

Promoting alcohol to young people in Aotearoa - marketing intoxication?

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Alcohol and populations

- Consumption influenced by social norms, regulatory climate, availability, promotion
- Population level effects from average volume and pattern of drinking
- Intoxication as a key mediator (along with biochemical and dependence) of harm

(Rehm et al, 2004)

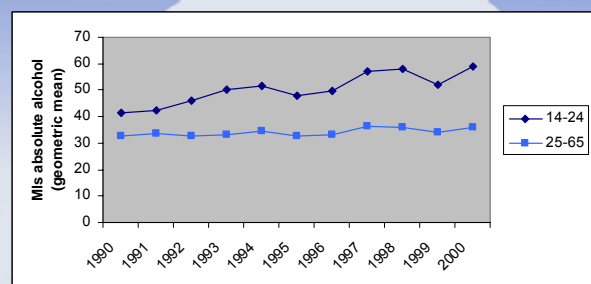


NZ Policy environment

- 1989 Sale of Liquor Act (rev 2004)
- 1989 Broadcasting Act
- 1992 Brand advertising (9pm-6am)
- 1993 Self-regulation (ASA) pre-vetting
- 1999 Lowering of drinking age to 18y
- 2003 Advertising hours review (8.30pm)



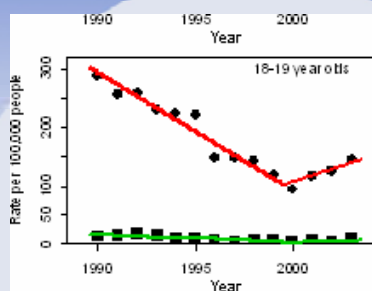
Alcohol consumption in Auckland 1990-2000 (Casswell and Bhatta, 2001)



Alcohol related harms

- Increases since 1999
- Especially among 16-24y
- Multiple short term harms
- Drink drive offences
- Car smashes (including fatal) with alcohol
- Alcohol-related hospital admissions
- Disorder offences

NZ 18-19 year olds in vehicle smashes involving alcohol (Huckle et al, 2006)



Alcohol marketing

Marketing is a key factor in the mix:

US - \$4b (Jernigan and O'Hara, 2004)

AUS - \$100m (King et al, 2005)

NZ - \$32m (Huckle and Huakau, 2007)

- US - less than half on monitored advertising; balance on diverse "under the radar" marketing activities

NZ Exposure

- Most expenditure in TV markets
- 90% 5-17 year olds exposed weekly or more (Huckle and Huakau, 2007)
- "Exposure to repeated high-level promotion inculcates pro-drinking attitudes and increases the likelihood of heavier drinking... Alcohol advertising predisposes minors to drinking well before legal age of purchase" (Babor et al., 2003, p.183)

Alcohol Marketing project Whariki and SHORE

- Qualitative study of youth meaning-making around alcohol marketing materials
- Review of marketing theory and local activities relating to young drinkers
- “Contemporary marketing practices are crafted to infiltrate, appropriate and express dominant representations of youth culture and lifestyles” (McCreanor et al, 2005)



Research design

- Quasi-ethnographic
- 24 'affinity groups', 14, 15, 16 yo
- Maori, Pakeha, Female, Male
- Some mixed
- Interviewed 3 times each over 2 years
- 27 'post-event' (School balls, BDO etc) affinity group interviews



Discourse and meaning

- Interpretation contextual
- Audience driven
- Action-orientation of talk
- Discourse as normative
- Discursive resources



Research focus

- Topics; youth culture, alcohol, marketing
- Full transcription
- Thematic and discursive analyses
- Discourses of alcohol micro-cultures
- Youth voices



Findings

- Thematic analysis
- Patterns in young participants' talk
- Multiple exemplars from data

Key themes

- Marketing fun/“cool”
- Marketing identities
- Marketing culture
- Construction of intoxicogenic discourses

Fun/cool

- Partying
- Humour
- Spontaneity/Freedom

Partying

Mike: Oh I don't know; like the Red Blooded song for *Lion Red*.

Hanna: That's a good song, man I like that one.

Mike: But I do honestly reckon a lot of those beer ads and alcohol ads; cause I mean parties are what we do in our leisure time after work and so that's what appeals to us most through meeting heaps of people and have fun, um experience different things and like and that's what they target. (Mixed gender 16/17 years)

Humour

Jackson: Na, you mean the new one aye

Holden: Thirst quench or something, what's it called?

Jackson: Fire fighters

Holden: Quenchers thing, instead of fighting fires they fight thirst... They help people stop their thirst with Export Gold...and they got five people

Jackson: That's it... You have to make a chain.

Holden: Yea yea

Jackson: it'll be a pretty short chain...a five man chain

Holden: is it five man or three?

Aaron: yea (laughs) yip its five

Jackson: its five ...oh and when they're on the rugby field, you see those shoes and ash



Humour (cont)

Holden: oh yea

Jackson: can't save them all

Holden: can't save them all!

Jackson: and I like it when it goes...my father's father's father...

Suaree: so you guys are pretty onto that ad? Took a short time for you guys to pick it up. What's that, like you just see an ad and then you run with it?

