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My friends Bundy, cruiser and VB: alcohol marketing on facebook

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using positively-valanced words and/or playing on the theme and imagery in the advertisement. Fifty-five percent included the word ‘enjoy’ in the responsibility message and 24% linked the wording of the responsibility message to the theme of the advertisement. In all cases the responsibility message was in substantially smaller font than other writing in the advertisement, and placed at the bottom and/or margin.

**Discussion and Conclusions:** It appears that responsibility messages in alcohol advertisements are designed not to be noticed by consumers and, if they are noticed, to further promote and encourage consumption by reiterating the key advertising messages.

**Design and Methods:** We audited three ‘health’ magazines (Men’s Health, Women’s Health and Prevention) for the presence and nature of alcohol advertisements for the period 2010–12 (102 of 108 issues published).

**Results:** Over the three years there were 30 alcohol advertisements in Men’s Health; seven in Women’s Health and 10 in Prevention. There was considerable variation across years, with over half of the advertisements in Men’s Health appearing in 2010 and the number in Prevention increasing over time. Advertisements in Men’s Health were predominantly for beer (76.7%); and in Women’s Health and Prevention for wine/champagne. What was particularly concerning was the frequent presence of a ‘health’ message in advertisements appearing in these magazines, with 17 (36.1%) including a claim about low calorie or low carbohydrate content, but only two promoting low(er) alcohol content.

**Discussion and Conclusions:** Consumers are presented with a wide range of conflicting messages about alcohol, the majority of which encourage consumption. We find alcohol advertisements are present in ‘health’ magazines in similar frequencies to other magazine genres, but are often positioned in such a way as to suggest a health benefit or minimise the perception of a health risk.

**Design and Methods:** We examined the official Facebook pages of 12 alcohol brands. Two trained research assistants audited the pages independently, double coding 25% of pages to ensure reliability of coding, during May–June 2012.

**Results:** Key findings included: alcohol brands had an average of 75 000 fans across the 11 Australian-based pages. The two-way nature of communication was evident with posts by fans exceeding posts by brands by more than 28 to 1 (4796 compared to 170). All pages appeared to breach one or more clauses of the Alcohol Beverages Advertising Code, most commonly: (1(a) mature, balanced and responsible approach to consumption of alcohol; (1(b) appeal to children or adolescents; and (1(c) suggest consumption or presence of alcohol beverages as a cause of or contributing to a significant change in mood or environment. The widespread presence of ‘unofficial’ pages is potentially even more problematic; with six of 12 having 50 or more.

**Discussion and Conclusions:** Given the high volume of alcohol advertising, limiting exposure through gateway mechanisms (such as age verification tools) is important, although largely ineffective. Thus, complementary policies are required, including encouraging Facebook and alcohol brands to work together to remove ‘unofficial’ pages that use brand’s names and trademarks.