

# Monitoring Alcohol Marketing in Africa

## MAMPA Project



## *FINDINGS FROM THE GAMBIA, GHANA, NIGERIA AND UGANDA*

# ALCOHOL MARKETING PRACTICES IN AFRICA

FINDINGS FROM THE GAMBIA, GHANA, NIGERIA AND UGANDA

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# 1. INTRODUCTION

Alcohol consumption and alcohol industry activities are rising throughout the African continent. Alcohol marketing is an important tool for the industry to create a favorable image around the product and to increase sales. This report describes the results of a first attempt to record alcohol marketing activities in the African region.

In this pilot study, alcohol marketing activities in four Sub-Saharan African countries have been monitored, namely: the Gambia, Ghana, Nigeria and Uganda. By selecting countries, variation has been sought in terms of existing alcohol marketing regulations and established alcohol consumption patterns. Preference was given to countries which have English as (one of) the official national language(s).

Public Health NGOs in the participating African countries have been trained to monitor alcohol marketing practices in their own country (see [annex 1](#) for a description of collaborating parties). The report provides preliminary insight in alcohol marketing strategies used by the industry in some countries of the African region and in particular:

- The character and size of types of alcohol advertising and promotion in the participating countries.
- Knowledge of the benefits and disadvantages of possible alcohol marketing regulations. This includes both statutory as well as non-statutory regulations (self-regulation). This knowledge was actively gathered in the participating countries.

Findings of this preliminary monitoring exercise, that took place in the first trimester of 2010, result in first recommendations on the effectiveness of existing and desired alcohol marketing regulations in order to protect young people against the harmful effects of exposure to alcohol advertising.

This report is one of the outcomes of the MAMPA project. MAMPA stands for Monitoring Alcohol Marketing Practices in Africa and aims to provide insight into the impact of advertising and in the volume, frequency, and content of alcohol advertising and promotion in participating African countries. An important aim of the project was to develop a method to monitor alcohol marketing in low-income countries. The report with findings of the monitoring exercise in four participating countries is accompanied by a second report that highlights the method used.

The MAMPA project is financed by the World Health Organization Regional Office for Africa, and is coordinated by the Dutch Institute for Alcohol Policy (STAP). For several years, STAP has been authorized by the Dutch Ministry for Health, Welfare and Sports to monitor alcohol marketing in the Netherlands. In recent European projects, STAP has been training NGOs to monitor alcohol marketing in other European countries. In 2007, STAP together with other NGOs initiated EUCAM (the European Centre for Monitoring Alcohol Marketing). This report was edited by Wim van Dalen of STAP and Per Ake of IOGT-NTO.

## 2. BACKGROUND

### ALCOHOL USE IN THE AFRICAN REGION

Recently published data (5) show that less than half the world's adult population drinks alcohol. Much of the variation in per capita alcohol consumption between countries and regions of the world indicates differences in abstention rates (6). Among drinkers there is less variation in alcohol consumption patterns. For low-income countries, a strong relationship has been found between economic wealth and alcohol consumption. A higher gross domestic product is related to a higher overall alcohol consumption and a lower proportion of alcohol abstainers (5). Consequently, abstention rates are highest in low-income countries and populations, especially in Africa (5).

In Africa, levels of alcohol use differ greatly between countries (5, 7). This is due to differences between countries with respect to ethnic diversity, religion, level of welfare and industrialization, availability of alcohol, acceptability of alcohol in society, and political and economical stability (8).

Increasing alcohol-related problems in African society are related to the use of home produced alcoholic beverages as well as the use of alcoholic beverages that are produced and distributed commercially (9). Although alcohol-related problems in African countries are quite heterogeneous, clear similarities can be found. Alcohol is a causal factor for intentional and unintentional injuries and social and physical harm to the drinker and people other than the drinker. This includes reduced job performance, absenteeism, family deprivation, interpersonal violence, suicide, homicide, crime, and fatalities caused by driving while under the influence of alcohol (drink-driving) (6). Furthermore, it is a contributory factor for risky sexual behavior, sexually transmitted diseases, and HIV infection (6, 7). In general, the lower income countries have a disproportionate great disease burden per unit of alcohol consumption compared with high-income populations and countries (5). Alcohol is the leading risk factor in those developing countries with low rates of child and adult mortality (7). In Sub-Saharan Africa 2.2% of all deaths and 2.5% of all adjusted life years (DALYs) are related to alcohol (10).

## ALCOHOL CONSUMPTION IN THE PARTICIPATING AFRICAN COUNTRIES

Religious denominations in some countries, for example the large Islamic population in the Gambia and some of the Christian denominations in the other countries, are reluctant towards the use of alcohol. Reflecting the diversity in countries, the acceptability of alcohol use and drunkenness differs greatly in participating countries.

Data from the 2004 WHO report (11) shows that Uganda is the highest drinking country in the world with its 19.47 liters of recorded alcohol consumed per capita. This data is aggregated from regional survey data, and provides an estimation of the national alcohol consumption. Wine (included fermented beverages) is the most drunken alcoholic beverage, followed by beer. Unrecorded alcohol is estimated an additional 10.7 liters. Less alcohol is consumed in the other selected countries. Reported alcohol consumed in Nigeria accounted for 10.4 liters with 3.5 liters of unrecorded alcohol, followed by Gambia (2.27 liters, unrecorded alcohol is not reported), and Ghana (1.54 liters) with 3.6 liter of unrecorded alcohol. In Nigeria, wine (including fermented wine) is the most consumed beverage in the country; beer is the most consumed alcoholic product in the Gambia and Ghana.



## AFRICA AS EMERGING ALCOHOL MARKET AND THE ROLE OF MARKETING

Giant alcohol companies as SABMiller, Heineken, Diageo, Carlsberg and Anheuser-Busch Inbev promote their products globally. As a consequence, all continents are potentially a target of well-thought marketing strategies. Overviews from the World Health Organization (11) show that much alcohol is consumed in especially Western countries where the market is more or less saturated. Consequently, low-income countries and emerging markets with large populations such as South Africa, Nigeria, Malawi, Uganda, Brazil, India and China have been targeted recently by global alcohol corporations (12). Changes in social and cultural conditions together with increasing marketing efforts, are expected to raise alcohol consumption and consequently to increase alcohol-related harm worldwide (12). Consumption of commercial beverages is expected to rise in the next years as economic conditions continue to improve in some African countries and as a result of increasing alcohol marketing and promotion activities by the global alcohol industry (7). Especially the youth population, who constitutes the largest proportion of the population in African countries, has increased and is expected to further increase their alcohol consumption. Several authors have noted that adolescents and young adults have become the specific target audience for alcohol marketers (8, 13). Drinking and brand preferences of adolescents are an important predictor of preferences later in life: "If you hook them early, they are yours for life"

An important risk of an increasing commercial market of alcohol is the growing dependence of society from alcohol producers and distributors (8). A specific alcohol economy is created which brings along some economic benefits. The sale of alcohol increases employment at the national and local level (9). The government can raise taxation on the sale of alcohol which is generally seen as easy revenue (14). Furthermore, alcohol producers are often willing to combine their introduction to a market or an extension within a market with investments that benefit the societal infrastructure or with projects that increase the image of these producers (see also page 65). In most developing countries, the mass media depends on multinationals, such as global alcohol companies, operating in their countries for revenue, which primarily originates from corporate sponsorship and advertising (15). Understandably, this development is perceived as most welcome in societies where economic benefits of alcohol sales are visible and tangible for society and especially within economic and societal highly vulnerable African societies.

However, this development has large disadvantages that are difficult to measure directly. As written above, alcohol use will bring along enormous problems for society and health. Furthermore, developing countries are targeted disproportionately by a large burden of alcohol-related problems (5). As European data show, costs for health care can amount to billions of dollars (16). Furthermore, many problems will be created in private domains (home and work) as well as the public domain. In every country in which alcohol use is a generally accepted phenomenon, many people die every year in traffic due to alcohol use (17).

Many African countries are not prepared to fight effectively against problems that are created by the availability of alcohol. To prevent these problems is even more challenging. In every society, easy available alcohol should be opposed by a strong national and local alcohol policy. Effective alcohol policy is a policy that limits alcohol-related health risks effectively and prevents young people from drinking alcohol. Characteristics of such a policy are limiting the availability of alcohol, limiting the affordability of alcohol and limiting the number of locations where alcohol is sold.

Additionally, it is important to heavily restrict or to prohibit alcohol advertising to prevent a one-sided and positive image on the risks of alcohol and to restrict the volume.

It needs to be prevented that young people are stimulated to experiment with alcohol by exposure to attractive alcohol advertising and event and sports sponsoring (see for details (18).

The Members of the World Health Organization have emphasized the importance of limiting exposure to alcohol marketing, especially in low-income countries by endorsing the draft Global Strategy to reduce alcohol related harm in May 2010 (19). This point of view is also reflected by the Ministers of Health in the African Region endorsing a declaration that states the intensity of advertising promotes the harmful use of alcohol, and aggravates the situation and leads to excessive consumption of alcohol and undermines good policies and initiatives to limit consumption abuse of alcohol. Additionally, the declaration recommends special attention to a ban and or limitation of the marketing of harmful use of alcohol particularly about its effects on youth and vulnerable groups (10).

Since it is already difficult for Western governments to enforce this kind of policy, it is problematic for vulnerable African societies to implement a national alcohol policy that reduces alcohol-related harm effectively. The infrastructure of preventing, regulating, and enforcing alcohol-related problems is often missing and limited resources prevent governments from taking adequate measures. Nevertheless, it is very important that the framework of effective alcohol policy is enforced in Africa as well. There is no time to waste, since the alcohol industry is already present in Africa on a large scale and is actively strengthening their position in the African market to increase the annual level of alcohol consumption in the continent.

## ALCOHOL ADVERTISING RESTRICTIONS

The aim of effective alcohol policy is to prevent alcohol-related harm as much as possible. As written above, a ban or a restriction of alcohol advertising and promotion is one of the instruments to limit alcohol-related harm. The volume and content of advertising of alcoholic beverages contribute directly to the size of alcohol problems. Research conducted in the United States and Europe shows that alcohol advertising and promotion increase alcohol use, especially among new consumers (20-22). This means that even in

saturated markets exposure to alcohol advertising contributes to increasing alcohol use and creates serious problems, especially among young people.

It is assumed that in developing countries, where there is no situation of saturated markets, alcohol advertising and promotion has a far stronger impact on the level of consumption than in Western countries. Jernigan (23) warns of more sophisticated and ubiquitous marketing strategies than those allowed in developed nations which (is and) will be used to target African youth. Alcohol is portrayed as an emblem of success, and a symbol of heroism, courage and virility. New generations of drinkers are encouraged to use alcohol by advertising in TV commercials, billboards, news papers, magazines, internet and (event) sponsoring (23, 24). Additionally, information on the risks of alcohol is often missing or disseminated on a smaller scale.

Furthermore, a lot of international studies suggest that only information on the risks of alcohol does not prevent new and young drinkers to start drinking alcohol (18).

Although there is inconclusive evidence from the studies of restrictions of alcohol advertising on the effectiveness of alcohol marketing bans, societies that would like to prevent or limit alcohol use are recommended to establish a regulatory framework that limits alcohol marketing (25). There is a need to restrict or preferably ban alcohol marketing. In an action plan for effective alcohol policy, Parry (26) points out the restriction of alcohol marketing as one of the most promising strategies for governments in developing countries.

## ALCOHOL ADVERTISING RESTRICTIONS IN PARTICIPATING COUNTRIES

Although alcohol marketing policy can be seen as an essential part of an effective national alcohol policy, most African countries do not have a regulatory framework on alcohol marketing and rely mostly on self-regulation by the alcohol industry.

### **The Gambia**

Among the African countries in which alcohol marketing activities have been monitored, the Gambia has the strongest alcohol marketing policy. In the Gambia, there is a state monopoly on the production and sale of beer (11). The advertising of alcohol is banned on national television and radio. The advertising in other media is not regulated. Additionally, there is a mandatory health warning message on alcohol advertising. However, this marketing regulation is rarely enforced.

### **Ghana**

In Ghana, there is no state monopoly on the production and sale of alcohol. The advertising of alcohol is only regulated by self-regulation (11). The enforcement of these voluntary rules is not implemented by the government. In the proposed National Alcohol Policy (27) which is currently discussed, the alcohol marketing policy relies solely on a self regulatory system.

## **Uganda**

Also in Uganda, there is no state monopoly on the production and sale of alcohol. The advertising of alcohol is not regulated at all. In Uganda the National Alcohol Policy being discussed is almost identical to the proposed policy in Ghana. Similar to the National Alcohol Policy in Ghana, the draft alcohol policy in Uganda relies fully on self regulation without a framework of legislation. The role of the alcohol industry in the development of this policy is heavily criticized by experts specialized in alcohol and drugs as a development issue (28). There is a general consensus among alcohol industry stakeholders to participate in alcohol policy development and to establish (and strengthen) self-regulatory systems for marketing alcoholic beverages (29).

## **Nigeria**

In Nigeria, the government does not strictly regulate the advertising industry, but a government agency (APCON) is enacted for overseeing the activities of the industry. According to the regulation made and overseen by the Advertising Practitioners Council of Nigeria (APCON), alcohol advertising is not allowed to be broadcasted before 8pm, to reduce the risk of reaching minors (30). This watershed is, however, poorly monitored (8). Additional regulations are the prohibition of alcohol advertising on radio and television during children, religious and sports programs. Furthermore, no displays are allowed near schools, hospitals, sports arenas and places of worship. From 2001, sport sponsorship is allowed but restricted to only the use of brand names and product packs as back-drops (31). The alcohol advertising regulations could only be attained from inside Nigeria and no direct copy of the text was found.

Additional (self) regulations have been implemented by alcohol companies which are active on the African market (32). An example is the self regulatory code of Guinness Nigeria with an extended 'watershed' till 9 pm (30). Applicable codes of conduct from alcohol companies are described in the country chapters.

TABLE 1. ALCOHOL ADVERTISING POLICY IN SELECTED COUNTRIES

		the Gambia <sup>1</sup>	Ghana <sup>1</sup>	Nigeria	Uganda <sup>1</sup>
Advertising restrictions	National TV	Ban	Voluntary	Time restriction <sup>2</sup>	No
	National Radio	Ban	Voluntary	Time restriction <sup>2</sup>	No
	Print Media	No	Voluntary	No	No
	Billboards	No	Voluntary	No	No
	Sport events	Only ban on spirits	Voluntary	Partly <sup>3</sup>	No
	Youth events	Voluntary on beer, else missing data	Voluntary	No	No
Health warning on advertisement		Yes	No	No	No
Enforcement restriction		Rarely	Not Applicable	Rarely <sup>4</sup>	Not Applicable

<sup>1</sup> Adapted from WHO data (10).

<sup>2</sup> Adapted from Guinness Nigeria (27).

<sup>3</sup> Adapted from GALA (28).

<sup>4</sup> Adapted from Odejide (8).

### 3. MONITORING ALCOHOL MARKETING ACTIVITIES IN PARTICIPATING COUNTRIES: THE METHOD USED

#### SELECTING PARTICIPATING COUNTRIES AND ORGANIZATIONS

By selecting countries, variation has been sought in terms of existing alcohol marketing regulations and established alcohol consumption patterns (as described on [page 7](#)). Countries have been selected which met criteria that would increase the chance of successful implementation of the monitoring work: Besides diversity in alcohol consumption patterns and alcohol marketing regulations, countries with an active public health NGO which representatives were willing to monitor alcohol marketing in their country were selected. To simplify coordination, preference was given to countries which have English as (one of) the official national language(s). For this reason the countries The Gambia, Ghana, Nigeria and Uganda were selected. Within these countries, Public Health NGOs and Research NGOs were selected that were working on alcohol prevention and operated at the national level (see [annex 1](#) for more details of participating NGOs). Active support within the country was given by STAP in order to make sure the monitoring exercise suited the national context, but was still comparable to the monitoring exercise conducted in other countries. Authorization of the monitoring exercise was provided by the Ministry of Health in the participating countries with the support of the WHO country offices.

#### SELECTING MARKETING TOOLS TO BE MONITORED

To decide which alcohol marketing instruments were to be included in the monitoring exercise, a starting point was looking at marketing expenditures in different media in Africa. Darley (33) reported that in Africa as a whole, print media accounted for most of the advertising spending in 1998 (44.8 percent), followed by spending on TV (38.8 percent), radio (12.2 percent), outdoor (3.5 percent) and cinema (0.7 percent). In 1998, radio accounted for more than 12 percent of the advertising spending compared to 5 percent in most other continents (33). Advertising spending on radio in Africa is likely to underestimate the total volume of alcohol advertising in Africa, since the popularity of radio outnumbers the use of television (33). It is worthwhile examining the volume of the largest media instruments in African marketing: print media, TV, radio, and outdoor. However, since the data reported by Darley (33) is somewhat outdated, it is recommended to pay attention to innovations in marketing tools that are used by alcohol advertisers.

## MONITORING ALCOHOL ADVERTISING ON TELEVISION

An impression of the volume of alcohol marketing broadcasted on television was made by recording 24 hours of the two largest television channels in each country on a week day and on a weekend day. Due to problems with the general power, it was not possible to monitor 48 hours in each country or to record 24 hours in a row. The footage is analyzed by measuring the number of alcohol advertisements, time of broadcasting and alcohol producer.

## ALCOHOL ADVERTISING ON RADIO

An impression of the volume of alcohol marketing broadcasted on the radio was made by recording a morning and an evening of a week and a weekend day of the two largest radio channels. This footage is analyzed by measuring the number of alcohol advertisements, time of broadcasting and alcohol producer.

## PRINT ADVERTISING

An impression of the volume of alcohol marketing printed in popular magazines was made by recording the amount and content of alcohol advertisements in three newspapers, three weekly and three monthly magazines. However, due to limited availability of magazines and monthly newspapers in most countries participating, more daily newspapers were analyzed. This footage is analyzed by measuring the number of alcohol advertisements, place of the advertisement and alcohol producer.

## ALCOHOL ADVERTISING ON THE STREET

An impression of the volume of alcohol marketing on the street was made by recording the amount and content of outdoor alcohol advertisements on billboards and outside stores. In Uganda and Ghana a square of 500 meter by 500 meter of a city centre, a suburban area and a village are identified on a map. In the Gambia and Nigeria, a radius of 500 meter is identified. The number of alcohol advertisements, places and content of the advertisements of all marketing practices found in the public domain (on the street) within the defined area are reported and analyzed. In the report, an impression of the content of outdoor alcohol advertising in the selected areas is given by showing photos of identified outdoor alcohol advertisements.

## MONITORING OTHER TYPES OF ALCOHOL MARKETING

Other types of alcohol marketing were not monitored systematically. Explorative interviews are held with stakeholders in the participating countries and with young people in all countries. These interviews provided information of alcohol marketing tools used in the participating countries. Additionally, more information about these alcohol marketing tools was searched for on the internet in online newspapers and on alcohol company websites. A lot of similarities were found in marketing instruments used by alcohol producers. To prevent duplication of information in different country chapters, most marketing instruments were only mentioned once. Within the section some parallels were drawn with findings in other countries, but examples were drawn from the country in which the marketing instrument was found most pronouncedly.

## AN ILLUSTRATION OF YOUNG PEOPLE'S EXPOSURE TO ALCOHOL MARKETING

In each country four or more youngsters (age 12-17 years old) were interviewed about their exposure to alcohol marketing in everyday life. The youngsters are asked in semi-structured interviews about their ideas on alcohol and the volume, content and attractiveness of alcohol advertising, promotion and sponsorship. The report of the interviews aims to provide an illustration of how alcohol marketing is perceived by young people in the participating countries rather than providing a representative overview of exposure to alcohol marketing practices in the countries. Additionally, it provides more information on alcohol marketing practices which are not monitored systematically in this project.



## 4. THE GAMBIA

### AN ILLUSTRATION OF GAMBIAN YOUNGSTERS EXPERIENCING ALCOHOL MARKETING

*Three Gambian students (age 14-15) speak about alcohol and alcohol marketing in their area. Their unfamiliarity with alcohol and alcohol marketing activities stands out.*



The 14-year-old Mariana during the interview.

When talking to youngsters in the Gambia, it is clear that drinking alcohol and alcohol advertising is not part of their everyday life. Mohadin who is 14 years old and lives in the capital city Banjul: "I have never seen any people of my age drinking. It is peer influence why people are drinking." The youngsters do not look favorable upon drinking alcoholic beverages. Bhukae who lives in the town Brikama is of the same age as Mohadin, he says: "when you drink, bad things attract to you. Alcohol is a drug and it will destroy you." A social stigma of drinking is described by the 14-year-old Mariana who visits the same school as Bhukae: "If you are drunk often, people will think bad about you and even if you are doing nice things they think you are a bad person."

Mohadin is not aware of any exposure to alcohol advertisements: "Alcohol advertising? I have never seen it." Later on in the interview he says he has seen a Guinness ad on television. He has seen alcohol advertising on international television channels such as GTV. GTV broadcasts Football Championships in 44 sub-Saharan countries (34). If you see any alcohol advert, what do you think is its influence? "I don't like seeing any alcohol advertisements because it doesn't contribute to the development of this country." According to the boy, this is why alcohol advertising is not allowed in the Gambia.

Similar to Mohadin, Bhukae and Mariana first say they have not seen any alcohol advertisements before. On national television they are not broadcasted according to them. However, when talking about football, Bhukae tells about Guinness sponsoring games as well as Carlsberg promoting its logo on football shirts.

