

# HEINEKEN ALL OVER

*An analysis of the youth friendly  
marketing strategy of Heineken*



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# **Heineken all over. An analysis of the youth friendly marketing strategy of Heineken**

The European Centre for Monitoring Alcohol Marketing (EUCAM) has collected marketing materials from the Dutch brewer Heineken to provide an overview of the integrated marketing strategy in the Netherlands. This analysis was undertaken in context of ALICE RAP, a five year European research project, co-funded by the European Commission. The project started to conduct research in April 2011 into addiction policies [1]. The Netherlands is one of the European countries in which marketing materials from big tobacco and alcohol companies were gathered for this project. In this Trend Report the findings of the analysis are presented to give insight in the integrated marketing approach of one of the world's beer giants.

## **1. Introduction**

Heineken is the most prominent Dutch beer brand. The company, established in 1873, initially started on the Dutch market, but the brand was relatively quickly able to successfully insert into foreign markets. Currently, Heineken is globally renowned for its signature: the colour green and a red star. In 2014, Heineken had an annual revenue of €19.257 million (£13.877 million) [2]. Traditionally, Heineken predominantly aimed at male consumers. However, for some years both the core brand Heineken and other brands such as Jillz, are increasingly targeting women.

Heineken has its own Rules on Responsible Commercial Communication [3], which state that their marketing may never target minors and may only promote beer through media, programs and events where at least 70% of the audience is reasonably expected to be older than 18 years of age.

Despite this self-regulation, it has been repeatedly shown that minors are (over)exposed to alcohol marketing, including the marketing activities of Heineken [4]. Furthermore, minors in the Netherlands can easily buy alcoholic drinks despite the fact that in 2014 the legal age to purchase any alcoholic drink has been raised from 16 to 18 years [5].

There is a significant body of scientific work which indicates that exposure to alcohol advertising leads to young people starting drinking at an earlier age, as well as drinking more and more frequently [6]. There is also a growing body of work suggesting that this effect is even stronger on brand level [7], when it is based on engagement instead of mere exposure [8]. Engagement is defined as using promotional items, exposure to sports sponsorship, interacting with alcohol branded social media messages and with attractive content of advertisements [9]. Factors which play an important role in attracting underage adolescents are humour, celebrity endorsements and the representation of animals [10]. In addition, youngsters are captivated by scenes where easygoing lifestyle and friendship are emphasized. Particularly, scenes in which people come together to have fun while dancing and drinking are attractive to minors [11].

The main marketing channels of Heineken are TV and social media channels such as Facebook, Twitter, Instagram and YouTube where commercials and different events are published. In addition, Heineken uses official websites, selling points, billboards, print advertisements, sponsorship, packaging and promotional items to promote its products. In the following section, each channel will be covered separately.

## **2. Television and YouTube**

In 2008, the Dutch government adopted the Media law ('Mediawet') which prohibits broadcasting alcohol advertisements on TV and radio between 6:00 am and 9:00 pm. The goal of this law was to decrease youth exposure to alcohol advertisements. However, research has shown that many young people under the age of 18 are watching TV after 9:00 pm. Additionally, research by Ross et al. [12] has indicated that after the time-ban, the number of TV commercials aired after 9:00 pm has increased enormously. This resulted in a rise of alcohol advertisement exposure for people under the age of 18. Hence, the law does not prevent minors from seeing alcohol commercials but only theoretically limits the chance of encountering these advertisements.

Heineken maintains a YouTube channel where it regularly uploads different TV commercials and videos. These videos can be accessed by anyone, anytime and anywhere without limitations. In addition, YouTube users from all around the world are able to upload different kind of videos from Heineken, which can be spread and accessed very easily. Therefore, regulating the exposure of alcohol marketing in order to protect underage adolescents watching advertisements by Heineken or any other alcohol producers is a challenge due to the Internet era which offers many possibilities to obtain as well as share any kind of information [13].

