

# Taking on the challenge of digital marketing in the WHO European region

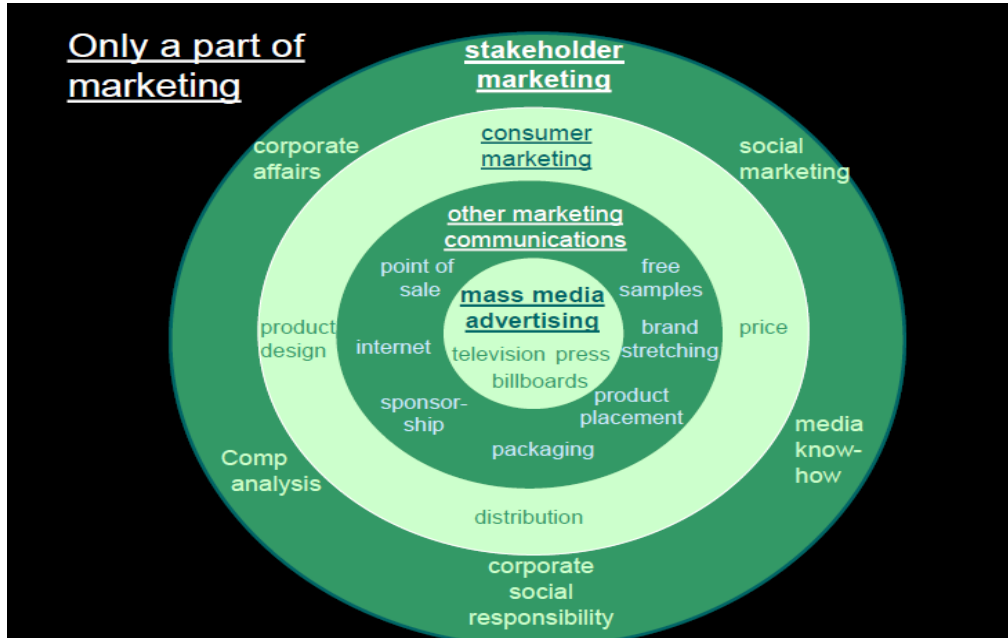
Jo Jewell

Technical Officer

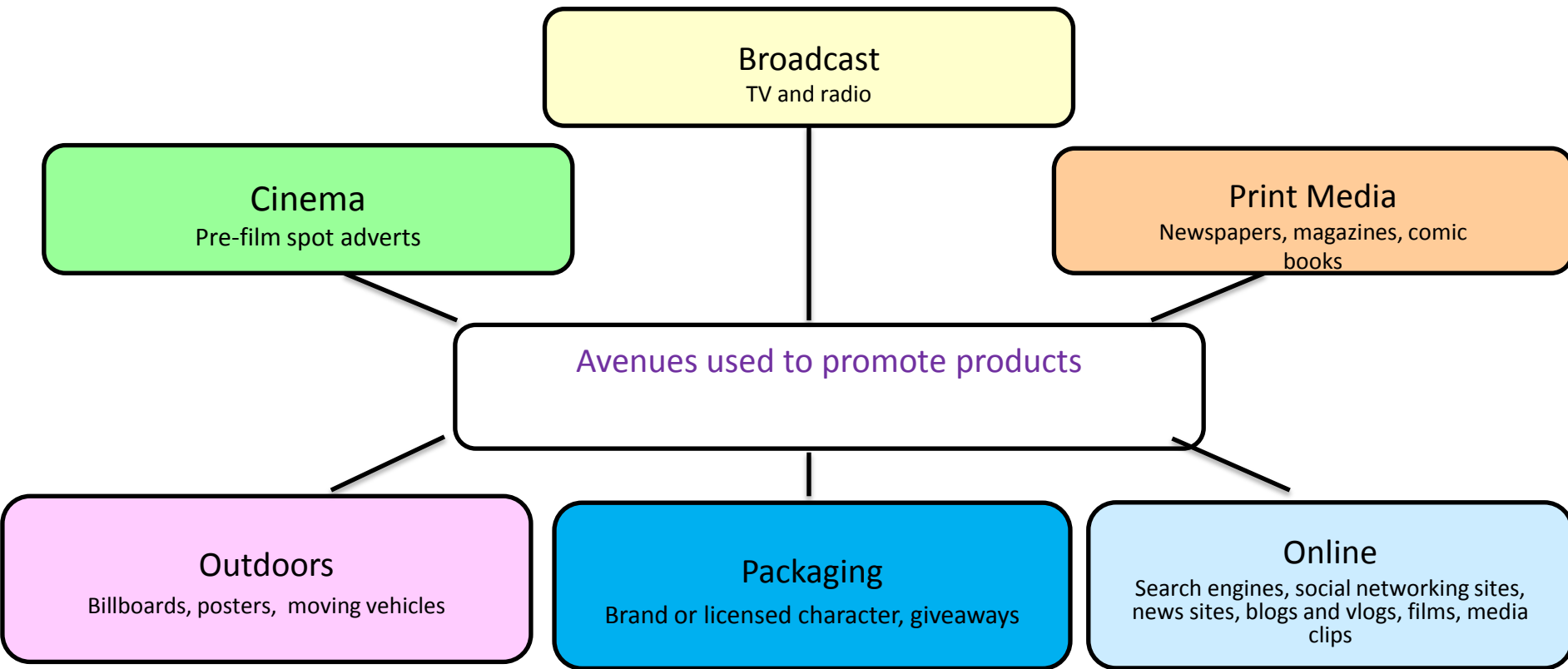
WHO Regional Office for Europe



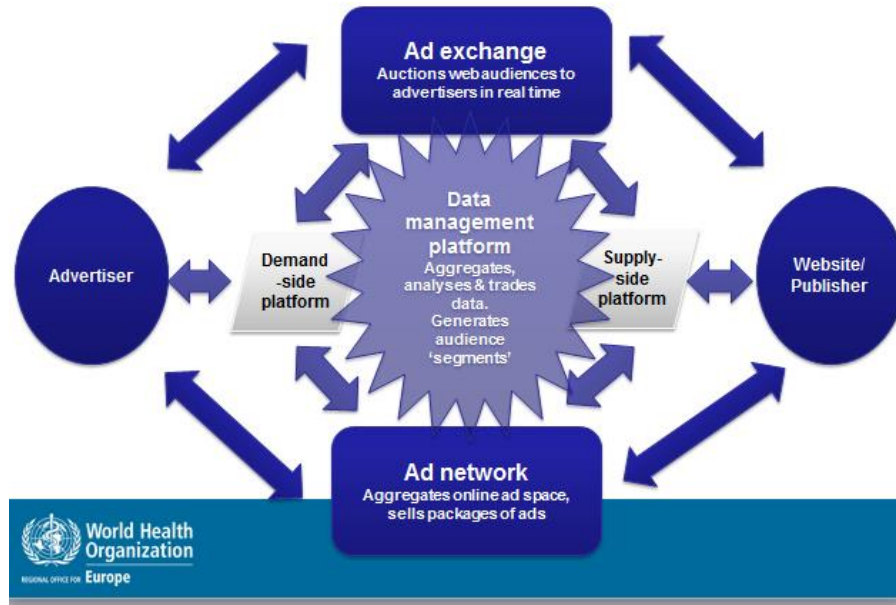
# What is marketing promotion?



“Marketing” promotion refers to any form of commercial communication or message that is designed to, or has the effect of, increasing the recognition, appeal and/or consumption of particular products and services. It comprises anything that acts to advertise or otherwise promote a product or service



# What is digital marketing?



Digital marketing is *promotional activity in digital media, maximizing impact with novel creative and/or analytical methods, including:*

