

WFA's progress report on the Responsible Marketing Pact against minors' exposure to alcohol marketing

The [Responsible Marketing Pact](#) (RMP) against minors' exposure to alcohol marketing is a commitment by nine of Europe's leading alcohol producers – AB InBev, Bacardi, Brown-Forman, Carlsberg, Diageo, Heineken, Moët Hennessey, Pernod Ricard and The Coca-Cola Company – which together represent the majority of alcohol marketing spend in the EU.

The goal is to reduce minors' exposure to alcohol marketing, limit the appeal of alcohol marketing to minors, and strive to ensure minors' digital media experience is free from alcohol ads.

The nine members of the RMP have been brought together under the auspices of the World Federation of Advertisers (WFA), which acts as the secretariat for the program, co-ordinating meetings and commissioning regular compliance audits from independent third parties.

In line with the EU's approach to reducing alcohol-related harm, the RMP is a voluntary industry initiative to complement the existing EU legal framework with innovative new standards for responsible alcohol marketing communications that provide minors with an additional layer of protection. To date, the RMP is **the most advanced responsible alcohol marketing standard globally**. It establishes clear guidelines on where alcohol ads should be placed, the content of ads (i.e. creative execution) and sets new standards and controls for digital media.

The RMP member companies support the European Commission's Code of Conduct on responsible business and marketing practices and are committed to working towards the Code's objectives and targets, notably to the aspirational objective to reverse malnutrition and diet-related noncommunicable diseases (NCDs) in the EU and the aspirational target of a food environment that makes it easier to choose healthy and sustainable diets.

In line with the Terms of Reference of the EU's Code of Conduct for Responsible Business and Marketing Practices, RMP signatories have committed to carry out independent third-party compliance monitoring of the RMP commitments.

Earlier compliance monitoring exercises (2019) carried out by the **European Advertising Standards Alliance (EASA)**¹ reviewed RMP companies' social media controls and content of ads for compliance with the RMP commitment and found that:

- 86% of profiles monitored were compliant with social media controls;
- 98% of ads were compliant with the creative execution guidelines.

In 2022, WFA is carrying a compliance monitoring of the digital controls on social media and logged-in environments (Facebook, Instagram, YouTube and Twitter) as well as websites. The results of the monitoring will be made available on the RMP website.

In addition to compliance monitoring, WFA commissioned the independent research firm Nielsen to carry out an **analysis on minors' exposure to online alcohol marketing**². Using so called **avatar technology**, a methodology that mimics the real browsing behaviour of children online, Nielsen was able to estimate the probabilistic rate of online alcohol advertising exposure.

¹ The [European Advertising Standards Alliance](#) brings together national advertising self-regulatory organisations in Europe. Based in Brussels, EASA is the European voice for advertising self-regulation.

² The Digital Avatar Project used four avatars (simulated consumer profiles) to track advertising activity across 12 markets, globally, in 2020 and 2021. Through the findings, Nielsen estimated the general pervasiveness of alcohol advertising, as well as the probabilistic rate of a minors' exposure to alcohol advertising. The study employed four simulated consumer profiles, also known as avatars: Child Under 12, Teenager 12-17, Adult and Neutral. The media universe was formulated as a mix of sites and YouTube channels popular with – and having content/genre affinity with – teen and child audiences, as well as generally top-ranking sites and channels, to achieve a simulation of the average browsing habits in each country. Only non-logged-in environments were covered by the study.

When looking at the Czech Republic, Denmark, France, Germany, Ireland and Spain between September 5 and October 7, 2020, Nielsen found that:

- **0.08%** of all ads seen online were for alcohol beverages;
- A minor would have to visit an average website **1,873 times** before being served an alcohol ad.

In 2021, Nielsen looked at Belgium, the Czech Republic, Denmark, Ireland, the Netherlands and Spain between October 7 and October 27, 2021 and found that:

- **0.28%** of all ads seen online are for alcohol (all ages);
- A minor is served one alcohol ad per **1,936** websites visited;
- This would translate to a minor being served only one alcohol ad per **86 hours 9 mins** spent online.

These findings serve as a reminder that, though it continues to be important to ensure that minors' exposure to alcohol advertising remains quite limited, we have already come a long way. The WFA and the RMP signatories are committed to continue working towards eliminating minors' exposure to alcohol ads.

You can find more information on the commitment, compliance monitoring reports and Nielsen's exposure analysis on our dedicated website: <https://the-rmp.eu/>

RMP members:



About WFA: The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend – over €800 billion per year. **WFA helps its members set standards for responsible marketing communications worldwide, and encourages leadership initiatives, which go beyond compliance with existing industry standards.** WFA signed the EU's Code of Conduct on 5 July.

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