

The background of the slide features a series of horizontal, wavy lines in various shades of blue, creating a sense of depth and movement.

nielsen

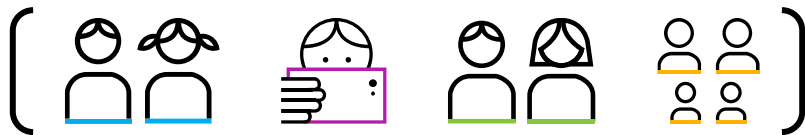
# WFA / IARD: Alcohol Advertising Study

A Nielsen Ad Intel Communications Insight Report

# What is the Digital Avatar Project?

The following insight report is based upon the findings of our Digital Avatar project, which used four avatars (simulated consumer profiles) to track advertising activity across six nominated European markets. Through the findings, we were able to determine the general pervasiveness of alcohol advertising, as well as assess the potential presence of alcohol advertising on URLs with a youth appeal. We were also able to estimate a probabilistic rate of child/teen exposure to alcohol advertising.

The study employed four simulated consumer profiles, also known as avatars: **Child Under 12**, **Teenager 12-17**, **Adult** and **Neutral**



Each of the four avatars visited **100 primary URLs** (websites/YouTube) across both desktop and mobile devices, with a randomly selected subpage also monitored.

This created **1,600 hits a day per country**. We ran the avatars for 32 days between 5<sup>th</sup> Sept – 7<sup>th</sup> Oct 2020, resulting in **a total of 51,200 hits per country**.

The media universe was formulated as a mix of sites & channels popular with – and having content/genre affinity with – teen and children audiences, as well as generally top ranking sites & channels, to achieve a simulation of the average browsing habits in each country.

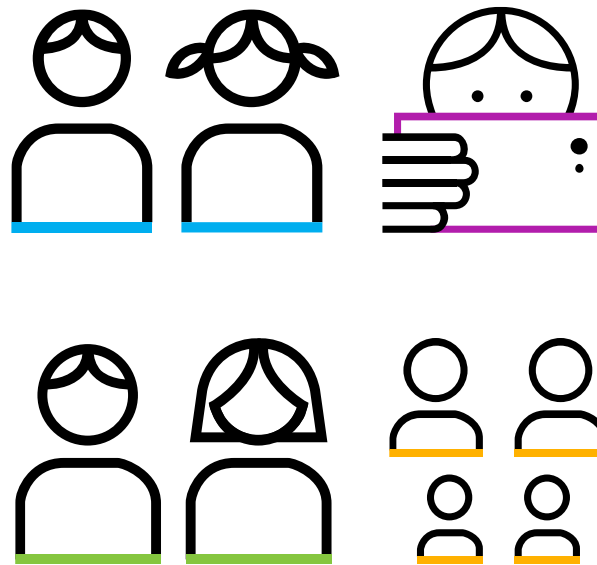
As a result, the URLs were defined as having either **Youth Appeal** or **General Appeal**.

# Creating our Avatar personalities

The panel consists of simulated consumers, also known as avatars. Each avatar is programmed to express a specific personality – with specific hobbies, interests and desires – through regular browsing activity, like a real online user would do.

In order to build its designated personality, an avatar performs three types of browsing activity on a daily basis. For example, an avatar designed to represent a Teenager aged 12-17 will:

- visit websites known to be popular with the 12-17 audience (as per official/industry statistics)
- visit websites and YouTube channels researched and selected by our experts as representative of the activity of an 12-17 year old (using thematic/genre information from official/industry sources)
- run Google and Bing searches on topics (researched and selected by our experts) pertinent to the intended profile, as well as clicking on the search results to reach the websites behind them



# Alcohol ads represented a tiny fraction of the total advertising seen by the avatars in Europe

**238,881** ad impressions monitored by all four avatars in 6 European countries (over 32 days)

**181** were alcohol ads. This is **0.08%** of all advertising monitored by the avatars.

**54** of these alcohol ads were located on URLs with youth appeal

This represents **0.02%** of all advertising monitored by the avatars

**53 (96%)** of these alcohol ads on URLs with youth appeal were located on YouTube

This is just **0.02%** of all advertising monitored by all four avatars

% of alcohol ad impressions per market  
(as seen by all avatars)

	No. of all Ad Impressions	No. of Alcohol Impressions	% of Alcohol Impressions
Czech Republic	39,132	97	0.25%
Denmark	41,463	0	N/A
France	26,081	1	0.00%
Germany	43,310	22	0.05%
Ireland	51,498	45	0.09%
Spain	37,397	16	0.04%
<b>Total</b>	<b>238,881</b>	<b>181</b>	<b>0.08%</b>

# A minor would need to visit an “average site” 1,873 times before being served an alcohol ad

By calculating the average number of impressions seen per site visit, we can determine the number of visits that the child/teen avatar would have to make to that “average site” before it encountered an alcohol ad impression. This calculation assumes that an alcohol ad would always appear after the ratio of non-alcohol to alcohol is achieved, and that the average impressions per site remains constant.

	No. of Ad Impressions per single Alcohol Ad Impression	Avg. No of Ad Impressions per Site (by daily visit)	No. of visits until Child/Teen Avatar is served an Alcohol Ad Impression
Czech Republic	400	0.73	545
Germany	3,693	0.87	4,267
Ireland	1,145	0.98	1,164
Spain	2,472	0.68	3,657
<b>Total</b>	<b>1,426</b>	<b>0.91</b>	<b>1,873</b>