As mentioned above, Heineken has its own self-regulatory code, which indicates that it is not allowed to address minors on purpose. Heineken advertisements do not directly violate this rule, but the majority of ads do appeal to underage adolescents. The commercials are playing with the emotions of consumers or triggering the attention by means of humour, excitement, pride and joy. Most of their advertisements include young people who enjoy life to the fullest, trendy bands and catchy new songs. Thus, although advertisements are not specifically aimed at minors, youngsters find them often attractive. In the next section, some specific advertisements of Heineken which can be found on TV and YouTube are presented.

## 2.1 Heineken – The Experiment

Dance More, Drink Slow



**DANCE MORE  
DRINK SLOW  
#DMDS**

Heineken produced a campaign in cooperation with the famous Dutch DJ Armin van Buuren, who became five times the best DJ of the world. The name of the campaign is "[Dance more, drink slow](#)". Armin van Buuren even created a song for the commercial which is called "Save my night". This campaign is one of the activities in which Heineken aims to brand itself as socially responsible. In this video, Heineken shows an 'experiment'. At first sight, the video seems to be a genuine and credible attempt to help people get used to moderate alcohol consumption on the dance floor. The video starts with a news report that is concerned with the excessive level of alcohol misuse by young people. Then the experiment starts where two separate nights in a club are shown. At the first night, the club is playing down-tempo music where the audience seems to be bored.

On the second night, the same club invited DJ Armin van Buuren to play for the crowd in disguise. At both nights, a bartender keeps counts of the drinks ordered by means of a red buzzer. It turns out that 1.078 drinks were ordered during the first night and only 632 drinks on the second night. Armin van Buuren explains: "If the music is good, people hit the dance floor, and the more they dance, the slower they drink". Heineken wants to promote itself as a company that promotes responsible drinking. However, it has to be taken into account that Corporate Social Responsibility (CSR) campaigns still aim at increasing sales and winning the loyalty of consumers.

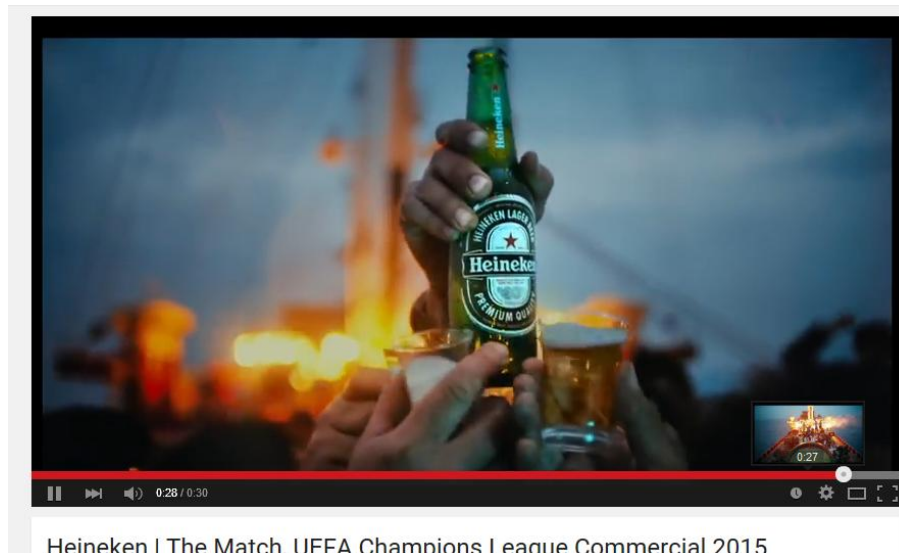
Especially producers of unhealthy products like alcohol and tobacco, use CSR to prevent binding regulations, to make their products appear less harmful and to boost the popularity of their products [14]. It deceives people to believe in the goodwill of the company instead of revealing the real purpose of the CSR campaign – increasing sales.

