

World's leading beer, wine, and spirits producers demonstrate strong compliance with commitment to safeguard minors

CEOs commit to further improve marketing standards and targeting mechanisms

The 11 members¹ of the International Alliance for Responsible Drinking (IARD) are committed to ensuring that their online alcohol marketing communications meet the same high standards that apply to traditional marketing activities. These leading alcohol producers created a set of Digital Guiding Principles (DGPs) as part of their [“Beer, Wine and Spirits Producers’ Commitments to Reduce Harmful Drinking”](#).

These principles set out five measures that should be in place for online alcohol marketing communications, to ensure these messages are directed only to those adults who can lawfully buy alcohol products. In 2018, IARD, in collaboration with the [World Federation of Advertisers \(WFA\)](#), commissioned the [European Advertising Standards Alliance \(EASA\)](#) to monitor online alcohol marketing communications to review the presence of the five safeguards.

EASA's network of self-regulatory organizations (SROs) reviewed a total of 2041 branded items, including websites, social media profiles (Facebook, Twitter, YouTube, Instagram), and mobile applications in 14 countries².

The five safeguards and their presence overall across all branded items and all countries:

COMPLIANCE WITH INDIVIDUAL SAFEGUARDS:

84% **Age-affirmation Mechanism:** all platforms used for online marketing communications should use an age-affirmation mechanism to check that users are over the legal purchase age (LPA).

94% **Transparency:** Digital marketing activities shall be carried out in a transparent way in order to avoid misleading consumers about their commercial purpose.

52% **User Generated Content (UGC):** UGC should be moderated on a regular and frequent basis. The company must make it clear to users that any posts promoting inappropriate or excessive alcohol consumption will be removed.

85% **Forward Advice Notice (FAN):** A Forward Advice Notice should be displayed whenever content can be shared, clearly stating that it should not be forwarded to anyone under the LPA in the country of viewing.

94% **Responsible Drinking Message (RDM):** Digital marketing communications should clearly display an RDM, which explicitly advocates for responsible drinking.

67% of reviewed items were fully compliant and contained all five measures.

The CEOs of IARD's member companies have pledged to increase their full compliance with the DGPs, to deliver responsible marketing standards that represent best practice for online alcohol marketing communications and to re-assess and publish monitoring of compliance in 2019.

¹ AB InBev, Asahi Group, Bacardi, Beam Suntory, Brown-Forman, Carlsberg, Diageo, HEINEKEN, Kirin, Molson Coors, Pernod Ricard.

² Australia, Canada, Chile, Colombia, France, Germany, Hungary, Italy, Japan, Mexico, Netherlands, South Africa, Spain, United Kingdom.