

Facebook & Big Alcohol: Partners in Harm

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Marin Institute Strategies

- ❑ Monitor and expose the alcohol industry's harmful products, practices, and promotion
- ❑ Research and propose viable policy solutions to reduce alcohol-related harm
- ❑ Support communities, coalitions and organizers in rejecting Big Alcohol's damaging activities
- ❑ Frame the issues from a public health perspective

Big Alcohol's Tactics

- ❑ **Consolidate** into multinational conglomerates
- ❑ **Lobby** to undermine effective public policy
- ❑ **Misdirect** with voluntary, self-regulation charade
- ❑ **Target** vulnerable populations such as youth
- ❑ **Public relations** that blames parents, drinkers
- ❑ **Fund** alternative science, “responsibility” programs

The Big Beer Duopoly



- ❑ HQs in Belgium (Brazilian run) and England
- ❑ 80% of the U.S. beer market

ABInBev:

- \$395 million advertising 9 beers
- \$3,460,000 federal lobbying
- \$373,500 federal campaign contributions

MillerCoors:

- \$315 million advertising 7 beers
- \$1,367,000 federal lobbying
- \$426,930 to federal campaigns

The Beverage Information Group. Handbook advance 2009: A special report on spirits, wine and beer sales and consumption in 2008. Norwalk (CT): M2Media360; 2009.

Center for Responsive Politics. 2008 data. www.opensecrets.org



Anheuser-Busch InBev



MillerCoors, LLC



The Biggest of Big Alcohol

DIAGEO

- ❑ HQ: England
- ❑ Top spirits producer
- ❑ \$99 million advertising
- ❑ \$1.96 million federal lobbying
- ❑ \$161,578 federal contributions



The Beverage Information Group. Handbook advance 2009: A special report on spirits, wine and beer sales and consumption in 2008. Norwalk (CT): M2Media360; 2009.

Center for Responsive Politics. 2008 data. www.opensecrets.org



The Biggest of Big Alcohol



Pernod Ricard

- ❑ HQ: France
- ❑ Top spirits producer
- ❑ \$42 million - advertising
- ❑ \$1.2 million - lobbying



The Beverage Information Group. Handbook advance 2009: A special report on spirits, wine and beer sales and consumption in 2008. Norwalk (CT): M2Media360; 2009.

Center for Responsive Politics. 2008 data. www.opensecrets.org



The Biggest of Big Alcohol



BACARDI



- ❑ HQ: Bermuda
- ❑ Top spirits producer
- ❑ \$42 million advertising
- ❑ \$710,000 federal lobbying
- ❑ \$123,251 federal contributions

The Beverage Information Group. Handbook advance 2009: A special report on spirits, wine and beer sales and consumption in 2008. Norwalk (CT): M2Media360; 2009.

Center for Responsive Politics. 2008 data. www.opensecrets.org

Top Selling Brands: 2008

- ❑ Bud Light
- ❑ Budweiser
- ❑ Coors Light
- ❑ Miller Lite
- ❑ Natural Light
- ❑ Busch Light
- ❑ Busch
- ❑ Miller High Life
- ❑ Keystone Light
- ❑ Michelob Ultra
- ❑ Smirnoff
- ❑ Bacardi
- ❑ Captain Morgan
- ❑ Absolut
- ❑ Jack Daniels
- ❑ Crown Royal
- ❑ Jose Cuervo
- ❑ Grey Goose
- ❑ Jim Beam
- ❑ Jagermeister

Alcohol Advertising & Youth

The alcohol industry spent more than \$6 billion on advertising and promotion in 2005.

Greater exposure to alcohol ads contributes to:

- ❑ earlier initiation of drinking for youth who have not started yet
- ❑ higher drinking levels among underage youth who drink
- ❑ positive expectations and attitudes about alcohol that help create an environment promoting underage drinking.

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

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.



Digital Marketing

“The goal is not simply to expose consumers to a particular product or service, but to create an environment in which they are actually interacting with the brand, “befriending” the product, and integrating it into their personal and social relationships.”

facebook

Facebook helps you connect and share with the people in your life.