## ALCOHOL COMPANIES THAT ADVERTISE IN THE GAMBIA

The only national brewery in the Gambia is Banjul Breweries Ltd which has three German stakeholders, one of which is the beer brewery Warsteiner (35). The government of the Gambia owns minority shares of the brewery. Besides soft drinks, Banjul Breweries produces the local beer Julbrew and the international Guinness beer. The brewery also distributes Coca Cola in the country. No large distilleries are placed in the Gambia.



## ALCOHOL ADVERTISING IN GAMBIAN MAGAZINES & NEWSPAPERS

In the Gambia, no magazines were found that were specifically aimed at the Gambian market. However, 14 newspapers (the Point, Foroya, Daily's Observer and Today) were scanned on placement of alcohol advertisements. Besides sport sponsorship which is portrayed in a newspaper, no alcohol advertisements were found in the newspapers examined.



Carlsberg logo in a sport section of newspaper Today.

## ALCOHOL ADS ON GAMBIAN TELEVISION

The government runs the only television service, called GRTS that broadcasts nationally. Its programs cover about 60 percent of the Gambia's territory and reach those living in the eastern part of the country (36). After monitoring the Gambia Radio and Television Service (GRTS) TV station for 28 hours in the weekend and 6 hours on a Monday, no alcohol advertisements were found. International sport events that are sponsored by alcohol producers are shown on national television. In this way, Gambians can still be exposed to alcohol advertising on television.

Those who can afford satellite systems are able to receive additional independent television programming such as the Premium TV Network, an external, privately owned station that transmits by Arab-sat to Banjul. Almost 6 hours of Foxmovies and 6 hours of MBC 4 were examined. Although these channels are allowed to broadcast alcohol advertising on television, in the period we have examined the television channels, no alcohol advertising have been found.

## ALCOHOL ADS ON GAMBIAN RADIO

Radio is an important medium in the Gambia. In this medium, alcohol advertising is not allowed. West Coast Radio (12 hours on different weekdays, 6 hours on different weekend days) and Paradise FM (9 hours on different week days, 12 hours on different weekend days) have been monitored. Within this limited period of time, no alcohol advertisements were encountered.

## ALCOHOL OUTDOOR ADVERTISING IN THE GAMBIA

Although alcohol advertising on billboards and on the street is permitted in the Gambia, relatively little alcohol advertising was found. Some billboards with ads of Julbrew beer and Guinness beer were found. The city centre of Banjul and the large town Birkama were monitored and scanned on the availability of alcohol advertising in the public space. In both areas, we found no alcohol billboards, posters or promotional items (eg alcohol-branded umbrella).

The only exception was the exposure of crates by the Banjul Brewery. On these crates the name of the brewery is mentioned and either Coca-Cola, Guinness, or JulBrew is mentioned. Most of the selling points in which we have spotted these stacked crates, sold no alcoholic beverages. By distributing soft drinks in alcohol-branded crates, alcohol producers “force” retailers to market the alcoholic products. In the capital city Banjul 13 places with alcohol branded crates were spotted in a radius of 500 meter. In the town Birkama we found 21 places with crates with the words “Guinness is good for you” or “JulBrew” within a radius of 500 meter.



Alcohol billboards placed at the main roads near Banjul



Soft drinks packaged in Guinness crates

## OTHER TYPES OF ALCOHOL MARKETING IN THE GAMBIA

As was already discussed when describing alcohol advertising in mass media, alcohol marketing is not highly prevalent in the Gambia. The alcohol industry, however, uses some marketing tools to market their products to increase sales. We see similar strategies in the other monitored countries. However, in the Gambia the prevalence of these marketing tools is smaller.

In this paragraph, some tools are described which are explained in more detail in other Country Chapters.

**Easy availability of alcohol:** Consumers in the Gambia are encouraged to buy larger volumes of alcohol by providing a service in which whole crates of beer are transported for free to the house of the customer. This service is provided by the alcohol distributor and not by the retailer.

**Using the internet:** the alcohol industry tries to use social network websites to reach consumers. A website as Facebook which is particularly interesting to young people, has its own JulBrew account set up by Banjul Breweries. In contrast, the company's website is not very attractive to consumers due to its little content and the simple lay-out.

**Corporate Social Responsibility initiatives:** the brewery gets free publicity and direct contact with the government by giving money to the local and regional government to support environmental sanitation in the Gambia. In 2007 and 2008 Julbrew Breweries donated one million dalasis to Kanifing Municipality to support its environmental sanitation (37). In November 2009, the Global Week of Climate Action, involving school children and representatives from various youth groups, was sponsored by the Brewery and Dept of Forestry. Sponsoring this event has several benefits for the brewery: free positive publicity, connection of the brewery to environmental friendly projects, connection to youth and connection to the Department of Forestry (38).



JulBrew account on the website Facebook with more than 300 friends



## ADHERENCE TO ALCOHOL MARKETING RESTRICTIONS IN THE GAMBIA

The Gambia is a country with a large majority of Muslims. Muslims contribute up to 90% of the Gambian population (39). Another 8 percent of the population is Christian. The Islam and many of the Christian denominations generally have a taboo on alcohol use. Although alcohol is consumed and produced in the Gambia, reluctance towards alcohol and alcohol use can be recognized in the Gambian culture and policy. Most access points of alcohol, for example the interior of restaurants and bars are not seen from the street and no posters of drinks are put on the building (see photo). This is different in the touristic area near the coast. Here, alcohol advertising is shown frequently. In Senegambia, an area with many hotels, more alcohol advertising is found on billboards, on posters at restaurants and bars and promotional items in restaurants (e.g. alcohol-branded umbrellas and table clothes). This touristic area is not focused upon in this monitoring exercise.



**In most towns and cities in the Gambia, bars are free of any signs and adverts**

Reflecting the public reluctance towards alcohol use in the country, alcohol marketing is strictly regulated in the Gambia compared to other African countries included in this report. Alcohol marketing is not allowed to be broadcasted on television and radio. Outdoor advertising and alcohol advertising in print media (newspapers/magazines) is permitted but is less prevalent than in the other African countries monitored. Sport sponsorship is not allowed by law.

Although alcohol producers try to market their product in the Gambia in different ways, the relatively strict regulation is adhered to. The combination of clear and strict alcohol marketing regulations, the support of this regulation by the general public and the relatively small size of Banjul Brewery which is not owned by giant global alcohol companies, might explain why the Gambian youth is not exposed to much alcohol advertising. By lacking of alcohol advertising in television, radio and sport sponsoring, these important media and marketing tools are free of alcohol advertising. However, by permitting alcohol advertising on the street, increasing outdoor alcohol advertising can become an issue in the future. Also sponsoring of youth events like the Climate Week and websites attractive to youth (e.g. Facebook) is still permitted and is already used by the national brewer to reach a young audience.



**The touristic area Senegambia in the Gambia**

## 5. GHANA

### AN ILLUSTRATION OF GHANAIAN YOUNGSTERS EXPERIENCING ALCOHOL MARKETING

*Four Ghanaian students (age 14-15) speak about alcohol and alcohol marketing in their area. Although the youngsters don't drink, they claim to feel like drinking when they see appealing alcohol advertising.*

Nana is a 15 year-old-boy and wants to be a football player. Asking about reasons why people drink alcohol he says: "Especially youngsters engaged as fishermen take some drinks before they go fishing. They get more strength from the alcohol." Beatrice (14 years old) notes as well: "Some people drink because then they can eat more. When fishermen go to sea they feel like to vomit, but by drinking alcohol they will feel better. (...) Going to the drinking spots and have a drink can make you more relaxed and you have a good time."

The youngsters see negative consequences of alcohol consumption as well: "Drinking too much alcohol can lead you to death, it can also lead you to madness" says Beatrice. The 15-year-old Redva knows a lot about alcohol since she lives in a community with 14 bars and her mother is the owner of one of these. We asked her about alcohol advertising of popular brands: "People consume Captain (ed: Ghanaian gin produced by Baron Distilleries) in my mother's bar. Captain ads are broadcasted on TV almost every day. Sometimes this can influence young people, sometimes, because of the friendliness of the adverts. Even my mother loves it." But later on in the interview she remarks: "Everyone has his own opinion, even though you see in the advert the good things about alcohol, you can still decide not to take it. So I think the advertisements are not influential."

Nana knows about 3 selling points of alcohol in his town Winneba, Ghana. According to Nana they sell different types of Ghanaian spirits such as Puscka, Kasapreko and Alungu. He has not noticed youngsters of his age drinking alcohol. "When they are about 18-years-old they start drinking alcohol." Beatrice lives in the same town as Nana. She doesn't drink herself, but she knows their peers drink. She said that people start drinking when they are 17 years old. "They drink the local ones like Puscka, Cargo, and Kasapreko, Playboy and Guinness. They drink it at drinking spots, in a bar. Youngsters buy it. It is easy to buy it."

We asked the youngsters about how to recognize a drinking spot: The 15-year-old Ruth says: "There are some sign boards that inform you and allocate you where the drinking spots are. It also shows special offers of the drinking spots." When asking what the drinking spots look like, she said: "They are painted blue and white." When Redva described the colors of a local bar she says: "They use the Guinness colors: Red, Brown and Yellow. My mother has a drinking spot and when her bar is painted in the colors of Guinness, and then people feel like drinking Guinness. There is a color interaction." We also asked Beatrice about the colors of bars where alcohol is sold. We asked her if she knows the colors of a bar when it's colored in Guinness colors. She could mention the colors of Guinness by heart. She thinks this is also a type of advertising.



The 15-year-old Redva during the interview

When talking about other types of alcohol advertising Nana mentioned that he sees alcohol advertisements 3 or 4 times a day, mostly on the television. According to Nana, the adverts are broadcasted around 8 pm. "I like the advert of Cargo best. I like what the fat women who dance in the advert look like. My friends also like this ad." The boy tells us enthusiastically about the storyline of the Cargo television commercial. Ruth and Retva also find the Cargo advertisement very attractive. But Retva likes the ad of Playboy better: "Even if you don't drink, you feel like having a drink because of the niceness of the advert."

## ALCOHOL COMPANIES THAT ADVERTISE IN GHANA



**Larger Ghanaian alcohol companies are united in AAMIE an organization that protects the interests of the industry**

Guinness Ghana Breweries Ltd is the leading alcohol company in Ghana. The company which produces and/or distributes brands as Guinness, Star, Gulder, Heineken, Baileys and Johnnie Walker is majority owned by Diageo and 20% of the shares is owned by the alcohol company Heineken International (40). Guinness Ghana Breweries Ltd also owns smaller Breweries in the country: Achimota Brewery Company and Kumasi Breweries Ltd (41). Accra Brewery Ltd is the ultimate holder company of the international key player SAB Miller (42). The company produces for example Castle beer, Chairman beer, Club beer and Redd's beer. No information is found on alcohol advertising regulations which the Ghanaian breweries endorse. However, Guinness Ghana Breweries can be expected to endorse Diageo's international marketing code (43).

In Ghana, distilleries of the most advertised brands are members of The Association of Alcohol Manufacturers and Importers (AAMI) of which the large breweries are also a member (44). These distilleries are: market leader Kasapreko Company Ltd (e.g. Alomo Bitters) Baron Distilleries (e.g. Baron's Dry Gin, Captain's Dry Gin), and West Coast Beverages. Another distillery in Ghana is the state-owned GIHOC distilleries. Generally, the smaller local distilleries in Ghana do not advertise. Additionally, some suppliers of wine are active in Ghana, eg Cape Trading Ltd and "Say Cheers" Ltd.



**Local production of alcohol in a village in Ghana**



## ALCOHOL ADVERTISING IN GHANAIAN MAGAZINES & NEWSPAPERS

Magazines in Ghana are almost all imported. At the time of writing, there is a delay of four months between releasing the magazines and import in Ghana. Recent magazines are therefore almost non-existent. Magazines are relatively expensive in Ghana and not affordable for ordinary people. These magazines are mostly read in waiting rooms at offices. A reliable impression of alcohol advertising in magazines cannot be given due to limited access to magazines. The two magazines that were found, were both political and did not contain advertisement of any food or drink.

Newspapers are available for a larger audience and different national newspapers are on the market. The distinction between political and non-political newspapers is important. Political newspapers are often financed by members of political parties and are a way to spread the voice of the politicians. These newspapers are less dependent of the revenue of selling advertising space. The limited number of ads in these newspapers belong to companies with connections to the publisher.

In contrast, newspapers that are non-political, rely in their existence on the sales of their newspapers and the revenue of placing advertisements. These newspapers, which are mostly black-and-white, have large full color alcohol advertisements. The number of alcohol advertisement can be somewhat overestimated due to Valentines Day which fell within the monitoring period. Besides these large full color alcohol advertisements, we have found some examples of Corporate Social Responsibility. It was interesting to see that the CSR was found in newspapers in which no common alcohol advertisement was placed. For example, on of the articles that included CSR praised Guinness Ghana for its support to the national tradition by sponsoring local festivals.

Extended monitoring is needed to conclude whether the number of advertisements found was accidental, or whether alcohol marketers make sure that they advertise their product in a newspaper, either by placing advertisements or making sure that the journalists write a positive article about the company and/or brand.

Fig 1: Alcohol advertising in Ghanaian newspapers:

	Advertisements	Advertorials	Editorials
<b>News newspapers (14)</b>	2 Guinness ads (full page), 3x Baileys (full page), Takai (full page)	None	Guinness
<b>Entertainment newspapers (2)</b>	Baileys (full page), Cardinall Vodka (full page), Sweet Cherry (full page), Limoncino (full page)	None	Carlsberg sportsponsoring Guinness Ghana

## ALCOHOL ADS ON GHANAIAN TELEVISION

Television is a popular medium in Ghana. No official figures have been found, but approximately 8 out of 10 people watch television (45). Alcohol producers often sponsor certain blocks of television. In this way a whole evening can be sponsored by an alcohol brand. The next week it can be sponsored by another brand. For this reason it is important to monitor for a longer period of time. There are only 2 channels with a national coverage. Six other channels are not national. The alcohol advertising on the national channels TV3 and GTV have been monitored.

A lot of advertising is broadcasted on Ghanaian television of both spirit and beer companies. Alcohol advertisers clearly have specific target groups they would like to reach: adult men, females and young people. A frequently used theme in alcohol advertising is football, financial success and a successful career. Compared to European alcohol advertisements, it is remarkable that some of the alcohol consumed in the alcohol commercials, is consumed at the workplace (e.g. alcohol commercial by Club Gold in which beer is consumed in the workplace). Furthermore, most of the alcohol advertisements, especially the spirit commercials, are very humorous. Some of these humorous alcohol advertisements were mentioned as appealing by the limited number of youngsters interviewed. Youngsters are clearly the target group of some of the alcohol commercials broadcasted. A good illustration might be the cartoon by the spirit Opeimo in which cartoon characters play football and market the spirit (see examples provided below).

Fig 2: Alcohol advertising on Ghanaian television:

	Brand	Type of advertising	Length advertisement	Time broadcasting	Type of program broadcasted
TV3 (Sun 14 Feb 19.00 – Mon 15 Feb 17.00)	Guinness	Commercial	34 seconds	20:38 hrs	Popular music program
	Club Gold	Commercial	70 seconds	21:00 hrs	Popular music program
	Star beer	Commercial	31 seconds	21:07 hrs	Popular music program
	Atinka Coffy Gin	Commercial	37 seconds	21:11 hrs	Popular music program
	Guinness	Commercial	20 seconds	21:28 hrs	Popular music program
	Star beer	Commercial	31 seconds	21:45 hrs	Popular music program
	Atinka Coffy Gin	Commercial	37 seconds	21:46 hrs	Popular music program
	Kasapreko Cardinal	Commercial	54 seconds	22:32 hrs	Desperate Housewives
	Kasapreko Cocoa Liqueur	Sponsor message	2 seconds	22:44 hrs	Desperate Housewives
	Opelmo	Sponsor message	2 seconds	(Mon) 00:45 hrs	Commercial for sports program
	Guinness	Product placement?	14 seconds	01:13 hrs	Movie
	Kasapreko Cocoa Liqueur	Sponsor message	4 seconds	14:47 hrs	Commercial for series 'Chorkor Trotro'
	GTV (Sun 14 Feb 20.00 – Tues 16 Feb 08.00)	Sweet Cherry	Commercial	6 seconds	20:01 hrs
Sweet Cherry		Commercial	25 seconds	20:01 hrs	Popular music program
MCDowell's Whiskey		Commercial	24 seconds	20:02 hrs	Popular music program
Club Gold		Commercial	70 seconds	20:59 hrs	After popular music program and text TV
Atinka Coffy Gin		Commercial	37 seconds	21:09 hrs	Before current affairs
Kapsapreko Tonic Wine		Commercial	34 seconds	21:10 hrs	Before current affairs
Atinka Coffy Gin		Commercial	37 seconds	23:11 hrs	Popular music program
MCDowell's Whiskey		Commercial	24 seconds	23:28 hrs	News
Guinness		Commercial	34 seconds	(Mon) 21:12 hrs	Sports
Alamo Bitters		Commercial	40 seconds	21:23 hrs	News
8pm		Commercial	32 seconds	21:35 hrs	Sports
Club Gold		Commercial	70 seconds	21:36 hrs	Sports
Atinka Coffy Gin		Commercial	37 seconds	21:56 hrs	News
Opelmo		Commercial	36 seconds	(Tues) 02:50 hrs	Sports
Kasapreko Cocoa Liqueur		Commercial	32 seconds	03:20 hrs	Festival coverage
8pm		Commercial	32 seconds	04:05 hrs	comedy series
MCDowell's Whiskey		Commercial	24 seconds	04:13 hrs	comedy series



8. Sweet Cherry



7. Club Gold



6. Atinka Coffy Gin



5. Atinka Coffy Gin



4. Atinka Coffy Gin



3. 8 pm



2. Opeimo



1. Opeimo

## ALCOHOL ADS ON GHANAIAN RADIO

Listening to the radio is popular as well. In the city it is especially a popular medium when driving the car during rush hour (9:00-11:00 am and 3:30 and 8:00 pm).

The sponsoring of programs is often done by alcohol advertisers. Different sports programs are sponsored by alcohol producers both in the morning and the evening. Advertisers found on the Ghanaian television channels broadcast also on Ghanaian radio.

Fig 3: Alcohol advertising on Ghanaian radio:

	Brand	Type of advertising	Length ad	Time of broadcasting	Type of program broadcasted
Adom fm (Tue 6 April 06:00-18:00 hrs)	Atinka Gin bitters	Commercial	25 sec	17:40 hrs	
Adom fm (Sun 11 April 06:00-18:00 hrs)	Kasapreko	Program sponsoring	2 hrs	12:30 hrs – 14:30 hrs	
Peace fm (Wed 7 April 06:00-18:00 hrs)	Rosso wine	Commercial	20 sec	12:48 hrs	After midday news
	Captains gin/ whiskey	Commercial	20 sec	14:35 hrs	Talk show
	Guinness	Commercial	25 sec	15:07 hrs	Drive time show
Peace fm (Sun 11 April 06:00-18:00 hrs)	No alcohol commercials found				



## ALCOHOL OUTDOOR ADVERTISING IN GHANA

Bars are called Kiosks in Ghana. Traditionally, these kiosks are painted in blue and white. In this way, everybody can recognize the locations where alcohol is sold. Although small posters of alcohol brands are shown on the outside of the kiosks, alcohol-branded posters are almost always found inside the bar which is not visible from the street.

Besides the blue and white kiosks, international brands often interact with this traditional type of marketing alcohol by painting bars in specific colors. Instead of painting the kiosks in "traditional" blue, the kiosk is painted in the colors of a certain brand. Especially, brown and yellow Guinness bars, but also blue Star-bars are often found in Ghana. Most of these paintings are made professionally and are initiated by the alcohol producers. This type of alcohol advertising shows people not only where they can buy alcohol, but also the "recommended" brand of choice.

These painted bars were not only found in large cities, but also in small towns and villages. Interviews with bar-owners indicated that kiosks are often painted by alcohol companies before a traditional festival that is organized within each region. During a regional festival numerous people visit the region to celebrate. However the kiosks keep their alcohol branded color scheme long after the festivals.

Within the small Sebu village in the south of Ghana we found 14 alcohol kiosks and 24 alcohol marketing practices within an area of an estimated 500 by 500 meters. Besides the colors of the bar, some of the alcohol selling points were recognizable by the display of bottles of alcohol by both national and international brands. Although these drinking spots sell the local produced alcohol (e.g. palm wine), the availability of these products was not marketed on the outside.

Reaching the city, traffic junctions were covered with billboards of different products. Alcohol-branded billboards were frequently found. These billboards mostly advertised international beer and spirit brands. On some places alternatives to billboards were placed to reach out to the crowd. The large bottle of Star beer near the traffic junction can be seen as an example (see page 30). Billboards and smaller posters were found often in the city centre as well. In total 27 alcohol marketing practices were found in the identified square of 500 meters by 500 meters in Accra. This number reflects only the permanent alcohol advertising and might be an underestimation of the total number of alcohol marketing practices to which inhabitants of Accra are exposed on a weekly basis. Since the monitoring work was organized on a Sunday morning, the bars were closed and posters on bars were not visible. The monitoring exercise shows not only the importance of the time of the observation, but also the selected area in the city. The selected area included a Muslim community, in which no alcohol advertisements were found.