In the case of the ‘experiment’ video by Heineken, the real purpose becomes clear at second sight. It is noticeable that the club is not a random club, but a venue sponsored by Heineken. The club mainly offers Heineken beer which is handed out to the crowd. In addition, a big Heineken sign is prominently visible on the counter of the bar. During the first night all people look exaggeratedly bored. However, the people stay, instead of leaving the place which would be a natural reaction of boredom. Even though fewer people are present at the first night, it appears that they ordered more drinks compared to the full club the following night. Heineken makes people believe that a good DJ would make people drink less and dance more. Strikingly, clubs usually have the opposite goal. A club only survives if people keep ordering drinks. This is the only way to run the business and pay the staff, including the DJ. Therefore, the intended message of responsible drinking referring to clubs is very contradictory and therefore misleading.

This ‘experiment’ might also give a wrong picture to minors which might be attracted to the message of Heineken in combination with Armin van Buuren, a popular DJ among young people. The clip contains both direct and indirect signs of the brand Heineken: green coloured disco lights, Heineken bottles and Heineken signs. People watching the video are repeatedly exposed to the symbols of Heineken which helps to increase brand awareness. Furthermore, underage adolescents can get the feeling that visiting a club or dancing always has to be accompanied by alcohol; in this case Heineken beer. It is obvious that an alcohol free alternative would be a better and healthier option for youngsters and the general public.

In addition, it is essential to realize that research has shown that promoting responsible drinking barely has a significant effect on reducing alcohol consumption [15].

## 2.2 “The Match” TV Commercial



[“The Match”](#) is a Heineken TV commercial which identifies Heineken as the sponsor of the Champions League. The video shows that real fans will do anything to watch the Champions League, accompanied with a bottle of Heineken beer as an essential ingredient for enjoying the match. The TV commercial shows sailors who have to be at sea during the big match of the Champions League. They desperately try to receive a signal via TV and radio, but nothing seems to work. Then a Heineken bottle appears from the fridge, which can be regarded as a symbol of salvation and relief.

From the moment the Heineken bottle appears in the commercial, everything starts to get more humorous. The sailors become more creative in trying to receive a TV signal at sea and use all possible means. The sailors use all random things to build a provisional satellite. Eventually, they succeed and are able to watch the big match at sea which allows them to celebrate their success as a big family with a bottle of ice-cold Heineken beer.



The Heineken bottle is presented as the hero of the story: the creative idea provider/impulse, the refreshing reward after hard work and a perfect treat for an enjoyable gathering with friends and family while watching the Champions League.

The main message transmitted in this video is that a Heineken beer is a must have during a football match. Even though the video has no underage protagonists, it does include childish behaviour and humour, to which youngsters are attracted. In addition, the video is accompanied with a funny melody which underlines the immature behaviour of the sailors in order to get a TV signal. Therefore, this video is likely attractive to minors and might unconsciously influence them to drink alcohol while watching a football match as well. The commercial also includes a warning that alcohol is not allowed for underage adolescents. However, this message is easily suppressed by the attractive scenes of the whole commercial.

### 2.3 Pak de Zomer 2015 TV commercial



Pak de Zomer! Aftermovie 2015

Heineken uploaded the video [“Pak de Zomer 2015”](#) on its Dutch YouTube channel. It is a review of different festivals where Heineken was one of the sponsors, for example the ‘North Sea Jazz’ Festival in Rotterdam and the ‘Sensation the Legacy’ Festival in Amsterdam. It shows young people having fun, dancing and drinking Heineken beer.

The atmosphere is relaxed: everyone is happy and enjoying the festival. Heineken promotes its product in a way it can be seen as an essential part of life. The video shows that Heineken beer can not only be enjoyed during festivals, but also in other real life situations: hanging out with friends and family in a café or a private party on the beach. At the end of the video, the audience is reminded to enjoy the summer before it ends, favourably with Heineken beer. The people in the video do look older than 18 years, but the message might be appealing to underage teenagers as well. The video transmits the message that you can freely drink alcohol while being with friends or at festivals, without worrying about anything. The most important thing is to enjoy the moment with friends and obviously with Heineken beer. This might lead to imitation behaviour and alcohol consumption habit of underage adolescents who think that the behaviour shown in this video is common and normal.

