





# Responsible Marketing Pact

Compliance Monitoring 2024

Results





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**

Inés Ollero Candau, Project Officer – [ines.ollero@easa-alliance.org](mailto:ines.ollero@easa-alliance.org)

Eloísa López Sánchez, Junior Project Officer – [eloisa.lopez@easa-alliance.org](mailto:eloisa.lopez@easa-alliance.org)

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*Compiled in July 2024.*



# I. Project Overview

## Companies

- | AB InBev
- | Bacardi
- | Brown-Forman
- | Carlsberg
- | Coca Cola
- | Diageo
- | Heineken
- | Moët Hennessy
- | Pernod Ricard

## Profiles monitored by country and media

Country	Facebook	Instagram	Website	X	YouTube	Total
France	10	9	7	4	3	<b>33</b>
Germany	10	8	6		6	<b>30</b>
Greece	12	11	9		7	<b>39</b>
Ireland	12	7	6	4	4	<b>33</b>
Netherlands	11	6	9	1	5	<b>32</b>
Poland	10	7	7		4	<b>28</b>
Spain	8	6	5	5	5	<b>29</b>
<b>Total</b>	<b>73</b>	<b>54</b>	<b>49</b>	<b>14</b>	<b>34</b>	<b>224</b>

The exercise was commissioned by [The World Federation of Advertisers \(WFA\)](#), and involved brand profiles for alcohol beverages - including websites and social media platforms (Facebook, Instagram, X and YouTube).

EASA and its network of expert reviewers have conducted a monitoring project to verify the compliance with the **Responsible Marketing Pact (RMP)** of digital marketing communications related to alcohol beverages.

The monitoring took place in 7 countries with a total of 224 monitored profiles.

## Country SRO

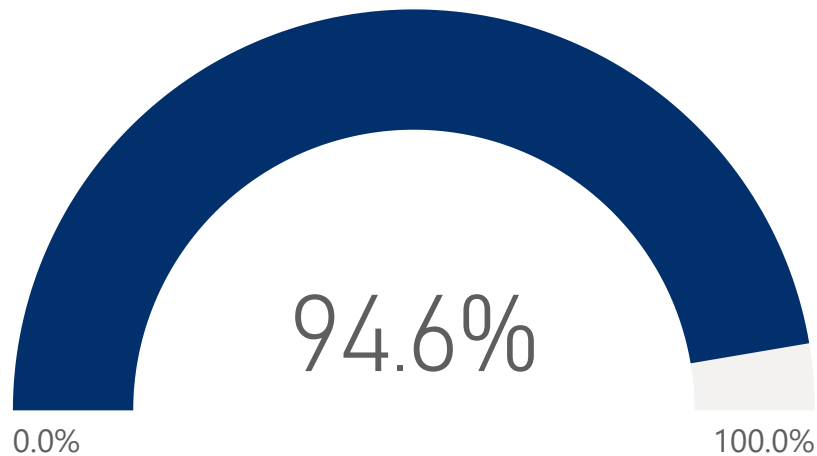
Country	SRO
France	Autorité de Régulation Professionnelle de la Publicité (ARPP)
Germany	Zentralverband (ZAW)
Greece	Advertising Self-Regulation Council (SEE)
Ireland	Advertising Standards Authority for Ireland (ASA)
Netherlands	Stichting Reclame Code (SRC)
Poland	Rada Reklamy (RR)
Spain	Asociación para la Autorregulación de la Comunicación Comercial (AUTOCONTROL)

## II. Results

### Compliance rates

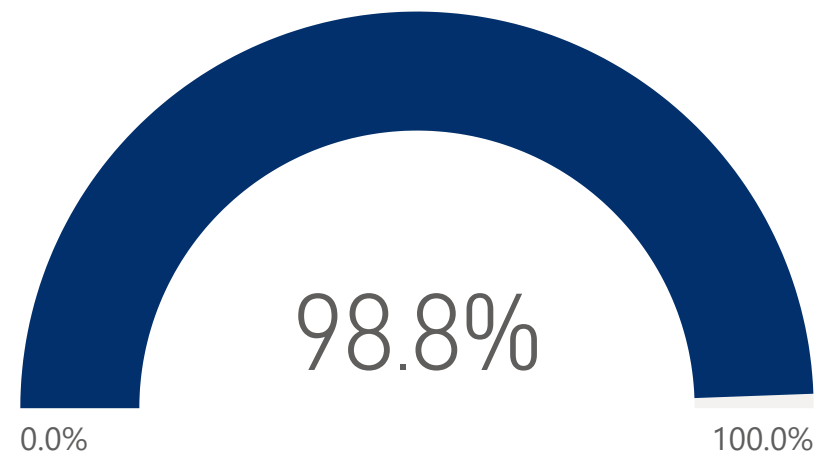
#### Full compliance rate

Compliance of the whole sample on average.



#### Average compliance rate

How compliant individual profiles were on average.