**A Ghanaian drinking spot painted in the traditional blue and white**



**Posters of the national produced spirit 'Playboys' in a Ghanaian bar**





Kiosk painted in colors of Guinness beer, centre Accra Ghana



Kiosk painted in colors of Star beer, Sebu village Ghana



Spirit billboard in the center of Accra, Ghana



Supersize star bottle near Accra, Ghana

## OTHER TYPES OF ALCOHOL MARKETING IN GHANA

Alcohol producers use many marketing tools to reach the consumers in multiple ways. Besides the marketing instruments in mass media which were described above, marketers use a range of other tools. To show the multiple ways the producer reaches (potential) consumers, a Ghanaian case study is described.



The new Kasapreko Cocoa liqueur in its small size packages was promoted on several events (1)

### A GHANAIAN CASE STUDY: BRANDING KASAPREKO PRODUCTS

Kasapreko Company is praised by governments in Ghana and Nigeria for its high quality products (2). The company markets itself as a local Ghanaian manufacturer with a modern high quality production process.

According to its own website (1, 3) the company is particularly proud of the first scientifically formulated, herbal-based alcoholic beverage, Alomo Bitters. "The secret? A special working collaboration with the World Health Organization affiliated Centre for Scientific Research into Plant Medicine, who produce the concentrate base for Alomo under license for us. (...) In all this, we keep an eye on the cost to the consumer and have introduced innovations to ensure that our products are easy on the pocket. We offer our Alomo Bitters and Dry Gin in 30ml sachets for convenience and affordability." (Underscore by author).

On their website, Kasapreko Company markets their product by claiming an (indirect) link to the WHO. This link implies certain health benefits of drinking the alcoholic beverage. Packaging the product in small sachets is another marketing tool, which is discussed further on page 61.

The link between Kasapreko and good quality research is underlined by Kasapreko sponsoring the Chemistry Faculty of the University of Ghana by donating a bus (4).



## EASY AVAILABLE AND AFFORDABLE ALCOHOL

Alcohol is sold for low prizes which makes it affordable, even for the low-income groups. Cheap spirits are the local produced spirits (e.g. palm wine) and spirits sold in small sachets (the small sachets as a marketing instrument are described on page 65 and are sold for about 10 eurocents). Beer is also promoted as affordable for large groups of Ghanaians. Accra Breweries has initiated a project in 2008 which is called the Recommended Retail Price Project which persuades outlets to market their products with affordable prices to Ghanaian consumers (46). Retailers are encouraged to promote their alcoholic products by showing the affordable prizes on large signs. Marketing an affordable prize is especially used in a market with increasing competition: According to Michael Effah, ABL's Sales & Distribution Director, "the success of Chairman (Ed: Chairman beer) lies in our ability to communicate and ensure the consumer is always paying 60Ghp for the product at the bar level. No more, no less"(47). The cap of each bottle of Chairman is therefore branded 60Ghp.

Not only marketing the product with affordable prizes, but also easy accessibility of the product is important to increase sales. Accra Breweries has organized the Easy Access Depot Projects, to make alcohol popular and easily accessible in local communities. Alcohol is marketed as a product that can be accessed from everywhere by everyone(46).



Advertising with low prizes to attract customers



The prize of Chairman beer is clearly marketed on the bottle and the posters



'Ready for sale' mobile selling point of Club beer

## EVENT SPONSORING



Kasapreko sponsoring traditional festivals by giving away money and T-shirts

Especially in Ghana, but also in Nigeria, we see that alcohol producers sponsor cultural events and parties. Every Ghanaian tribe has an annual week with festivities. This week is heavily sponsored by national and international industrially produced alcohol brands. These weeks are utilized to permanently paint bars in the colors of the brands and to give away alcoholic beverages for free or at discounted prizes. Club beer, for example, is marketed as the only true Ghanaian beer with a long heritage and “the general feeling that it’s great to be Ghanaian” (46). The beer is advertised as the ‘authentic festival beer’. Also music festivals are popular events to be sponsored by alcohol producers in Ghana. For example, the Best of Ghana Music World Tour is sponsored by the spirit company Kasapreko. Additionally, Kasapreko Company Limited (KCL) has presented a donation of GH ₵500.00 and drinks of the company as well as t-shirts and other souvenirs valued over GH ₵500.00 to the organization of the Aboakyir Festival of the Chiefs and people of the Effutu Traditional area (2).

Alcohol companies sponsor events that reach their target groups. Since the introduction of Redd’s beer in Ghana in 2008, many events targeting women are sponsored by this brand. An example is the Fashion Award. The African beauty contest “Miss African” organized in the beginning of 2010, was sponsored by this brand as well.

Kasapreko is one of the main sponsors of the Ghana Music World Tour



Music event of which the spirit Kasaprenko is one of the main sponsors

The Ghanaian alcohol companies do not limit themselves to merely sponsoring events, they also organize their own. A case in point was a party organized by Guinness to bolster support for the national soccer team right ahead of the 2010 FIFA World Cup. The free weekend spanning event attracted masses of young football fans (19).

## MEDIA TRAINING JOURNALISTS



Media training to journalists organized by Accra Breweries Ltd

Alcohol portrayal in the media is very important to the industry. Alcohol-related stories contribute to the public's image towards alcoholic beverages. In Uganda, the industry organizes media workshops to, according to the industry's website, inform journalists 'objectively' and 'adequately'(48). Also in Ghana, journalists are trained by the industry. For example by Accra Breweries, who trained 60 journalists in December 2007 alone (46). Media can serve as a highly reliable, influential and free marketing tool for the alcohol industry. Providing training to journalists provides the alcohol industry direct contact with the journalists and makes it possible to tell them the story from their perspective. It opens doors for close contact in the future.

Considering the importance of close contact and goodwill among journalists, it is not surprising that Accra Breweries Ltd (in conjunction with UNESCO) sponsored the 2008 world press freedom day celebrations (3rd May 2008) organized by the Ghana Journalists Association (47). That a positive image of the journalists towards a brand can result in a powerful marketing tool is shown by pieces of the following news article written in the newspaper "Daily Guide Ghana" on the 30<sup>th</sup> of April 2010 (49).



### NAFDAC Boss Praises KASAPREKO

Friday, 30 April 2010

(...) It combines the best from the Ghanaian heritage with herbal science and state-of-the-art manufacturing technology to deliver products that offer a multiplicity of benefits to the consumer.

The company was founded in 1989 in Nungua, a suburb of Accra, in response to the growing demand for good quality alcoholic drinks, which were still within the means of the average Ghanaian.(...)

## ADHERENCE TO ALCOHOL MARKETING RESTRICTIONS IN GHANA

Ghana relies fully on self-regulation. This is not (yet) regulated on the country level, but the larger alcohol companies which are active in Ghana have their company's code of conduct which mainly regulates the content of alcohol advertising. These marketing codes do not restrict the volume of alcohol advertising and there is a lot of freedom regarding the content of alcohol advertising.

The monitoring exercise shows that alcohol advertising is highly prevalent in Ghana. Both in mass media (television, radio, print) as on the street, alcohol marketing can be seen frequently. Connections to sports, to social and sexual success are made frequently, and alcohol is portrayed as part of the national tradition. Interviews with young people show that they like the humorous and musical alcohol advertisements best. These advertisements are not regulated by the alcohol industry's self-regulation system. Moreover, the use of other marketing tools such as event sponsoring and influencing the general media by organizing media trainings to journalists creates a society in which alcohol plays an essential part. Alcohol is marketed as a product that plays a central role in the life of every Ghanaian: It is part of every party and celebration and it is easily available and affordable to everyone.

## 6. NIGERIA

### AN ILLUSTRATION OF NIGERIAN YOUNGSTERS EXPERIENCING ALCOHOL MARKETING

*Four Nigerian students (age 12-14) speak about alcohol and alcohol marketing in their area. When talking about drinking alcohol and possible consequences, there are mixed reactions among the Nigerian youngsters interviewed.*



The 14-year-old Uduak during the interview.

Uduak, a 14-year-old girl living in the populous city of Uyo, says “Alcohol has an effect in our body. It is not good to drink alcohol every day, but it is good to drink it once a week or once in a day.” Later on in the interview she tells about Alfa, a girl living nearby: “Alfa takes alcohol as part of her morning beauty”. Then she talks about the effects of alcohol on youngsters she knows: “I do not know the effects alcohol has on my friends because I am not in their body. (...) Normally, they (Ed: people of her age) drink Star beer. Some people have it in their pocket before they go to school. They say let me take it for my father, but they taste it for themselves.” Esther David, who is also 14-years-old and lives on the countryside in the south east of Nigeria, tells why it is not necessary for him to buy Champion and Star beer with an excuse: His father gives him Star beer after he comes back from work. His father has told him that alcohol is good for his health and helps to keep diseases away.

Ndifreke, a 14-year-old boy from Uyo is the youngest of 8 brothers and sisters. He says he doesn't go out with his older brothers. Ndifreke is more negative towards drinking alcohol. He says: “a drunk person looks like a mad person”. Even though Ndifreke doesn't drink himself, he likes Stout ads because of the free drinks they promote. He says he likes it because other people like it. “If I don't see the stout ad on television, I feel bad.” He says he wants to drink stout because he likes the advertisements.

We also talked with Uduak about alcohol advertising: “I have seen it on the television, radio and on the street. I see advertising 2 or 3 or 4 times a week.” She has never discussed the effects of alcohol ads with her friends, but she is more skeptical towards the effects of exposure to alcohol ads than Ndifreke: “Alcohol advertisements cannot force me to drink.” She doesn't see alcohol advertisements more frequently than ads of other products and she likes the Star advertisements best. Answering the question why she likes the Star advertisements so much she says: “because you can win so many things, for example free drinks.” Uduak refers to special promotions where consumers can win free drinks, prizes and money when looking inside the crown cork of the beer.

Both Esther David and the 12-year-old Winifred who live on the countryside do not see a lot of alcohol advertisement in mass communication. Winifred says she doesn't watch TV, doesn't listen to the radio and doesn't read newspapers. She doesn't see alcohol-branded posters and billboards on the roads. She thinks there are rules that limit alcohol advertising. According to Winifred, there are no posters or signs that indicate a drinking spot. “People just put their products in a line so you can see what they are selling.”



## ALCOHOL COMPANIES THAT ADVERTISE IN NIGERIA

Breweries are particularly active in the country. Leading breweries are Nigerian Breweries plc and Guinness Nigeria. Nigerian Breweries is majority owned by Heineken N.V. and Guinness Nigeria is fully owned by Diageo. The Guinness market in Nigeria is an important market for Diageo and is its largest market outside the United Kingdom (50). Both breweries have their own company's alcohol advertising codes which are endorsed by the breweries in Nigeria (43). The two largest breweries represent not only the most consumed brands but certainly the most advertised brands in Nigeria such as: Star, Gulder, Guinness (Extra Stout), Harp, and Champion. Since 2009, a third global alcohol company has become active in Nigeria by restarting Pabod Breweries. Additionally, Nigeria has many national breweries and distilleries with smaller brands that do not advertise as much throughout the country (51).

## ALCOHOL ADVERTISING IN NIGERIAN MAGAZINES & NEWSPAPERS

Alcohol advertisements were not much found in Nigerian magazines and only two alcohol marketing practices were found in the newspapers examined. Similar to other African countries, magazines are relatively expensive in Nigeria. It was difficult to buy recently published magazines in the city Uyo, which agglomerate has over 2 million inhabitants. Most of the magazines examined contained no alcohol advertisements. In the two magazines with alcohol advertisings, more than one advertisement was found. In the magazine Men's World, a whiskey brand (Johnnie Walker Black Label) and an editorial on champagne (Christian Audigier) was found. In the women magazine Totally Whole, beer and wine ads of premium brands were found. All advertisements were targeted at a higher segment customer.



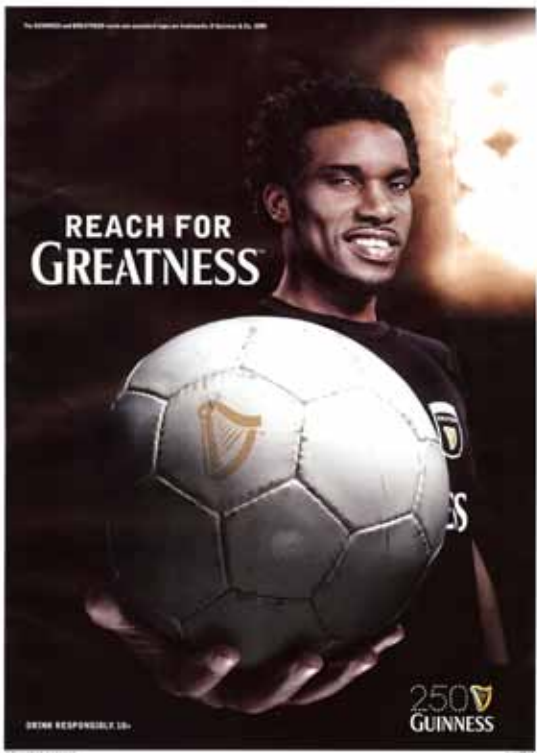
The website of the Newspaper The Nation with a logo of Guinness beer

In the examined newspapers, a photo of a football player with the logo of Carlsberg in the sports section was found. Additionally, an advertisement on the African beauty contest of which Redd's beer is one of the main sponsors was found. Although, not a lot of alcohol advertisements in the newspapers were found, alcohol marketing practices on some of the online newspapers of the same newspapers were found.

It does not seem to be really attractive for most companies to advertise in newspapers. With a literacy rate of 57 percent (52) and a limited distribution of newspapers, most newspapers have a relatively low number of readers. Moreover, advertising in the newspapers is expensive compared to other marketing instruments. For example, a local newspaper in the Akwa Ibom state has 5000 readers. A full page advertisement in this newspaper costs 100,000 naira (5000 Euros) in February 2010. Comparatively, a 60 second advertisement around a sports program on the local radio station (approximately 2 million listeners) costs 4650 naira (23.25 Euros) (Personal communication CRISA). Alcohol advertisements might be included during special occasions (weeks before holidays) but are not part of the content of everyday advertising in newspapers.

FIG 4: ALCOHOL ADS IN NIGERIAN MAGAZINES

	Advertisements	Advertorials	Editorials
Entertainment Newspapers (3)	1 Black label whiskey	None	2 pages Christian Audigier Champagne
Woman magazines (2)	1 Veleta Wine, 1 Guinness Beer	None	2 pages Redd's Beer
Political & News magazines (4)	None	None	None



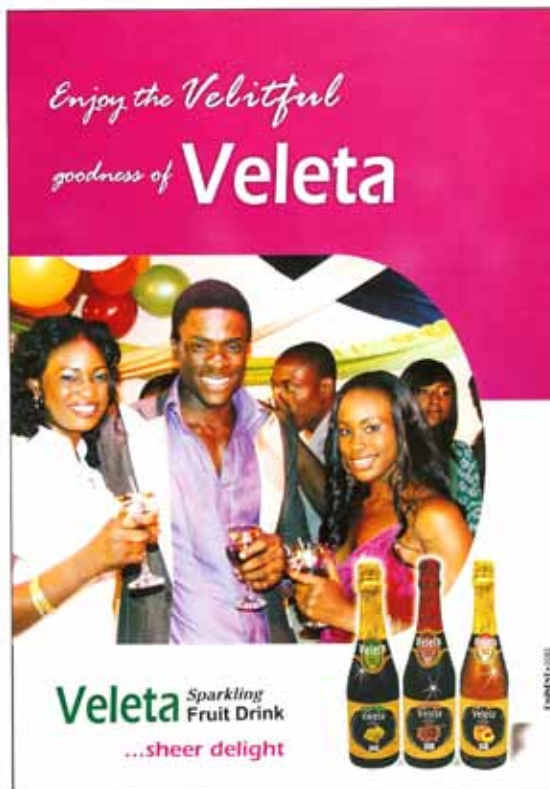
Beer advertisement in Woman's magazine



Advertisement in Men's magazine



Editorial in Entertainment magazine

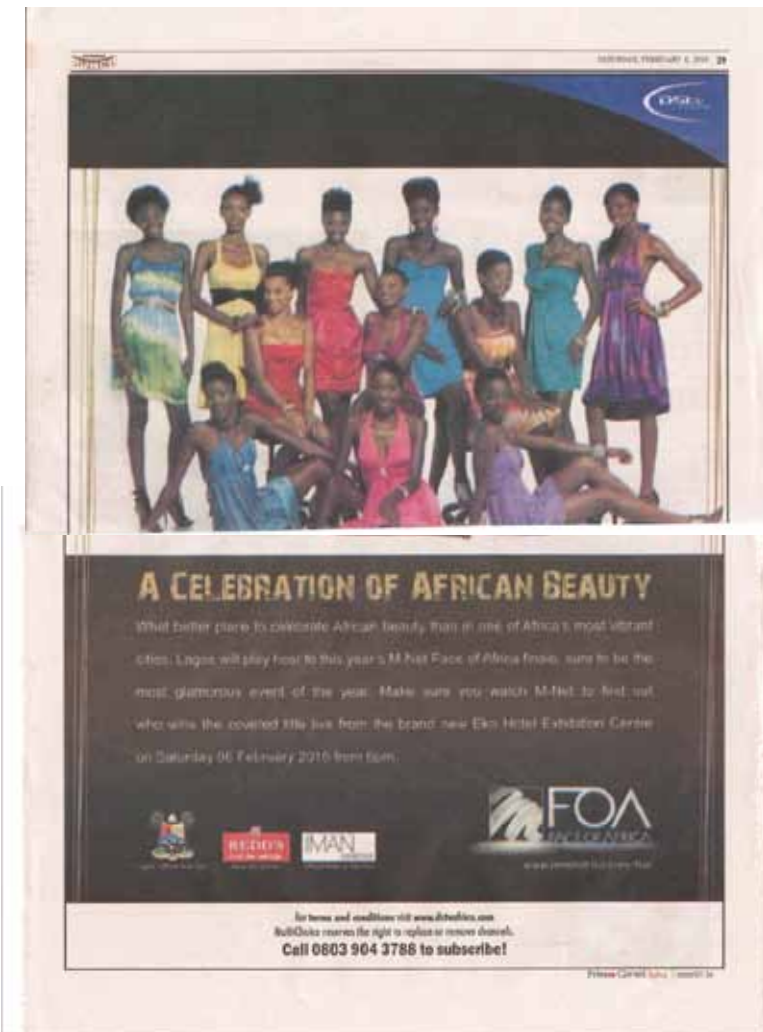


Wine advertisement in Women's magazine



FIG 5: ALCOHOL ADS IN NIGERIAN NEWSPAPERS

	Advertisements	Advertorials	Editorials
News newspapers (4)	None	None	None
Entertainment newspapers (3)	1 Redd's beer	None	1 sport sponsoring portrayal (Carlsberg)
Financial/Political newspapers (3)	None	None	None



Newspaper ad of a beauty contest that is sponsored by a beer brand



Alcohol portrayal in sport section of newspaper

## ALCOHOL ADS ON NIGERIAN TELEVISION

There are 54 television sets on every 1000 Nigerians (52) and 69 percent of the households have a television (52). Due to electricity problems and affordability, many Nigerians do not have access to television. Especially DS-TV (paid satellite TV) is too expensive to most Nigerians since the need to subscribe to this service on a monthly basis.

Due to electricity problems, the monitoring of televised alcohol advertising was restricted to six hours of television on the national channel Channel 5, and two hours of NTA. Additionally, six hours of the channel AIT (African Independent Television) and six hours of the Hallmark channel were monitored.

Generally, not much advertising is broadcasted on these private channels (AIT and Hallmark channel) from either alcohol brands or others brands. Noticeable, however, was the sponsorship of programs by alcohol producers, which show the logo and slogan of the brand in the screen during almost the whole program. Popular programs that have been sponsored by alcohol producers are Big Brother Africa by e.a. Star beer; Ultimate Search by Guinness beer.

On Channel 5, which is publicly available, 11 alcohol advertisements were found within a period of 1,5 hours. Alcohol commercials of certain brands were clustered around programs. The “blocks” of different alcohol brands do not mix or intertwine, they are separated from each other. People watching the music and sport programs are exposed to much alcohol ads. People who watch at other times of the day do not see a lot of alcohol advertisements, if any. The periods recorded are, however, relatively small and may not represent alcohol advertising on television in Nigeria. The themes addressed in alcohol commercials show many parallels with alcohol commercials broadcasted on Ghanaian and Ugandan television.

FIG 6: ALCOHOL ADS ON NIGERIAN TV:

	Brand	Type of advertising	Length ad	Time broadcasting	Type of program broadcasted
NTA (Day 20:00 – 22:00 hrs)	No ads found				
Channel 5 (Day 19:20 – 01:20 hrs)	Harp beer	Commercial	57 seconds	22:23 hrs	News
	Harp beer	Commercial	29 seconds	22:38 hrs	News
	Harp beer	Commercial	29 seconds	22:50 hrs	News
	Guinness beer	Sponsoring program	3 seconds	22:53 hrs	Sport program
	Guinness beer	Sponsoring program	16 seconds	22:55 hrs	Sport program
	Guinness beer	Commercial	58 seconds	22:55 hrs	Sport program
	Star beer	Sponsoring program	26 seconds	22:58 hrs	Entertainment news
	Star beer	Sponsoring program	35 seconds	23:02 hrs	STAR MegaJam
	Star beer	Sponsoring program	9 seconds	23:02 hrs	Entertainment news
	Guinness beer	Commercial	22 seconds	23:04 hrs	Between the news and a ‘High school movie’
	AIT (Sat 20 Feb 18:00-24:00 hrs)	Star beer	commercial	20 seconds	23:07 hrs
Star beer		sponsoring program	13 minutes		
Smirnoff Ice		Commercial	16 seconds		



8. Star beer



5. Star beer



7. Star beer



6. Star beer



4. Guinness



3. Guinness



2. Guinness



1. Harp beer



## ALCOHOL ADS ON NIGERIAN RADIO

Like most other African countries, radio is a very accessible and popular medium in Nigeria. There are 128 radios on every 1000 Nigerians (52), and 82 percent of the households have a radio (33). As described earlier, advertising spots on the radio are relatively cheap compared to placing advertisements in other media (e.g. magazines and newspapers) (see page 39 for more details).

