

Alcohol Marketing and Young People

The Issue in Brief

Attempts to address youth drinking have focused on the various factors that may play a role in shaping patterns of consumption. These include the role of beverage alcohol marketing.

At the heart of the debate is the impact of beverage alcohol marketing on young people's drinking patterns and any harmful outcomes.

The resulting policy debate has centered on the degree to which the marketing of beverage alcohol should be regulated.

The evidence:

- The balance of the evidence does not support a direct causal relationship between overall alcohol marketing and drinking levels or harmful drinking patterns (whether chronic or episodic) (1-6).
- Marketing is one of many factors that influence consumer attitudes and drinking behaviors.
- Studies have shown that the principal influences on youth drinking are parents and peers.

Methodological approaches and general findings:

The relationship between marketing and alcohol consumption has been studied using various methodologies, with differing results.

- Econometric studies that examine relationship between marketing expenditure and consumption have found no or only a modest correlation (1, 7-10).
- Experimental studies have also attempted to examine the impact of marketing (particularly advertising) on drinking, but have a number of critical shortcomings.
- Longitudinal research shows a modest relationship between exposure to marketing and drinking among young people; the strength of the association varies between studies (12, 13).
- Attempts to examine the impact of marketing or advertising restrictions or bans on consumption have shown varying results for drinking patterns and outcomes (14-16).

ICAP Issues Briefings address specific topics relevant to alcohol policy, providing a succinct overview of key evidence. Where appropriate, they include an analysis of intended and unintended outcomes, country-level case studies, and main positions around a particular debate.

Regulation of beverage alcohol marketing:

- In most countries around the world, marketing of beverage alcohol is subject to some degree of government oversight and regulation.
- Beverage alcohol producers also have their own internal codes around marketing, both in the form of company-level efforts and initiatives across a particular sector.
- Industry self-regulation is always set within a broader framework of government regulation.

Limitations:

- Marketing of beverage alcohol involves not only producers but also retailers, both on- and off-premise.
- The impact of alcohol marketing cannot be separated from the many other influences that, cumulatively, shape perceptions and attitudes about drinking.
- From a policy standpoint, the impact of policy measures around marketing is often difficult to separate from the effects of other policy measures.

Relevant ICAP publications:

- Grant, M., & Leverton, M. (Eds.). (2010). *Working together to reduce harmful drinking*. New York: Routledge.
- Houghton, E., & Roche, A. (Eds.). (2001). *Learning about drinking*. Philadelphia: Brunner-Routledge.
- International Center for Alcohol Policies (ICAP). (2006). *Responsible drinks marketing: Shared rights and responsibilities. Report of an ICAP expert committee*. Washington, DC: Author.
- International Center for Alcohol Policies (ICAP). (2004). *What drives underage drinking? An international analysis*. Washington, DC: Author.
- Martinic, M., & Measham, F. (Eds.). (2008). *Swimming with crocodiles: The culture of extreme drinking*. New York: Routledge.

What Is the Issue?

The consumption of beverage alcohol by young people¹ is an issue of considerable concern around the world.

This includes potentially harmful drinking patterns by young people of legal drinking age, as defined by law in different countries, as well as any drinking by the underage.

Attempts to address youth drinking have focused on the various factors that may play a role in shaping patterns of consumption, including the role of beverage alcohol marketing.

The nature of the relationship and implications for policy are topics of considerable debate.

Beverage alcohol marketing

The term *marketing* refers to a number of different strategies, including:

- advertising (via broadcast, print, and electronic media);
- promotions;
- branded promotional merchandise (merchandising);
- sponsorship of events;
- point-of-sale materials.

Marketing efforts are carried out by producers—for example, through advertising of particular brands to consumers of legal drinking age.

They are also carried out by retailers—for example, through direct point-of-sale advertisements and promotions to consumers in both on- and off-premise retail outlets.²

The main purpose of marketing is to create brand loyalty and preference among consumers, but it also aims to protect and build brands (5).

- Marketing relies heavily on product branding to differentiate among individual branded products, as well as between branded and unbranded products.
- It informs consumers about particular goods, their availability, characteristics, and value and is intended to encourage them to choose a particular product over other, similar alternatives.

- Rather than attempting to expand a general product category (for example, total market for beer, wine, and/or spirits), it focuses specifically on market growth for individual brands (9).

