



Responsible Marketing Pact (RMP)

Compliance Monitoring 2019

Top Line Report

The European Advertising Standards Alliance (EASA) is the single authoritative voice on advertising self-regulation in Europe. Advertising self-regulation helps ensure that ads are legal, decent, honest and truthful and by doing so helps create consumer trust in advertising and in brands.

EASA promotes high ethical standards in commercial communications by means of effective self-regulation for the benefit of consumers and business.

As a non-profit organisation based in Brussels, EASA brings together national advertising self-regulatory organisations and associations representing the advertising industry in Europe. Further information at: <http://www.easa-alliance.org/>.

EASA Contact Information

Orestis Kouloulas - 0032 (0) 2 213 41 89 - orestis.kouloulas@easa-alliance.org

Copyright

This report was compiled by the European Advertising Standards Alliance (EASA). The complete or partial reproduction of this publication is forbidden without the prior express written permission from the World Federation of Advertisers (WFA).

Compiled in February 2020

Introduction

Background

EASA and its network of expert reviewers conducted a monitoring project to verify compliance with the Responsible Marketing Pact (RMP) commitment on digital marketing communications related to alcohol beverages. The exercise was commissioned by the World Federation of Advertisers (WFA) and involved active brand profiles for alcohol beverages – including country-specific websites, social media platforms (Facebook, Instagram, Twitter and YouTube) and mobile apps.

RMP signatory companies monitored

AB InBev

Bacardi

Brown-Forman

Carlsberg

Diageo

Heineken

Pernod Ricard

Countries monitored

The 7 countries were selected on the basis of high ad spend and the existence of a self-regulatory organisation (SRO).






The following SROs conducted the monitoring:

Participating Countries/SROs		
Country		Self-Regulatory Organisation
	France	Autorité de Régulation Professionnelle de la Publicité (ARPP)
	Germany	Zentralverband der Werbewirtschaft (ZAW)
	Hungary	Önszabályozó Reklám Testület (ÖRT)
	Italy	Istituto dell'Autodisciplina Pubblicitaria (IAP)
	Netherlands	Stichting Reclame Code (SRC)
	Spain	Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL),
	United Kingdom	Advertising Standards Authority (ASA)

Methodology

Safeguards monitored

The methodology for this project included a step-by-step user guide and dedicated questionnaires for SROs to use to monitor branded social media platforms, websites and apps.

Safeguards Monitored		
	Age Affirmation Mechanism (AAM)	Access to alcohol commercial communications should be restricted to those over the Legal Purchasing Age (LPA).
	Transparency (TRA)	Digital marketing activities shall be carried out in a transparent way and consumers must be aware that they are faced with commercial communications and not content from their peers.
	User Generated Content policy (UGC)	The user generated content policy must clearly state that user generated content which promotes inappropriate or excessive alcohol consumption is not allowed.
	Forward Advice Notice (FAN)	Consumers need to be informed and reminded that alcohol commercial communications should not be shared with underage people in order to protect minors.
	Responsible Drinking Message (RDM)	It needs to be clear that brands are committed to responsible drinking and that they invite their consumers to enjoy their products in moderation.














Procedure

The following stages were followed by EASA for this project:

RMP/DGP Monitoring procedure:	
Stage 1	RMP members provided EASA with the list of websites, social media profiles and apps to be reviewed.
Stage 2	Self-regulatory organizations checked whether these websites, social media profiles and apps were serviceable.
Stage 3	EASA and its members randomly chose the profiles to be selected, using a quota established by EASA, ensuring a balanced number of profiles within companies (depending on the number of profiles submitted) and within different types of profiles (websites, social media, mobile apps).
Stage 4	EASA's members conducted the monitoring between July and September 2019.

Items monitored

The following table shows the number of items monitored per country in the 2019 monitoring:

Items Monitored per country								
								Total
	France	45	32	28	14	20		139
	Germany	43	29	26	11	15	1	125
	Hungary	31	26	29	14	19	1	120
	Italy	38	30	31	16	18	1	134
	Netherlands	39	26	29	20	15		129
	Spain	32	28	32	14	22	3	131
	United Kingdom	32	23	22	19	14		110
	Total	260	194	197	108	123	6	888