## 2.4 Tie-ins to James Bond movies



Product placement: Daniel Craig pictured as James Bond clutching a Heineken lager instead of his trademark Vodka Martini



Neither shaken, nor stirred: Bond, played by Daniel Craig, drinks a bottle of Heineken with co-star Berenice Marlohe

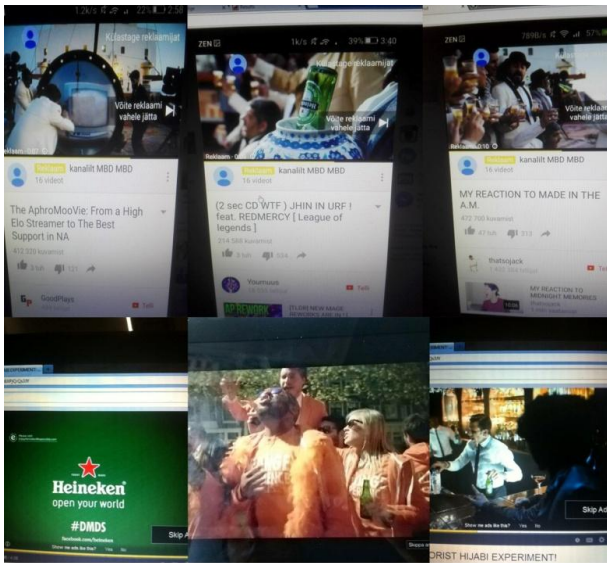


Heineken not only promotes its products via TV commercials or YouTube videos, but also through product placements in movies. In 2012 Heineken made a deal with the James Bond movie "Skyfall". This product placement deal was renewed for the fall 2015 James Bond movie "Spectre". Underage adolescents find advertisements attractive in which celebrities endorse a product. James Bond is a very well-known character. In the movie "Skyfall" several scenes are shown where James Bond and other characters are consuming Heineken beer. The age rating of the movie is 12 years, which allows minors to watch the movie. They might see James Bond as role model and would like to imitate his behavior and habit, including the alcohol consumption of Heineken beer.

Heineken also produced TV-commercials with a James Bond theme, referred to the movie on Heineken packages and gave consumers the chance to win prizes linked to James Bond. Research has indicated that young adolescents who watch movies with alcohol product placements drink significantly more alcohol compared to teenagers who are not exposed to alcohol scenes in movies. Koordeman [16] suggest that people unconsciously reproduce the same drinking behavior of the main protagonists of movies. This shows that product placements in movies of alcoholic beverages do influence the drinking behavior of viewers, no matter what age.

## **2.5 Sponsored media: pre-rolls and mid rolls**

Not only does Heineken place commercials on their YouTube channel, they have also struck a deal with new media platforms such as YouTube in which they get to place their advertisements before or during entirely unrelated videos. Such pre-rolls and mid-rolls can sometimes be skipped, but often users have to wait until the commercial is over before they can begin or continue to watch the video they intended to watch.



This form of marketing is particularly problematic because, despite algorithms based on data stored in cookies, these sponsored videos will sometimes pop up around children's videos or when children are using YouTube. This practice was found in the EU funded Zoomin Media Project in which youth from Romania, Poland,

Sweden, Ukraine, Estonia and Latvia monitored alcohol marketing in their daily lives.

## 2.6 Infotainment

Besides commercials, Heineken also invests in more concealed promotions. For instance in the spring of 2016, Dutch commercial TV Channel RTLZ broadcasted a 'documentary' about the history of the Heineken company. The program however, was onesided and glamorized the brand and the company, making it suspiciously positive. EUCAM complained about the program at the Dutch Media Authority, because this 'surreptitious advertising' was not marked as sponsored or product placement, while also being aired before the 9:00 pm watershed. However, the Dutch Media Authority was not able to take action, because the program was broadcasted from Luxembourg. Up until now, the complaint is still pending in Luxembourg. The same onesided 'informative' approach can be found Heineken Experience, which is a commercial museum in Amsterdam dedicated to the Heineken company.

