ICAP International Center for Alcohol Policies
Analysis. Balance. Partnership.

CODES OF RESPONSIBLE MARKETING:
MAIN PROVISIONS BY SOME INDUSTRY ORGANIZATIONS

	Industry Organizations										
PROVISIONS AGAINST	Australian Alcohol Beverages Advertising Code (ABAC)	The Beer Institute (USA)	Brewers of Europe	Distilled Spirits Council of the United States (DISCUS)	The Industry Association for Responsible Alcohol Use (South Africa)	Mature Enjoyment of Alcohol in Society (Ireland)	Portman Group (U.K.)	European Forum on Responsible Drinking	The Wine Institute (USA)	Advertising Standards Authority (U.K.)	Japan Liquor Industry Council
Encouragement of immoderate/excessive drinking	√	√	√	√	√	√	√	√	√	√	√
Appeal to the underage	√	√	√	√	√	√	√	√	√	√	√
Placement at events where significant portion of audience is underage		√	√	√	√	√	√	√	√	√	√
Subjects in advertisements being under 25 years of age	√	√		√	√	√	√	√	√	√	√[a]
Implication of enhanced ability (physical)	√	√	√	√	√	√	√	√	√	√	√
Implication of enhanced ability (sexual)	√	√	√	√	√	√	√	√	√	√	
Implication of enhanced ability (social)	√	√	√	√	√	√	√	√	√	√	
Depiction of unsafe conditions (driving)	√	√	√	√	√	√	√	√	√	√	√
Depiction of intoxication	√	√	√	√	√	√	√	√	√	√	√
Association with violence	√	√	√	√	√	√	√	√	√	√	
Claiming unsubstantiated medical and/or therapeutic benefits	√	√	√	√	√	√	√	√	√	√	
Emphasis of high alcohol content	√		√[b]	√	√	√	√	√	√	√	

NOTES (specific provisions):
a. Underage models cannot be used in advertisements for beverage alcohol.
b. Commercial communications should not present high alcoholic strength in itself as a positive quality of the brand or as a reason for choosing it. On the other hand, messages may not imply that consuming beer of low alcohol content will avoid misuse.