The morning and evening programming of Pacesetter 103.5 FM and Akwa Ibom Broadcasting Cooperation 90.52 FM were monitored on a Tuesday and Saturday. Like the placement of alcohol ads on television, radio broadcasted alcohol ads were clustered around some radio programs (mostly sport, music and entertainment). Around these programs a lot of alcohol advertisements are broadcasted after 8pm. For example, on AKBC, nine alcohol commercials were broadcasted within half an hour. At other times of the day, no alcohol ads were found. All alcohol commercials found were from global beer brands. Broadcasting alcohol ads after 8 pm is in line with the national regulations in Nigeria.

FIG7: ALCOHOL ADS ON NIGERIAN RADIO:

	Brand	Type of advertising	Length ad	Time of broadcasting	Type of program broadcasted
Pacesetter (Tue 6 April 07:00-11:00 hrs)	No alcohol ads found				
Radio Pacesetter (Tue 6 April 18:00-22:00 hrs)	Guinness Extra Stout	Commercial	60 sec	20:55 hrs	Tuesday Night Sp.
	33 Export Beer	Commercial	60 sec	20:57 hrs	Tuesday Night Sp.
	Champion Beer	Commercial	60 sec	20:59 hrs	Tuesday Night Sp.
Radio Pacesetter (Sat 3 April 07:00-11:00 hrs)	No alcohol ads				
Radio Pacesetter (Sat 3 April 18:00-22:00 hrs)	Champion beer	Commercial	60 sec	20:10 hrs	Season greetings
	Champion beer	Commercial	60 sec	20:15 hrs	Season greetings
	Champion beer	Commercial	60 sec	21:05 hrs	Saturday night out
	Champion beer	Commercial	60 sec	21:10 hrs	Saturday night out
	Champion beer	Commercial	60 sec	21:25 hrs	Saturday night out
	Heineken beer	Sponsoring in program	900 sec	21:30 hrs	Heineken UEFA Ch. L.
	Champion beer	Commercial	60 sec	21:50 hrs	Saturday night out
AKBC (Sat 3 April 07:00-11:00 hrs)	No alcohol ads				
AKBC (Sat 3 April 18:00-22:00 hrs)	Champion beer	Commercial	20 sec	20:09 hrs	Dazzle (music)
	33 Export Lager	Commercial	10 sec	20:10 hrs	Dazzle (music)
	Champion beer	Commercial	20 sec	20:16 hrs	Dazzle (music)
	33 Export Lager	Commercial	10 sec	20:17 hrs	Dazzle (music)
	Champion beer	Commercial	20 sec	20:18 hrs	Dazzle (music)
	33 Export Lager	Commercial	10 sec	20:18 hrs	Dazzle (music)
	Champion beer	Commercial	20 sec	20:24 hrs	Dazzle (music)
	33 Export Lager	Commercial	10 sec	20:26 hrs	Dazzle (music)
	Champion beer	Commercial	20 sec	20:26 hrs	Dazzle (music)
AKBC (Tue 6 April 07:00-11:00 hrs)	No alcohol ads				
AKBC (Tue 6 April 18:00-22:00 hrs)	No alcohol ads				

## ALCOHOL OUTDOOR ADVERTISING IN NIGERIA



Crates of beer in front of a store in the city centre of Uyo



Udoe



Fridges and furniture with alcohol-brands in bars in and around Uyo

Three areas were monitored on the available alcohol advertising in the public space: an area in the city centre of Uyo (South East Nigeria); a suburban area near Uyo “Nung Udoe”; and a small village named “Adiasim”.

In general, not much billboards are shown in and around Uyo. Only on main roads some billboards were found. Among all billboards found billboards from alcohol and telecom advertisers were displayed most frequently.

In both the city centre and the suburban area there were not a lot of large alcohol posters or billboards to be found. Guinness, Star and Gulder beer are the alcohol brands that make most use of this medium (53). This might be due to a governmental tax that is in place. A tax should be paid for every billboard or poster by the retailer and/or advertiser. Retailers and alcohol producers have found alternative ways to market alcoholic products, especially beer.

Stacked crates of beer, often in combination with small posters are displayed on the street to indicate selling points of alcohol. The frequency of places with crates of beer on the street, indicate the enormous number of selling points and distribution centers of alcohol. In the city centre the number places with beer crates on the street indicated that there were 105 alcohol marketing practices count and approximately a similar amount of selling points of alcohol within a radius of 500 meters. In the suburban area 55 selling points with alcohol advertising were counted within a radius of 500 meters. The Interviews with bar and shop owners indicate that the crates of beer in front of the store are used as a marketing instrument. Additionally, it has the benefit of creating more space insight the store for costumers.

Another marketing instrument which alcohol producers provide shop and bar owners with, is the use of chairs, tables, umbrella's and refrigerators with logos of the brand. Providing this material secures the alcohol companies that retailers sell their brand.



In the village similar picture was found. Industry produced alcohol is promoted by small posters and the display of crates and beer cans. Locally produced alcohol is advertised more frequently in the village compared to the more urban areas. It is promoted by the display of "calabash" or bottles of locally produced spirits in front of the stores and bars. However, the amount of alcohol advertisements and the number of selling points of alcohol was much lower than in the other areas. A total of 26 alcohol advertisements (and selling points) were found in a radius of approximately 500 meters. It is difficult to account for difference of density in the areas, but the smaller number of people living in the area might explain the smaller number of alcohol ads in the village.

Locally produced alcohol sold in Adiasim village



Beer cans on a table in front of the shop to indicate an alcohol selling point in Adiasim village.



Calabashes in front of a store in Adiasim village to indicate a selling point of locally produced spirits.



## OTHER TYPES OF ALCOHOL MARKETING IN NIGERIA

### SPORT SPONSORSHIP



In 2002, Prof Obot mentioned several trends in alcohol marketing in Nigeria (54). Sponsorship of sports events was one of the marketing instruments Obot mentioned. Today, sports sponsoring is at least as popular among alcohol advertisers as it was some years ago. Till 2006, Guinness had a large advertising campaign in Nigeria and other African countries with the hero “Michael Power” (54). A hero like Michael Power drinks Guinness. In the new campaign Guinness is marketed as suitable for all men: there is a hero in every man.

For three years in a row, Guinness Foreign Extra Stout sponsors the national football team ‘Super Eagles’. The company’s marketing director says in an interview in a national newspaper: “We have always been in the forefront of sponsoring sports generally in Nigeria, with deliberate emphasis on Football, which has always been the favorite of the consumers (...)” (55). In 2009, the company even revealed a limited edition of the Guinness Label in which the colors of the Nigerian football team have been integrated. “This new and distinctive label has been created specially to show support for the Super Eagles and the belief that together we can unite in the power of the Nigerian spirit as we enter the next stage of both the African Cup of Nations and the 2010 FIFA World Cup” (55).

In March 2010, Guinness launched a new alcohol commercial on television which was later broadcasted in 13 venture markets in Africa (56). In the commercial a football scout arrives in Africa in search of the Greatness in one player, eventually he finds good football players everywhere. The scout concludes in the ad: “I guess it is true what they say, there is a drop of greatness in every man. GUINNESS. Reach for Greatness” (57).

Sponsoring the national football team by Guinness is not unique to Nigeria, also in Ghana the national football team “Black Stars” is sponsored by the brewery (58). In countries where every young man dreams of being a famous football player, marketing a product with a message that alcohol is an essential part of this dream is very influential to young people.

### CROWN CORK PROMOTIONS

Crown cork promotions were already mentioned by the students interviewed as very appealing alcohol marketing practices. Alcohol producers use this marketing tool frequently to reward loyal customers and to attract new ones. At the time of monitoring there were at least two large cork crown promotions organized. One by STAR beer with large money prizes and many cars to be won. According to Jacco van der Lindan the marketing director of Nigerian Breweries, the promotion “assist them (Ed: customers) to cope with current economic hardship” (59). In the same period, another competition was organized by Champion Lager Beer in which money and “plenty of FREE drinks” can be won (see picture depicted above).



## ADHERENCE TO ALCOHOL MARKETING RESTRICTIONS IN NIGERIA

Alcohol advertising on television and radio is not allowed before 8 pm. We see that alcohol advertisers adhere to this alcohol marketing regulation. However, since most adults and minors are expected to watch television after 8 pm, many people are still exposed. The voluntary watershed of 9 pm by Diageo (60) should be more protective towards young people, but is not adhered to by the own company. Extending the time restriction by the government might be a way to prevent young people from over-exposure to alcohol marketing on television and the radio.

In other non-restricted media, Nigerians encounter a lot of alcohol advertising. The street view is dominated by the display of alcohol-branded posters and crates of beer. The display of crates of beer shows the overwhelming availability of alcohol. Alcohol is literally marketed on several places in each street in the city and the local village.

Additionally, event and sport sponsoring are seen everywhere. The most popular championships, music events and sports- and music programs are sponsored by alcohol producers. Alcohol marketers often advertise the message that by buying/drinking the brand, the consumer enjoys a more pleasant, social and above all successful life. The content restrictions within the self-regulation system do not prevent the exposure to these kinds of alcohol marketing practices. Additional alcohol marketing regulations which are embedded by law are recommended to address and to avoid this type of alcohol marketing.



## 7. UGANDA

### AN ILLUSTRATION OF UGANDAN YOUNGSTERS EXPERIENCING ALCOHOL MARKETING



The 16-year-old Geoffrey and his little brother

*Four students in Uganda are asked about their thoughts towards alcohol and alcohol advertising. Geoffrey (16 years old, see photo) and Rehema (17 years old) live on the countryside. Francis (18 years) & Rose (17 years) study and live in Kampala.*

All students agree upon the fact that a lot of youngsters they know drink alcohol. Rehema said: "Almost 70 percent of the youngsters of my age take alcohol. (...) Most of their parents don't mind their children taking alcohol, but some parents want their children to restrain from taking alcohol." A similar attitude of youth drinking is raised by Francis: "Most of the parents don't concern, because they live in peer groups. Most of the parents are unaware of their children's drinking."

According to the youngsters, alcohol is easily available to minors, even on the countryside the youngsters said that in their area there are different places where they can purchase alcohol: in bars and shops and most especially in the trading centre nearby. Geoffrey notes that it is a mixture of home brewed and industry produced alcohol. Francis gives a possible explanation: "People of my age can't afford to buy Star beer, that is why they drink Touts (Ed: small bags of spirits). Brands that are easily available for youngsters and cheap are spirits, for example Taska and Vodka in Touts."

Francis and Rose from the capital Kampala are part of a special discussion club at their school in which alcohol is one of the topics addressed. This might explain why their thoughts concerning alcohol use were very explicit. There are no positive consequences to drinking alcohol according to the youngsters and they do not drink themselves. The respondents living on the countryside did not drink either. However, they could see why people drank. Rehema: "Some (people) drink alcohol because they want to pass time, others drink because they need to forget their problems." Geoffrey adds: "Some drink alcohol just for fun, just to enjoy a drink." Rehema concludes: "If you drink alcohol you forget your shyness you become less shy."

However, they also see the negative consequences of alcohol use: Rehema: "If you take alcohol it does something with your money. Instead of putting money into profitable things, you put it into alcohol. You spend a lot of time losing your money when you are supposed to put it into something that is very vital in your life." Geoffrey agrees: "Whenever you take alcohol, the energy you should do for making positive things, you put them into negative things."

Alcohol advertising is, according to the youngsters, widespread. Rose: "Advertisers make use of posters and small promotions. If promotional teams come they give discounts, use banners and media. Almost every day I see alcohol advertising." Not only in the large city, but also on the countryside where electricity is scarce, alcohol advertisers are able to reach potential consumers. Rehema says: "In my village they bring different posters depicting alcoholic products and they pin them to different areas. Just from these posters people know which type of drink they want to take. And some people go to the

promotions, for example, if they hear there is a promotion in Kasangate they go to these promotions. Drinks are given away for free. It is from these promotions that people start taking alcohol." Geoffrey adds: "In the trading centers you can see most of the posters that advertise alcohol. Here in the village, you see not very much, but near and at the kiosks where you can buy alcohol you see them."

Rose emphasizes the importance of the promotions which Rehema mentioned: "You see that those (Ed: ads) for alcohol have been given discounts. You may go for a promotion from for example Bell Lager, they have been given bottles for free. You do never see shoes for free. They encourage a lot of people to consume their product. Their intention is to get money."

Rehema also gives a description of the alcohol advertisements she knows: "The posters depict that when you are drinking alcohol you will have a lot of fun with your family and as a couple. On other posters you will see the brands and bottles that are sold. These people selling alcohol are a bit persuasive: they will tell you about the positive things about alcohol, but they will not tell you the negative things. Alcohol advertisers use a persuasive language to bring more people to buy their product and to bring more money to the company." Geoffrey continues: "Advertisers don't want to let go, they have a driving force in their head. Even if you don't want to drink they try to make you taste it."

After asking Geoffrey and Rehema who they think is the advertisers' target group they mention youth of 17 and 18 years of age. All respondents agree that there are no rules or regulations regarding alcohol advertising in Uganda. Francis: "Everybody is free to advertise for it." Rose concludes: "Government gets revenue from advertisements. No advertisements are made for free."

## ALCOHOL COMPANIES THAT ADVERTISE IN UGANDA

Both breweries and distillers are very active in the country. Leading breweries are Uganda Breweries Ltd and Nile Breweries which are owned by global alcohol companies (61). Uganda Breweries is owned for 98.2% by East African Breweries Ltd, which is controlled by Diageo (62). Nile Breweries is majority owned by SAB-Miller (42), world's second largest brewery. Both breweries have their own company's alcohol advertising codes which are endorsed by the breweries in Uganda (43, 63). The two largest breweries represent not only the most popular brands but certainly the most advertised brands in Uganda, such as: Nile, Bell, Redd's, Guinness, and Champion.

One of the largest distillers is International Distillers Uganda Limited which is owned completely by East African Breweries Ltd and thus controlled by Diageo. This company distributes for example products of the brands Smirnoff and Bond7. Additionally, there are over 20 national spirit distillers that produce a large variety of spirits (64). Brands of these distilleries are less advertised compared to the brands owned by SAB Miller and Diageo.

## ALCOHOL ADS IN UGANDAN MAGAZINES & NEWSPAPERS

*Differentiating alcohol advertisement towards different target groups in the Ugandans market was recognized in print media, in magazines as well as newspapers.*



|| Please enjoy responsibly. Not for sale to persons under 18 years

**Beer advertisement in Women magazine "African Woman"**

Magazines are increasingly popular in Uganda. Still, they are very expensive to most people and most magazines can be found in waiting rooms in offices. The 12 magazines that were bought in Kampala show variety in the number of alcohol advertisements that are included. Alcohol advertisements are not found in the magazines focused on news and politics. Also in some other magazines, alcohol advertisements were not found. However, in the magazines that contain alcohol advertising, readers are often confronted with a number of them. Especially, in expensive women magazines many alcohol advertisements (of international brands) were found. Surprising was the large number of editorials that were found. Parties sponsored by the beer brands Redd's and Club were covered by the editors of the magazine. It seems that the coverage of these parties is no coincidence and is not just editorial freedom, since large alcohol ads of the brands were found in the same issue as the "editorial". The ads by retailers that sell wine might be related to the trend in which the wine industry would like to broaden their market among higher class Africans.

Newspapers are far more common in Uganda compared to magazines, especially in the cities. Among the 16 newspapers examined, we have found alcohol advertisements, advertorials and editorials that cover 'news' on alcohol brands or companies. In the one newspaper on politics, no alcohol advertisement was found. In the newspapers that cover serious news and those that contain mostly gossip, we see different types of alcohol advertising. It is interesting to see that alcohol brands sponsor special sections but these sections are not labeled in the newspaper as 'advertorial'. Furthermore, different examples of awards, and campaigns, and actions that are organized by the alcohol industry which are covered in the news can be found. In this way, corporate responsibility becomes a type of alcohol marketing. An example is an editorial in the newspaper Red Pepper (10<sup>th</sup> of February) which includes a story of Nile Brewery in which the brewery support the Aids Support Organization by handing over a cheque.

FIG 8: ALCOHOL ADS IN UGANDAN MAGAZINES

	Advertisements	Advertorials	Editorials
Entertainment Newspapers (3)	4 retailers (wine), 1 club, 1 beer	None	3 pages Club beer, 1 Wine retailers
Woman magazines (3)	4 (1 Redd's beer, 1 Bell beer (2 pages), 1 Baileys spirit, 1 Wine Garage wine)	None	2 pages Redd's Beer
Special interest magazines (3)	None	3 pages (brought to you by the Wine Garage)	None
Political & News magazines (3)	None	None	None



# MOHANS OYSTERBAY DRINKS (U) LTD

8 JP Plaza, Plot No. 61/67 Nkurumah Road, Kampala  
Call: Tel +256 414 252391, +256 312 264358  
Mob: +256 751 622466 Fax: +256 414 252393  
Email: mohans@spacenet.co.ug

Share a Toss of  
Mohans Wine  
with your Loved one  
this Valentine

### Simply Redd's!

**THE WOMEN MUST** be smiling from ear to ear! Once they, the previous Miss Rwanda, need to be inspired from South Africa and Tanzania that by the time it comes to market, it's a real deal. Then, the Rwandan has an international Redd's Original with an exceptional taste as a 100% natural health. This new Redd's enters the stage of a stylish woman, it is affordable, both domestic and abroad. Miss Redd's has left me, it's quite simple for you too in such business to give that Redd's with you and drink away.

**WANDA TEL** opened one of the biggest events in Rwanda in a long time, the Miss Rwanda beauty contest after 17 years absence. The contestants were chosen from the regions in Rwanda. Miss Rwanda was present, in a great spirit. The Redd's Original designed the evening dinner and music was for all the contestants.

### Miss Rwanda

**WHERE:** InterContinental Hotel  
**WHEN:** December 10, 2010  
**WHAT:** Beauty pageant, Miss Rwanda, Miss Rwanda beauty contest

CITYBEAT | Scene

Mr. and Mrs. Sanyalali  
The Men and Misses at the Show  
The Chika Girls  
Sally C. and her manager give a bit of the show  
Miss Rwanda

© CityBeat February 2010

Retailer advertisement in Entertainment magazine

HOME ENTERTAINMENT

## HOSTING A WINE TASTING PARTY

BROUGHT TO YOU BY THE WINE GARAGE

Instead of the usual cocktail or cheese party, add an activity to your evening entertaining plans, and save your friends dinner to a wonderful wine tasting experience.

A wine-tasting party is far from as difficult as it may sound, and it can be enjoyed here or gone to by wine experts. In fact, there are a number of compelling reasons to host a wine-tasting party.

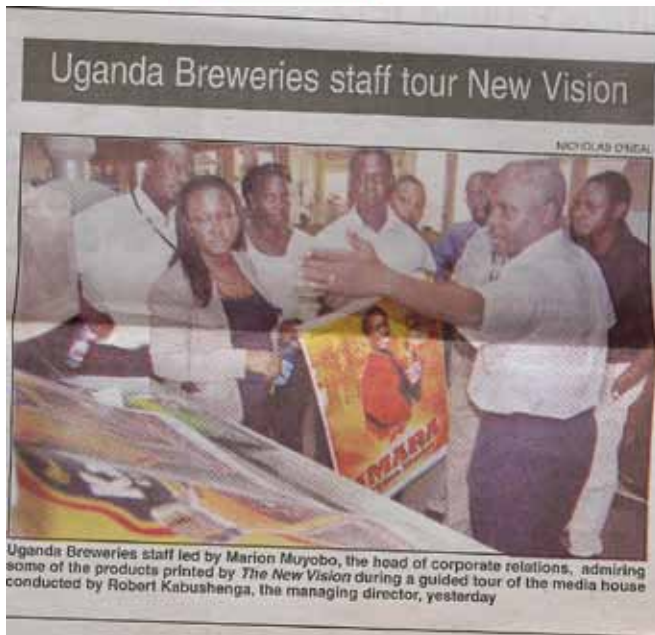
© 2010 The Wine Garage

Editorial in Women magazine



FIG 9: ALCOHOL ADS IN UGANDAN NEWSPAPERS

	Advertisements	Advertorials	Editorials
News newspapers (11)	3 retailers, 2 Redd's beer, 2 Bell Beer, 2 Uganda wines & spirits	Club special issue 3 pages (not identified as such), Nile beer 1 page (not identified as such)	1 Guinness, 1 Uganda Breweries
Entertainment newspapers (4)	1 Redd's beer	None	1 sport sponsoring portrayal (Carlsberg), Award Nile Brewery
Financial/Political newspapers (1)	None	None	None



Editorial in newspaper



Beer advertorial in newspaper



Beer advertisement in newspaper

## ALCOHOL ADS ON UGANDAN TELEVISION

Due to electricity problems and affordability, television is not a very popular medium in Uganda. A 2008 Survey shows that although television viewership is growing moderately, only 29 percent watches television at least once a week (65). There is however, a sharp division in television viewership between rural (24%) and urban Ugandans (63%) (66). The most popular channels are the government owned UBC and privately owned WBS (67). Both channels were recorded for 48 hours (1 week day and 1 weekend day). Additionally, 24 hours of the local television station Bukedde TV was recorded which is broadcasted since 2009 in the Central Region of Uganda.