### 3. Sponsoring of sport events

#### 3.1 Football and other sports advertising

Another way in which Heineken promotes its products is through sponsoring big events, especially sport events such as the UEFA Champions League. The Heineken logo as well as the “Enjoy Heineken Responsibly” slogan are shown during TV-commercials about the Champions League, commercials during matches and in program booklets of the Champions League. Furthermore, Heineken is the official sponsor of the International Rugby Board (IRB) and the Heineken Cup for rugby.

Heineken is allowed to air sponsor messages at any time, while it is not allowed to broadcasts TV and radio commercials before 9:00 pm. By using this marketing technique (sponsoring), Heineken can circumvent the law in order to address more people. Sport events are also aired on television before 9:00 pm. Thus, advertisements which are part of the sport event are indeed shown on television before the time-ban. A recent systematic literature study found that exposure to alcohol sports sponsorship leads to earlier onset of drinking as well as increasing the volume that is consumed [17]. Similar results have been found for exposure to traditional alcohol advertising.



A football match lasts at least 90 minutes. Compared to a 30 second TV commercial, the viewer is longer exposed to the Heineken advertisements, which is mostly visible on the gates of the field corner of the match. Underage teenagers often watch these football matches with friends or family and are therefore constantly exposed.

Since 2005, Heineken is a sponsor of the Champions League. This helped Heineken to establish brand awareness around the world. Heineken tried to persuade and attract people by creative and catchy TV commercials, print advertisements and social media campaigns. One of the main messages in almost every advertisement concerning the sponsoring of sport events is the responsibility regarding alcohol use (i.e. “Enjoy responsibly”, in Dutch “Blijf Helder”). Even though Heineken presents itself as socially responsible, the main goal of the beer brand is to build brand awareness, promote its products and sell as much as possible. Research [18] has shown that sportspeople who are sponsored by the alcohol industry are more effected by dangerous alcohol consumption compared to sportspeople who are not sponsored by alcohol brands. Similar results can be expected for minors watching sports [19].

Heineken sport promotions can also be found in newspapers, for example the above mentioned “Blijf Helder” campaign which was printed in national newspapers and magazines. This campaign refers to the importance of responsible consumption of alcohol in the sports domain.



The campaign included a contest where a sports team from the Netherlands could win a trip to the Olympic Games. The winner of this contest was the team that was able to show a more responsible alcohol consumption compared to other contestants. Once again, Heineken promotes responsible drinking. However, the purpose is contradictory. As in most of the sport sponsoring events, Heineken transmits the feeling that alcohol is an essential part of sport events, although it would be healthier for sportspeople and sports fans not to drink at all.

By promoting responsible drinking, Heineken still advertises its products and tries to establish brand awareness among sports fans. The Heineken brand is constantly shown to the viewer during sport events, through diverse social media campaigns and on billboards during the match. On the long term, brand awareness will result in more alcohol consumption since people, including minors, are constantly exposed to the brand name of Heineken and its advertisements while watching sport events. They are constantly reminded that they could have a Heineken beer during such an event. Therefore, especially underage adolescents might get a wrong impression from alcohol commercials and consume Heineken beer while watching sport events.

### **3.2 Heineken and Formula 1 racing**

In 2016 Heineken launched a new sponsorship agreement with Formula 1, a five-year deal estimated to be worth €220 million. With this new deal, Heineken will place themselves as one of the main sponsors of this sport, with both trackside billboards, branded name of the events and other promotional activities.