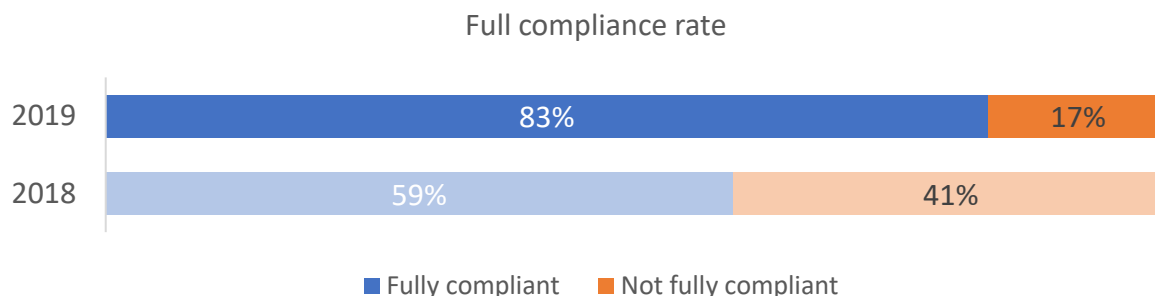
Measurement

EASA analysed the SROs' findings by measuring their full compliance rate, indicating the percentage of items presenting all required safeguards. If one or more of the applicable safeguards was missing, then the item (website, social media platform or mobile app) was judged as not fully compliant.

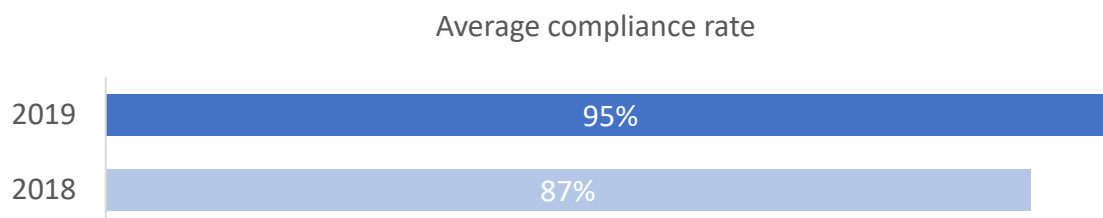
Results

Overall Compliance

More than 4 out of 5 monitored items are judged as fully compliant (83%). This represents an increase of 24 percentage points in comparison with the 2018 monitoring.



The average compliance rate, which shows how compliant individual items were on average, is 95%. This is an increase of 8 percentage points in comparison with the 2018 exercise.