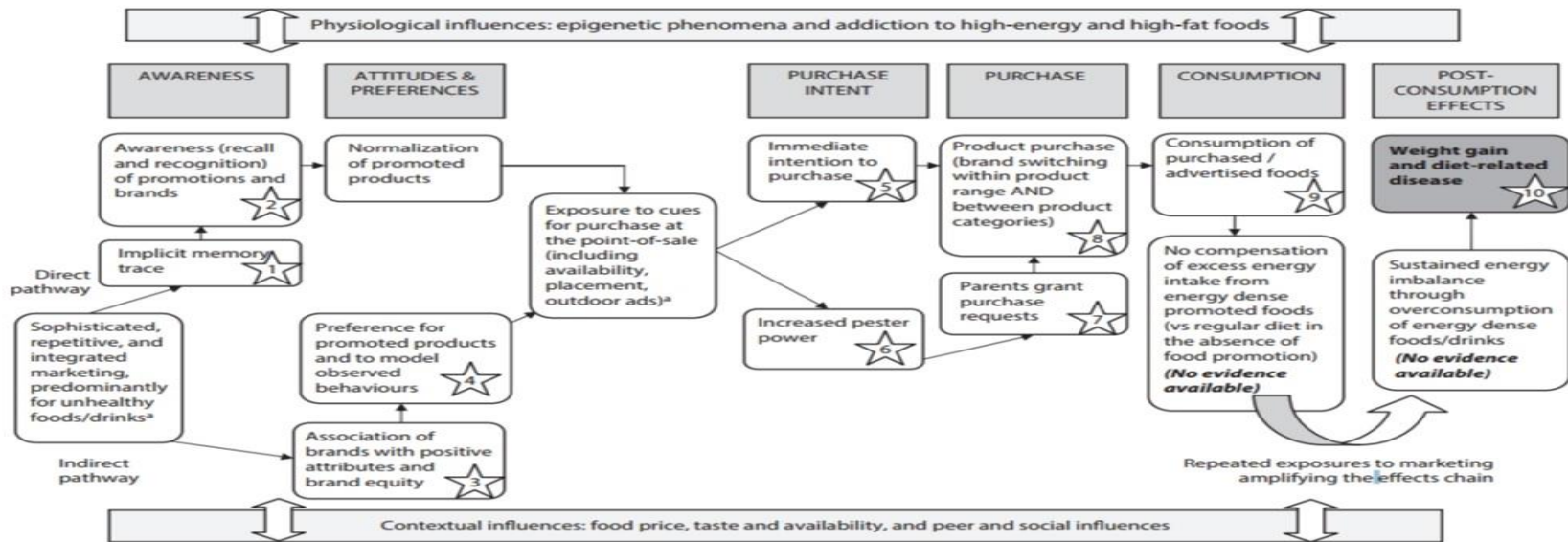
- *creative and social methods* to activate implicit emotional persuasion
- *analytics* of online behaviours, emotions, responses, preferences, behaviour and locations

Source: Tackling food marketing to children in a digital world: trans-disciplinary perspectives (WHO Europe, 2016)

# Particular challenge of “user generated” content



# Why act? Effects of promotions...

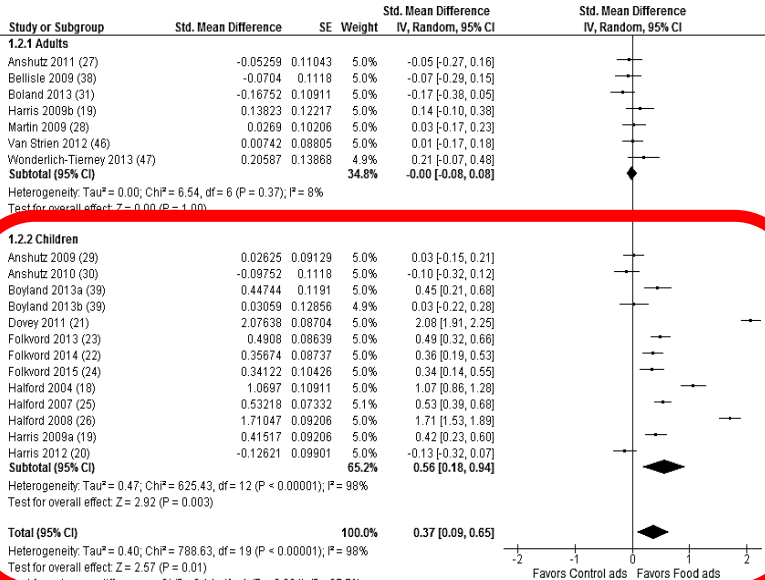


Note. Stars indicate that studies are available to assess response indicators (see Table 1).

<sup>a</sup>Assessed in studies measuring extent and nature of exposure to marketing.



# Why act?



Impact of advertising on consumption

Evidence indicates that the effectiveness of marketing communications depends on the reach, frequency and impact of the message (thus influencing *exposure*) and the content, design and execution of the marketing message (which influences the *power* of the communication).