Alcohol brands are now dominating sponsorships in Formula 1, linking a popular motor sport to a significant cause of avoidable physical, mental and social harm and more specifically, one of the major killers on our roads: drunk driving. Racing is a very attractive sport for young people to watch. That is why health organizations throughout Europe demonstrated their worries about the growing dependence of the racing sport from the alcohol industry. See: <http://eucam.info/eurocare-f1>

### 3.3 Holland Heineken House during the Olympics

Every two years, Heineken gets the opportunity from the Dutch Olympic Committee to organize the Dutch Meeting Centre at the Games of all participating athletes. In this so-called 'Holland Heineken House' all athletes who have achieved medals are honoured, events that are widely commented on and shown on television.



Furthermore, many Dutch authorities are present and important world leaders are invited to the Holland Heineken House, such as during the Olympic Winter Games in Moscow in 2014. Well-known is the photo shown above of the Dutch King and Queen meeting the Russian President Vladimir Putin at the Holland Heineken House in 2014.

Millions of Dutch citizens, including many children and young people are watching the Olympics on TV, and many of them see the manifestations in the Holland Heineken House with obvious visible brand advertising for Heineken. Heineken exploits these very lucrative marketing event with for example a special website ([www.HollandHeinekenHouse.nl](http://www.HollandHeinekenHouse.nl)), an app and a quiz, which is also aimed at maximizing the number of registered data from 'fans'.



## 4. Social Media and Internet

Another important marketing channel for Heineken is social media. Heineken can be found on Facebook, Twitter and Instagram. There are usually international pages, but they also have Dutch accounts. Heineken regularly posts pictures and videos on these social media channels. They post special ads in the theme of different Holidays or for special occasions. The pictures and messages on its social media sites regularly invite visitors to keep checking the site due to the possibility of winning certain prizes such as UEFA tickets and festival tickets.



Heineken posted a picture on Instagram referring to the day same sex marriage was officially legal in all of the United States with the words: "Heerlijk nieuws" ("Great news"). Thus, they also react to what happens worldwide and provide statements to the public about their consent about social acceptance. 'Heerlijk' in this case refers to the common Heineken slogan which is "Heerlijk, Helder, Heineken" ("Delicious, Clear, Heineken"). Thus, the link between this news and Heineken is made by using the company's common slogan. In this way Heineken is involved in trendy topics and in turn aims to address more potential consumers. Another example of how Heineken ties into current events was found during the EURO 2016 football championship, in which Heineken tweeted at the start of the 8 last matches of the tournament a picture of a crate of Heineken with 8 bottles left, accompanied by the text: "Op naar de laatste acht" ("On to the final eight").



As mentioned above, Heineken promotes responsible drinking. Nevertheless, Heineken regularly publishes advertisements on social media which are not at all consistent with their so-called 'responsibility campaigns'. One of these advertisements is the ad "It is Friday" which was published on the Facebook page

of Heineken some years ago. The transmitted message in this advertisement is that people do drink beer on a daily basis, but are allowed to drink even more on a Friday or respectively in the weekend. This might lead to people thinking that it is normal to drink beer every day and that it is also normal to increase the amount of alcohol consumed rapidly during the weekend.

This message can especially influence minors because they cannot yet really estimate the dangers of excessive alcohol consumption. In fact, underage adolescents might see this ad as a justification for binge drinking during weekends. Even though other commercials of Heineken state that consumers should drink responsibly, this message is not present in within the "It is Friday" advertisement.



Furthermore, advertisements on one of the most popular news site in the Netherlands ([www.nu.nl](http://www.nu.nl)) were found. The newsfeed was surrounded by a big Heineken ad. The words used were "Introducing a great closing of the week: The star bottle", referring to Heineken beer being a great drink for the end of the week. In addition, Heineken makes use of promotion packages or gifts such as the freeze glass which was also shown on the new website [www.nu.nl](http://www.nu.nl).

News websites or social media sites can be easily approached by underage adolescents without any limitation. The majority of minors have smartphones with direct Internet access.



