



FIVS GUIDING PRINCIPLES FOR ADVERTISING AND MARKETING PRACTICES FOR ALCOHOL BEVERAGES

Introduction

FIVS promotes initiatives that discourage the harmful or illegal use of alcohol. To meet this objective, FIVS Members and Affiliates have committed to ensuring that marketing and advertising communications are conducted in a manner that encourages consumption of alcohol beverages in moderation and with responsibility as part of a balanced diet.

In addition, Members commit to complying with the marketing and advertising Codes in the relevant jurisdictions in which they operate.

Application:

These commitments apply to any medium including cinema, internet, social media, outdoor media, print, radio, television, telecommunications, or other direct to consumer media, including new and emerging technologies, without limitation. These commitments apply to direct communications as well as indirect representations paid for by companies, such as through the use of influencers and brand ambassadors.

The guidelines apply to all Marketing Communications generated by or within the reasonable control of the company, including but not limited to:

- Brand advertising (including trade advertising)
- Competitions
- Digital communications (including in mobile and social media and user generated content)
- Alcohol Beverage product names and packaging
- Advertorials
- Alcohol brand extensions to non-alcohol beverage products
- Point of sale materials
- Retailer advertising
- Marketing Collateral

The following general principles have been identified as fundamental in this area. Examples are given of how the principles are applied given differing national and/or cultural situations in markets around the world.¹

¹ For information on exemplary practices for the marketing and advertising of alcohol beverages, [see the FIVS-ASSURE database](#).

1. Consumption should only be represented at an appropriate age

Explanation of the principle:

The consumption of alcohol beverages by minors is a serious concern globally. Advertising and marketing should feature consumption only by individuals who are older than the national legal drinking age to help promote responsible consumption.

Application of the principle in practice:

Consideration should be given to including provisions such as the following in codes of best practice:

- Images or references to characters, heroes or celebrities that appeal to minors should never be used.
- Adults appearing in advertisements should be over 25 years of age.
- Alcohol beverages shall not be suggested to be similar to another beverage/product that is primarily popular with those below legal drinking age.

2. Advertisements and marketing should be placed in a way that does not appeal to under-aged consumers

Explanation of the principle:

Advertisements and marketing are intended for adults of legal drinking age who choose to drink and should not be placed in any media directly or indirectly appealing to those below the legal drinking age.

Application of the principle in practice:

- Advertisements should only be placed in media where *more than 70%* of the viewers are expected to be adults of legal drinking age.
- No brand identification of alcohol beverages (logos, trademarks, etc.) should be used on items intended for use by minors, such as children's clothing and toys.
- Advertisements should not promote alcohol beverage use for events directed primarily towards children or in which children form a sizeable percentage of the audience.
- Advertisements should not be located outdoors in the vicinity (500 feet or 150 metres) of a school or educational campus, unless within a licensed establishment. They should not appear in college or school newspapers.

3. Alcohol beverage consumption should only be represented in moderation and with responsibility

Explanation of the principle:

Advertisements and marketing initiatives should never encourage or make light of harmful drinking practices. Advertisements and marketing initiatives are most constructive when they feature alcohol consumption in a safe and appropriate manner and setting.

NB.: A Marketing Communication must not encourage or show the rapid consumption of alcohol, or irresponsible behaviour and/or consumption based on alcohol strength.

Application of the principle in practice:

Consideration should be given to including provisions such as the following in codes of best practice:

- Advertisements and marketing initiatives should not portray excessive consumption or the abuse of alcohol, or feature persons who appear to be intoxicated
- Advertisements and marketing initiatives should not depict the consumption of alcohol beverages in association with illegal, violent, aggressive or out of control behaviour.
- Advertisements and marketing initiatives should not depict any direct association between the consumption of alcohol beverages, and the operation of a motor vehicle, boat or aircraft or engagement in any sport (including swimming and water sports) or any potentially hazardous activity.
- Advertisements and marketing initiatives should not challenge or dare people to drink alcohol and should not contain any inducement to prefer an alcohol beverage because of its alcohol content. Nor should they present abstinence or moderation in a negative way.
- Advertisements and marketing initiatives should avoid point of sale promotions that do not comply with applicable codes of national practice or are inconsistent with responsible promotional practices.
- Advertisements and marketing initiatives should not depict the consumption of alcohol beverages for the effects their alcohol content may produce.
- Advertisements and marketing initiatives should not convey the implication that excessive drinking or loss of control is amusing.
- Advertising should not be directed towards pregnant women.

4. Consumption should not be represented as linked with therapeutic benefits or personal success

Explanation of the principle:

Advertisements should not link alcohol consumption with therapeutic benefits or to personal, business, social, sporting, sexual or other success. All marketing and advertising communications will be accurate, truthful and not promote any health benefits.

Application of the principle in practice:

Consideration should be given to including provisions such as the following in codes of best practice:

- Advertisements and marketing initiatives should not imply that consumption will prevent or cure any illnesses or diseases.
- Advertisements and marketing initiatives should not depict the consumption or presence of alcohol beverages as a cause of or as contributing to the achievement of personal, business, social, sporting, sexual or other success.
- Advertisements shall not portray alcohol consumption as a rite of passage to adulthood.
- Advertisements and marketing initiatives should not suggest that alcohol consumption enhances mental ability or physical performance.
- All advertisements should be in good taste and shall not denigrate the human form, or people based on gender, religion, or protected class.