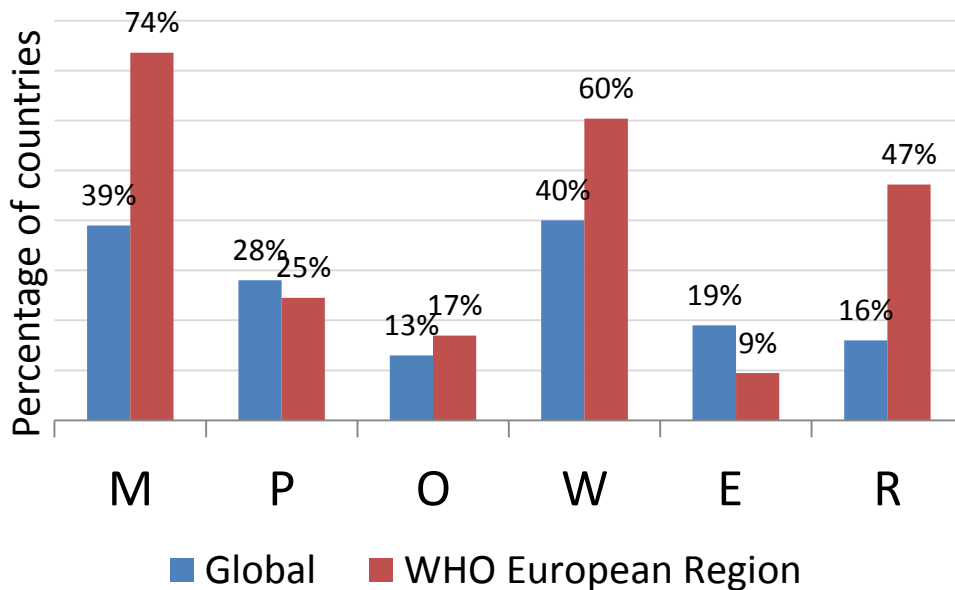
# Vision: what do we want to see in terms of changes to the way products are marketed?



- use fiscal policies and marketing controls to full effect to influence demand, access and affordability for tobacco, alcohol and HFSS foods and drinks
- undertake a comprehensive ban on all tobacco advertising, promotion and sponsorship
- prevent inappropriate and irresponsible advertising and marketing for alcohol that targets children and young people
- adopt strong measures that reduce the overall impact on children and adults of all forms of marketing (including online) of HFSS foods and drinks



# Countries implementing MPOWER at the recommended level: Region versus global



Monitor tobacco use & prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

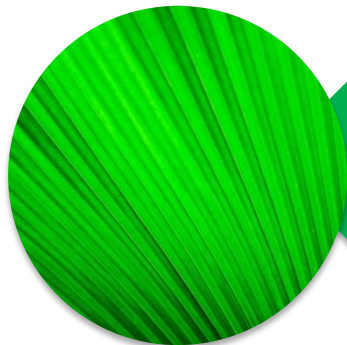
Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion, & sponsorship

Raise taxes on tobacco

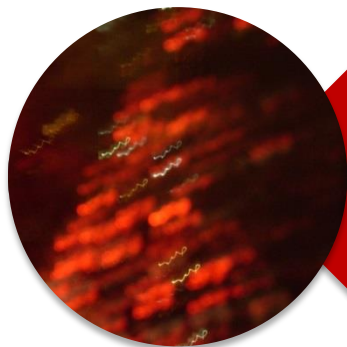
Source: Taking Stock: Tobacco control in the WHO European Region in 2017