73% of online youth between 12-17 years old use social networking sites

500 million users worldwide in July 2010

113 million U.S. users

30% of users under age 21

Users spent five hours and 12 minutes on FB per day in July 2009

Klaasen A. (2009). What Exodus? Facebook Trumps 20 Sites in Time Spent. Advertising Age.

Accessed August 16, 2010 from: http://adage.com/digital/article?article_id=138811.

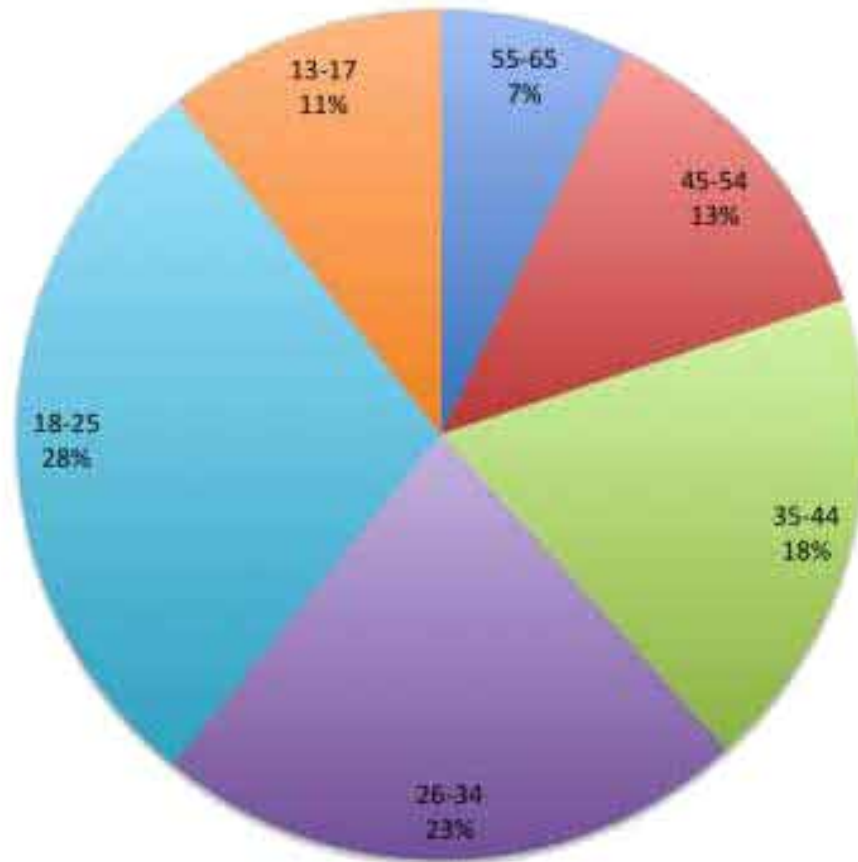
Lenhart et al. (2010). Social Media and Young Adults. Pew Internet & American Life Project.

Accessed August 18, 2010 from: <http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>.



US Facebook Users by Age

InsideFacebook.com, 3/1/2010





Suggest to Friends

Subscribe via SMS

I'm trying to make the world a more open place by helping people connect and share.

615,161 People Like This



Mark Zuckerberg

Wall Info f8 Live Photos Boxes Video >>

Mark Zuckerberg + Others **Mark Zuckerberg** Just Others



Mark Zuckerberg Here's an opportunity to build something for the community.

Code for America PSA: "What if"

vimeo.com



Leaders from technology and government, including Mark Zuckerberg, Biz Stone, Aneesh Chopra, Caterina Fake, and Tim O'Reilly, ask you to apply to be a Code for America fellow and help bring the innovation and culture of the tech industry to city government. Learn more and apply now: <http://codefor/>...

July 29 at 9:58am Comment Like View Feedback (926) Share Report



Mark Zuckerberg Thank you for being part of making Facebook what it is today and for spreading it around the world. Check out our blog post to see what we're rolling out today.



500 Million Stories | Facebook

blog.facebook.com

As of this morning, 500 million people all around the world are actively using Facebook to stay connected with their friends and the people around them. This is an important milestone for all of you who have helped spread Facebook around the world...