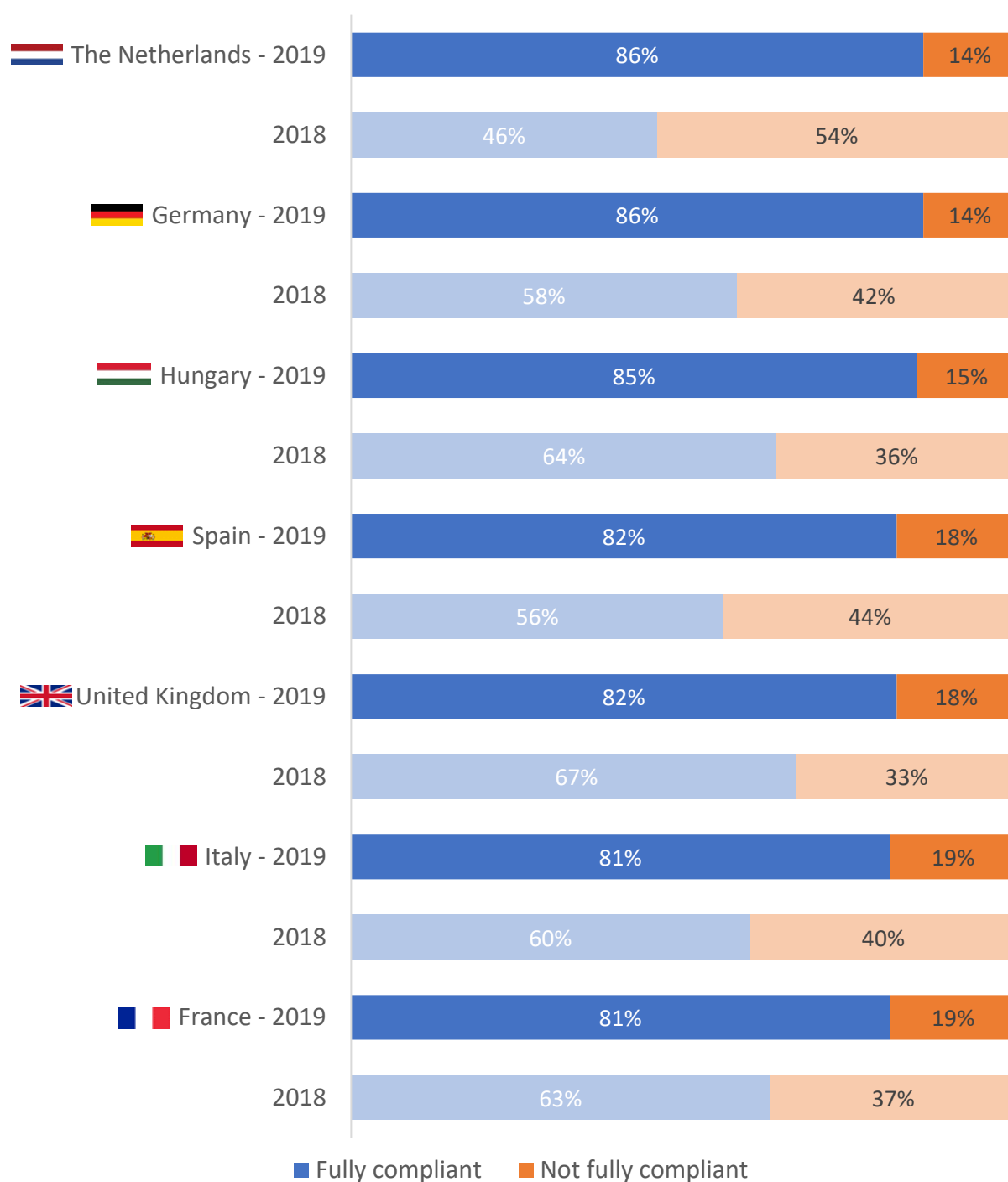


Results per country monitored

The Netherlands and Germany were the countries which score best among monitored countries, with almost 86% of the profiles being judged as fully compliant with all applicable safeguards. On the other end, in Italy and France just above 4 in 5 profiles are judged as fully compliant (81%).

Overall, all countries perform better than in the 2018 monitoring, with the biggest increase found in the Netherlands.