# Enforcement of bans on tobacco advertising, promotion and sponsorship



## Strengths

- Only 6 do not enforce some ban on national mass media



## Weaknesses

- Less than 1 in 10 countries enforce comprehensive bans as recommended

# “Best buys” for alcohol control



Regulations over commercial and public availability of alcohol

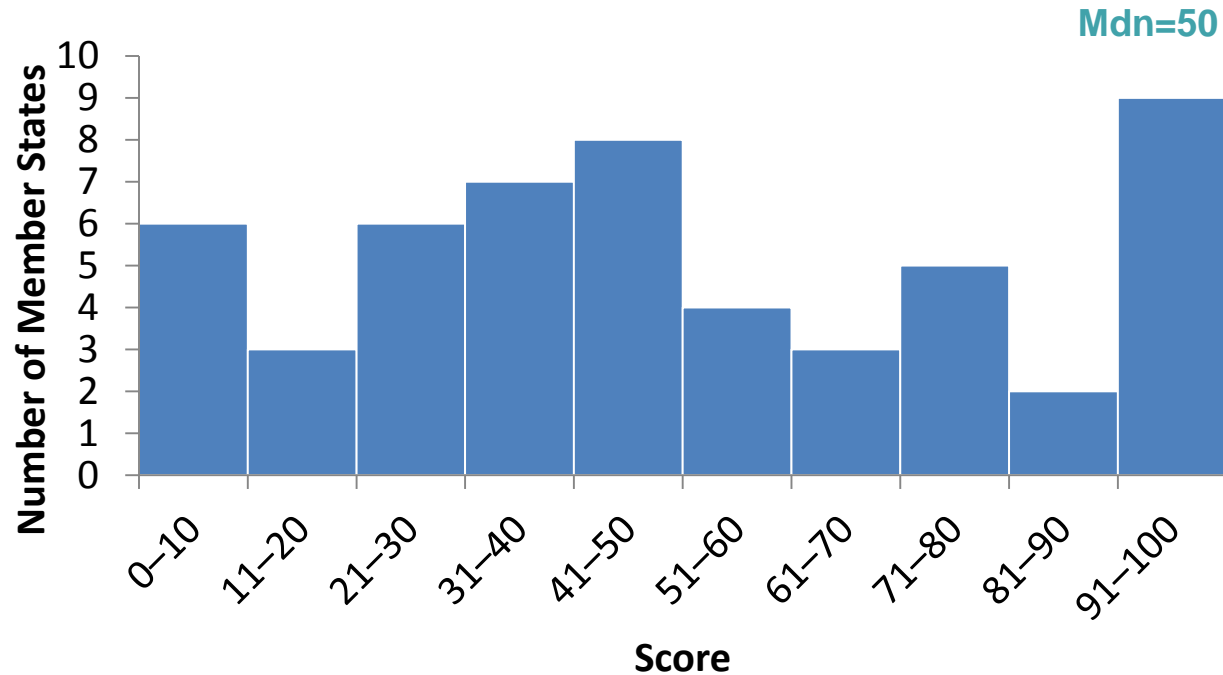


Comprehensive restrictions or bans on alcohol advertising and promotions



Pricing policies such as excise tax increases on alcoholic beverages

# Marketing of alcoholic beverages



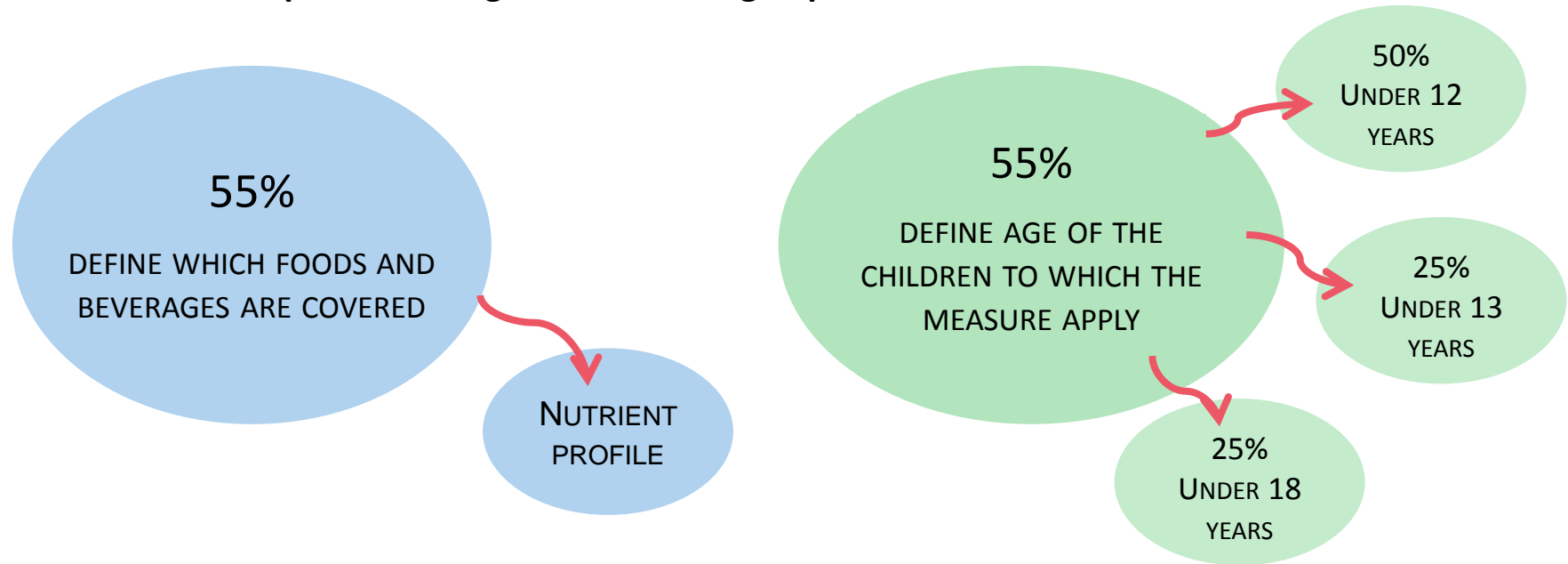
# Promoting healthy food environments



| Priority policy options  | Objective  |
|--|--|
| <b>Strong controls on marketing, incl. but not limited to TV advertising</b> | Reduce exposure of children to marketing of HFSS foods   |
| <b>Fiscal measures and price policies</b>                                    | Explore policies that affect the price of foods for consumers at point of purchase & create incentives to improve nutritional quality of food supply   |
| <b>Consumer-friendly front of pack labelling</b>                             | Identify foods for which consumption should be limited or promoted through interpretative labelling; encourage product reformulation   |
| <b>Reformulation, calorie reduction, smaller portions</b>                    | Stimulate reformulation of food products to improve nutritional composition; regulate the use of specific harmful ingredients (e.g. iTFAs); incentivize smaller portion sizes to prevent over-consumption  |
| <b>Healthier food retail environment, incl. in schools</b>                   | Improve availability & affordability of healthier food products, through strategic purchasing/procurement, in-store product location and promotion. Introduce school food policies, including food-based standards & restrictions on vending machines. |

# National policies on marketing of food and non-alcoholic beverages to children

- 24 countries reported having measures being implemented





# Are existing measures “fit for purpose”?

REVIEW

doi:10.1111/adb.12493

Doi: 10.17645/mac.v4i3.522

## The commercial use of digital media to market alcohol products: a narrative review

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### ABSTRACT