Jackson: Depends if I like it

Aaron: Yes if it makes you laugh, then you'll probably go "oh that looks funny"

Jackson: And you remember it and tell your friends... have you seen that ad? It's a crack up aye (Laughs)

Holden: I like it aye (Laughs)

Jackson: Cool (Males 15 years)



Thirst fighters



Spontaneity

Alex: with that Export ad... they got the bus, like I'd love to do that. Just like grab a whole lot of people and go... But you'd need Export to do it as well. (Males, 17 years)



Marketing identity

- Social
- Personal
- Gender
- Counter

Social

Peter: Alcohol is one of the most trendy personal things for teenagers possible. You start a conversation about alcohol and everybody gets in on the conversation on their own personal type and experiences. Everybody's got their own personal opinion about what's good and what's bad. (Males 17 years).

Personal

Jane: I think I would like to be something like *Baileys* or *Kahlua*, it is really nice, it is not really expensive and not really cheap – not that I am for everyone but you know what I mean, you can have it straight or

Tina: On the rocks, on the beach ... I would quite like to be a *Heineken*, not to be flash but still taste nice.

Mary: I would probably be one of those – what is the premix Vodka drink, *Tattoo*. (Females 17 years)

Gender

Fran: Because they're sweet and you know they're not real man stuff because they don't taste like the alcohol.

Jasmine: ... People who drink sort of stereotype like people who drink RTDs are real girly and young. (Females 17yrs)

Counter

Terry: I found that if you are a chick and you drink beer, guys will really respect you....I went into the city once ... and all the girls were drinking lolly water or like wine. And I pulled out a *Tui* from my boyfriend's box and all the guys were like "yeah", they were like "you've got the perfect girlfriend". I've had guys like telling me how impressed they are that I'm drinking beer and stuff, like really surprised that I drink beer.

Mandi: So what kind of woman drinks beer?

Terry: Like the girl next door, the down to earth girl... I reckon if guys see you with a beer they feel like they can relate to you more. Like more mature. (Females, 17yrs)



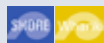
Marketing culture

- Ethnic
- Icons
- Gender
- Sports



Ethnic

James: Have you seen those billboards...And it's got ones like oh, "Give the Māoris their foreshore; Yeah right!" (laughter) (Males 16 years)



Icons

Mike: those ads...you can view yourself as one of those blokes...like those *DB Draught* ...I mean *DB Draught* tastes like crap but um the ads are really good you know? The working man, you know the good honest kiwi bloke, the *Speights* ad, you know like, that was a classic ad...and even *Steinlager* ads like yeah they're just really powerful...it's not only the beer but like the *Steinlager* man...it's like "be the man, you can" or something ...and one of them's motto is "know who you are" and they're just really powerful messages. It's really good marketing. (Males 17yrs)



Gender

Angela: back in the days it was only, the guys would go after work for a beer and not the women and women weren't expected to go out drinking and they were supposed to stay home and cook....

Carla: Yes, it's a lot more freedom. I think we have way more freedom in that sense of being able to go out, sort of like whatever time, or whatever (Mixed group 17yrs)

Gender

James: Oh yeah, and I was watching C4 last night and... there is these two guy's... and he's like "Dude can I borrow your hair dryer" and... then it's like orange and the orange background's like "Yeah Right!" And those DB Draught ones, these dudes, like these working men that go out and yeah, "That man deserves a DB". There's heaps of them... but even if it wasn't alcohol it is good as. (Males 17 years)

Sports

Otto: Heineken are always vividly in my head

Jeff: Yeah Heineken, you know where that guy grabs that Heineken out of the bin

Otto: Heineken Open!

Jeff: Lion Red is like [the] league one I reckon

Otto: Nah Lion Red, reminds me of

Jeff: Woodstock reminds me of league, yeah cause heaps of league players drink Woodstock man (Males 16-17yrs)

Intoxigenic discourses

- Incentives
- Norms
- Modelling
- Brand relationships

Incentives

Emily: This is not helping me in the future but... there's nothing else to do and I'm just... I really want to have a good time for now, I don't really care about the consequences until they come... (Females 15yrs)

Norms

Tony: yeah well I've got to get drunk don't I? Because that's the trend ...It's just you know if everybody else is drinking, you don't want to not drink. I mean I could if I wanted to...I say that of course but then, I mean there's status involved in... "I can drink more than you can" (Males 17yrs)

Modelling

Mark: At the *Lion Red* fishing contest ... you see like slaughtered people, absolutely trolleyed and it's just awesome (Males 15y)

Brand relationships

Mark: I was just like "yes, Smirnoff Blue, Smirnoff Blue, I'm going to get so wasted tonight." I was in the taxi and I was like passing it back to see if anyone wanted it, and everyone was "no screw that shit", and I had it straight. I was just like going, "oh you guys are just pussies" (Mixed, 17 years)

Intoxigenic marketing

Export Gold "Rock Ride Party" (September 2004)

- Branded "competition"
- Youth radio stations, DJ, Music TV
- Cross-linked (radio and alcohol) websites
- Location, travel, snow/X-sports, band, musicians, 3 friends, product
- Cellphone SMS, Email

"The best weekend you'll never remember!"



Intoxigenic environments

- Wrap-around complex of fun, cool, identity, culture
- Marketing materials valued and integrated into youth cultures
- Powerful discourses of intoxication
- Horizontal transmission



Conclusions

- Marketing intoxication?
- Creating and maintaining intoxicigenic discursive environments among youth
- Public health concerns focus on exposure
- Regulatory approaches that involve penalties for exposure in underage markets?
- Need to actively include alcohol marketing in campaigns to reduce alcohol related harm.