On Bukedde TV much advertising was found of a national festival which was sponsored by Nile Breweries. The commercial connects the musical festival with the alcohol company and its brands. Like in Nigeria, alcohol commercials are mainly broadcasted in “blocks” and clustered in and around sports and music programs. Like in Nigeria and Ghana, athletic, social and financial success is a central theme in most alcohol advertisements (e.g. “Live Confidentially” by Bell Lager). It is noticeable that on the channel UBC, the alcohol advertisements were all broadcasted around international programs. The advertisements themselves, however, are specifically targeted at an African audience. In this way, the alcohol producers try to link their product to a Western lifestyle.

FIG 10: ALCOHOL ADS ON UGANDAN TELEVISION

	Brand	Type of advertising	Length advertisement	Time broadcasting	Type of program broadcasted
UBC 3 (Sun 7 Feb 06:25 – Mon 9 Feb 06: 25)	Various	Retail publicity	17 seconds	06:27 hrs	Lifestyle program
	Wodka Gorbatschow	Billboard in football stadium	4 seconds	09:27 hrs	Sport program (German soccer)
			2 seconds	09:30 hrs	
			4 seconds	09:33 hrs	
	Moritz Fiege	Sponsor board at interview after soccer game	8 seconds	09:29 hrs	Sport program (German soccer)
	Carlsberg	Billboard in football stadium	5 seconds	10:11 hrs	Sport program (German soccer)
			6 seconds	10:13 hrs	
	Guinness	Commercial	8 seconds	12:59 hrs	Sport program (UK soccer)
	Guinness	Commercial	8 seconds	13.01 hrs	
	Guinness	Commercial	8 seconds	13.01 hrs	
	Guinness	Sponsor message	3 seconds	13:00 hrs	Sport program (UK soccer)
	Guinness	Logo between interview cuts	1 second	13:10 hrs	Sport program (UK soccer)
13:10 hrs					
13:17 hrs					
Heineken, Budweiser, Carlsberg, Castlelager	Billboards at various soccer games throughout the program		13:36 hrs	Sport program (UK soccer)	
			13:55 hrs		
Heineken, Carlsberg, Fosters	Sponsorboards at various interviews throughout the program			Sport program (UK soccer)	
Guinness	Commercial	6 seconds	13:19 hrs	Sport program (UK soccer)	
			13:19 hrs		
			13:37 hrs		
			13:55 hrs		
Guinness	Sponsor message (Match of the week was brought to you by Guinness)	7 seconds	13:54 hrs	Sport program (UK soccer)	
Club	Flags in the background	16 seconds	(Mon) 11:15 hrs	Music program	
WBS (Sun 7 Feb 07.30 – Mon 9 Feb 07.30)	Bell beer	Commercial	60 seconds	17:35 hrs	News Between news and sports
			60 seconds	17:36 hrs	
Bukedde TV (Wed 10 Feb 08:00 –Thur 11 Feb 06:00)	Nile Breweries	Mesach Semakula concert sponsored by brewery	62 seconds	14:03 hrs	Movies
				14:22 hrs	
				14:26 hrs	
				14:47 hrs	
				(Mon) 00:34 hrs	
				00:51 hrs	
				01:50 hrs	
02:10 hrs					





6. Nile breweries



5. Bell lager



4. Bell lager



3. Bell lager



2. Heineken



1. Castle lager

## ALCOHOL ADS ON UGANDAN RADIO

Radio is a very accessible and popular medium in Uganda. A 2008 Survey shows that 95% of the population in the rural area and 97% of the urban population listens to the radio at least once a week (66).

The popular channels Simba and Capital Radio were monitored on weekend and week days. An enormous amount of alcohol advertisement was encountered. In the 24 hours monitored, a total of 91 alcohol advertisements were found. Alcohol producers advertise in a 'block' which results in a large number of (short) alcohol advertisements within a short period of time.

FIG 11 ALCOHOL ADS ON UGANDAN RADIO

	Brand	Type of advertising	Length ad	Time of broadcasting	Type of program broadcasted
Simba (Tue 20 April 18:00-22:00 hrs)	Bell lager	Commercial	60 sec	18:43 hrs	Mukulikeyo
	Bell lager	Commercial	60 sec	18:49 hrs	Mukulikeyo
	Nile special	Program sponsoring	4 sec	18:51 hrs	Mukulikeyo
	Nile special	Commercial	60 sec	18:56 hrs	Mukulikeyo
	Bell lager	Commercial	4 sec	18:58 hrs	Mukulikeyo
	Bell lager	Commercial	60 sec	20:57 hrs	Olutindo
Simba (Wed 21 April 18:00-22:00 hrs)	Bell lager	Commercial	60 sec	18:46 hrs	Mukulikeyo
	Nile special	Commercial	15 sec	18:53 hrs	Mukulikeyo
Simba (Fri 23 April 18:00-22:00 hrs)	Nile Special	Commercial	60 sec	18:41 hrs	Mukulikeyo
	Bell lager	Commercial	4 sec	18:47 hrs	Mukulikeyo
	Bell lager	Commercial	60 sec	18:49 hrs	Mukulikeyo
	Bell lager	Commercial	4 sec	18:56 hrs	Mukulikeyo
	Nile Special	Editorial	38 sec	18:56 hrs	Mukulikeyo
Simba (Sat 24 April 18:00-22:00 hrs)	Bell lager	Commercial	17 sec	20:13 hrs	Mukulikeyo
	Bell lager	Commercial	60 sec	18:47 hrs	Jam @ 6
Capital Radio (Wed 20 April 18:00-22:00 hrs)	Bell lager	Commercial	45 sec	18:03 hrs	Evening drive
	Imara Pilsener	Commercial	4 sec	18:05 hrs	Evening drive
	Kabasinga				
	Guinness	Program sponsoring	2 sec	18:13 hrs	Evening drive
	Guinness	Program sponsoring	2 sec	18:16 hrs	Evening drive
	Guinness	Program sponsoring	2 sec	18:19 hrs	Evening drive
	Guinness	Program sponsoring	2 sec	18:43 hrs	Evening drive
	Guinness	Program sponsoring	2 sec	18:46 hrs	Evening drive
	Guinness	Program sponsoring	2 sec	18: 48 hrs	Evening drive
	Guinness	Commercial	60 sec	18:49 hrs	Evening drive
	Bell lager	Commercial	60 sec	18:51 hrs	Evening drive
	Guinness	Commercial	2 sec	18:51 hrs	Evening drive
	Nile Special	Program sponsoring	4 sec	18:54 hrs	Evening drive
	Bell lager	Commercial	3 sec	18:55 hrs	Evening drive
	Tusker malt lager	Program sponsoring	60 sec	19:00 hrs	8 to 8 Countdown
	V & A	Commercial	60 sec		
V & A	Commercial	3 sec	19:39 hrs	8 to 8 Countdown	
Pilsener lager	Commercial	21 sec	20:34 hrs	Capital doctor	
V & A	Commercial	30 sec	20:50 hrs	Capital doctor	
Capital Radio (Wed 21 April 18:00-22:00 hrs)	Bell lager	Commercial	60 sec	18:00 hrs	Evening drive
	V & A	Commercial	30 sec	18:05 hrs	Evening drive
	Guinness	Program sponsoring	60 sec	18:45 hrs	Evening drive
	Tusker lager	Commercial	36 sec	18:46 hrs	Evening drive
	Guinness	Commercial	30 sec	18:50 hrs	Evening drive
	Tusker lager	Commercial	14 sec	18:52 hrs	Evening drive
	V & A	Commercial	60 sec	18:53 hrs	Evening drive
	V & A	Program sponsoring	3 sec	18:54 hrs	8 to 8 Countdown
	Guinness	Program sponsoring	3 sec	19:00 hrs	8 to 8 Countdown
	Guinness	Commercial	30 sec	19:04 hrs	8 to 8 Countdown
	Bell lager	Commercial	40 sec	19:06 hrs	8 to 8 Countdown
	V & A	Commercial	27 sec	19:07 hrs	8 to 8 Countdown
	Bell	Commercial	55 sec	19:54 hrs	8 to 8 Countdown
	Ref Mix spirit	Commercial	5 sec	20:05 hrs	8 to 8 Countdown



Capital Radio (Fri 23 April 18:00-22:00 hrs)	Bell lager	Commercial	3 sec	18:07 hrs	Evening drive
	Guinness	Program	7 sec	18:13 hrs	Evening drive
		sponsoring			
	Bell lager	Commercial	60 sec	18:13 hrs	Evening drive
	Guinness	Editorial	13 sec	18:15 hrs	Evening drive
	Guinness	Commercial	60 sec	18:24 hrs	Evening drive
	Pilsner lager	Commercial	3 sec	18:27 hrs	Evening drive
	Guinness	Commercial	15 sec	18:27 hrs	Evening drive
	Nile Special	Commercial	60 sec	18:31 hrs	Evening drive
	Guinness	Editorial	7 sec	18:39 hrs	Evening drive
	Guinness	Commercial	48 sec	18:44 hrs	Evening drive
	Guinness	Commercial	15 sec	18:51 hrs	Evening drive
	V & A	Commercial	72 sec	18:53 hrs	Evening drive
	V & A	Editorial	30 sec	19:00 hrs	8 to 8 Countdown
	V & A	Commercial	60 sec	19:18 hrs	8 to 8 Countdown
	Bell lager	Commercial	12 sec	19:20 hrs	8 to 8 Countdown
	Guinness	Commercial	60 sec	19:21 hrs	8 to 8 Countdown
	V & A	Commercial	27 sec	19:24 hrs	8 to 8 Countdown
	Guinness	Commercial	5 sec	19:39 hrs	8 to 8 Countdown
	Guinness	Commercial	15 sec	19:46 hrs	8 to 8 Countdown
V & A	Program	28 sec	19:46 hrs	8 to 8 Countdown	
	sponsoring				
V & A	Editorial	15 sec	19:53 hrs	8 to 8 Countdown	
Bell lager	Commercial	60 sec	19:58 hrs	8 to 8 Countdown	
Capital Radio (Sat 24 April 18:00-22:00 hrs)	Moonberg lager	Program	60 sec	18:03 hrs	KT 20 Countdown
		sponsoring			
	Moonberg lager	Editorial	12 sec	18:04 hrs	KT 20 Countdown
	Moonberg lager	Commercial	60 sec	18:12 hrs	KT 20 Countdown
	Moonberg lager	Program	2 sec	18:34 hrs	KT 20 Countdown
		sponsoring			
	Moonberg lager	Commercial	60 sec	18:34 hrs	KT 20 Countdown
	Moonberg lager	Editorial	2 sec	18:47 hrs	KT 20 Countdown
	Moonberg lager	Commercial	60 sec	18:47 hrs	KT 20 Countdown
	Club beer	Program			
		sponsoring	2 sec	18:49 hrs	KT 20 Countdown
	Moonberg lager	Program			
		sponsoring	5 sec	18:55 hrs	KT 20 Countdown
	Moonberg lager	Editorial	10 sec	19:04 hrs	KT 20 Countdown
	Moonberg lager	Commercial	60 sec	19:05 hrs	KT 20 Countdown
	Moonberg lager	Commercial	3 sec	19:09 hrs	KT 20 Countdown
	Moonberg lager	Commercial	5 sec	19:13 hrs	KT 20 Countdown
	Moonberg lager	Commercial	12 sec	19:17 hrs	KT 20 Countdown
	Moonberg lager	Editorial	36 sec	19:17 hrs	KT 20 Countdown
	Moonberg lager	Commercial	60 sec	19:36 hrs	KT 20 Countdown
	Moonberg lager	Editorial	5 sec	19:47 hrs	KT 20 Countdown
	Moonberg lager	Commercial	2 sec	19:51 hrs	KT 20 Countdown
	Moonberg lager	Commercial	60 sec	19:51 hrs	KT 20 Countdown
	Moonberg lager	Commercial	2 sec	19:56 hrs	KT 20 Countdown
	Pilsener lager	Program			
		sponsoring	31 sec	20:05 hrs	Dance Force
	Pilsener lager	Program			
		sponsoring	18 sec	20:13 hrs	Dance Force
	Pilsener lager	Editorial	20 sec	20:13 hrs	Dance Force
	Pilsener lager	Editorial	20 sec	20:36 hrs	Dance Force
Pilsener lager	Commercial	60 sec	20:41 hrs	Dance Force	
Pilsener lager	Commercial	60 sec	20:53 hrs	Dance Force	
Pilsener lager	Commercial	10 sec	20:57 hrs	Dance Force	
Pilsener lager	Commercial	14 sec	21:13 hrs	Dance Force	
Pilsener lager	Commercial	11 sec	21:21 hrs	Dance Force	
Pilsener lager	Commercial	13 sec	21:32 hrs	Dance Force	
Pilsener lager	Program	18 sec	21:36 hrs	Dance Force	
	Sponsoring				
Pilsener lager	Commercial	10 sec	21:45 hrs	Dance Force	

## ALCOHOL OUTDOOR ADVERTISING IN UGANDA

Three areas were monitored on the available alcohol advertising in the public space: an area in the city centre of Kampala; a main road in Kampala; and a small fishing village named 'Kibanga Port'.

Although tax on billboards in Kampala district has been raised sharply in the beginning of 2010 (68), alcohol-branded billboards of all sizes were found on the main roads and the city centre. Especially on roads that were expected to be very busy during rush hour, billboards can be found of enormous proportions. Some of them cover whole buildings or side ways of streets and dominate the street view. Among all billboards found, alcohol-branded billboards and telecom billboards were found most frequently. Along the main road that was monitored, we found 9 alcohol billboards on a road within 500 meters. Besides national brands such as Bell beer, posters of international alcohol brands were shown. These brands are especially targeted towards the middle and higher class who can afford to travel by car and can afford to buy these international brands.

Some of the billboards were placed nearby schools and educational centers. Two examples were found in Kampala where an alcohol-branded billboard was placed in front of a primary school and child care center. Both examples were billboards that advertised brands of the East African Brewery which is fully owned by Diageo. Interestingly, Diageo's marketing code restricts the placement of alcohol advertisements within 500 feet of schools and educational centers in the United States but allows them in countries as Uganda.

National brands were more often advertised with smaller posters on bars. These advertisements are aimed at potential customers in bars. Smaller posters and promotional items such as table cloths were found in the city centre area and in the village.

In the city centre both billboards, posters and other types of alcohol advertising in the public sphere were found. A total of 50 alcohol marketing practices were found in the defined area of 500 meter by 500 meter.

Also in the village, the number of alcohol advertisements was high. In total, 38 alcohol marketing practices in an estimated area of 500 by 500 meters were found. The number of alcohol advertisements found in the village reflected the large number of alcohol selling points.



Bell beer billboards along a main road (Kampala, Uganda)



Nile beer billboards along the road and at a building (Kampala, Uganda)



Waragi spirit billboard in front of a Primary School (Kampala, Uganda)

After selling the fish in the little harbor, fishermen tend to buy alcohol in the local bars. In the monitored areas, alcohol was easily available and drinking alcohol seems socially acceptable. Customers in the bars can be seen from the street and no special effort is undertaken to give the costumers some privacy. Alcohol advertisement was used as a sign post to indicate the selling points of alcohol. The brands advertised where similar to the brands found on the larger billboards in the urban area.



Beer advertising on a bar in Kibanga Port (Uganda)



Beer advertising was also placed clearly in bars in Kibanga Port (Uganda)



## OTHER TYPES OF ADVERTISING IN UGANDA

### IN-STORE PROMOTIONS:

Alcohol is marketed heavily at alcohol selling points. Supermarkets set up large displays of alcohol. Alcohol bottles are not only displayed in a special “beverage” section, but in the main corridor and near the counter as well. Occasionally, alcohol is promoted by giving away promotional items such as alcohol-branded T-shirts.



Redd's promotion in a large supermarket in Kampala

Also in-bar promotions are organized frequently. Bell Lager organizes in-bar promotions mainly through live music events and sponsorship of the Pearl of Africa Music AM Awards. Promotional teams go to these events to market their product.

When there was no special promotional activity organized in bars and clubs, the alcoholic beverages were still marketed by providing bar and restaurant owners promotional items. By providing table cloths, placements, umbrellas and other promotional items, customers were still reminded which brand to order.



Nile beer promotion in a restaurant in Uganda

## PRODUCT PACKAGING



**Sachets with 30 ml spirits: cheap and convenient**

In Uganda, as well as in Nigeria and Ghana, spirit producers often package their product in small sachets of alcohol. These small bags are convenient for customers to put in their pocket. Packaging alcohol per unit is equivalent to the sale of traditional local spirits that was and is sold on the street (54). A disadvantage of the package is the low price of the sachets and the ease with which minors can hide the small sachets in their school bag or drivers of vehicles can hide them in their uniform. In September 2009, Ugandan Ministers decided to ban these small sachets of alcohol because alcohol packaged in these sachets was assumed to have killed people (69). The importance of packaging the products in this way became obvious when the ban was discussed and imposed. Criticism and lobby of the alcohol industry was successful in withdrawing the ban (70).

## CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is a popular marketing instrument among global alcohol companies and national subsidiaries in Uganda as well as the other countries monitored. The industry organizes many initiatives, but the alcohol industry pays most attention to three areas: Public Health and especially HIV/Aids; Environment and especially water; educational campaigns. These three areas are found in Uganda as well. Some examples:

As we can read on the website of SAB Miller (71) and the Corporate Social Responsibility reports of the company, Nile Breweries Ltd has a HIV/Aids program in Uganda that includes voluntary counseling and testing of employees along the value chain. This program creates lots of goodwill among other parties. In 2008, NBL's HIV/Aids program received the Best Corporate Citizen – CSR award by the Uganda Investment Authority in 2008 (71).

Diageos subsidiary East African Breweries Ltd has its own foundation which invests mainly in water projects (72). The project provides clean water for many Ugandans, but is also active in other countries like Nigeria and Ghana.

East African Breweries also organizes lectures at universities and to parents and teachers about responsible drinking (48). These educational programs provide a positive image of the 'responsible' brewery to (potential) consumers. In these programs the industry "markets" the slogan "Drink Responsibly, Live Responsibly". Critics might say that this slogan implies that drinking alcohol is part of a responsible lifestyle. Additionally, the company organizes media workshops to inform journalists 'objectively' and 'adequately'. More on media training of journalists and potential effects is described on page 35).

## ADHERENCE TO ALCOHOL MARKETING REGULATIONS IN UGANDA

Till this moment, the government of Uganda relies fully on self-regulation to regulate alcohol marketing practices. The largest alcohol advertisers in Uganda are subsidiaries of the global companies Diageo and SAB Miller. Each of these companies have their own international marketing code of conduct (43, 63).

The companies' self-regulation codes mainly address the content of alcohol marketing. Its focus is on limiting misleading or false claims in alcohol marketing which can affect consumers' trust in the product (category). For example, alcohol advertising on television and radio is allowed on all channels at all times.

The large number of alcohol advertising found in mass media and on the streets in Uganda and its enormous sizes are not restricted by self-regulatory codes. Often the latter aggressive type of alcohol marketing defines what people see on the street. Especially in the cities, alcohol marketing is everywhere.



**Nile beer billboard (Kampala, Uganda)**

Although the website of Diageo (60) claims that the code of marketing practices apply equally to all Diageo businesses around the world, we see a different alcohol marketing code in- and outside the United States. Within the United States it is, according to Diageo's marketing code, not allowed to advert alcoholic beverages within 500 feet of schools, playgrounds and worship places. However, outside the US this is fully permitted. In Uganda several cases were found in which alcoholic beverages by East African



Breweries (subsidiary of Diageo) were found in front of primary schools and child care centers. The self-regulation codes of the companies do not protect young people against this exposure.



**Bell beer billboards along a main road near child care center (see red arrow) (Kampala, Uganda)**

The placement of alcohol advertising in Uganda (on the street, within television and radio programs, within "editorials" and advertisements in print media) can be seen as problematic since it reaches large amounts of young people. The placement and volume of alcohol marketing is not restricted by self-regulation and creates a need to be addressed in an alcohol marketing policy of the government.

## 8. CONCLUSION

Alcohol marketing research shows: the greater the exposure, the greater the impact. Young people drink earlier, more often, and more frequently when exposed to alcohol marketing (20, 21). This effect is larger when being exposed to larger volumes of alcohol marketing and when the content of the adverts is appealing to young people (20, 21, 73). Although, there is no impact research performed in Africa, it can be expected that the effect of exposure to alcohol marketing is even stronger in relatively new markets where ideas on alcohol are still developing.

### Large volume of alcohol marketing

When considering the greater the exposure to alcohol marketing, the greater the impact; a great worry arises when looking at the African countries studied. Except for the Gambia, alcohol producers have a lot of freedom in alcohol marketing activities due to a limited or absent alcohol marketing policy in the countries participating. In Ghana, Nigeria and Uganda we have seen an enormous amount of alcohol marketing. The parallels between these countries were more prevalent than the differences. The size, frequency and placement of alcohol advertisements and sponsorship of alcohol marketing in Ghana, Nigeria and Uganda are aimed at reaching large audiences. By broadcasting alcohol advertising in the main media and on the streets many adults as well as minors are exposed. By a combination of marketing in the broadcasting media, on the street, by sponsoring cultural and sportive events and other types of marketing, (potential) consumers are reached by multiple channels.