In most mature markets, there is a general leveling off in overall demand for beverage alcohol, indicating a saturation of the market (18). Therefore, a key commercial goal of marketing is to maintain and increase market share for one brand over others.

What Is the Debate?

At the heart of the debate is whether marketing of beverage alcohol has an impact on alcohol consumption and resulting harm.

Some, notably advocacy groups, have reported what they describe as “disproportionate” marketing efforts aimed at young audiences, including those below the legally mandated drinking age (19-21).

Others, including alcohol producers and their trade associations, as well as those working in the marketing sector, point to self-regulatory codes, which prohibit the targeting of those below the legal drinking age (22-26).

- Industry codes have provisions against marketing efforts that appeal primarily to those below the legal drinking age.
- Codes also establish an audience threshold for marketing efforts since television, radio, outdoor billboards/signage, and internet marketing cannot be entirely shielded from viewing by underage youth. In the United States, for example, the placement of advertisements is prohibited at events or in media where fewer than 70% of the target audience is likely to be over the legally mandated drinking age.

The resulting policy debate has centered on the degree to which the marketing of beverage alcohol should be regulated.

According to some, there is a need for strict controls over marketing, even complete bans in order to

“...effectively regulate the marketing of alcoholic beverages, including effective regulation or banning of advertising and sponsorship of cultural and sports events, in particular those that have an impact on younger people.” (27)

¹ Definitions of “young people” vary. According to the World Health Organization (WHO), a young person is someone between the ages of 10 and 24 years (17).

² *On-premise outlets* are those establishments where beverage alcohol is sold to be consumed on-site (as in restaurants, bars, taverns, or pubs); *off-premise outlets* are shops where alcohol may be purchased for consumption elsewhere.

According to others, self-regulation and compliance with self-regulatory codes by producers are effective alternatives:

“A well-constructed self-regulatory regime has advantages over government regulation. It conserves limited government resources and is more prompt and flexible than government regulation, given the substantial time required to complete an investigation or to adopt and enforce a regulation. ... The [U.S. Federal Trade] Commission continues to believe... that alcohol industry self-regulation must play a prominent role in addressing concerns about alcohol marketing and youth.” (28, p. 26)

Government regulation and industry self-regulation are not mutually exclusive but intended to work in tandem; self-regulation is always set within a broader framework of government regulation.

What Is the Evidence?

There is little consensus in the research literature on the nature or size of the relationship between beverage alcohol marketing and consumption or indicators of harm.

The balance of the evidence does not support a direct causal relationship between overall alcohol marketing and drinking levels or harmful drinking patterns (whether chronic or episodic) (1-6). This applies to both adults and young people (including underage youth).

According to the U.S. National Institutes on Alcohol Abuse and Alcoholism,

“When all of the studies are considered, the results of research on the effects of alcohol advertising are mixed and not conclusive.” (29, p. 422)

Marketing is one of many factors that influence consumer attitudes and drinking behaviors.

The relationship between these various influences is complex and difficult to disaggregate; it is mediated through expectancies and intentions (2-3, 5-6, 30-31).

For young people, the most important factors in shaping drinking behavior are parents and peers (32-34).

Environmental factors, including alcohol marketing, play a smaller role.

- Some studies point to a correlation between particular large-volume promotions at points of sale and increased consumption, including extreme drinking by young people (35).

Methodological approaches and general findings

The relationship between marketing and alcohol consumption has been studied using various methodologies, with differing results.

Econometric studies that examine relationship between marketing expenditure and consumption have found no or only a modest correlation (1, 7-10).

- According to a meta-analysis of 132 international studies, the elasticity of alcohol advertising is very small (0.029), supporting the notion that advertising has a small impact on demand (36).

Experimental studies have also attempted to examine the impact of marketing (and particularly advertising) on drinking.

- The evidence is, once again, mixed: While some studies report an effect on attitudes and expectancies around drinking, others do not (37-39).
- Such studies have been criticized for their inability to adequately account for the cumulative impact of different factors, including marketing influences, on the shaping of beliefs, attitudes, and consumption patterns (37).

Some longitudinal research shows a modest relationship between exposure to marketing and drinking among young people; the strength of the association varies across studies (12, 13).

