

Responsibility standards for the use of social influencers in alcohol marketing

We the world's prominent global beer, wine, and spirits producers and the leading advertising, public relations, and influencer agencies are joining forces to set out our responsibility standards for the use of social influencers in alcohol marketing.

WE BELIEVE:

- **In disclosure and transparency – so that posts are clearly identified as marketing content**
- **In abiding by local laws and being responsible in our communications by:**
 - Not making health claims
 - Not promoting illegal behavior or excessive consumption
 - Not encouraging alcohol consumption to those under legal purchase age
 - Not linking the product to social and sexual success
 - Not positioning abstinence negatively
- **In preventing those under legal purchase age from seeing alcohol marketing online**
by using age-affirmation mechanisms where possible, using influencers that are at least 25 years old where effective age-affirmation isn't in place, and who primarily appeal to adult audiences
- **In promoting understanding of responsible drinking, for those who choose to drink**
by pointing to, where appropriate, reliable third-party online resources and including messages that discourage heavy drinking, drinking during pregnancy, drink driving, and drinking if underage

WE RECOGNIZE THE IMPORTANCE OF:

- Incorporating these standards into our contracts and practice
- Conducting due diligence to help ensure influencers have no reputational association with harmful drinking
- Monitoring posts and asking the influencer to fix or remove posts that do not comply; if the influencer does not address issues within 72 hours of notification then we will reassess our relationship with them
- Regularly auditing and monitoring campaigns for compliance
- Building in feedback mechanisms so that influencers can flag any engagement or issues around responsible drinking with an agency or brand

SIGNED BY:





The **International Alliance for Responsible Drinking** (IARD) is a not-for-profit organization dedicated to addressing harmful drinking worldwide and promoting understanding of responsible drinking, among those who choose to drink. IARD is supported by its member companies from all sectors of the regulated alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to reducing the harmful use of alcohol.

IARD's twelve member companies are commercially active in more than 100 countries. They contribute to sustainable growth and embrace a whole-of-society approach to improving health. They are determined to make a real difference and they acknowledge the development and implementation of programs will be more effective as part of a multi-stakeholder approach, coordinated with the work of WHO and other UN agencies.

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ENGINE

Engine is a future company. A full stack consultancy, technology, insight, data, brand and experience design, advertising and communications company, with the power of diversity and imagination to take on the future. The world is changing. Problems don't look like they used to. These days, disruption is the new normal and connectivity means complexity. That's where we come in. We curate small, diverse teams who help our clients figure out where to go next. We are diverse. We are collaborative. We are clever and inventive, imaginative and creative. [enginegroup.com](https://www.enginegroup.com)

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EVINS is an award-winning brand marketing communications and public relations firm specializing in the premium, prestige and luxury sectors. The Agency, which encompasses 25 professionals in four practice areas; Digital Content & Integration; Food, Spirits & Wine; Lifestyle; and Travel & Hospitality, specializes in developing integrated multi-platform campaigns and programs.

EVINS has an outstanding reputation for providing consummate business strategic counsel, transforming brand potential into brand performance. Well known for its exceptional creativity, strategies and tactics, EVINS utilizes compelling brand activations, immersive content and experiential programming, event embedding and brand placement, media and influencer engagement, thought leadership and authority positioning, strategic brand collaborations and partnerships, that catalyze and enhance brand resonance, brand engagement and brand advocacy, as well as make a beneficial, consequential and transcendent contribution to the development, growth and success of a client's business. [evins.com](https://www.evins.com)

B Fanbytes

We are one of the UK's leading social media and influencer marketing agencies, helping brands to engage Gen Z in the most interactive ways on the planet.

Specialising in Instagram, Snapchat, YouTube and TikTok - *we built Europe's first ever TikTok Creator House!* – we've delivered scroll-stopping campaigns for the likes of Burger King, H&M, Samsung, Deliveroo, Clinique, Vestiaire Collective, McVitie's, Ubisoft and Universal Music Group. [fanbytes.co.uk](https://www.fanbytes.co.uk)

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ICF Next brings together ICF's global award-winning marketing, communications and associated technology expertise. The agency offers a full set of capabilities designed to drive participation with clients' most important stakeholders. This includes insights that inspire strategy, technology that enables connections, creativity that builds meaningful relationships, and efficiencies that maximize value. Learn more at [icf.com/next](https://www.icf.com/next).



We're McCann London and we are purveyors of a Truth Well Told. Since 1927 we've made it our mission to help brands discover their true story and play a meaningful role in people's lives. We've helped L'Oréal show people that "They're Worth It" and put a "Priceless" tag on Mastercard. We're also behind Xbox's game-changing integrated "Survival Billboard" campaign. We're proud to have been named Network of the Year at both Cannes & Effies in 2019. And that's all because we believe that when a truth is well told it changes things. mccannlondon.com



Multiply is a creative-led Social and PR agency laser focused on building beverage, food, and consumer tech brands. Multiply is known for breakthrough creative work for major global brands. The agency's proprietary X Dashboard™ provides real-time results tracking, enabling campaigns to move at the speed of culture and build big brands and businesses. To learn more, please visit wearemultiply.ly.



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Starpower is an entertainment marketing agency that counsels and connects brands with entertainment, sport, music, fashion and beauty talent, influencers and content. By establishing brand objectives, identifying the correct strategy and leveraging our unique network, we create meaningful partnerships that ensure our clients place in pop culture.

Our team is comprised of 20+ experts, whose collective experience spans a variety of notable backgrounds including entertainment marketing, public relations, advertising, sports marketing, music, fashion, beauty, legal counsel and talent representation.

With offices in New York, Los Angeles, and London, Starpower has earned the honor of trusted advisor to our emerging circle of influence. starpowerllc.com



Upfluence is a NYC-based startup that delivers the leading influencer marketing software for eCommerce. In 2016, it launched its Software-as-a-Service offering marketers an "all-in-one" online platform for influencer campaigns. The platform includes tools for influencer identification, recruitment, campaign management, reporting, and payment.

Upfluence is designed for eCommerce business and DTC brands, helping them to turn their customers into their most authentic brand ambassadors. Their influencer matching service allows Upfluence to identify influential customers, subscribers and followers from within any brand's database. Their Live Capture tool extends the possibilities for influencer discovery by allowing eCommerce brands to identify influencers who are visiting their eCommerce website. get.upfluence.com



Headquartered in Dallas, Texas, VizSense is a leading micro-influencer solutions company rooted in research and analytics. Since being founded in 2015, VizSense has provided turn-key influencer marketing solutions and cross platform promotions for over 80 different clients ranging from emerging brands to the world's leading CPG giants. As one of the original and leading influencer technology platforms, VizSense puts the consumer at the forefront of its strategy to manage micro-influencer activations from start to finish, from industry research and evaluation to influencer identification, management and analysis. For more information, go to vizensense.com or follow us @VizSense on LinkedIn, Instagram and Twitter.