July 21 at 9:24am Comment Like View Feedback (2,422) Share Report



Mark Zuckerberg Please take a moment to read my op-ed in the Washington Post.

Create a presence that looks and behaves like user profiles to connect and engage with your customers and amplify your voice to their friends.

[Create a Page](#)

or manage your existing Pages

[Overview](#)
[Prepare](#)
[Step By Step](#)
[Find New Fans](#)


Create a Facebook Page

A Facebook Page is a public profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, download our Product Guide.



Start the Conversation

When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.



Drive Customer Awareness

Spread the word even further with Facebook Ads. You choose your graphic, text, and target audience. We'll even add available information about their friends' interacting with your Facebook Page, if you choose.

Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#) ▶

Pages

- ❑ Beer: 93 Pages, more than 1.1 million fans
- ❑ Budweiser: 31 Pages per brand
- ❑ 451,675 fans: Coors Light

- ❑ Spirits: 334 Pages, more than 3.2 million fans
- ❑ Smirnoff: 85 Pages per brand
- ❑ 1,076,690 fans: Jack Daniels



Suggest to Friends

This is where restless minds, rebellious hearts and dreamers from around the world gather to share their extraordinary moments and inspire new acts that subvert the everyday.

555,270 People Like This



Smirnoff Ice



Wall

Info

Crash Our P...

Dress To Im...

Música

Contest

Detailed Info

Website:

<http://www.Smirnoffice.com>

<http://www.smirnoff.com>

Company Overview:

You're checking out Smirnoff Ice® on facebook, so we already know you think of everything. You know that to please a crowd, you need a variety of drinks, which is why we're excited to announce two new additions to the Smirnoff Ice® family:

Smirnoff Ice Light®

Pick up a six-pack and enjoy a brand new, crisp and refreshing option for your cooler.

Smirnoff Ice® Strawberry Acai

A cool, new blend with the exotic flavors of strawberry and the acai berry.

Mission:

How many times have you been proud to say, 'I was there!?' Some experiences are completely unforgettable and you'll talk about them for years, revelling in the fact you were there. These pages are dedicated to seeking out and sharing those one-of-a-kind moments.

Products:

PLEASE DRINK RESPONSIBLY

SMIRNOFF ICE Flavored Premium Malt Beverage

© 2010 The Smirnoff Co. Norwalk, CT

Facebook Page:

<http://www.facebook.com/Smirnoffice>

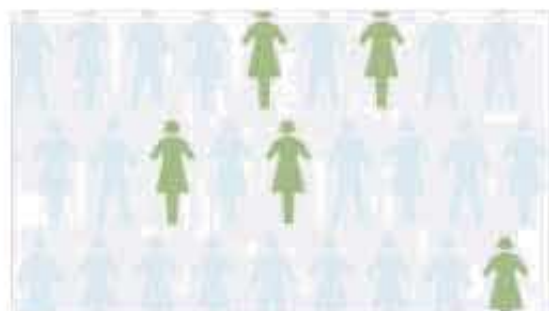
Underage Access to Pages

50% of pages for 12 popular brands were accessible to under-21 users

- ❑ Captain Morgan
- ❑ Jack Daniels
- ❑ Bacardi
- ❑ Bacardi Breezer
- ❑ Heineken
- ❑ Mike's Hard Lemonade

Facebook Ads

Reach over 500 million people where they connect and share

[Create an Ad](#)[or manage your existing ads](#)[Overview](#)[Case Studies](#)

Reach Your Target Customers

- Connect with more than 500 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



Deepen Your Relationships

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#) ▶

To learn more, [visit our Guide to Facebook Ads](#) ▶

Jim Beam

x



Jim Beam is now on Facebook.

 Like

Create an Ad

901

x



901 Tequila. Want to be the most irresistible man at the party?

Create an Ad

Mejor Tequila

x



One Sip.
One Fan.

The finest ultra premium tequila money can buy. Find us at Costco this August. [Click for details!](#)

 Like

Step 4: Make it rich and engaging

Like user profiles, Pages have multiple tabs. By default, your Page has a Wall tab for you and your fans to share content, an Info tab for you to share business information, and a Boxes tab for application modules. You can choose to devote entire tabs to several Facebook applications, such as Photos, Reviews, and Discussion Board. In addition, applications built by outside developers can choose to use Page tabs.

The more rich content you add, the more ways users can interact with it and spread that connection to their friends. Post photos of products, employees, and customers. Add video clips of your bar or restaurant in action. 'Behind the scenes' content often works well. List an event for your grand opening or in-store sale. Write a note about upcoming promotions. The choices are yours and all these features are free and unlimited.

You can also add applications by outside developers to customize your Page further:

Engaging content:

- Wall posts
- Applications
- Events
- Groups

Applications

- ❑ More than 500 applications for 8 general alcohol terms:
 - ❑ Alcohol
 - ❑ Tequila
 - ❑ Whisky
 - ❑ Vodka
 - ❑ Rum
 - ❑ Beer
 - ❑ Wine
 - ❑ Shots

Applications

- Bacardi Mojito Party (Not accessible to under-21)
- Send Your Friends a Shot of Jose Cuervo (Not acc)
- Shots! (Accessible)
- Collect Shots! (Accessible)
- Beer Mail (Accessible)
- Alcohol!!! (Accessible)



Smirnoff Ice on Facebook



Like

555,261 - Error

Wall

Info

Crash Our Party

Photos

Video

Share

Add Bookmark

THE RULES OF PARTY CRASHING

Help us write the rulebook and you could **win an all expense paid trip to crash an exclusive VIP event.**

Check out the scene below and tell us the party crashing lesson to be learned from it. Your submission will be the first step towards winning the trip of a lifetime. To learn more, read up on the **prize info and terms & conditions.**

[THE FULL RULE BOOK](#)[TODAY'S RULE](#)[20 credits](#) - [Get Info](#)[Games](#)[Smirnoff Win To Be There](#)[Captain Morgan Hall of Fame](#)

Create an Ad

[Jim Beam](#)

Jim Beam is now on Facebook.

[Like](#)[A Rural Playground](#)

There's all sorts of fun to be had in FarmVille, the most popular application on Facebook. Play now!

[Like](#)[\\$0.01 iPhone Case Program](#)

If you have an iPhone 3 or 3GS or 4, you are eligible to receive an iPhone case for \$0.01. Only \$ | [Chat \(0\)](#)
S&H. Limited time



Coors Light Fun weekend planned? Show us what you're up to by using the Coors Light Photo Pack app! Easily upload, manipulate and share photos with your friends, through the window to cold refreshment. We are excited to see your submissions. <http://bit.ly/atGxjZ> last Friday

Wall

Info

Home Draft

I'm Pouring

NFL

Local



COORS LIGHT HOME DRAFT

**I'M
POURING**

Coors LIGHT
HOME DRAFT

**THE COORS LIGHT
HOME DRAFT
NEON SIGN**

Turn it on to let friends know you're pouring Home Draft and come on over. The Coors Light Neon Sign. It's your big giant electric beer welcome mat.

I'M POURING

[Add this application to my Facebook bookmarks](#)

CLICK STRING TO TURN ON

Events

- ❑ More than 4,400 FB events associated with the ten best selling beer and spirits brands
- ❑ Smirnoff Saturdays
- ❑ Captain Morgan Welcome Back Tour

Friday, September 11, 2009



SKYY Vodka's Salute To Energy 92.7 and Fernando & Greg

Join SKYY Vodka as we bid farewell to a real San Francisco original

[View Guest List](#)

Type: Party - Cocktail Party
Where: Lookout
When: Friday, September 11, 2009 from 5:00 pm to 9:00 pm

Friday, September 4, 2009



SKYY Infusions Fresh Mix Austin

"Go Natural"

[View Guest List](#)

Type: Party - Bar Night
Where: Shiner Saloon
When: Friday, September 4, 2009 from 7:30 pm to 11:30 pm



SKYY Infusions Fresh Mix Chicago

"Go Natural"

[View Guest List](#)

Type: Party - Bar Night
Where: Waterhouse
When: Friday, September 4, 2009 from 8:00 pm to 11:00 pm

Thursday, September 3, 2009



SKYY Infusions Fresh Mix Chicago

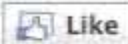
"Go Natural"

[View Guest List](#)

Type: Party - Bar Night
Where: Rebel
When: Thursday, September 3, 2009 from 8:00 pm to 11:00 pm



Bacardi



Wall

Info

Cocktails

E.N.D. Tour

Notes

Photos



BlackBerry PRESENTS

THE BLACK EYED PEAS

THE E.N.D.
WORLD TOUR
2010

CLICK TO BEGIN

BACARDI THE OFFICIAL SPIRITS SPONSOR FOR THE E.N.D. WORLD TOUR

Groups

- ❑ More than 58,000 groups for “alcohol”
- ❑ 342 groups listed for “binge drinkers”
- ❑ Many specific, popular brands listed, discussed, promoted
- ❑ Joose group: offensive and accessible to under-21



Binge Drinking is Fun

Join

Wall

Info

Photos

Discussions

Basic Info

Name:

Binge Drinking is Fun

Category:

Common Interest - Food & Drink

Description:

Binge drinking is a fun way to enjoy anything.

Privacy Type:

Open: All content is public.

Information

Category:

Common Interest - Food & Drink

Description:

Binge drinking is a fun way to enjoy anything.

Privacy Type:

Open: All content is public.

Recent News

News:

Add pictures and anything you want.

Invite everyone on your list and spread the love of alcohol abuse.

Admins



Members


6 of 436 members


See All


Findings

- ❑ Paid ads: 1 in 8 were alcohol-related
- ❑ Pages
 - ❑ 93 for beer brands, 334 for spirits
 - ❑ 6 out of 12 (50%) were accessible to the under-21 user
- ❑ Applications
 - ❑ More than 500 Apps for general alcohol terms
 - ❑ 4 out of 6 (67%) were accessible to the under-21 user
- ❑ Events
 - ❑ More than 2200 Events for top 5 beer and top 5 spirits
- ❑ Groups
 - ❑ More than 58,000 Groups for “alcohol”
 - ❑ 342 Groups for “binge drinkers”



 Using Facebook

 Games and Apps

 Help Discussions

 Top Contributor

 Getting Started

 Safety

Help Center

Search

 Like 464K

Facebook Ads > Ads: Advertising Policies [Expand All](#)

▼ **What kind of content am I allowed to advertise with Facebook Ads?**

We recommend you review our [Advertising Guidelines](#) for information about specific categories of content that aren't permitted in Facebook Ads. We do reserve the right to choose what advertising we accept, and may prohibit additional content from being advertised on the site based on user feedback or other information.

</help/?faq=14767>

Was this answer helpful? Yes - No

Prohibited Content

1. Ads must not be false, misleading, fraudulent, or deceptive.
2. Ads will not be permitted in cases where a business model or practice is deemed unacceptable or contrary to Facebook's overall advertising philosophy.
3. Ads, or categories of ads, which receive a significant amount of negative user feedback, or are otherwise deemed in violation of community standards will not be permitted.
4. Ads cannot contain, facilitate, promote, or reference the following:
 1. Offensive, profane, vulgar, obscene or inappropriate language;
 2. Obscene, defamatory, libelous, slanderous and/or unlawful content;
 3. Tobacco products;
 4. Ammunition, firearms, paintball guns, bb guns, or weapons of any kind;
 5. Gambling, including without limitation, any online casino, sports books, bingo, or poker without authorization from Facebook;
 6. Scams, illegal activity, or chain letters;
 7. Contests and sweepstakes unless given permission by Facebook to do so; if permission is given, you are subject to Facebook's Promotions Guidelines;
 8. Get rich quick and other money making opportunities that offer compensation for little or no investment, including "work from home" opportunities positioned as alternatives to part-time or full-time employment or promises of monetary gain with no strings attached;
 9. Adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual, or provocative images in violation of community standards;
 10. Adult friend finders or dating sites with a sexual emphasis;
 11. Adult toys, videos, or other adult products;
 12. Uncertified pharmaceutical products;
 13. Spy cams or surveillance equipment;
 14. Web-based non-accredited colleges that offer degrees;
 15. Inflammatory religious content;
 16. Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities;
 17. Content that exploits political agendas or uses "hot button" issues for commercial use regardless of whether the advertiser has a political agenda;



Facebook Prohibits Some Content:

1. Ads must not be false, misleading, fraudulent, or deceptive.
2. Ads will not be permitted in cases where a business model or practice is deemed unacceptable or contrary to Facebook's overall advertising philosophy.
3. Ads, or categories of ads, which receive a significant amount of negative user feedback or are otherwise deemed in violation of community standards will not be permitted.
4. Ads cannot contain, facilitate, promote, or reference the following:
 - Offensive, profane, vulgar, obscene or inappropriate language
 - Tobacco products
 - Ammunition, firearms, paintball guns, bb guns, or weapons of any kind
 - Gambling
 - Contests and sweepstakes unless given permission by Facebook to do so; if permission is given, you are subject to Facebook's Promotions Guidelines
 - Adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual, or provocative images in violation of community standards;
 - Uncertified pharmaceutical products;
 - Content that depicts a health condition in a derogatory or inflammatory way or misrepresents a health condition in any way.

Update: August 2010

- ❑ More than 500 each of Pages, Applications, and Groups for each leading brand
- ❑ Many events in countries outside the U.S.
- ❑ No way to confirm authorized creator of “official” product Pages and Applications
- ❑ Under-21 access still possible
- ❑ Content about dangerous, obviously harmful behaviors ubiquitous
- ❑ Companies posting disclaimers

Recommendations - Facebook

- ❑ Stop accepting (paid) alcohol ads
- ❑ Stop allowing alcohol-related Pages, Applications, Events, and Groups
- ❑ Monitor and enforce alcohol content regulations.

Recommendations - Big Alcohol

- ❑ Require that Facebook remove all content about products until it revises its ad policy and institutes monitoring and compliance practices
- ❑ Require demographic restrictions on all Facebook features used to promote their products

The Problem(s)

- ❑ The Federal Trade Commission (FTC) relies on self-regulation as the main mechanism to ensure responsible marketing practices by industry.

- ❑ Barriers to effective self-regulation include:
 - ❑ Little public awareness
 - ❑ No independent review
 - ❑ Subjective guidelines
 - ❑ No penalties or enforcement power

Realities About Self-Regulation

- ❑ Response by industry to regulatory threat**
- ❑ Voluntary system of vague rules**
- ❑ Defined and controlled by corporations**
- ❑ Alternative to enforceable laws**

Self-Regulation: Failure



Worst “repeat offender” brands:

- Sky Vodka (8 complaints)
- Svedka Vodka (6 complaints)

Worst “repeat offender” companies:

- Diageo (14 complaints)
 - Campari (11 complaints)
- Complaints regarding ads from companies with a member on the DISCUS board were three times less likely to be found in violation of the Code



Gomes L, Simon M. (2008). Why Big Alcohol Can't Police Itself: A Review of Advertising Self-Regulation in the Distilled Spirits Industry (2004-2007). Marin Institute. Accessed August 16, 2010 from <http://www.marinstitute.org/site/resources/reports.html>

Recommendations - FTC

A truly independent, third-party review body that includes public interest representatives

Objective, measurable content standards

Lower placement standard from 30% to 15%, so ads are only placed in media where no more than 15% of the audience is under 21

Recommendations - FTC

Improved access to filing complaints, with public campaign to explain the process

Adequate federal funding and staffing of independent review body and campaign

Enforcement power and significant penalties beyond requests to pull ads, enforceable by federal law or binding industry agreement

Apply system to all alcohol advertising

What We Can Do

- ❑ Demand that Facebook put alcohol on the same list of prohibited content as tobacco, firearms, and gambling.
- ❑ Demand that Facebook actively monitor and regulate alcohol content in its platform
- ❑ Call for the FTC to end its reliance on the alcohol industry to regulate itself
- ❑ Call for the FTC to lower the placement standard from 30% to 15%
- ❑ Use Facebook and other social media to advocate

Take Action

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Charge for Harm!
ChargeForHarm.org

