



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

## RMP GOALS

### 01 Placement of ads

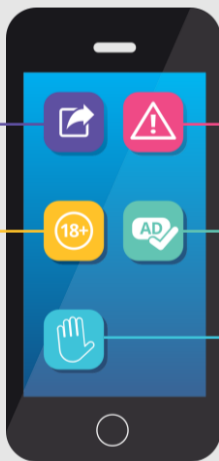
Only placed in media (online and traditional) where primary audience is adults

### 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

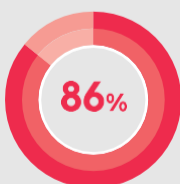


**NO** Childish settings

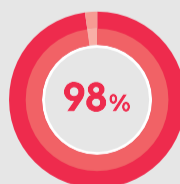
### 04 Influencer marketing

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 controls<sup>1</sup>



Ads compliant with creative execution guidelines<sup>2</sup>

We continue to monitor annually to improve compliance rates

<sup>1</sup> Monitored by the European Advertising Standards Alliance in 2019, in France, Germany, Hungary, Italy, Spain, The Netherlands, UK

<sup>2</sup> Monitored by the European Advertising Standards Alliance in 2019, in Germany, Hungary, Italy, Spain, The Netherlands, UK

<sup>3</sup> Monitored by Nielsen in 2021 in Belgium, Czech Republic, Denmark, Ireland, Spain, The Netherlands

**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.<sup>3</sup>



**WATCH NOW**  
Responsible Marketing Pact Explained

For more information contact:  
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Or access [the-rmp.eu](http://the-rmp.eu)

WFA

World Federation of Advertisers