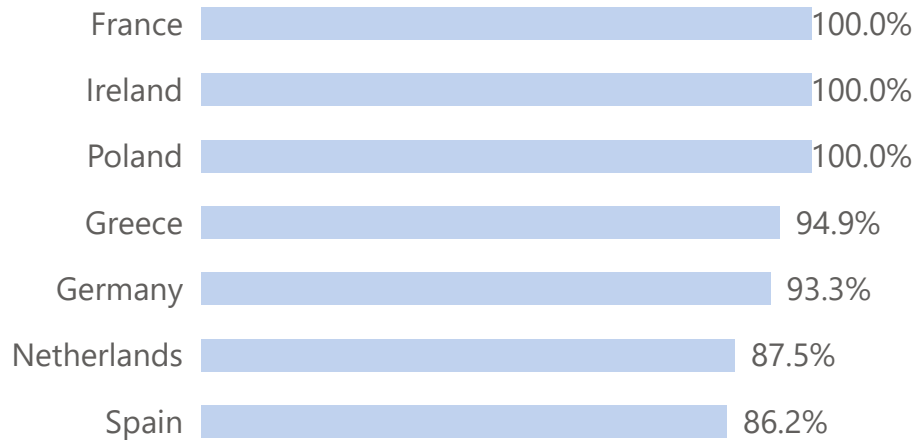


! Sample size (profiles reviewed) built based on a population size of 496 profiles. Considering a confidence level of 95% and a margin of error of 3.65%, there is a 95% chance that the **real value of the compliance rate is within  $\pm 3.65\%$  of the measured value.**

## II. Results

By country and media

### Full compliance rate by Country



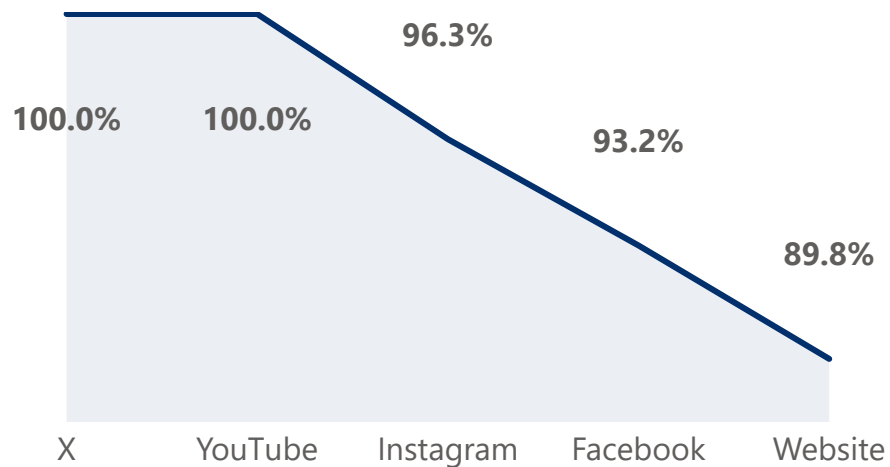
The top 3 Country all had Full compliance rate of 100.0%.

Across all 7 Country, Full compliance rate ranged from 86.2% to 100.0%.

YouTube and X tied for highest Full compliance rate at 100.0%, followed by Instagram. Website had the lowest Full compliance rate at 89.8%.

Across all 5 Platform, Full compliance rate ranged from 89.8% to 100.0%.

### Full compliance rate by Platform



### Full compliance rate by Country and Platform

Country	Facebook	Instagram	Website	X	YouTube
France	100.0%	100.0%	100.0%	100.0%	100.0%
Germany	90.0%	100.0%	83.3%		100.0%
Greece	100.0%	100.0%	77.8%		100.0%
Ireland	100.0%	100.0%	100.0%	100.0%	100.0%
Netherlands	81.8%	83.3%	88.9%	100.0%	100.0%
Poland	100.0%	100.0%	100.0%		100.0%
Spain	75.0%	83.3%	80.0%	100.0%	100.0%

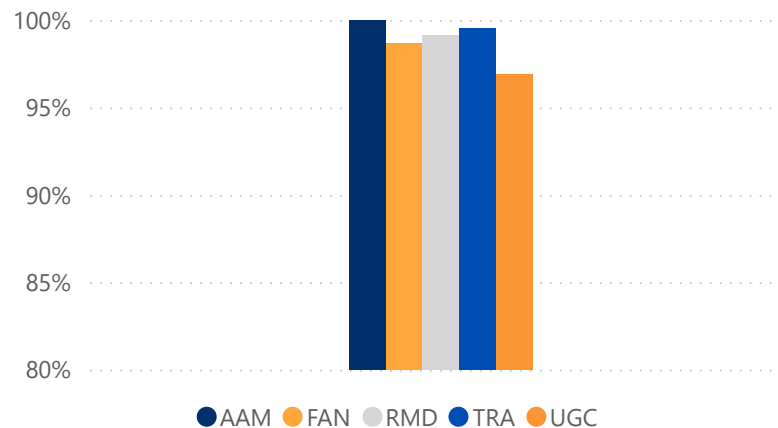
## II. Results

By safeguard

### Full compliance rate by platform and safeguard

Platform	AAM	FAN	TRA	UGC	RDM
Facebook	100%	99%	100%	95%	98.6%
Instagram	100%	100%	98%	98%	100.0%
Website	100%	96%	100%	96%	98.0%
X	100%	100%	100%	100%	100.0%
YouTube	100%	100%	100%	100%	100.0%
<b>Total</b>	<b>100%</b>	<b>99%</b>	<b>100%</b>	<b>97%</b>	<b>99.1%</b>

### Full compliance rate by safeguard



Websites with not shareable content or user generated content have not been considered in the calculations for the FAN and UGC full compliance rates.

### Full compliance rate by country and safeguard

Country	AAM	FAN	RDM	UGC	TRA
France	100%	100%	100.0%	100%	100%
Germany	100%	97%	100.0%	97%	100%
Greece	100%	100%	100.0%	95%	100%
Ireland	100%	100%	100.0%	100%	100%
Netherlands	100%	97%	96.9%	94%	100%
Poland	100%	100%	100.0%	100%	100%
Spain	100%	97%	96.6%	93%	97%
<b>Total</b>	<b>100%</b>	<b>99%</b>	<b>99.1%</b>	<b>97%</b>	<b>100%</b>