In the Gambia, the alcohol marketing regulatory framework is more stringent and is established by law. In this country, alcohol marketing practices are less prevalent in society and alcohol marketing and activities are less aggressive.

### Unethical Content of alcohol marketing

Besides the large volume of alcohol advertising practices encountered in the pilot study, the content of the adverts stood out and were part of a very aggressive marketing strategy which might be interpreted as unethical. In Ghana, Nigeria, Uganda and to a far lesser extent the Gambia, alcohol producers use the following themes in their marketing activities:

#### 1. *Drinking alcohol to be successful in life:*

Drinking or buying alcohol is often connected to a successful life which means having a successful career, being popular and rich. Nigeria's Star Big Life campaign markets the message that drinking Star beer is the beginning of the 'big life'. Crown cork promotions are organized in which consumers can win money and cars to live a 'big' lifestyle. In Uganda, consumers can live life 'confidently' with Bell beer. Drinking Bell beer makes your dreams come true: a successful business man, a famous singer, they all drink Bell



Guinness billboard (Accra, Ghana)



Champion billboard (Uyo, Nigeria)

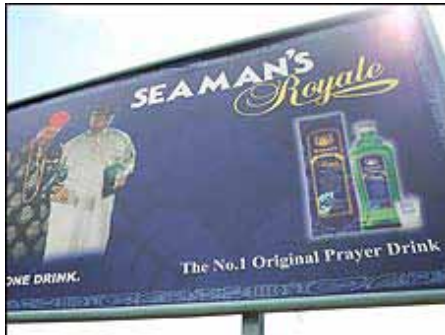
beer. And after having worked hard, you; have 'deserved' a Nile beer, according to the campaign of Nile Breweries.

*2. Drinking alcohol to be a sport hero and to be a good fan:*

Alcohol companies make a connection between the alcoholic beverage (brand), sport and western lifestyle. According to Guinness, there is a (sport) hero in everyone. Additionally, Guinness sponsors the national football team in Nigeria, Ghana and Uganda. "Guinness Cheers with you". And the Nigerian Champion beer is only for winners. Heineken is sponsoring UEFA Champion League which is very popular in Africa.

*3. Drinking the brand is part of your tradition and culture:*

Drinking (industrial produced) alcohol is part of the national tradition and portrays the national pride: Nigerian Breweries supports Carnival in Lagos (74). The Nigerian 600-year-old Osun-Osogbo Sacred Grove Festival is sponsored by Star Beer and Seaman's Schnapps, an alcoholic drink that markets itself as the "number one prayer libation drink" (75). In Ghana no festival is complete without sponsoring by an alcohol company. Free drinks and promotional items are provided to potential customers. Club beer in Ghana markets itself as "the authentic festival beer" with a "true Ghanaian feeling" (76). In a commercial of the Ghanaian spirit 'Kasapreko Cocoa Liqueur', instead of a grandson, the bottle is baptized during a traditional celebration. The 'spirit of Africa' is guaranteed by buying the liquor Amarula in Nigeria (see picture depicted below).



*Seaman's Billboard (Nigeria)*

*4. Alcohol producers contribute to a better world:*

Alcohol companies have initiated all types of Corporate Social Responsibility initiatives to market a positive image of the alcohol company and the product alcohol. According to the marketing director of Star beer, its crown cork based promotion "helps loyal costumers cope with economic hardship" (59). SABMiller fights against HIV/Aids and supports local initiatives in this area (47). Diageo helps governments in the supply of clean water (77). All breweries work very hard in reducing the use of water and energy and provide educational programs to the general public on responsible drinking. Accra Breweries supports "freedom of press" and provides training to journalists similar to the trainings by East African Breweries in Uganda (72).

These themes addressed are part of an advertising strategy which might be interpreted as unethical if seen from a public health perspective. These and other indications of the main conclusions of the findings in this report are discussed in the next chapter.



*Amarula billboard (Nigeria)*

## 9. DISCUSSION OF FINDINGS

Ministers of Health in the African region as well as in other regions, have prioritized alcohol marketing regulations in their country by endorsing the global alcohol strategy and regional declarations (10, 19).

The enormous amount of alcohol marketing encountered in this pilot study and its aggressive character underline the need to take action in order to decrease alcohol related harm. The large volume of alcohol marketing on the popular media like radio and its overwhelming presence on the streets indicate the alcohol industry's growing importance of the alcohol market in the countries studied, which is likely to result in increasing alcohol related harm. Not only the large volume of alcohol advertising in multiple channels, but also the themes used in the marketing practices encountered in the four participating African countries, are especially harmful when seen in a public health perspective.

### **1. Drinking alcohol to be successful in life:**

Alcohol-related mortality is often highest among the poorest people in a society (5, 78). Although some forms of alcohol use are celebrated as the very symbol of economic success, alcohol is a great hindrance to development for the poor (79). Drinking alcohol is one of the indicators that predict poverty (80). Apart from money spent on drinks, heavy drinkers may suffer other economic problems such as lower wages and lost employment opportunities, increased medical and legal expenses, and decreased eligibility for loans. A survey in Sri Lanka indicated that for 7% of men, the amount spent on alcohol exceeded their income (79).

### **2. Drinking alcohol to be a sport hero and to be a good fan:**

This message in a public health perspective: Football is the number one sport in most African countries. Almost all young boys dream of being a famous football player. It is seen as an exit from poverty. Linking alcohol to sport and being successful in this sport, could make the beverage more appealing to minors.

### **3. Drinking the brand is part of your tradition and culture:**

This message in a public health perspective: The message neglects the fact that large groups of people do not drink alcohol. Although many Islamic and Christian denominations are reluctant in drinking alcohol, the marketers link alcohol to traditional and religious events. Marketing the idea that every proud citizen drinks alcohol may increase alcohol use among groups that traditionally do not drink alcohol.

**4. Alcohol producers contribute to a better world:** This message in a public health perspective: Our knowledge on the association between drinking alcohol and unsafe sex and sexual transmitted diseases (5) might be repressed by the positive image established by the alcohol industry regarding their initiatives against Aids/HIV. A similar danger arises regarding the water projects. The profit of the alcohol industry depends greatly on water

which it needs in its production process (81). Creating these water projects gives the alcohol companies more control on the availability of water and distracts attention from the harmful effects of the brewing process on the water quality (e.g. pollution of a Nigerian river by a beer brewery as described by Ipeaiyeda and Onianwa (56)).

Furthermore, education on alcohol by the industry contributes to a more positive image towards the industry (82). Especially, in societies in which a lot of knowledge on the harm of alcohol use is missing, and resources to develop educational campaigns by NGOs and Governments is limited, the alcohol industry takes a position in which they determine the general image concerning alcohol. A slogan like 'Drink Responsibly, Live Responsibly', can increase the message established in alcohol advertisements: When living responsibly and successfully, you should DRINK (responsibly). CSR is used as one of the marketing tools to market the brand, company and the product alcohol.

In order to protect vulnerable groups and especially young people against exposure to large volumes and aggressive alcohol marketing practices, self regulation is not adequate. To protect young people against harmful exposure to alcohol marketing, restrictions embedded by law are necessary. The next chapter describes some lessons we have learned from the monitoring exercise in the four participating African countries and describes characteristics of effective alcohol marketing policy.



*Screenshots from an Opeimo spirit commercial on Ghanaian TV*



## 10. RECOMMENDATIONS

When considering the greater the exposure to alcohol marketing, the greater the impact on drinking behavior of young people; a great worry arises when looking at the African countries studied. Already in this first attempt to monitor alcohol marketing systematically in the four countries selected, the dominating and unethical character of alcohol marketing, the large volumes of alcohol marketing in multiple media, in combination with other types of alcohol marketing (event sponsoring, packaging, in-store promotions, CSR, etc), creates an urgent need for effective alcohol marketing regulations in Ghana, Nigeria and Uganda.

Self-regulation has been proven insufficient in Western countries as: Australia (83, 84), the Netherlands (85); the United Kingdom (86, 87); and the United States (88). Public health experts increasingly advocate a comprehensive ban on alcohol marketing (20). Nevertheless, too often governments that establish a national alcohol policy keep relying on self regulation, which is strongly pressured by the alcohol industry stakeholders (28, 32).

Ghana and Uganda rely fully on self-regulation. Alcohol marketing is solely regulated and monitored by the alcohol companies. The aggressive alcohol marketing practices described in this report show a need for additional legislation that restricts the large volumes of alcohol marketing and the appealing content of the ads to young people.

Nigeria has a watershed on alcohol marketing on television and radio till 8 pm. The limited hours of television monitored in this pilot study, already showed no adherence to the extended watershed till 9 pm by Nigerian Guinness' self regulatory code. Although the watershed is a good start, young people are still exposed to a lot of alcohol marketing on television and radio after 8 pm. Moreover, alcohol marketing outside television and radio is highly prevalent in Nigeria and not regulated by law. A more comprehensive alcohol marketing regulation is desired.

The preliminary monitoring of alcohol marketing in the Gambia shows that an effective alcohol marketing policy in the African continent seems feasible. Besides national characteristics of the country that support a strict alcohol marketing policy, the case of the Gambia shows that a clear alcohol marketing regulation limits the prevalence of alcohol marketing in society.

By monitoring a short period of time in four African countries, an impression of existing alcohol marketing practices and strategies of the alcohol industry in the African continent is obtained. However, in order to get a full picture of alcohol marketing activities of the alcohol industry in Africa, more intensive monitoring is necessary.

Meanwhile, the following recommendations to governments in the participating countries as well as governments in other developing countries can be given:



1. Recognizing that a comprehensive ban on advertising, promotion and sponsorship would reduce alcohol-related harm, and that self-regulation is an ineffective mechanism to reduce alcohol-related harm, effective legislation is necessary to strictly regulate alcohol marketing activities;
2. The total volume of alcohol marketing should be restricted as much as possible. Alcohol marketing tools that are difficult to monitor (e.g. alcohol advertising on the internet) should be prohibited;
3. The preliminary monitoring of alcohol marketing showed that many alcohol advertisements refer to values that are highly appreciated by large groups of Africans in the participating countries. Suggestions to sexual and economic success and a glorious, western lifestyle are often used in alcohol advertisements and are absolutely unethical. In media where alcohol advertising is allowed, it should be restricted to information of the product only; which includes that the product is not to be exhibited in a setting with people or any other context glamorizing the alcoholic product.
4. The use of direct or indirect incentives that encourage the purchase of alcohol should be prohibited;
5. The adherence to alcohol marketing regulations should be monitored regularly by the government or a board independent from economic interests of the sale of alcohol. The monitoring method described in the MAMPA project can be a starting point of monitoring systematically by non-economic operators;
6. In order to provide governments with adequate information, alcohol companies should be obliged to disclose alcohol marketing expenditures to appropriate governments.



*Nile beer billboard (Kampala, Uganda)*

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## ANNEX 1: PROJECT PARTNERS

### **Coordinator of the Project:**

Dutch Institute for Alcohol Policy (STAP - the Netherlands): Public Health NGO that advocates an effective alcohol policy.

Contact person: Avalon de Bruijn ([adebruijn@stap.nl](mailto:adebruijn@stap.nl)) & Wim van Dalen ([wvandalen@stap.nl](mailto:wvandalen@stap.nl))

### **Country partners:**

IOGT Gambia (The Gambia): Temperance Organisation that promotes abstinence of alcohol and drugs. Contact person: Momodou Lamin Sambou ([ml\\_sambou@hotmail.com](mailto:ml_sambou@hotmail.com))

IOGT International Ghana (Ghana): Temperance Organisation that promotes abstinence of alcohol and drugs. Contact person: Afran Yamson ([iogtghb@yahoo.com](mailto:iogtghb@yahoo.com))

CRISA (Nigeria): Centre for Research and Information on Substance Abuse. Contact person: Prof Isidore Obot ([iobot@crisanet.org](mailto:iobot@crisanet.org))

UYDEL (Uganda): Uganda Youth Development Link. Contact person: Rogers Kasirye ([kasiryer@yahoo.com](mailto:kasiryer@yahoo.com))

### *DECLARATION OF INTEREST*

None of the organizations collaborated in this project have received funding from alcohol industry sources.

### **Advisors:**

Per-Ake Andersson (IOGT-NTO)

Carina Ferreira-Borges (WHO Afro)

Prof Thomas Babor (University of Connecticut - USA)

Olukorede Yishau (Journalists Action on Tobacco & Health – Nigeria)

Eze Eluchie: People Against Drug Dependence & Ignorance (PADDI Foundation - Nigeria)

Adeola Akinremi (Framework Convention Alliance on Tobacco - Nigeria)

## ANNEX 2. OVERVIEW ALCOHOL ADVERTISING IN MAGAZINES & NEWSPAPERS

### NEWSPAPERS GAMBIA

	Advertisements	Advertorials	Editorials
<b>News Newspapers (13)</b>			
Forayaa 1-2 Mar	None	None	None
Forayaa 24-25 Feb	None	None	None
The Daily News 24-25 Feb	None	None	None
The Daily News 26-28 Feb	None	None	None
The Observer 24 Feb	None	None	None
The Observer 1 Mar	None	None	None
The Observer 4 Mar	None	None	None
The Point 24 Feb	None	None	None
The Point 1 Mar	None	None	None
The Point 4 Mar	None	None	None
Today 24 Feb	None	None	None
Today 1 Mar	None	None	Guinness sport sponsoring
Today 4 Mar			

NEWSPAPERS GHANA

	Advertisements	Advertorials	Editorials
<b>News Newspapers (4)</b>			
The Ghanaian Times 15 Feb	None	None	None
Daily Graphic 1 feb	Guinness ad	None	None
Daily Graphic 2 feb	Guinness ad	None	None
Daily Graphic 3 feb	None	None	None
Daily Graphic 4 feb	None	None	Guinness
Daily Graphic 5 feb	Baileys, Club (full page)	None	None
Daily Graphic 6 feb	None	None	None
Daily Graphic 13 feb	2x Baileys (full page), Takai (full page)	None	None
Daily Graphic 15 feb	None	None	None
Daily Graphic 16 feb	None	None	None
Daily Graphic 26 jan	None	None	None
The insight 13-16 feb	None	None	None
Daily Guide 13 feb	None	None	None
Daily guide 16 feb	None	None	None
<b>Entertainment newspapers (3)</b>			
The Mirror 13 Feb	Baileys (full page), Cardinal Vodka (full page), Sweet Cherry (full page)	None	None
The Spectator 13-19 feb	Limoncino (full page)	None	Carlsberg sport sponsoring Guinness Ghana,

MAGAZINES GHANA

	Advertisements	Advertorials	Editorials
<b>Political &amp; News Magazines (4)</b>			
Africawatch Feb 2010	None	None	None
Focus on Africa Jan-March 2010	None	None	None

NEWSPAPERS NIGERIA

	Advertisements	Advertorials	Editorials
<b>News Newspapers (4)</b> The Guardian Feb 4 The News Feb 8 Van Guard Feb 5 Van Guard Feb 20	none	none	none
<b>Entertainment newspapers (3)</b> Saturday Independent Feb 20 Saturday Punch 6 Feb Saturday Punch 20 Feb	None 1 Redd's beer None	None None None	1 sport sponsoring portrayal (Carlsberg) None None
<b>Financial/Political newspapers (3)</b> This Day Feb 7 The Nation Feb 1 The Nation Feb 20	None	None	None

MAGAZINES NIGERIA

	Advertisements	Advertorials	Editorials
<b>Entertainment magazines (2)</b>			
Men's World	1 Black Label whiskey	None	2 pages Christian Audigier Champagne
Mode iss 21 Jan 2010	None	None	None
<b>Women Magazines (2)</b>			
Totally Whole vol2 no8 2009	1 Veleta Wine, 1 Guinness beer	None	2 pages Redd's Beer
True Love no57 Feb 2010	None	None	None
<b>Political &amp; News Magazines (4)</b>			
Insider 8 feb 2010	None	None	None
Newswatch feb 8, 2010	None	None	None
The Source Feb 8	None	None	None
Tell no 5 Feb 8, 2010	None	None	None



UGANDA NEWSPAPERS

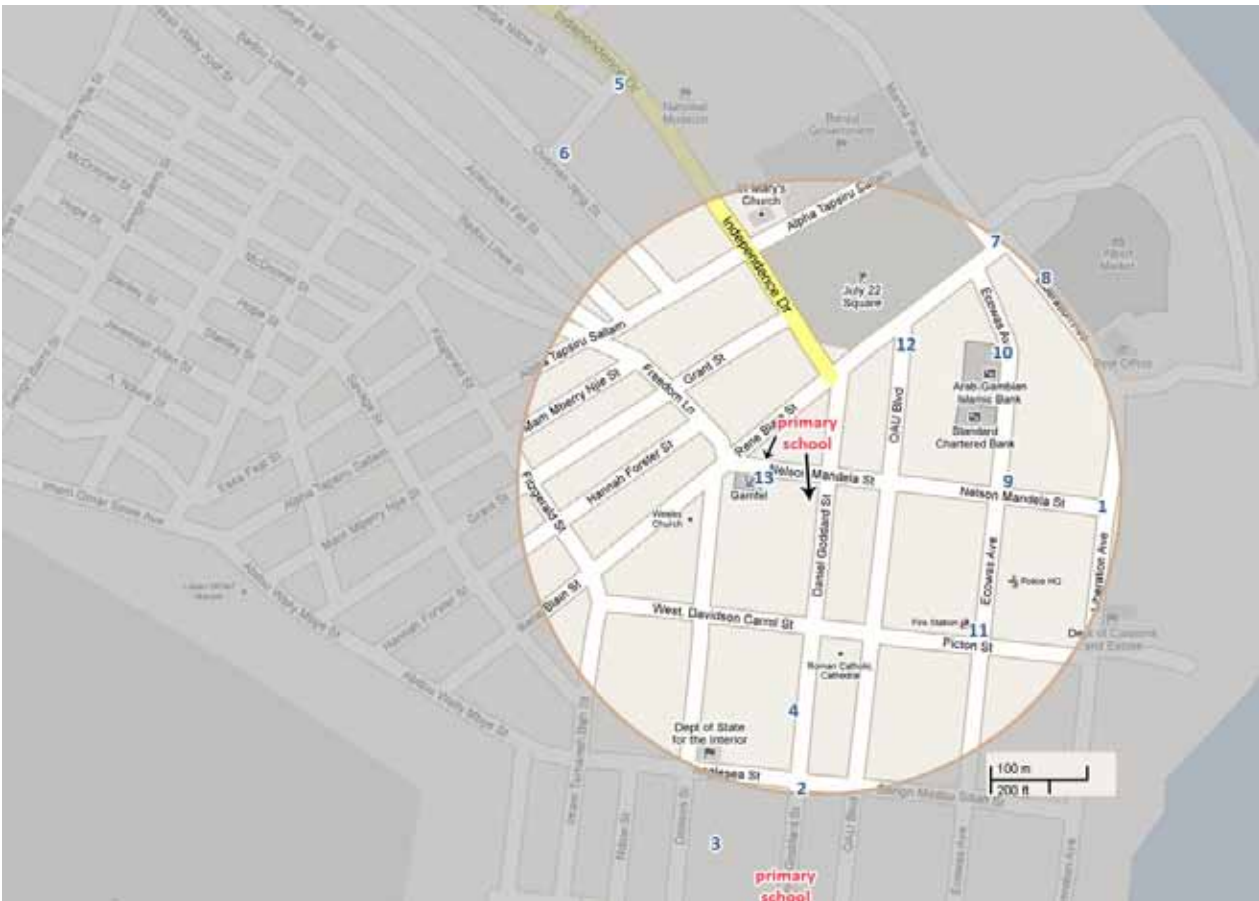
	Advertisements	Advertorials	Editorials
<b>News Newspapers:</b>			
<b>Daily Monitor 9 Feb</b>	None	None	None
<b>Daily Monitor 10 Feb</b>	1 Retailers, 1 Redd's beer	None	None
<b>Daily Monitor 11 feb</b>	None	None	None
<b>Daily Monitor 12 Feb</b>	1 Bell beer, 1 retailer, 1 Redd's beer	Club special issue 3 pages (not identified as such)	None
<b>Observer Feb 8</b>	None	None	None
<b>Observer 11 feb</b>	None	None	None
<b>Sunday Vision 7 Feb</b>	1 Bell beer	None	None
<b>The New Vision 9 feb</b>	None	None	None
<b>The New Vision 10 feb</b>	None	Nile beer 1 page (not identified as such)	None
<b>The New Vision 11 feb (1 ad)</b>	1 Uganda wines & spirits	None	None
<b>The New Vision 12 feb</b>	1 Retailers, 1 Uganda wines & spirits	None	1 Guinness, 1 Uganda Breweries
<b>Entertainment newspapers:</b>			
<b>Bukedde 10 feb</b>	None	None	1 sport sponsoring portrayal (Carlsberg)
<b>Bukedde 11 Feb</b>	None	None	None
<b>Red Pepper 10 feb</b>	None	None	Award Nile Brewery
<b>Red Pepper 11 Feb</b>	1 Redd's beer	None	None
<b>Financial/Political newspapers:</b>			
<b>East African Feb 8-14</b>	None	None	None