**Background and aims** The rising use of digital media in the last decade, including social networking media and downloadable applications, has created new opportunities for marketing a wide range of goods and services, including alcohol products. This paper aims to review the evidence in order to answer a series of policy-relevant questions: does alcohol marketing through digital media influence drinking behaviour or increase consumption; what methods of promotional marketing are used, and to what extent; and what is the evidence of marketing code violations and especially of marketing to children? **Method and findings** A search of scientific, medical and social journals and authoritative grey literature identified 47 relevant papers (including 14 grey literature documents). The evidence indicated (i) that exposure to marketing through digital media was associated with higher levels of drinking behaviour; (ii) that the marketing activities make use of materials and approaches that are attractive to young people and encourage interactive engagement with branded messaging; and (iii) there is evidence that current alcohol marketing codes are being undermined by alcohol producers using digital media. **Conclusions** There is evidence to support public health interventions to restrict the commercial promotion of alcohol in digital media, especially measures to protect children and youth.

**Keywords** Advertising, alcohol, digital media, internet, marketing, youth.

Article

## Marketing to Youth in the Digital Age: The Promotion of Unhealthy Products and Health Promoting Behaviours on Social Media

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### Abstract

The near-ubiquitous use of social media among adolescents and young adults creates opportunities for both corporate brands and health promotion agencies to target and engage with young audiences in unprecedented ways. Traditional media is known to have both a positive and negative influence on youth health behaviours, but the impact of social media is less well understood. This paper first summarises current evidence around adolescents' exposure to the promotion and marketing of unhealthy products such as energy dense and nutrient poor food and beverages, alcohol, and tobacco on social media sites such as Facebook, Twitter, Instagram and YouTube. We explore emerging evidence about the extent of exposure to marketing of these harmful products through social media platforms and potential impacts of exposure on adolescent health. Secondly, we present examples of health-promoting social media campaigns aimed at youth, with the purpose of describing innovative campaigns and highlighting lessons learned for creating effective social media interventions. Finally, we suggest implications for policy and practice, and identify knowledge gaps and opportunities for future research.

### Keywords

advertising; alcohol; junk food; social marketing; social media; tobacco; youth

NOTE: This review is part of the Special Issue "Marketing Alcohol Products"

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PMID: 27045717

## Exposure to Internet-Based Tobacco Advertising and Branding: Results From Population Surveys of Australian Youth 2010-2013

Monitoring Editor: Günther Eysenbach

Reviewed by Kurt Ribisl and Julie Bromberg

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### Abstract

### Background

Since legislation prohibiting tobacco advertising in traditional media, online communication platforms and social media have become one of the few avenues for the tobacco industry to promote its products to Australians. Little is currently known about the exposure of young people to these new media promotional.

### Objective

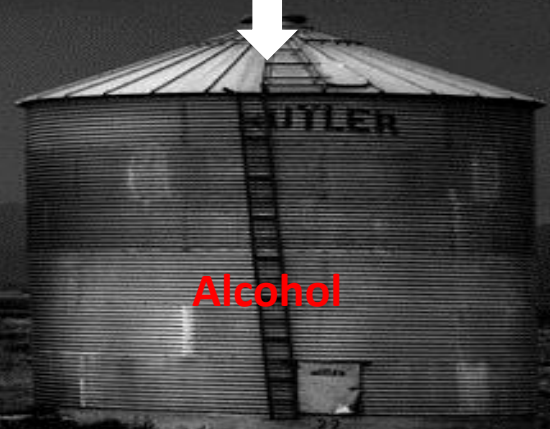
# Are countries addressing these challenges coherently?



HFSS foods and  
drinks



Tobacco and e-  
cigarettes

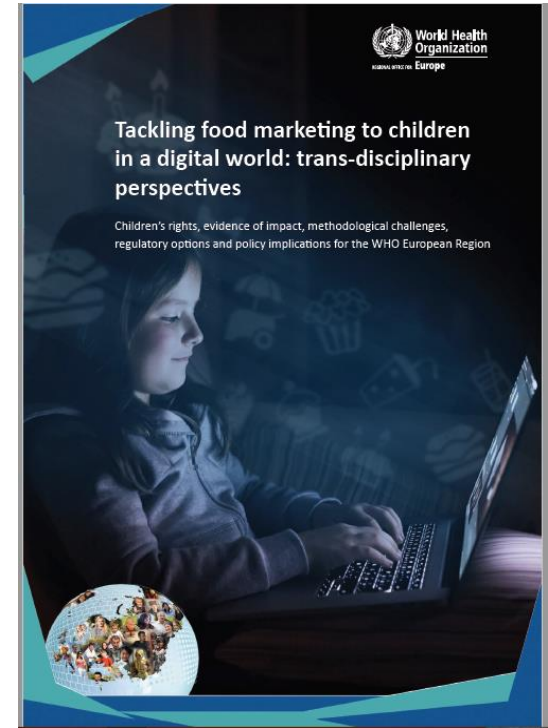


Alcohol

# Evidence is building that something needs to be done

“Taken together, the creative tactics and analytics equate to a brand appointing a personal marketer to each child... encouraging them to send marketing messages to their friends, and following them throughout the day...delivering advertising with the maximum impact”

- Users are routinely tracked online using behavioural analysis techniques
- This data collected is highly valuable and sold by social platforms to advertisers
- Helping them to deliver marketing with maximum impact



# Should we be doing something about it?

## YES!

- WHO recommendations call for a *comprehensive* policy approach;
- Offline protections (e.g. TV restrictions) should logically be extended to online areas;
- The age range to which protection applies should be defined by governments, not commercial entities;
- Clear definition of the types of marketing covered and how this is applied in practice;
- Compel private Internet platforms to remove marketing;
- Action on internet marketing – by its nature cross-border – lends itself particularly well to EU level action (e.g. EU Directive on tobacco advertising and sponsorship).

# What it will take to achieve change

1. Address the ethics and legality of conducting digital research using social media (esp. with children)
2. Research fully characterising the marketing people are exposed to
3. Require companies to disclose marketing spending, activities and reach and engagement
4. Collaborate with government sectors outside of health to perform policy diagnostic (e.g. which legal/regulatory entry point to use) and identify solutions





# Thank you

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