Therefore, it is very easy to access these sites intentionally or be confronted randomly with Heineken advertisements. Heineken's Facebook page is only accessible when signed in with an adult's Facebook account. Heineken's Twitter page is freely accessible. However, in order to follow Heineken on Twitter, one is asked to enter a legal minimum age. The Heineken website is barred for minors through an age-gate, visitors are requested to indicate their age by typing in their birth date. This tool has the goal to prevent people under 18 to visit their websites. However, the age you enter when registering a Facebook profile or when confronted with an age-gate is easily manipulated by giving a fake birth date. This is exemplified by US research, which suggests that 40% of minors claim to lie about their age when creating a social media profile [20]. Therefore, it is still easy for minors to enter the official websites of Heineken in order to inform themselves about the products and campaigns of Heineken.

## 5. Other advertisement channels

Other channels which are used by Heineken in order to promote its products are print, billboard and point of sale advertisements. In the Netherlands, underage



students often use their bike or public transportation to get to school. On the way, they might be confronted with billboard alcohol advertisements by Heineken. During the summer 2015, Heineken introduced a campaign which was frequently promoted at different places. The campaign invited people to purchase more Heineken beer than they might do otherwise. Heineken enticed consumers with a free gift: a stylish Heineken Bluetooth speaker. If

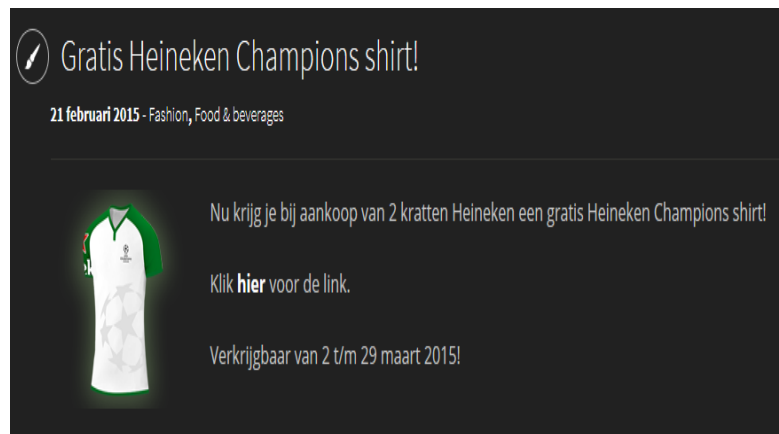
consumers buy five Heineken beers at one of the participating cafés and bars, they will receive the Heineken speaker. This campaign was promoted on big billboards as well as print advertisements within different cities in the Netherlands.

Underage adolescents who pass by these billboards might be interested in receiving such a trendy speaker. In order to get it, they might be tempted to purchase Heineken beer illegally at the



participating cafés. Similar campaigns are often promoted by Heineken, such as the chance of winning festival tickets or free promotional items after purchasing a certain amount of Heineken products. For instance, Heineken offers promotional packages or bottles with winning codes under the caps. If consumers are lucky enough to have purchased a bottle with the winning code, they will win tickets for certain music or sports events. These campaigns might encourage repeated purchases of Heineken beer, also among underage adolescents. They might be persuaded to buy a big amount of Heineken beer in order to increase the chance to win the promoted prizes or receive the promotional items, such as Champion Leagues shirts.

If a bottle does not have the winning code, people might be convinced that another bottle will contain the anticipated code. The same addictive effect as occurs with gambling might be evoked. Underage adolescents might increase their purchase of Heineken products.



In 2016, Heineken also introduced a campaign that enables people to save for free beer in Dutch cafes, after buying crates or six-packs of Heineken beer that contain a special code to save for the free alcoholic drinks. This campaign has even resulted in questions in the Parliamentary questions from the Labour Party that raised their concern.

Heineken can be bought in all major supermarkets, such as Albert Heijn, Jumbo, Coop and Plus. Heineken products are usually displayed in supermarkets on the shelves where other alcoholic drinks can be found, mostly on eye-level of the consumer, as shown in the pictures below.