- Some evidence suggests that marketing exposure (e.g., advertising or owning of merchandise) may have a small impact on young people’s beliefs about beverage alcohol and their drinking intentions (2-3, 5-6, 30-31, 40-48).
- However, drinking intentions are not always the same as actual drinking behavior, and factors other than marketing may have influence on drinking choices (49).

Any inferences about the effect size are limited by confounders in the studies, which include uneven quality and inadequate controls for confounders (13).

Several other factors that influence young peoples’ drinking include:

- family environment, including parent and sibling behaviors (50-55);
- peer behavior (54, 56-57);
- socioeconomic status (56, 58-59);
- personal attitudes and personal problems (40, 60-62).

Attempts have been made to examine the impact of marketing or advertising restrictions or bans on consumption (14-16).

The effects of various “natural experiments” have been assessed in different countries:

- Studies of a natural experiment in the Canadian province of Saskatchewan, where a total ban on alcohol advertising was lifted, show mixed results, reporting increased beer sales, decreased spirits sales, and no effect on wine or total alcohol sales (63-64).
- Following a 14-month ban of all alcohol advertising in British Columbia, Canada, in 1971, yearly and monthly analyses showed no substantial effect on sales of beer, wine, or spirits (65).
- Advertising and its effects on consumption were studied in France, Germany, the Netherlands, Sweden, and the United Kingdom between 1970 and 1983. Despite significant differences in alcohol advertising policies, alcohol consumption decreased in all five countries (66).

Regulation of beverage alcohol marketing

In most countries around the world, marketing of beverage alcohol, like the marketing of other commodities, is subject to some degree of government oversight and regulation.

Specific provisions generally cover (67):

- content and placement of advertising (in print, TV, radio, electronic media, or outdoor advertising);
- restrictions on hours during which advertising is permitted;
- sponsorship of sporting, cultural, and other events;
- sponsorship and message placement at youth events;
- inclusion of health warnings on promotional material and advertisements.

Particular attention has been paid to novelty products, including “alcopops” and ready-to-drink beverages (RTDs); critics raise particular concerns about the marketing of these products to young people (68).

Another area that has received particular attention relates to marketing efforts for beverage alcohol through electronic media, including the internet (69).

Beverage alcohol producers also have their own internal codes around marketing, in the form of both company-level efforts and initiatives across a particular sector (beer, wine, or spirits) (22-25, 70).

These provisions stipulate the content, placement, and target audience for marketing efforts and include (71):

- prohibitions against positive depictions of excessive consumption, implication of enhanced abilities (physical, sexual, or social) in relation to drinking, or negative portrayals of abstinence;
- prohibitions against advertising or promotional efforts that may have particular appeal to minors, including limiting advertisement placements to events and media for which the majority of the audience is of legal age.

The effectiveness of industry self-regulation has been challenged, particularly in terms of consistency in the rigor with which it is applied in mature as compared to emerging markets (72-73).

- However, in many emerging markets, company codes are actually more thorough and comprehensive than existing government codes around marketing.

Independent reviews of industry self-regulation in mature markets have found industry compliance with codes that prohibit marketing to underage youth to be high.

- The United States Federal Trade Commission, for example, has consistently found that beverage alcohol producers comply with current voluntary standards set out in their codes—and even exceed these standards (74-75).
- Monitoring by the European Advertising Standards Alliance (EASA) of television and print advertisements across the European Union has also found compliance to be high (94% in 2008) (76).

In reality, industry self-regulation is always set within a broader framework of government regulation, even where industry is self-regulating its own marketing efforts.

What are the Limitations?

Marketing of beverage alcohol involves not only producers but also retailers, both on- and off-premise.

Retailers include specialized shops that sell beverage alcohol, grocery stores, and on-premise establishments, such as bars and taverns, cafés, and restaurants that serve alcohol to patrons.

In most countries, government regulation of marketing is largely directed at producers through restrictions on advertising and sponsorship; it often excludes promotions and other efforts by retailers at points of sale.

The impact of alcohol marketing cannot be separated from the many other influences that, cumulatively, shape perceptions and attitudes about drinking.

Significant methodological shortcomings have been pointed out in studies that have attempted to control for the myriad other influences on drinking behavior (13).

Human behavior, including drinking behavior, is the result of complex interactions over the course of a lifetime and does not lend itself to reductionist analysis.

From a policy standpoint, the impact of policy measures around marketing is often difficult to separate from the effects of other measures.

