

National Liquor News -May 2010

DSICA's Statement of Responsible Practice

In late March, DSICA launched its *Statement of Responsible Practices for Alcohol Advertising and Marketing*.

The Statement is a comprehensive document that lays out a set of principles and standards for all alcohol advertising and marketing by members of DSICA. The most exciting part is that the Statement covers new media such as the internet and social media such as Facebook. Much of the Statement is already part of the global marketing guidelines of the multinational companies that are DSICA's membership, and the multinational experience provided was essential.

The Statement is very clear in its defence of adults' right to choose to drink or not as they see fit and also that alcohol is a very important part of our culture, but it also recognises that the distilled spirits industry has an obligation to actively take steps to not market to people under the legal purchase age.

The key concept is that of 'not primarily appeal' which means that the marketing or advertising should not appeal to people under 18 more than it appeals to the population as a whole.

DSICA recognises that it is impossible to cover all possible eventualities in a document or to describe every type of marketing activity, so DSICA members have committed to follow the spirit of the Statement, as well as the letter, across all their marketing.

The Statement is not a replacement for the ABAC Scheme, which is very effective at regulating the content of advertising. However, the Statement does branch out into several new areas such as product placements, online marketing, and the marketing of alcohol energy drinks.

Where the advertising and marketing activity is placed is also important, so DSICA members have committed to only advertising in to audiences, events and readerships which have at least 70 percent above the legal purchase age.

Responsible drinking statements – which DSICA members voluntarily adopted last year – have to be in a location and manner that a reasonable person would be aware of the message. There are also guidelines for carrying out on-premise promotions and sampling.