# Leading beer, wine, and spirits producers united in their ambition to prevent minors from seeing alcohol marketing

To ensure that their marketing is only directed at those adults who can lawfully buy their products, members of the International Alliance for Responsible Drinking have put in place five key safeguards on their online alcohol marketing channels. This, alongside their unique partnership with the leading digital platforms, is part of ongoing efforts to prevent minors from seeing or interacting with alcohol marketing online.

#### **MONITORING SAFEGUARDS**

- In 2019, more than nine out of 10 profiles included age affirmation mechanisms, a forward advice notice, responsible drinking message, and a transparency message to make clear their commercial purpose.
- Messages, which warned consumers that posts promoting inappropriate or excessive alcohol consumption were present, appeared on more than eight out of 10 sites in 2019.

Despite these improvements, IARD members are determined to do more and build on progress made.







**COMPANIES INVOLVED** 









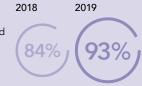


### **COUNTRIES INVOLVED**

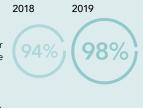


#### **COMPLIANCE RATE PER SAFEGUARD**

AGE AFFIRMATION MECHANISM Access to alcohol commercial communications should be restricted to adult consumers only, as people under the Legal Purchasing Age (LPA) are not allowed to consume alcohol beverages.



Digital marketing activities shall be carried out in a transparent way, so not to mislead consumers about their commercial purposes. Identifying the brand's official pages and profiles also helps differentiate the unofficial pages and the fan pages that might not be implementing the safeguards.



#### **USER GENERATED CONTENT** POLICY

It needs to be clear that brands do not condone any user-generated content that would promote inappropriate or excessive alcohol consumption. Consumers need to be informed that UGC is monitored and any irresponsible content of this sort will be taken down. The UGC policy must clearly state that any user posts that condone irresponsible drinking will be removed.



#### FORWARD ADVICE NOTICE

Consumers need to be informed and reminded of their responsibility that alcohol commercial communications should not be shared with underage people, in order to protect minors.



## **RESPONSIBLE DRINKING**

It needs to be clear that brands are committed to responsible drinking and that they strongly invite their consumers to enjoy their products in moderation.



#### TOTAL NUMBER OF ITEMS MONITORED

#### PROFILES LOOKED AT