Drinking levels and patterns are also in part shaped by proper enforcement of various regulations around alcohol (such as drinking age laws and blood alcohol concentration limits for driving), as well as by societal changes (such as economic development and affordability of alcohol) (77).

- During the period between 1980 and 2000, a 30% decrease in average consumption was observed in the Mediterranean wine-drinking countries, despite few restrictions on alcohol marketing and distribution (78).
- Despite significant increases in advertising expenditure in France, the Netherlands, and the United Kingdom between 1970 and 1990, alcohol consumption declined in all three countries over the same period (66).
- In many emerging markets, alcohol consumption remains high even though much of the alcohol consumed is not marketed but is largely unbranded or not commercially produced (67, 79).

References

1. Broadbent, T. (2008). Does advertising grow markets? More evidence from the United Kingdom. *International Journal of Advertising*, 27, 745–770.
2. Dunn, M. E., & Yniguez, R. M. (1999). Experimental demonstration of the influence of alcohol advertising on the activation of alcohol expectancies in memory among fourth- and fifth-grade children. *Experimental and Clinical Psychopharmacology*, 7, 473–483.
3. Collins, R. L., Ellickson, P. L., McCaffrey, D., & Hambarsoomians, K. (2007). Early adolescent exposure to alcohol advertising and its relationship to underage drinking. *Journal of Adolescent Health*, 40, 527–534.
4. Ormerod, P., Cornish, C., Melvin, K., & Hirsch, S. (2008). *Advertising and the misuse of alcohol*. London: FDS.
5. van Dalen, W., & Kuunders, M. (2006). Alcohol marketing and young people: An analysis of the current debate on regulation. *Nordic Studies on Alcohol and Drugs*, 23, 415–426.
6. Austin, E. W., Chen, M. J., & Grube, J. W. (2006). How does alcohol advertising influence underage drinking? The role of desirability, identification and skepticism. *Journal of Adolescent Health*, 38, 376–384.
7. Duffy, M. (1989). Measuring the contribution of advertising to growth in demand: An econometric accounting framework. *International Journal of Advertising*, 8, 95–110.
8. Duffy, M. (1999). Advertising and the consumption of alcoholic drink: A system-wide analysis. *Scottish Journal of Political Economics*, 138, 369–385.
9. Nelson, J. P. (1999). Broadcast advertising and U.S. demand for alcoholic beverages. *Southern Economic Journal*, 65, 774–790.
10. Nelson, J. P., & Young, D. J. (2008). Effects of youth, price, and audience size on alcohol advertising in magazines. *Health Economics*, 17, 551–556.
11. World Advertising Research Center (WARC). (2008). *Find case study*. Retrieved March 7, 2009, from <http://www.warc.com/Search/CaseStudies/Default2.asp>
12. Anderson, P., de Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009). Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies. *Alcohol and Alcoholism*, 44, 229–243.
13. Smith, L. A., & Foxcroft, D. R. (2009). The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: Systematic review of prospective cohort studies. *BMC Public Health*, 9, 15.
14. Saffer, H., & Dave, D. (2002). Alcohol consumption and alcohol advertising bans. *Applied Economics*, 34, 1325–1334.
15. Saffer, H. (2002). Alcohol advertising and youth. *Journal of Studies on Alcohol*, (Suppl. 14), 173–181.
16. Saffer, H., & Dave, D. (2006). Alcohol advertising and alcohol consumption by adolescents. *Health Economics*, 15, 617–637.
17. World Health Organization (WHO). (1986). *Young people's health—a challenge for society. Report of a WHO Study Group on young people and "Health for All by the Year 2009."* Technical Report Series. Geneva, Switzerland: Author.
18. World Advertising Research Center (WARC). (2005). *World Drink Trends 2005*. Henley-on-Thames, U.K.: Author.
19. Montes-Santiago, J., Alvarez Muniz, M. L., & Baz Lomba, A. (2007). [Alcohol advertising in written mass media in Spain]. *Anales de Medicina Interna*, 24, 109–112.

