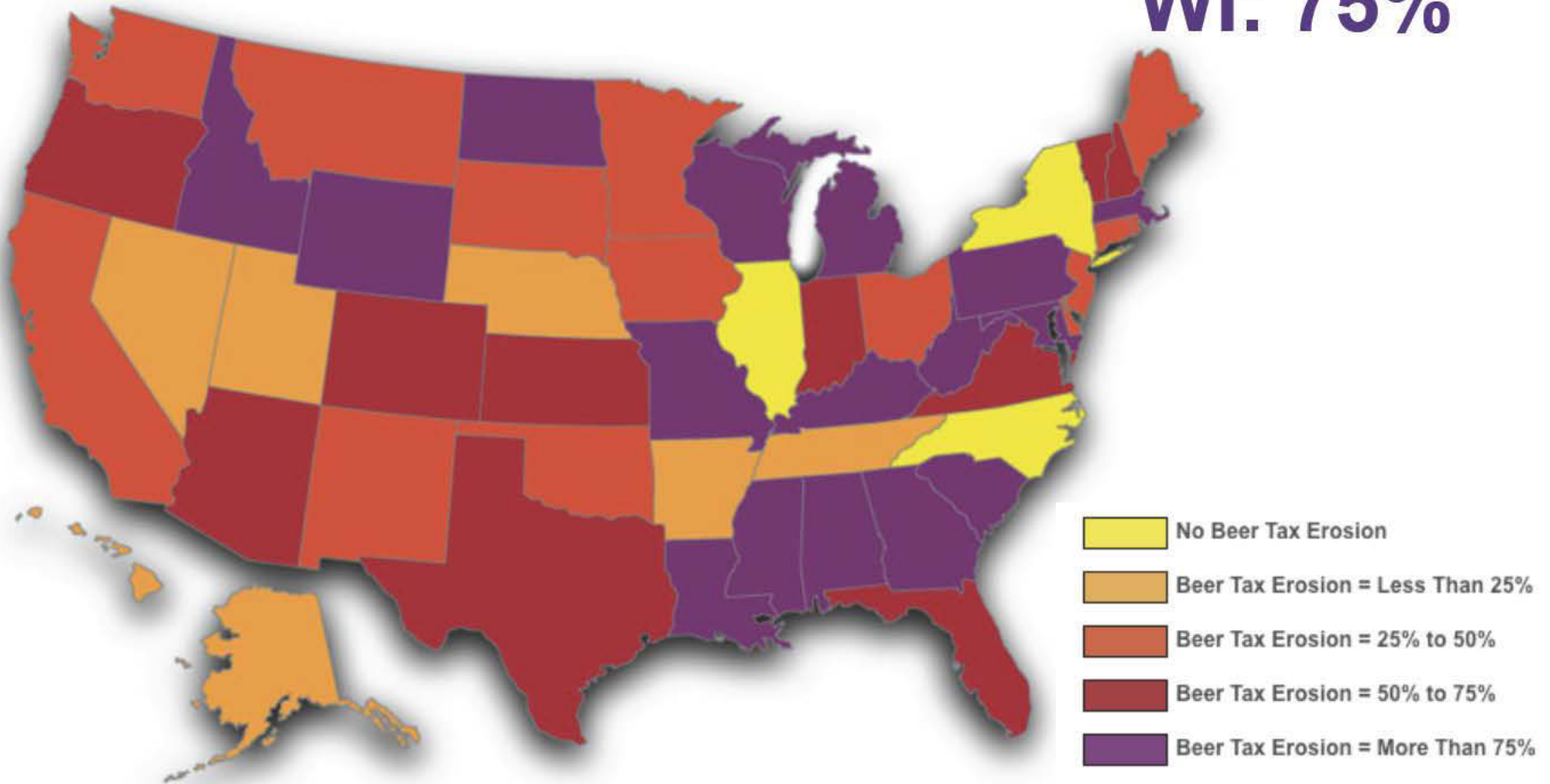


One 23.5oz can of Four Loko at 12 percent alcohol by volume contains the same amount of alcohol as 4.7 shots of 80 proof vodka, 4.7 bottles of beer or 4.7 glasses of red wine.

Graphic thanks to Oregon Partnership

Beer Tax Erosion Due to Inflation

WI: 75%



Bottom of the Beer Barrel

	Tax per gallon	Year last raised
1. Wyoming	\$0.02	1935
2. Missouri	\$0.06	1971
3. Wisconsin	\$0.06	1969
4. Colorado	\$0.08	1976
5. Kentucky	\$0.08	1982
6. Oregon	\$0.08	1977
7. Pennsylvania	\$0.08	1947
8. Maryland	\$0.09	1972
9. Washington, DC	\$0.09	1989
10. Rhode Island	\$0.10	1989

Wisconsin

Doesn't have to be a culture of drinking

1. No beer tax increase since 1969
2. Has lost 75% of excise revenue adjusted for inflation
3. 10 cent beer tax adds \$37 million in excise annually
4. Adds \$2 million in sales tax (Tax Calculator!)
5. Number one state in heavy drinking
6. Youth bingeing is dropping below national average
7. Early initiation below national average
8. Alcohol-related falls are huge, bigger acute cause of death than collisions, murder and suicide – an aging problem?
9. 35% adult population has NOT had a drink in last 30 days.