UGANDA MAGAZINES

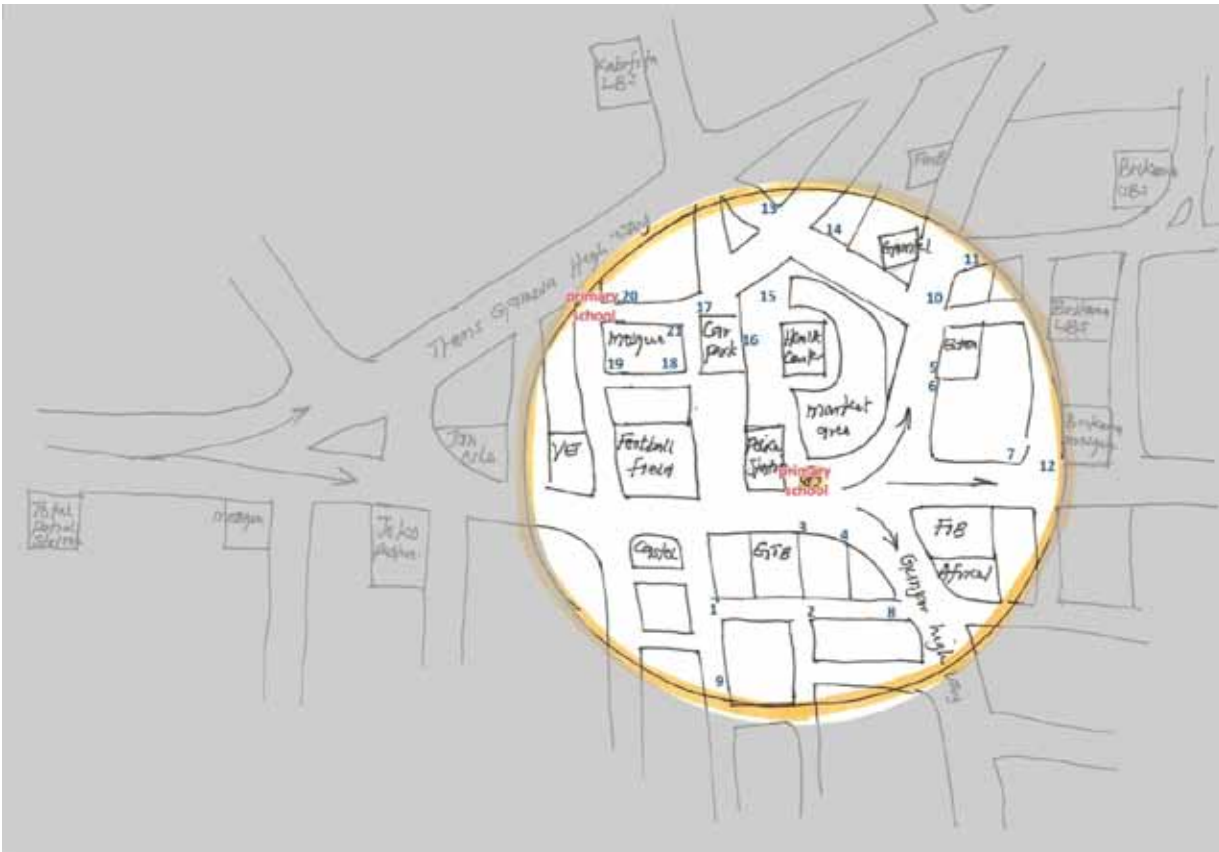
	Advertisements	Advertorials	Editorials
<b>Entertainment magazines (3):</b>			
<b>Eyecon iss 13 Dec 2009- Feb 2010</b>	1 Mützig beer	None	None
<b>B Magazine Feb-April 2009</b>	None	None	None
<b>Citybeat vol 9 issue 1 feb 2010</b>	4 retailers (wine), 1 Club beer	None	3 pages Club beer, 1 Wine retailers
<b>Women Magazines (3):</b>			
<b>African Woman iss36 feb 2010</b>	1 Redd's beer, 1 Bell beer (2 pages), 1 Baileys spirit	None	2 pages Redd's Beer
<b>Wedding no 6</b>	None	None	None
<b>Flair vol 3 Issue 1 Jan Feb 2010</b>	1 Wine Garage wine	None	None
<b>Special interest Magazines (3):</b>			
<b>Estate &amp; Home iss 5 2009</b>	None	3 pages ("brought to you by the Wine Garage")	None
<b>My Deen vol 1 iss1 Dec09- March 2010</b>	None	None	None
<b>Sports Replay Jan 2010</b>	None	None	None
<b>Political &amp; News Magazines (3):</b>			
<b>The Independent iss96 Jan 29-Feb04 2010</b>	None	None	None
<b>My Procurement News Vol4 iss 6 Jan 2010</b>	None	None	None
<b>Kampala dispatch vol2 no1 jan11-Feb7 2010</b>	None	None	None

### ANNEX 3. OUTDOOR ADVERTISING MAPS AND ADS

City the Gambia: Banjul



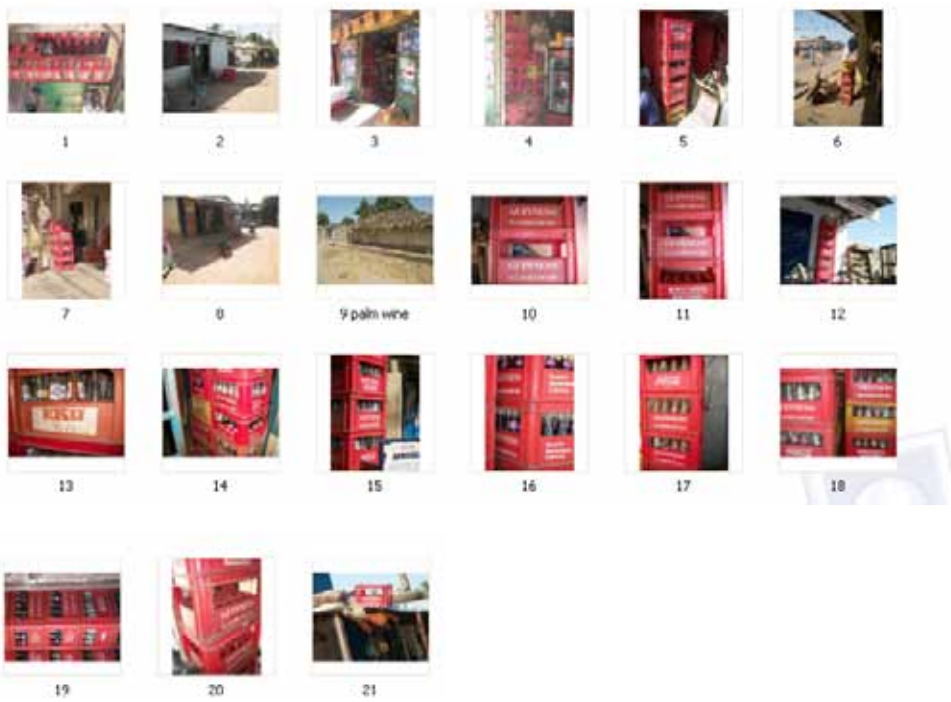
Village the Gambia: Brikama



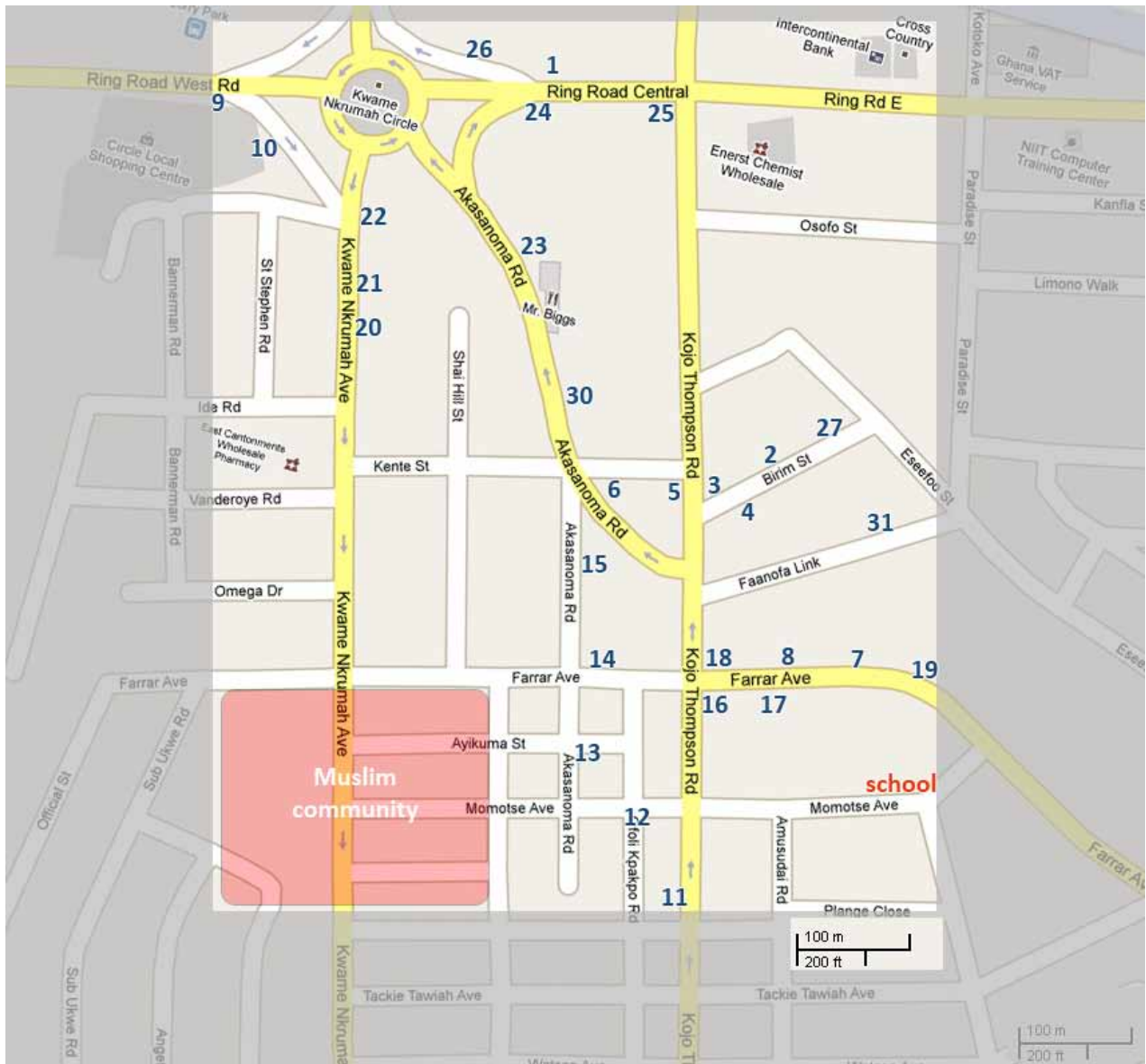
Photos alcohol marketing practices found in city centre in the Gambia:



Photos alcohol marketing practices found in town Brikama in the Gambia:

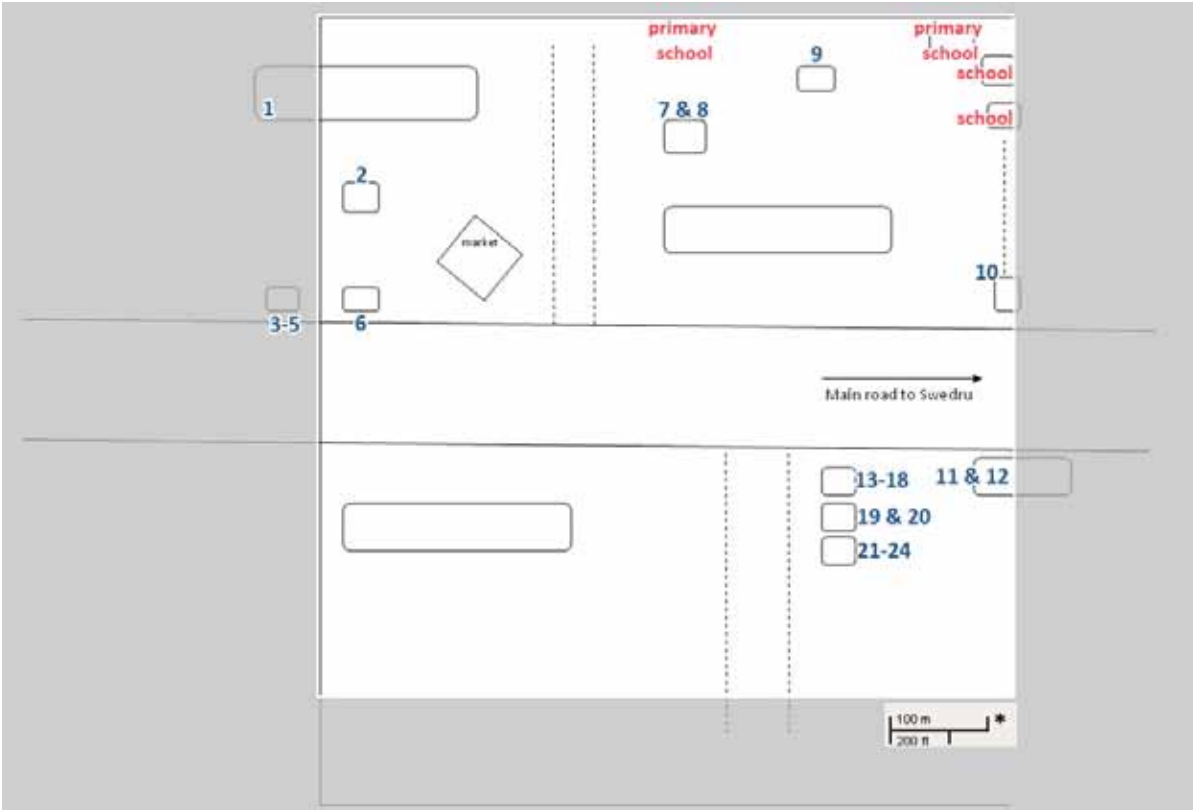


City centre Ghana: Accra

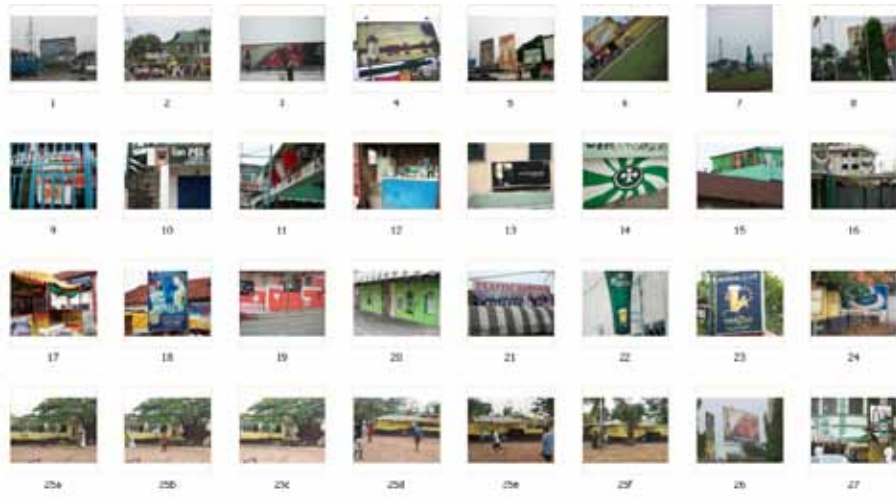




Village Ghana: Sebu village



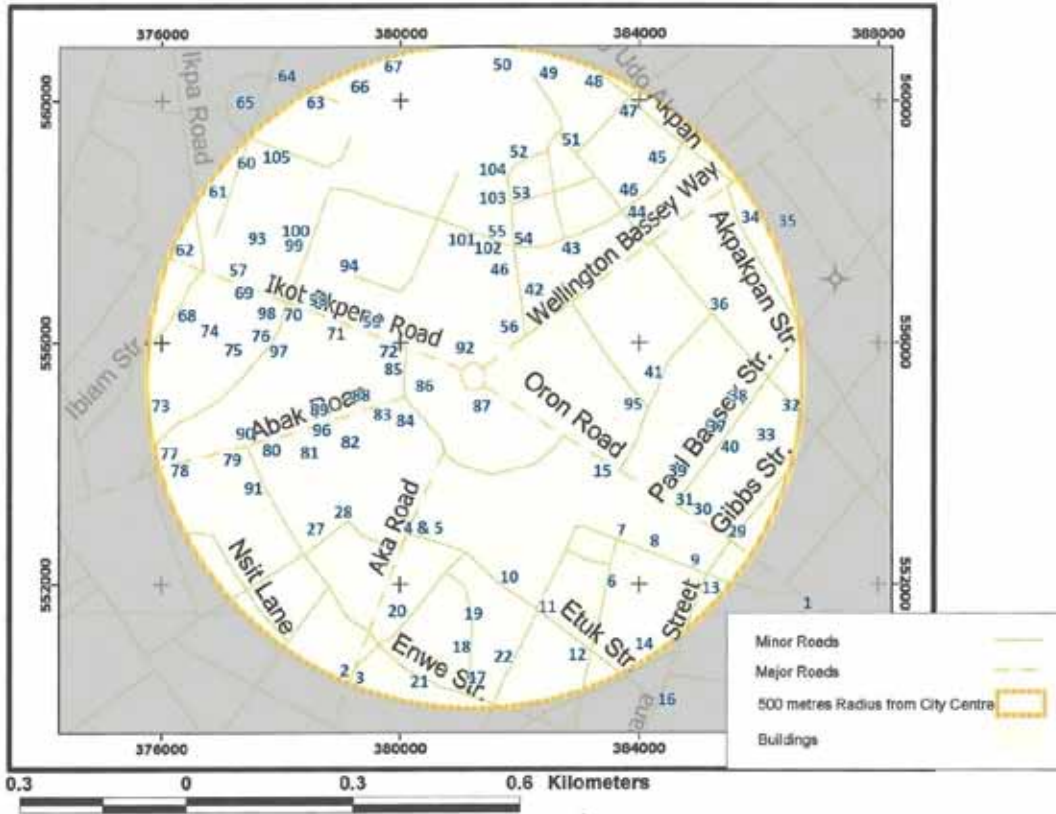
Photos alcohol marketing practices found in Accra in Ghana:



Photos alcohol marketing practices found in Sebu village in Ghana:

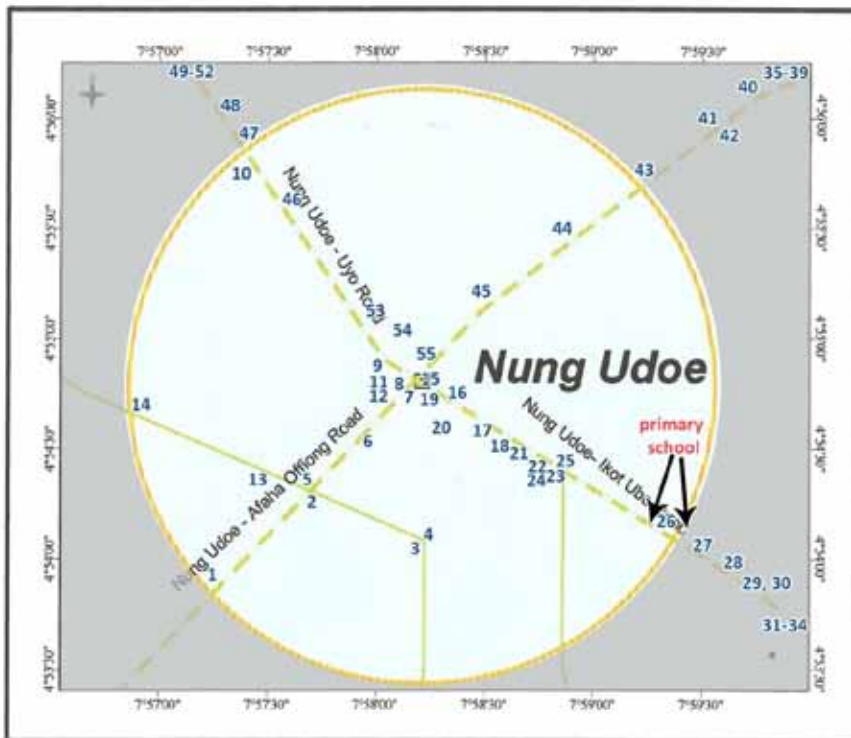


City centre Nigeria: Uyo



UYO CAPITAL CITY: 500METRES EXTENT FROM CITY CENTRE (IBOM PLAZA)

Suburb Nigeria: Nung Udoe near Uyo



NUNG UDOE IBESIKPO AND ENVIRONS SHOWING 500 METRES RADIUS FROM THE TOWN CENTRE (NUNG UDOE)

Photos alcohol marketing practices found in city center Uyo, Nigeria:

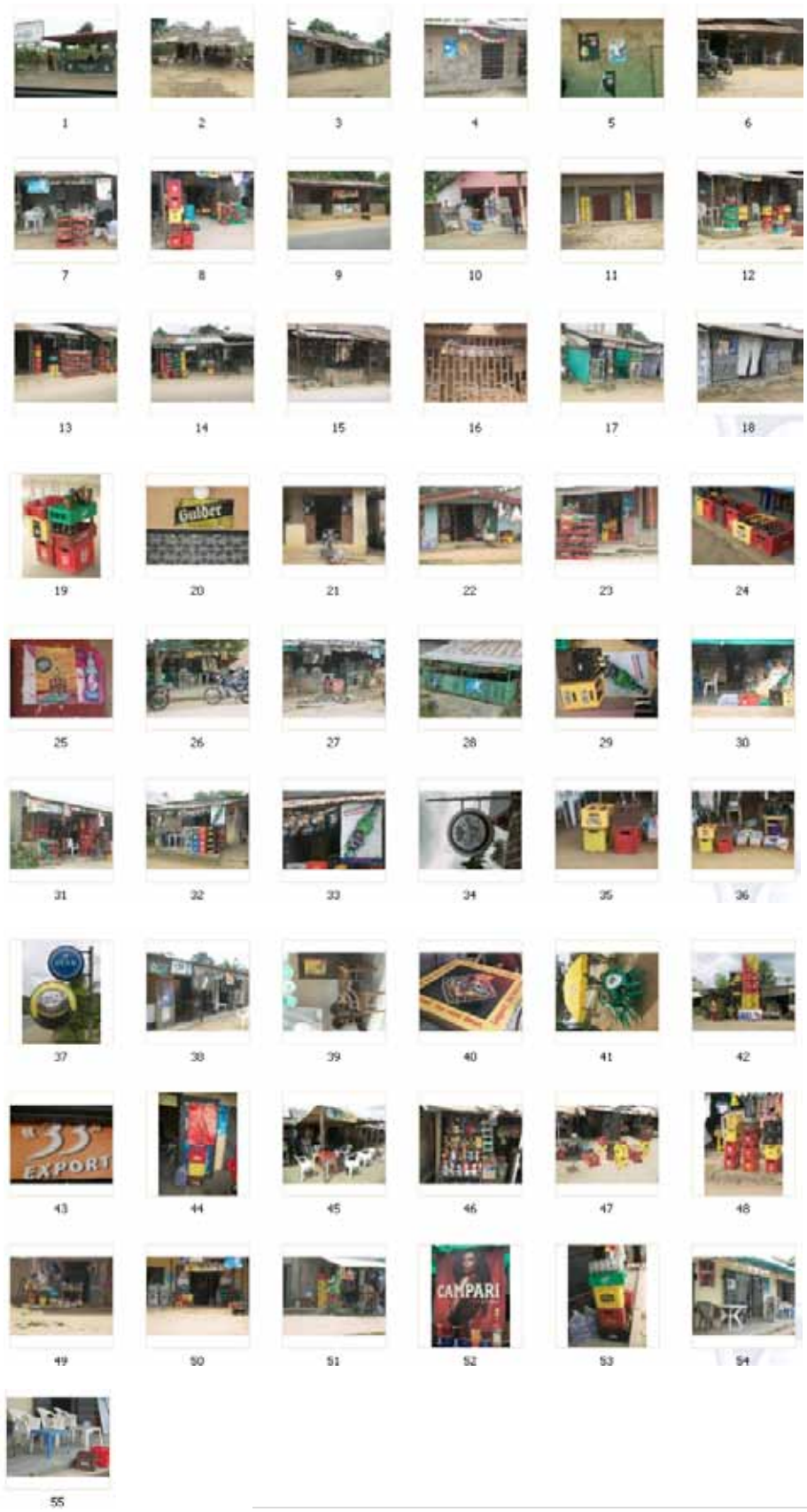




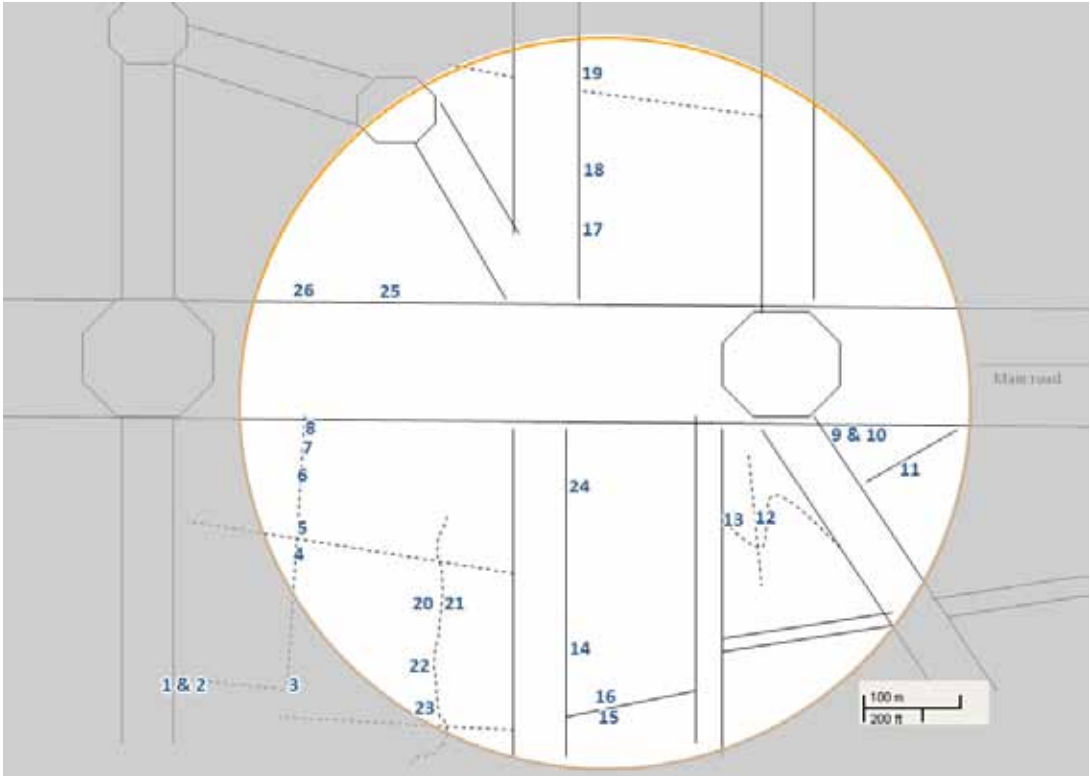




Photos alcohol marketing practices found in suburban area Nong Udoe in Nigeria:



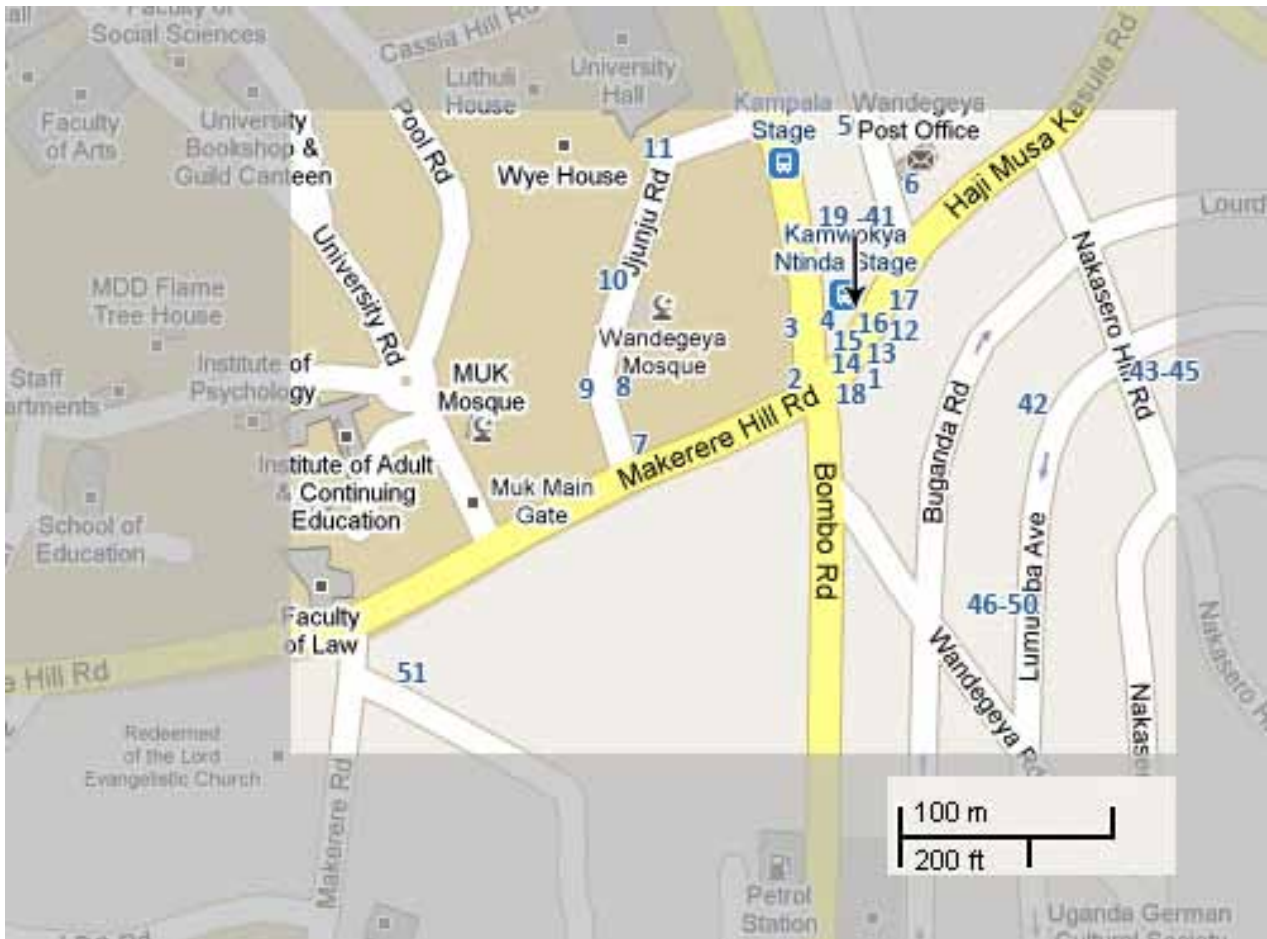
Village Nigeria: Adiasim village



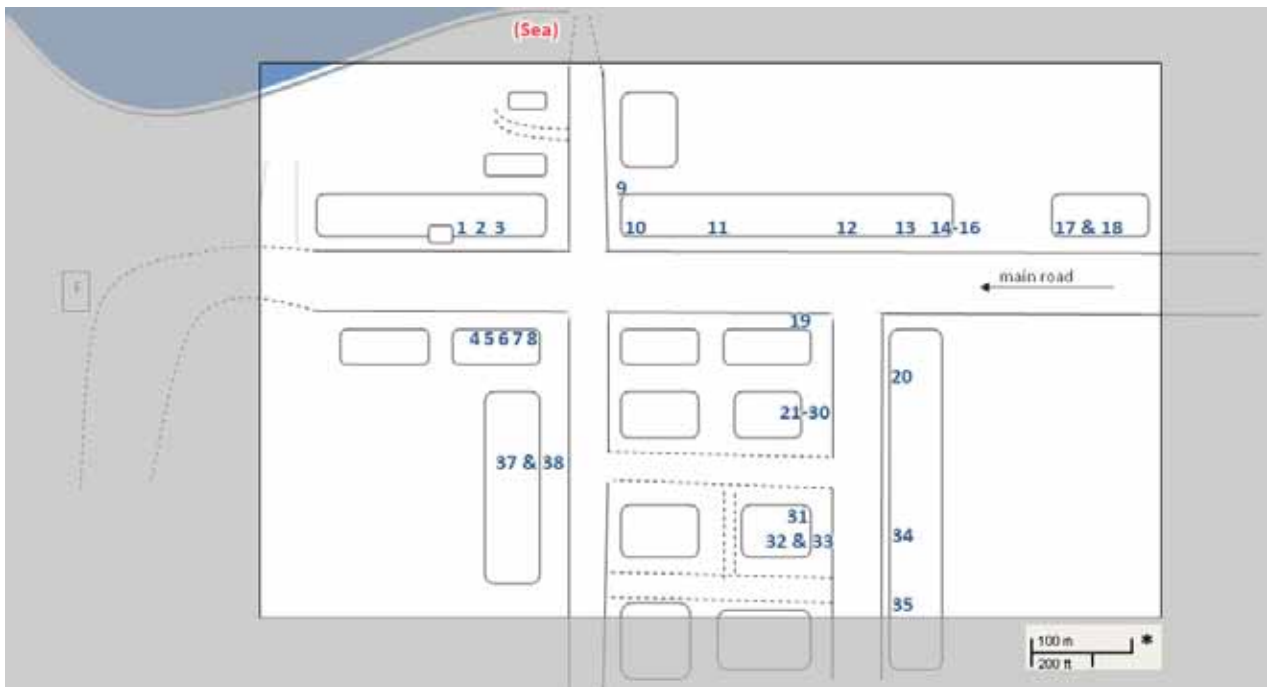
Photos alcohol marketing practices found in Adiasim village in Nigeria:



City centre Uganda: Kampala

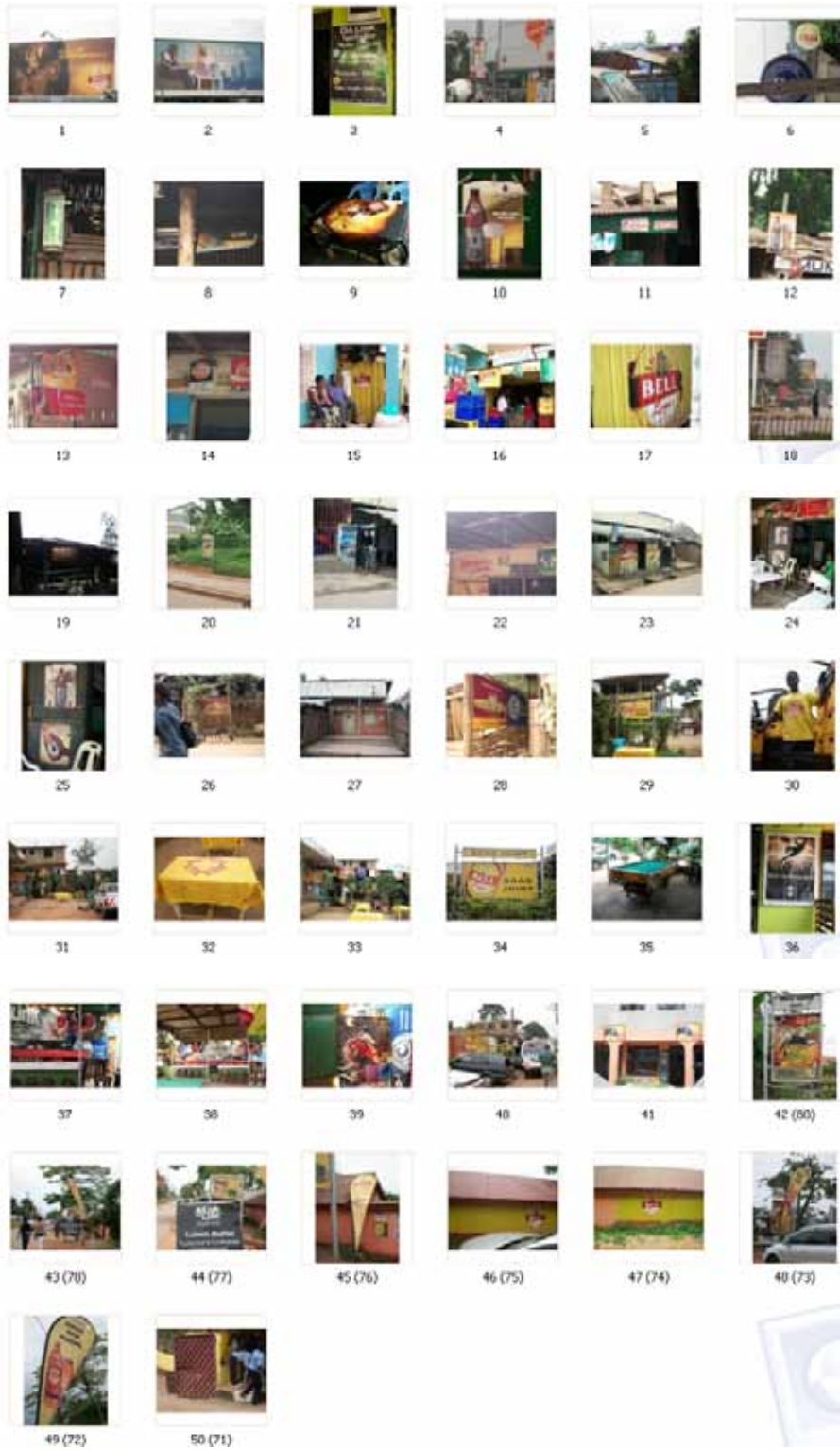


Village Uganda: Kibanga Port



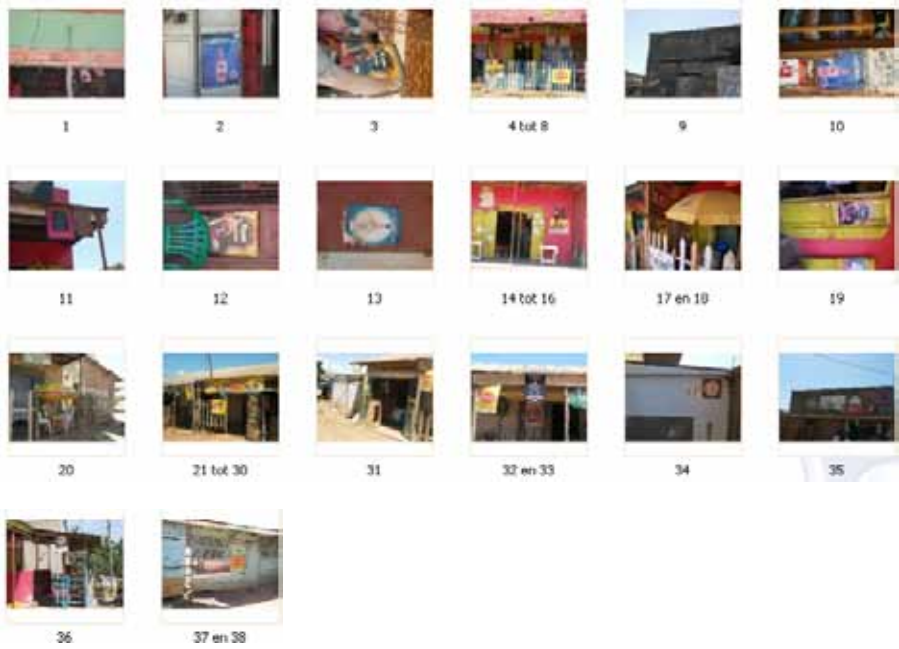


Photos alcohol marketing practices found in Kampala centre Uganda:

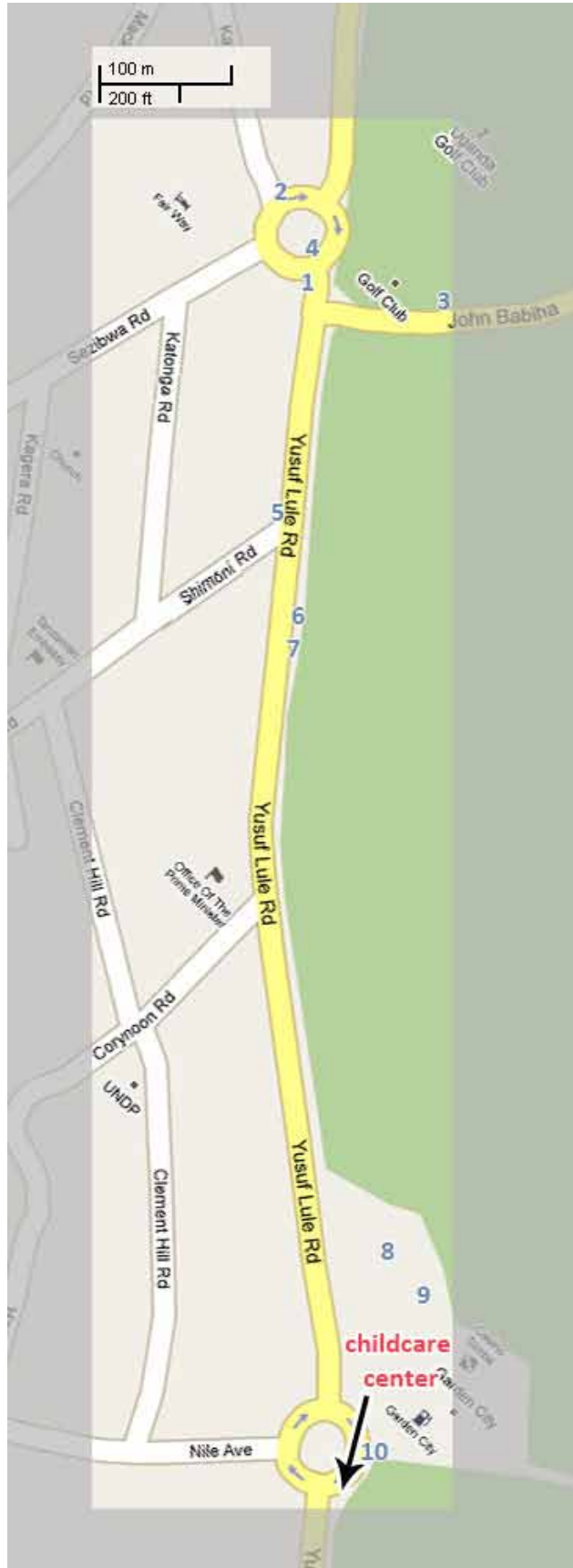




Photos alcohol marketing practices found in Kibanga village Uganda:



Main road Uganda: Kampala



Photos alcohol marketing practices found on the main road Kampala Uganda:

