



RESPONSIBLE MARKETING PACT

Against Minors' Exposure to Alcohol Marketing

ABInBev



DIAGEO

HEINEKEN

Moët Hennessy



RMP signatories represent **OVER 1400 BRANDS** and roughly **70% ALCOHOL BEVERAGE AD SPEND** in the EU

What is THE RESPONSIBLE MARKETING PACT (RMP)?

A commitment which establishes clear guidelines on ad placement, creative execution and digital controls to:

Reduce minors' exposure to alcohol ads

Limit appeal of alcohol marketing to minors

Ensure the online environment is free of alcohol marketing to minors



GOALS

01 Placement of ads

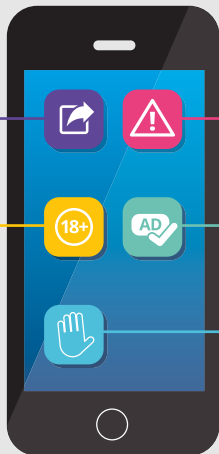
Only placed in media (online and traditional) where primary audience is adults

03 Digital controls

Covers all websites, apps, and applicable social media including:



Reminding users: **Not to share content with minors**



Reminding users: **Not to promote irresponsible drinking**

Age-gating: Profiles can only be accessed by people over the legal drinking age

Transparency (be clear about commercial intent)

Responsible drinking message

02 Creative execution of ads

Exclusion list of over 50 elements to avoid in ads



NO Actors under 25yrs



NO Animated characters

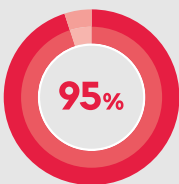


NO Childish settings

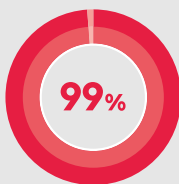
04 Influencer marketing

Influencers must comply with the RMP exclusion list and age-gate all brand related posts. When it is not possible to age-gate posts, influencers must be over 25 and appeal primarily to adults.

OUTCOMES



Profiles compliant with social media controls¹



Ads compliant with creative execution guidelines²

We continue to monitor annually to improve compliance rates

¹ Monitored by the European Advertising Standards Alliance (EASA) in 2024, in France, Germany, Greece, Ireland, Netherlands, Poland, Spain

² Monitored by the European Advertising Standards Alliance (EASA) in 2022, in Germany, Hungary, Ireland, Spain, Netherlands

³ Monitored by Nielsen in 2020 in Czech Republic, Denmark, France, Germany, Ireland, Spain



0.28%
of all ads online are for alcohol marketing

A minor would need to visit a URL **1,963 times** before they might see an alcohol ad.³

For more information contact: Alexandre Boyer at a.boyer@wfanet.org

Or access the-rmp.eu



WATCH NOW
Responsible Marketing Pact Explained