Direct Action

The community takes action by directly meeting with a public official who can say, “Yes” to the demands.

11 Steps of Organizing for Policy Change

1. Listen/Survey
2. Research Solutions
3. Define Policy Objectives
4. Identify Targets – Who can say Yes?
5. Educate/Involve Community
6. Select Spokespeople (Inside and Outside)
7. Develop Campaign Strategy
8. Direct Action (Outside game)
9. Evaluate and Continue Campaign
10. Negotiate and Lobby (Inside Game)
11. Repeat, Build, Celebrate

Majority Issue Organizing

- You only need to organize 1% to 3% to win
- Expect a **few** people to do heroic things:
Like sitting through endless meetings!
- Expect very **large numbers** of people to do very little:
Such as signing a petition or boycotting!

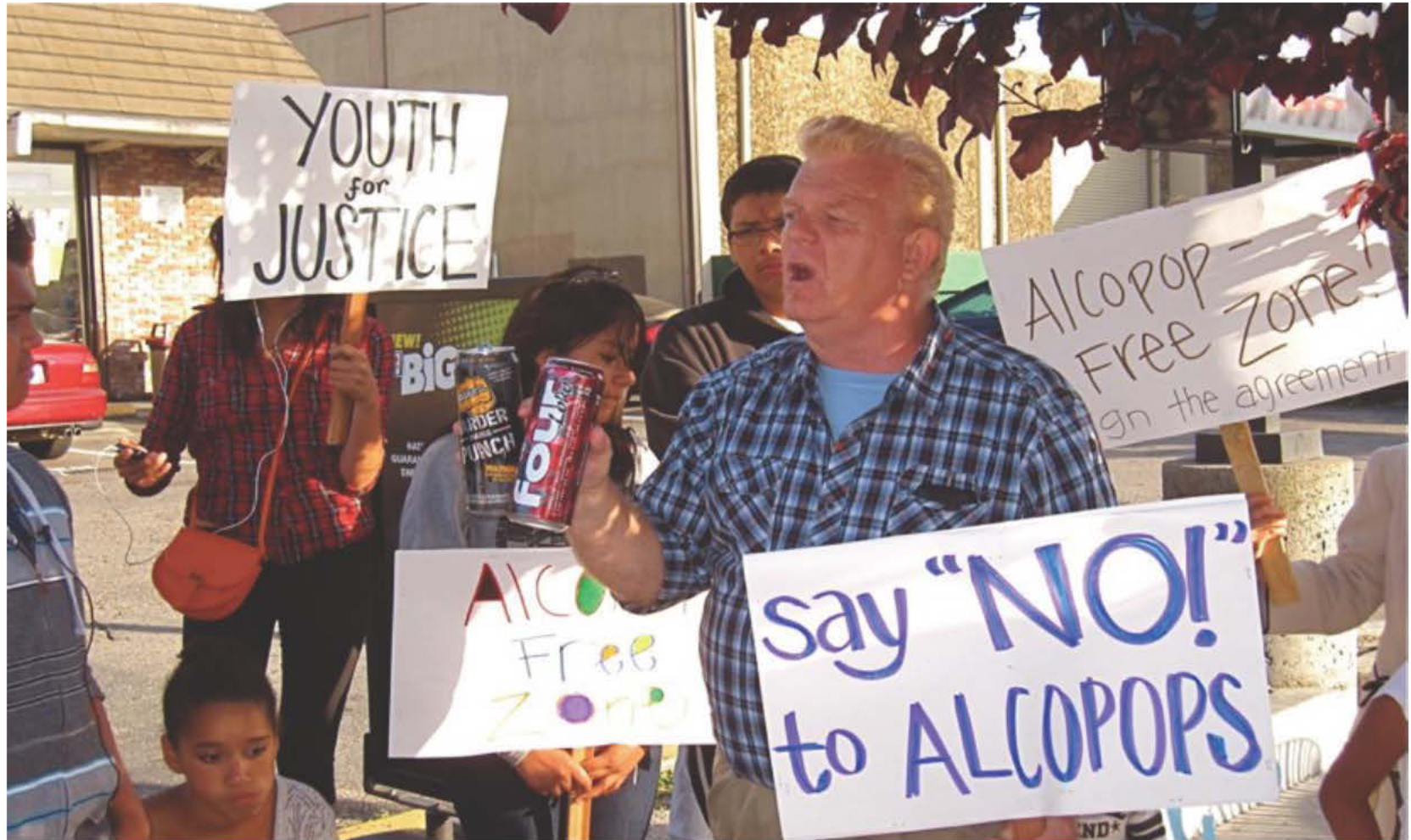
Charge for Harm Press Conference and Rally



Alcopop-Free Zone Campaign Direct Action



Making Demands at 7-Eleven



PEOPLE make the DIFFERENCE



Thanks to Sarah Mart and Norman Giesbrecht. *Red flags on pinkwashed drinks: contradictions and dangers in marketing alcohol to prevent cancer.* Vested Interests Series. *Addiction* October 2015: 110: 1541-1548.

Thanks to Breast Cancer Action for the Think Before You Pink campaign.

Special thanks to Julia Sherman and Wisconsin Alcohol Policy Project

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