During promotions, Heineken products are also placed in the middle of the hallway of the supermarkets or near the cash register, so that consumers can easily see the promotion. Supermarkets can of course also be accessed by younger people, who then will be confronted with Heineken products. A striking example of this confrontation can be seen on the left; an arc of Heineken crates at the entrance of an Albert Heijn supermarket.

Furthermore, the shelves with the alcoholic drinks are sometimes decorated with point-of-sale advertisement, such as indications of winning campaigns or giveaways. All these point-of-sale advertisements might also be very appealing to underage adolescents who enter supermarkets on a regular basis.

The Heineken brand is popular among the Dutch population and people also use Heineken packages as decoration or additional resources. For instance, some young people transform the Heineken beer crate into a bicycle basket. This is mostly seen on bikes of young adolescents. These people unconsciously create additional free advertisements for Heineken as well as expose themselves and their friends to the packaging.



Furthermore, to fully submerge potential customers in their branding Heineken has linked its brand name to popular venues, such as the Heineken Music Hall in Amsterdam with supposedly the best acoustics of all Europe. The Heineken Experience can also be found in Amsterdam, a state of the art museum on the history of the Heineken company, which has become a top tourist destination. These locations, including the Heineken brand store, give consumers the impression that Heineken is a premium brand associated with much more than just beer, such as a glamorous and successful lifestyle.

## 6. Conclusion

Underage adolescents are able to enter many of the previously mentioned alcohol outlets – supermarkets, concerts, football games, several cafes. While supermarkets probably would not be considered as attractive to children and adolescents, the visit of a café, a concert or a football game is certainly alluring to young people. As a consequence, young people are often exposed to alcohol marketing in these outlets, besides the exposure via TV, radio and social media.

Most of the media channels that are listed above are used by a wide range of people. The UEFA Champions League is most popular among men, but is also a family event. TV commercials are usually seen by many people with different backgrounds. Even though Heineken commercials have to be shown after 9:00 pm to decrease the amount of under aged people that see them, there are several other possibilities for youngsters to be exposed to Heineken advertisements.

The campaign with Armin van Buuren is targeted towards young people (probably from the age of 20 to 30) who like to dance and go to concerts. Nevertheless, younger people are also interested in these events and do attend them. Social media sites where Heineken is strongly active are used more often by younger people.

As became clear throughout this Trend Report, a lot of the advertisements provided by Heineken are very appealing to underage adolescents even though they do not violate the self-regulatory advertising code for alcoholic products. Heineken, as well as other alcohol producers, use a very clever and creative way to not directly target minors with their ads, but attract them indirectly with the use of humour, music, lifestyle and celebrity endorsements.



It can be concluded that Heineken uses a lot of marketing channels to promote its products to a wide range of target groups. In doing so, Heineken uses several media, ranging from traditional (TV, print and point-of-sale advertisement) to new media (YouTube and social media) to build brand awareness and address its potential consumers base. As indicated above, underage adolescents are expected to be a significant portion of this potential consumer base of Heineken.

That is why EUCAM calls on the European Union and her Member States to address the harmful exposure of minors to alcohol marketing. EUCAM believes that alcohol advertising and sponsorship should be regulated primarily at the European level, in order to create a transparent and level playing field across the Member States. Currently, the only European legislation in the field of alcohol marketing is revised, the Audiovisual Media Services Directive (AVMSD). EUCAM and 40 European health organisations call upon the European Commission to include the following amendments:

1. Minimise young people's exposure to marketing of health-harmful products, by including an EU-wide watershed from 6:00 am to 23:00 pm.
2. Exclude alcohol from product placement and sponsorship, alongside alongside tobacco and medicinal products.
3. Ensure that Member States can effectively limit broadcasts from other countries on public health grounds.

These amendments to the AVMSD are expected to significantly increase the protection of vulnerable groups against alcohol advertising. However, they only apply to broadcasted media. Therefore, EUCAM would ideally see a comprehensive ban on alcohol advertising and sponsorship on the European level. Although there is still a long way to go to reach these goals, several countries (e.g. Scotland, Estonia, Finland and Ireland) already show a forward momentum.

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