

# Food and alcohol marketing: Impacts on behaviour

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# Public health concerns



Poor diet  
& use of alcohol

Nutritional  
deficiencies  
High BMI  
Excess alcohol

Poor health  
outcomes  
Premature  
mortality

Any form of commercial communication, message or action that acts to advertise or otherwise promote a **product** or service, **or its related brand**, and is designed to increase, or **has the effect of increasing**, the **recognition, appeal and/or consumption** of products or services (WHO, 2012).

# Key marketing trends

- **Brand-only marketing**

No identifiable product



- **Surrogate marketing/brand sharing**

Promoting alcohol-free or sugar-free products with same core branding as regular product



- **Alibi marketing**

Key components of brand identify presented without mentioning the core brand name



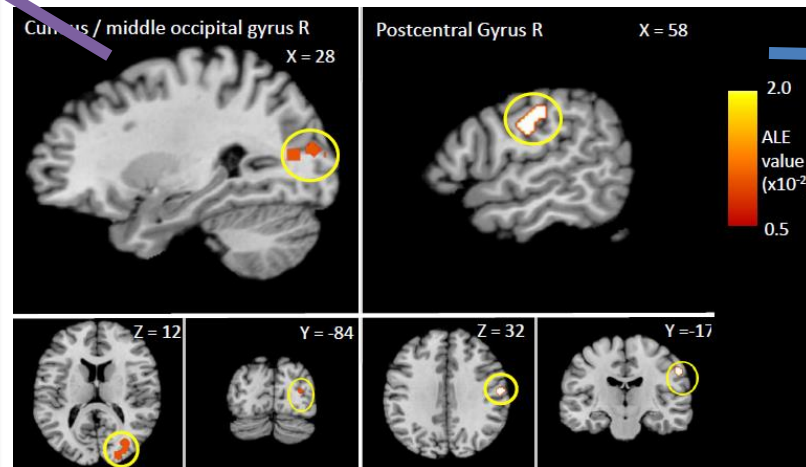
# Marketing triggers emotion

Food and non-alcoholic beverage marketing in children and adults: A systematic review and activation likelihood estimation meta-analysis of functional magnetic resonance imaging studies

Emma Boyland<sup>1</sup> | Michelle Maden<sup>2</sup> | Anna E. Coates<sup>1</sup> | Travis D. Masterson<sup>3</sup> | Monique C. Alblas<sup>4</sup> | Amanda S. Bruce<sup>5</sup> | Carl A. Roberts<sup>1</sup>