20. National Foundation for Alcohol Prevention (STAP). (2007). *Appealing alcohol beverages and marketing practices in Europe: ELSA project overview of the most appealing alcohol products and advertisements selected by young people*. Utrecht, Netherlands: Author.
21. Center for Alcohol Marketing and Youth (CAMY). (2008). *Youth exposure to alcohol advertising on television, 2001 to 2007*. Washington, DC: Author.
22. European Forum for Responsible Drinking (EFRD). (2008). *EFRD common standards on commercial communications*. Available: <http://www.eprd.org>.
23. Distilled Spirits Council of the United States (DISCUS). *Code of responsible practices for beverage alcohol advertising and marketing*. Available: <http://www.discus.org>.
24. Beer Institute. (2006). *Advertising and marketing code*. Available: <http://www.beerinstitute.org/>
25. The Brewers of Europe. (2003). *Responsible commercial communications: Guidelines for the Brewing Industry*. Available: <http://www.brewersofeurope.org/docs/publications/guidelines.pdf>
26. Ormerod, P., Cornish, C., Melvin, K., & Hirsch, S. (2008). *Advertising and the misuse of alcohol*. London: FDS.
27. World Health Organization Expert Committee on Problems Related to Alcohol Consumption. (2007). *Second report*. WHO Technical Report Series 944. Geneva, Switzerland: World Health Organization.
28. Federal Trade Commission (FTC). (2008). *Self-regulation in the alcohol industry: Report of the [U.S.] Federal Trade Commission*. Washington, DC: Author.
29. National Institute on Alcohol Abuse and Alcoholism (NIAAA). (2000). *Tenth special report to the U.S. Congress on alcohol and health*. Washington, DC: U.S. Department of Health and Human Services.
30. Pasch, K. E., Komro, K. A., Perry, C. L., Hearst, M. O., & Farbaksh, K. (2007). Outdoor alcohol advertising near schools: What does it advertise and how is it related to intentions and use of alcohol among young adolescents? *Journal of Studies on Alcohol and Drugs*, 68, 587–596.
31. Snyder, L. B., Fleming Milici, F., Slater, M., Sun, H., & Strizhakova, Y. (2006). Effects of alcohol advertising exposure on drinking among youth. *Archives of Pediatrics and Adolescent Medicine*, 160, 18–24.
32. Institute of Medicine (2004). *Reducing underage drinking: A collective responsibility*. Washington, DC: National Academies Press.
33. Houghton, E., & Roche, A. (Eds.) (2001). *Learning about drinking*. Philadelphia: Brunner-Routledge.
34. Office of the Minister for Children. (2008). *Teenagers' views on solutions to alcohol misuse: Report on a national consultation*. Dublin, Ireland: The Stationery Office.
35. Kuo, M., Wechsler, H., Greenberg, P., & Lee, H. (2003). The marketing of alcohol to college students: The role of low prices and special promotions. *American Journal of Preventive Medicine*, 25, 204–211.
36. Gallet, C. A. (2007). The demand for alcohol: A meta-analysis of elasticities. *The Australian Journal of Agricultural and Resource Economics*, 51, 121–135.
37. Grube, J. W., & Waiters, E. (2005). Alcohol in the media: Content and effects of drinking beliefs and behaviors among youth. *Adolescent Medicine Clinics*, 16, 327–343.
38. Engels, R. C., Hermans, R., van Baaren, R. B., Hollenstein, T., & Bot, S. M. (2009). Alcohol portrayal on television affects actual drinking behavior. *Alcohol and Alcoholism*, 44, 244–249.
39. Grube, J. W. (2004). Alcohol in the media: Drinking portrayals, alcohol advertising, and alcohol consumption among youth. In Institute of Medicine, *Reducing underage drinking: A collective responsibility* (pp. 597–624). Washington, DC: National Academies Press.