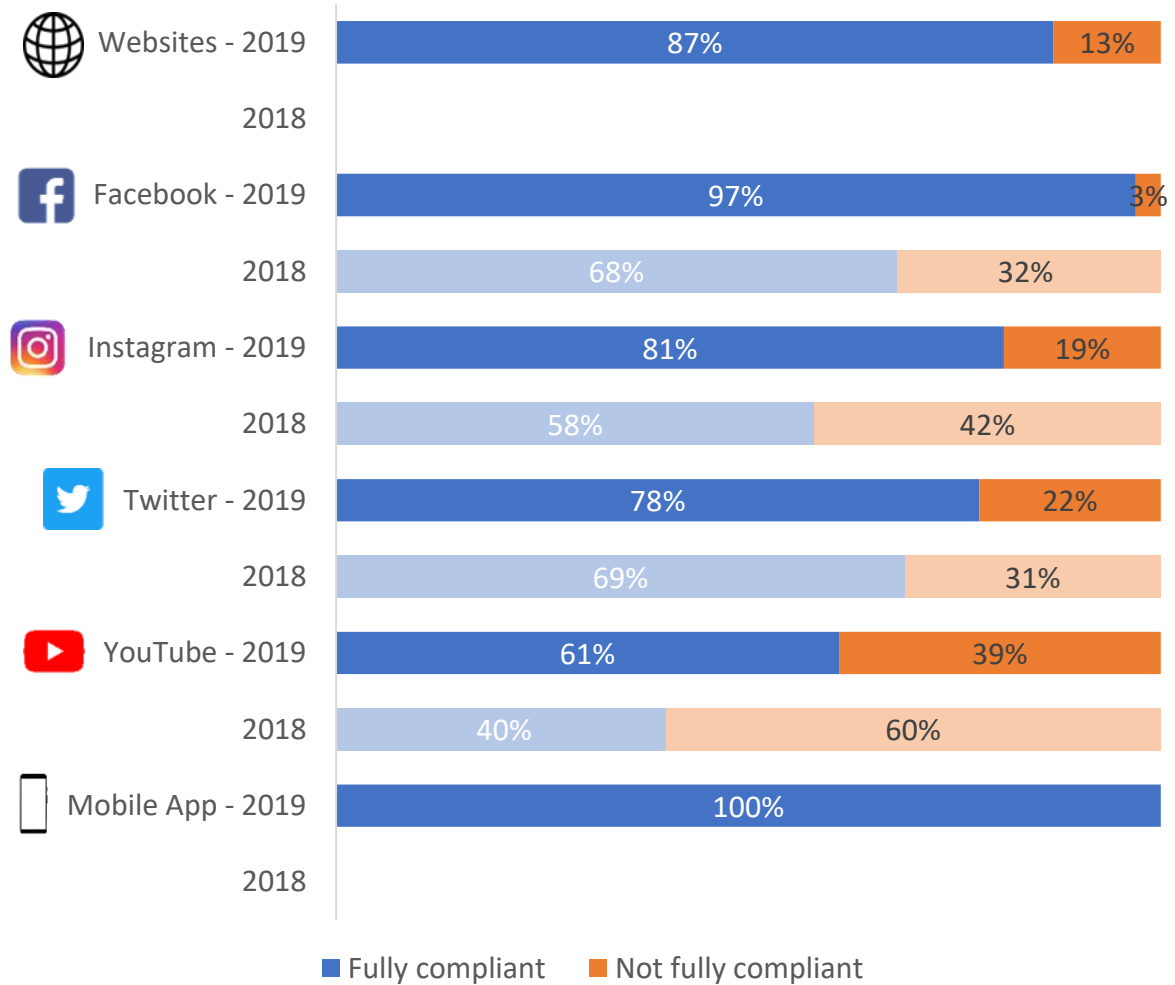
Full compliance rate per country



Results per type of profile

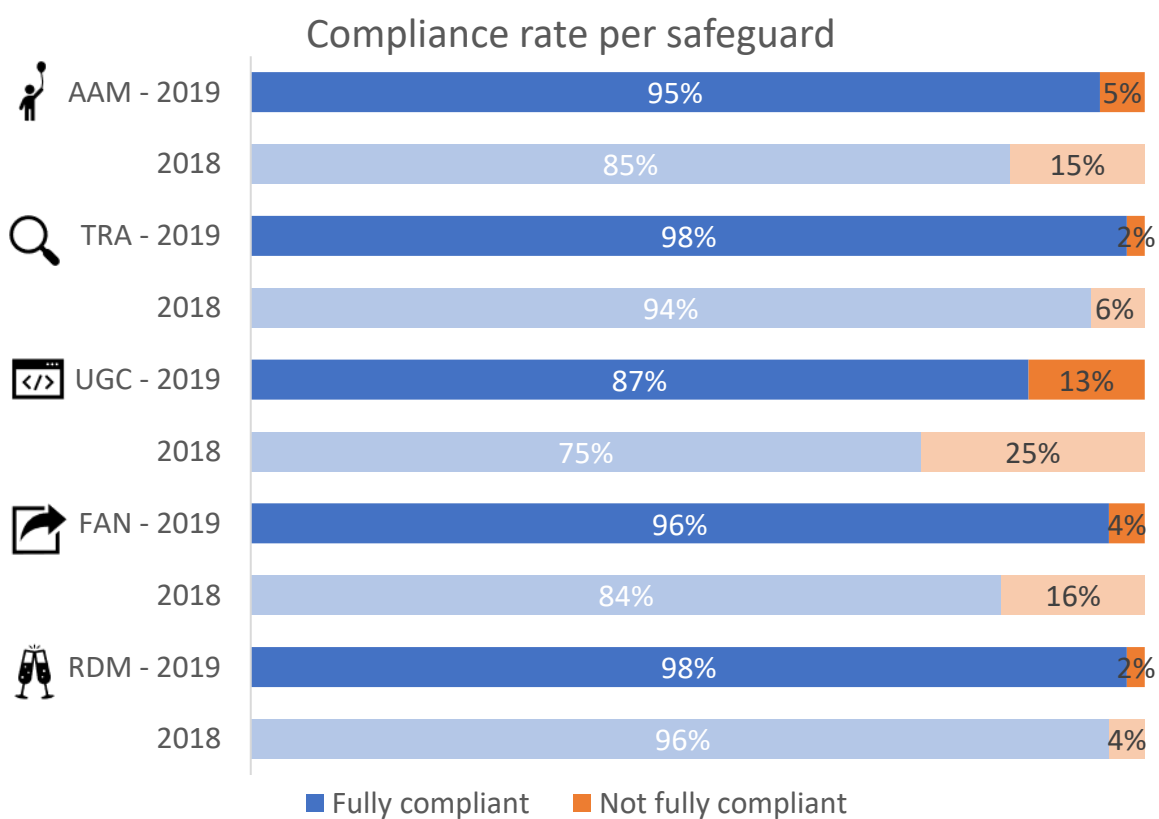
87% of the monitored websites are judged as compliant with all applicable safeguards. Looking at the social media platforms, Facebook scores better, with 97% of the monitored profiles being judged as fully compliant. This represents an increase of 29 percentage points in comparison with the 2018 monitoring. Just above 4 out of 5 Instagram profiles (81%, an increase of 23% since 2018) and just below 4 out of 5 Twitter profiles (78%, an increase of 9% since 2018) are fully compliant. Just above 3 out of 5 YouTube profiles (61%) are compliant. This represents an increase of 21 percentage points in comparison with 2018. All mobile apps monitored are found to be fully compliant.

