



RESPONSIBLE
MARKETING
PACT

Against Minors' Exposure to Alcohol Marketing

ABInBev



HEINEKEN

DIAGEO



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

What is THE RESPONSIBLE MARKETING PACT (RMP)?

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

Reduce minors' exposure to alcohol ads

Limit appeal of alcohol marketing to minors

Ensure the online environment is free of alcohol marketing to minors

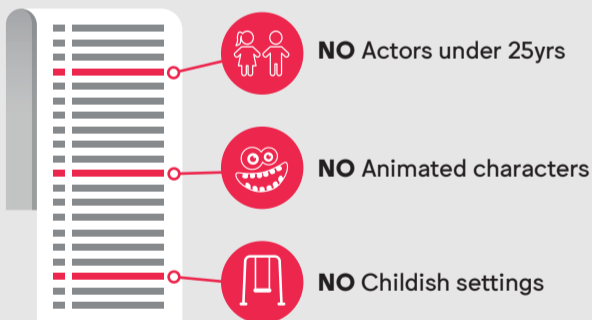
RMP GOALS

01 Placement of ads

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

02 Creative execution of ads

Blacklist of over 50 elements to avoid in ads



03 Digital controls

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



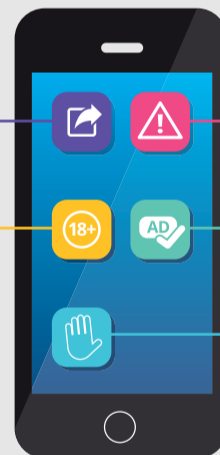
Reminding users: **Not to share content with minors**

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

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

Transparency (be clear about commercial intent)

Responsible drinking message



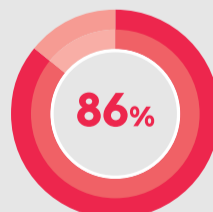
OUTCOMES

In 2019, WFA commissioned the European Advertising Standards Alliance to monitor compliance across Europe

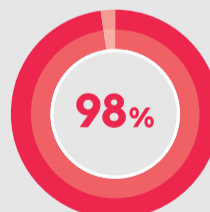
¹ Monitored in France, Germany, Hungary, Italy, Spain, The Netherlands, UK

² Monitored in Germany, Hungary, Italy, Spain, The Netherlands, UK

³ Figures from the Advertising Standards Authority in the UK



Profiles compliant with social media controls¹



Ads compliant with creative execution guidelines²

LESS THAN 0.1% of online ads are alcohol ads

NO ALCOHOL ADS are served on kids websites

(Figures in the UK³)

We continue to monitor annually to improve compliance rates

For more information contact: Julia Quintella at j.quintella@wfanet.org

Or access the-rmp.eu



WATCH NOW
Responsible Marketing Pact Explained

WFA World Federation of Advertisers