40. Huang, J.-H., DeJong, W., Towvim, L. G., & Schneider, S. K. (2009). Sociodemographic and psychobehavioral characteristics of U.S. college students who abstain from alcohol. *Journal of American College Health*, 57, 395–410.
41. Collins, R. L., Schell, T., Ellickson, P. L., & McCaffrey, D. (2003). Predictors of beer advertising awareness among eighth graders. *Addiction*, 98, 1297–1306.
42. Ellickson, P. L., Collins, R., Hambarsoomians, K., & McCaffrey, D. F. (2005). Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment. *Addiction*, 100, 235–246.
43. Henriksen, L., Feighery, E. C., Schleicher, N. C., & Fortmann, S. P. (2008). Receptivity to alcohol marketing predicts initiation of alcohol use. *Journal of Adolescent Health*, 42, 28–35.
44. Hurtz, S. Q., Henriksen, L., Wang, Y., Feighery, E. C., & Fortmann, S. P. (2007). The relationship between exposure to alcohol advertising in stores, owning alcohol promotional items, and adolescent alcohol use. *Alcohol and Alcoholism*, 42, 143–149.
45. McClure, A. C., Dal Cin, S., Gibson, J., & Sargent, J. D. (2006). Ownership of alcohol-branded merchandise and initiation of teen drinking. *American Journal of Preventive Medicine*, 30, 277–283.
46. Hastings, G., Anderson, S., Cooke, E., & Gordon, R. (2005). Alcohol marketing and young people's drinking: A review of the research. *Journal of Public Health Policy*, 26, 296–311.
47. Fischer, J. L., Forthun, L. F., Pidcock, B. W., & Dowd, D. A. (2007). Parent relationships, emotion regulation, psychosocial maturity and college student alcohol use problems. *Journal of Youth and Adolescence*, 36, 912–926.
48. Fisher, L. B., Miles, I. W., Austin, S. B., Camargo, C. A., & Colditz, G. A. (2007). Predictors of initiation of alcohol use among U.S. adolescents. *Archives of Pediatrics & Adolescent Medicine*, 161, 959.
49. Fleming, K., Thorson, E., & Atkin, C. K. (2004). Alcohol advertising exposure and perceptions: Links with alcohol expectancies and intentions to drink or drinking in underage youth and young adults. *Journal of Health Communication*, 9, 3–29.
50. Epstein, J. A., Griffin, K. W., & Botvin, G. J. (2008). A social influence model of alcohol use for inner-city adolescents: Family drinking, perceived drinking norms, and perceived social benefits of drinking. *Journal of Studies on Alcohol and Drugs*, 69, 397–405.
51. Fowler, T., Shelton, K., Lifford, K., Rice, F., McBride, A., Nikolov, I., et al. (2007). Genetic and environmental influences on the relationship between peer alcohol use and own alcohol use in adolescents. *Addiction*, 102, 894–903.
52. Mogro-Wilson, C. (2008). The influence of parental warmth and control on Latino adolescent alcohol use. *Hispanic Journal of Behavioral Sciences*, 30, 89–105.
53. van der Vorst, H., Engels, R. C. M. E., Meeus, W., Dekovic, M., & van Leeuwe, J. (2007). Similarities and bi-directional influences regarding alcohol consumption in adolescent sibling pairs. *Addictive Behaviors*, 32, 1814–1825.
54. van der Zwaluw, C. S., Scholte, R. H. J., Vermulst, A. A., Buitelaar, J. K., Verkes, R. J., & Engels, R. C. M. E. (2008). Parental problem drinking, parenting, and adolescent alcohol use. *Journal of Behavioral Medicine*, 31, 189–200.
55. Trim, R. S., Leuthe, E., & Chassin, L. (2006). Sibling influence on alcohol use in a young adult: High-risk sample. *Journal of Studies on Alcohol*, 67, 391–398.

56. Chuang, Y.-C., Ennett, S. T., Bauman, K. E., & Foshee, V. A. (2005). Neighborhood influences on adolescent cigarette and alcohol use: Mediating effects through parent and peer behaviors. *Journal of Health and Social Behavior*, *46*, 187–204.
57. Scholte, R. H. J., Poelen, E. A., Willemsen, G., Boomsma, D. I., & Engels, R. C. (2008). Relative risks of adolescent and young adult alcohol use: The role of drinking fathers, mothers, siblings, and friends. *Addictive Behaviors*, *33*, 1–14.
58. Arvanitidou, M., Tirodimos, I., Kyriakidis, I., Tsinaslanidou, Z., & Seretopoulos, D. (2007). Decreasing prevalence of alcohol consumption among Greek adolescents. *American Journal of Drug and Alcohol Abuse*, *33*, 411–417.
59. Hoffmann, J. P. (2006). Extracurricular activities, athletic participation, and adolescent alcohol use: Gender-differentiated and school-contextual effects. *Journal of Health and Social Behavior*, *47*, 275–290.
60. Houben, K., & Wiers, R. W. (2008). Implicitly positive about alcohol? Implicit positive associations predict drinking behavior. *Addictive Behaviors*, *33*, 979–986.
61. Shortt, A. L., Hutchinson, D. M., Chapman, R., & Toumbourou, J. W. (2007). Family, school, peer and individual influences on early adolescent alcohol use: First-year impact of the Resilient Families programme. *Drug and Alcohol Review*, *26*, 625–634.
62. Fisher, L. B., Miles, I. W., Austin, S. B., Camargo, C. A., & Colditz, G. A. (2007). Predictors of initiation of alcohol use among U.S. adolescents: Findings from a prospective cohort study. *Archives of Pediatrics & Adolescent Medicine*, *161*, 959–966.
63. Ornstein, S. I., & Hanssens, D. (1985). Alcohol control laws and the consumption of beer and distilled spirits. *Journal of Consumer Research*, *12*, 200–212.
64. Makowsky, C. R., & Whitehead, P. C. (1991). Advertising and alcohol sales: A legal impact study. *Journal of Studies on Alcohol*, *52*, 555–567.
65. Smart, R. G., & Cutler, R. E. (1976). The alcohol advertising ban in British Columbia: Problems and effects on beverage consumption. *Addiction*, *71*, 13–21.
66. Scheraga, C., & Calfee, J. E. (1994). The influence of advertising on alcohol consumption: A literature review and an econometric analysis of four European nations. *International Journal of Advertising*, *13*, 287–310.
67. World Health Organization (WHO). (2004). *Global status report on alcohol 2004*. Geneva, Switzerland: Author.
68. Mosher, J. F., & Johnsson, D. (2005). Flavored alcoholic beverages: An international marketing campaign that targets youth. *Journal of Public Health Policy*, *26*, 326–342.
69. Casswell, S., & Maxwell, A. (2005). Regulation of alcohol marketing: A global view. *Journal of Public Health Policy*, *26*, 343–358.
70. The Portman Group. (2008). *The code of practice on the naming, packaging and promotion of alcohol drinks* (4th Ed.). London: The Portman Group.
71. Sinclair, R. (2010). Marketing beverage alcohol. In M. Grant & M. Levertov (Eds.), *Working together to reduce harmful drinking*. New York: Routledge.
72. Donovan, K., Donovan, R., Howat, P., & Weller, N. (2007). Magazine alcohol advertising compliance with the Australian Alcoholic Beverages Advertising Code. *Drug and Alcohol Review*, *26*, 73–81.
73. Jernigan, D. H., Ostroff, J., & Ross, C. (2005). Alcohol advertising and youth: A measured approach. *Journal of Public Health Policy*, *26*, 312–325.
74. Evans, J. M., & Kelly, R. F. (1999). *Self-regulation in the alcohol industry: A review of industry efforts to avoid promoting alcohol to underage consumers. A report to Congress from the Federal Trade Commission*. Washington, DC: Federal Trade Commission.
75. Federal Trade Commission (FTC). (2008). *Self-regulation in the alcohol industry: Report of the [U.S.] Federal Trade Commission*. Washington, DC: Author.
76. European Advertising Standards Alliance (EASA). (2008). *Alcohol advertising monitoring 2008. Compliance report*. Brussels, Belgium: Author.
77. Chisholm, D., Rehm, J., van Ommeren, M., & Monteiro, M. (2004). Reducing the global burden of hazardous alcohol use: A comparative cost-effectiveness analysis. *Journal of Studies on Alcohol*, *65*, 782–793.
78. Nelson, J. P. (2007). *Alcohol advertising bans, consumption, and control policies in seventeen OECD countries, 1975-2000*. Available at Social Science Research Network (SSRN): <http://ssrn.com/abstract=942647>.
79. International Center for Alcohol Policies (ICAP). (2006). *The structure of the beverage alcohol industry. ICAP Reports 17*. Washington, DC: Author.



International Center for Alcohol Policies
Analysis. Balance. Partnership.

1519 New Hampshire Avenue, NW
Washington, DC 20036 USA

Tel: +1.202.986.1159

Fax: +1.202.986.2080

www.icap.org

© International Center for Alcohol Policies, 2010

International Center for Alcohol Policies (ICAP) is a not-for-profit organization whose mission is to promote the understanding of the role of alcohol in society through dialogue and partnerships involving the beverage alcohol industry, the public health community, and others interested in alcohol policy, and to help reduce the abuse of alcohol worldwide. ICAP is supported by major international producers of beverage alcohol.