Full compliance rate per type of profile
















Results per safeguard.

More than 9 out of 10 profiles are judged as compliant with the following safeguards: Transparency (98%), Responsible Drinking Message (98%), Forward Advice Notice (96%) and Age Affirmation Mechanism (95%). The safeguard with the lowest score is User Generated Content policy (87%). The User Generated Content Policy and the Forward Advice Notice are the safeguards with the biggest increase in comparison with the 2018 monitoring (both 12 percentage points).















Country results per type of profile

The table below outlines the country results per type of profile. In all countries, compliance rates of YouTube profiles was lower than the compliance rate of websites and of the rest of the social media

Country results per type of profile							
							
	The Netherlands	91%	100%	88%	86%	59%	100%
	Germany	84%	100%	85%	82%	67%	100%
	Hungary	77%	100%	86%	93%	68%	100%
	Spain	87%	96%	83%	70%	60%	N/A
	United Kingdom	94%	96%	73%	74%	57%	N/A
	Italy	84%	93%	81%	81%	56%	100%
	France	91%	94%	71%	64%	60%	N/A












Country results per safeguard

The table below outlines the country results per safeguard. In five out of the seven RMP countries User Generated Content policy scores below 90%. The only exceptions were the Netherlands and Hungary.

Country results per safeguard						
		AAM 	TRA 	UGC 	FAN 	RDM 
	The Netherlands	94%	99%	91%	98%	99%
	Germany	97%	100%	89%	95%	100%
	Hungary	95%	98%	90%	94%	98%
	Spain	95%	100%	88%	94%	98%
	United Kingdom	97%	97%	88%	95%	96%
	Italy	95%	99%	86%	99%	97%
	France	96%	96%	81%	92%	96%

Safeguards per type of profile

The table below outlines the safeguards results per type of profile. The biggest issues are found in the Age Affirmation Mechanism on YouTube, with less than 3 in 4 (72%) of YouTube profiles being judged as compliant. This is followed by the User Generated Content policy on YouTube, with 76% of YouTube profiles being compliant. User Generated Content policy is slightly above 80% on Instagram and Twitter: 84% of Instagram profiles and 81% of Twitter profiles are judged as UGC compliant.

Safeguards per type of profile							
							
	AAM	99%	100%	99%	97%	72%	100%
	TRA	99%	98%	99%	99%	96%	100%
	UGC	95%	98%	84%	81%	76%	N/A
	FAN	87%	99%	97%	97%	97%	N/A
	RDM	95%	99%	99%	98%	98%	100%

Conclusion

The full compliance with all safeguards is 83%, an increase of 24 percentage points in comparison with the 2018 monitoring. The Netherlands and Germany were the countries which score best among monitored countries, with almost 86% of the profiles being judged as fully compliant with all applicable safeguards. On the other end, in Italy and France just above 4 in 5 profiles are judged as fully compliant (81%). The compliance of websites is 87% and looking at the social media platforms, Facebook scores better (97%), followed by Instagram (81%), Twitter (78%) and YouTube (61%). In terms of safeguards, User Generated Content policy proves to have the lowest score (87%), while all other safeguards 95% or higher. Particular attention should be paid to the Age Affirmation Mechanism on YouTube profiles and to the presence of the User Generated Content policy on YouTube, Instagram and Twitter.