5. Consistency with these principles should be ensured by a vetting system

Explanation of the principle:

Self-regulatory mechanisms for advertisements and promotional materials have led to a substantial reduction in inappropriate alcohol advertisements. One effective element of a self-regulatory approach is the establishment of a system by which materials can be reviewed against codes of best practice and other principles and found to be in compliance with them before use.

Application of the principle in practice:

- Codes of best practice for advertising and marketing of alcohol beverages should contain a self-regulatory review system for advertisements and possibly other marketing materials.
- The system should allow for use of independent adjudicators to evaluate advertisements and determine if they are in accordance with national codes of best practice.
- There should be an established system for addressing advertisements that do not meet the standards expressed in this document or in relevant codes.

6. Digital advertising and marketing should protect user privacy and prevent those under the legal drinking age from accessing it

Explanation of the principle:

Industry members should take measures to protect the privacy of users of their *digital platforms*². Due to greater digital accessibility, it has become necessary for industry members to take additional steps to ensure that all their alcohol-related digital campaigns are not accessible to underage users.

Application of the principle in practice:

- All digital marketing and advertising campaigns should feature an *age affirmation tool*³ upon entry to confirm that only persons of legal purchasing age are accessing their information.
- Visitors may be invited to set-up a “Remember me” option⁴ to facilitate easier access to the site in the future, but:
 - This invitation should be accompanied by a reminder to the visitor to consider the appropriateness of this option if the computer is shared with youth who are not at an age where they can legally purchase the product.
 - Direct electronic communications may contain a link allowing direct entry to the site (i.e. by-passing any age affirmation requests) for registered members who have already affirmed that they are over the applicable legal age of purchase.
- If information provided on the digital platform can be *forwarded*⁵, a warning should be included pertaining to the risks of sharing information with underage persons.
- In cases of unidirectional communication, i.e. solely from the producer to the consumer, industry members should not directly communicate with users within a space that has greater than 30% members under the legal purchasing age. Digital platforms should adopt regular demographic surveys of user ages to ensure they are not attracting underage youth.
- Industry members should post clear guidelines for *user-generated content*⁶ on their digital platforms, regularly review it for compliance, and deal with violations appropriately (e.g., user suspension, account deletion, etc.).
- Digital platforms should feature an age affirmation tool before the collection of any information. They should include details about how personal data will be collected and used. Under no circumstances should the information collected be sold or shared with third parties without the individual’s consent.
- Digital campaigns should offer the option to “opt in” or “opt out” of receiving direct digital marketing communications.

² Interactive forms of advertising including but not limited to: social networks (e.g., Facebook, LinkedIn), video sharing (e.g., Vine, YouTube), blogs, microblogs (e.g., Twitter, Tumblr), apps and websites.

³ A process that affirms the user is of legal purchasing age.

⁴ A tool that allows users to save their login information for a particular digital platform on their computer.

⁵ Shared, emailed, or sent to other users.

⁶ Content created or posted by consumers on a digital platform.

- Digital platforms should include details about how personal data will be collected and used. Under no circumstances should the information collected be sold or shared with third parties.
- Industry members should take appropriate measures to keep user information secure and protected from loss or theft.
- Data collection and retention must be conducted in accordance with all applicable laws.

7. Event *sponsorship*⁷ should be done appropriately and responsibly

Explanation of the principle:

Alcohol beverage companies and associations play a valuable role in supporting many community events and activities. They are normally able to promote their products at these events, as well as having the right to promote their association with the events and event participation. Alcohol beverage companies are urged to ensure that their promotions are consistent with these principles and with applicable national codes of best practice, and in particular, that they:

- employ promotional staff,
- promote, serve, or give prizes to people, who are above the national legal drinking age.

Application of the principle in practice:

It is strongly recommended that alcohol beverage companies to ensure that:

- They do not promote their products at events that are clearly designed to target people under the legal drinking age.
- All promotional advertising in support of events and all promotional materials distributed at them are fully consistent with principles such as those presented in this document.
- Alcohol beverages are served at events in a way that is consistent with principles such as those presented in this document, and where applicable with legal requirements, for responsible serving of alcohol.
- Participants in giveaways promoted by alcohol companies at or in association with events must be over the legal drinking age.
- Prizes given away in promotions associated with alcohol beverage companies are awarded only to winners who are over the national legal drinking age.
- Promotional staff at events are over the national legal drinking age.

⁷ Sponsorship means any agreement or part of an agreement involving payment or other consideration in lieu of payment by a Marketer to support a sporting or cultural property, event or activity, in return for which the sponsored party agrees to be associated with or promote the sponsor's Alcohol Beverage or outlet. Sponsorship also includes naming rights of events or teams and the inclusion of a brand name and/or logo at an event venue or on uniforms of participants (excluding branded merchandise).

Background

FIVS has been a global trade federation for the alcohol beverage industry since 1951. It is committed to providing a venue and developing tools to encourage and secure sustainable development by our members and the wider industry, in keeping with the United Nations Sustainable Development Goals. Our membership includes producers, importers, exporters and trade associations (currently accounting for 75% of the wine traded globally). We also welcome and collaborate effectively with affiliates from allied industries.

Many codes of practice have appeared over recent years and in different countries to provide a framework for the responsible advertising and marketing of alcohol beverages. Some have been developed by individual companies, some by trade associations, and some by other groups. It is important to have the greatest degree of coherence possible between these codes, while acknowledging that national and cultural norms, together with differing national regulatory frameworks, require variances in some areas.

To advance this goal, and in keeping with its vision, FIVS developed this document to outline the major principles that producers should adhere to, and that should therefore be considered in producing and revising codes of practice for the advertising and marketing of alcohol beverages around the world.

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