**Visual processing, attention**  
*(cuneus, mid occipital gyrus, lingual gyrus)*

**sensorimotor processing**  
*(post-central gyrus)*



**Interpretation of sensory stimuli (e.g., taste) and emotional processing**  
*(supramarginal gyrus)*

# Marketing segmentation and targeting



## Targeting CYP

Characters, celebrities/influencers, promotions, competitions

Themes of fun, enjoyment, taste, family relationships

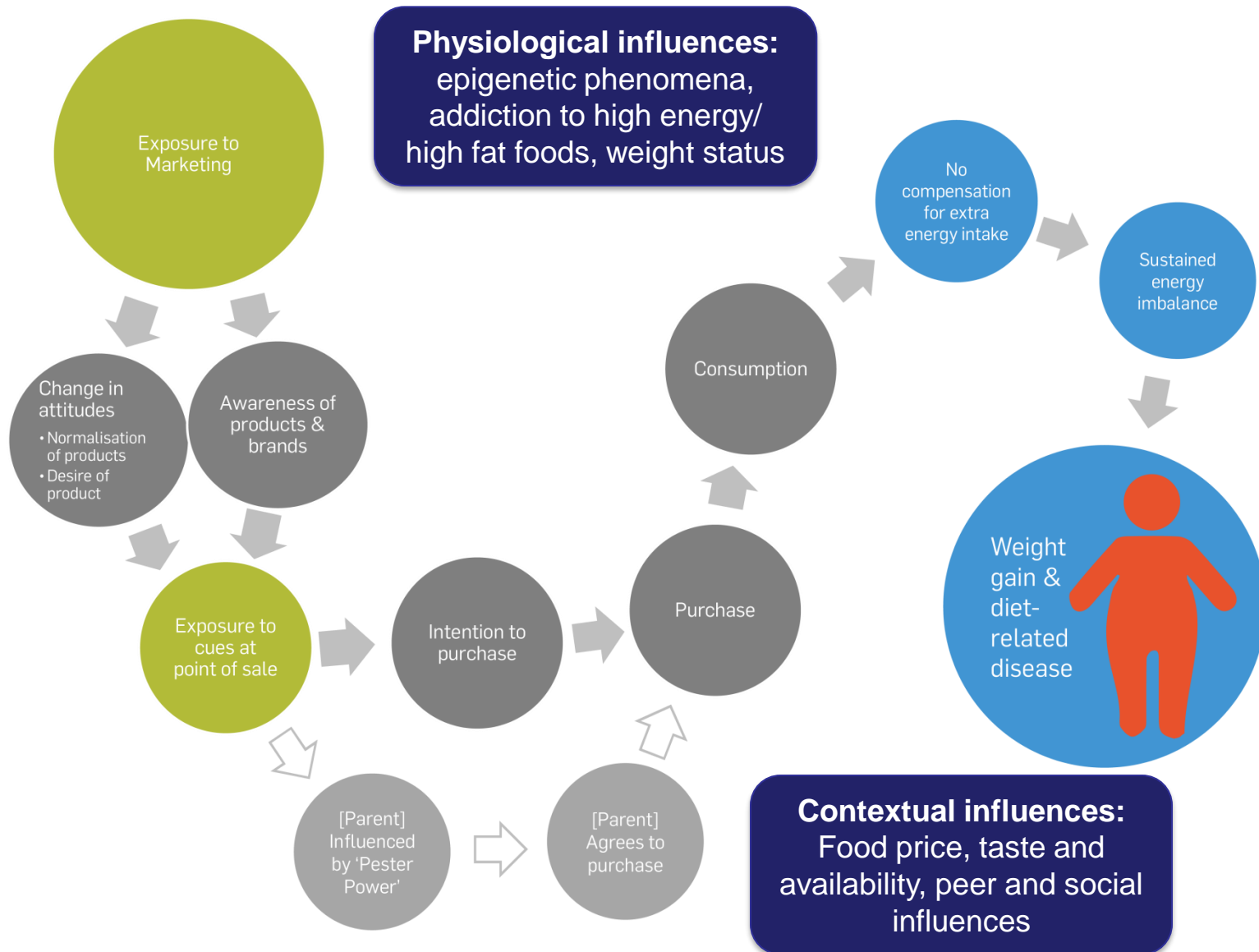
## Targeting CYP, women, heavy drinkers

Reaching “heavy using loyalists of tomorrow” with taste or style-oriented marketing

Focus on core audience of heavy drinkers

Gendered marketing, drinking as a feminist practice, female friendships & depictions

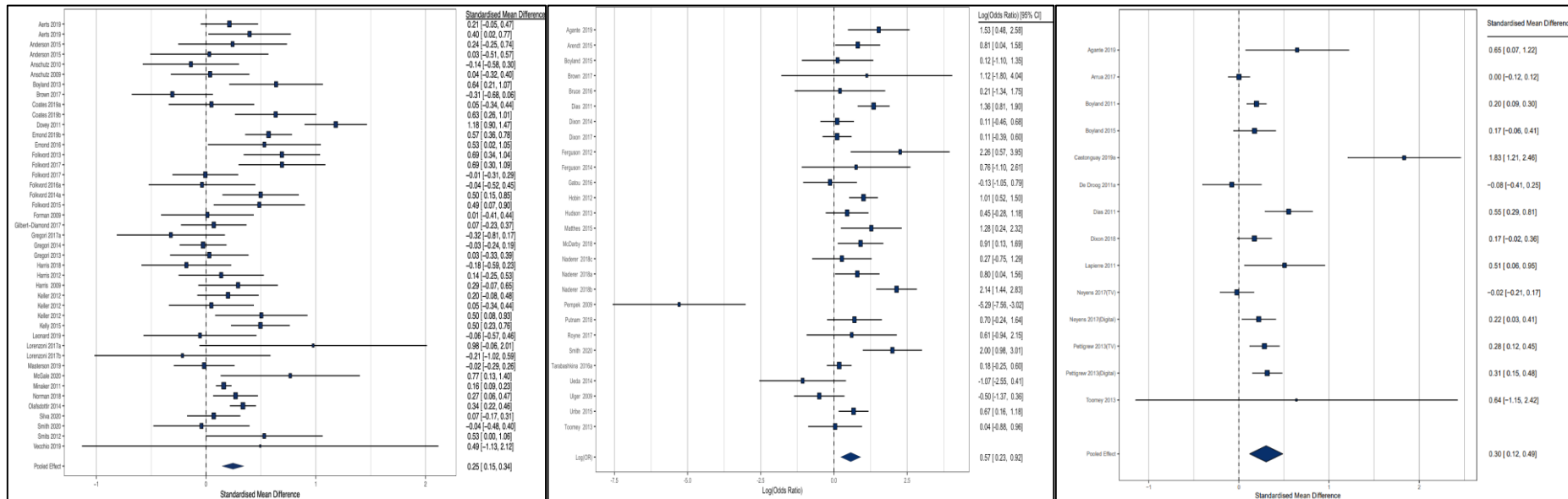
# (Simplified) Hierarchy of Effects to Food Promotions



JAMA Pediatrics | Original Investigation

# Association of Food and Nonalcoholic Beverage Marketing With Children and Adolescents' Eating Behaviors and Health A Systematic Review and Meta-analysis

Emma Boyland, PhD; Lauren McGale, PhD; Michelle Maden, PhD; Juliet Hounsome, PhD; Angela Boland, PhD; Kathryn Angus; Andrew Jones, PhD

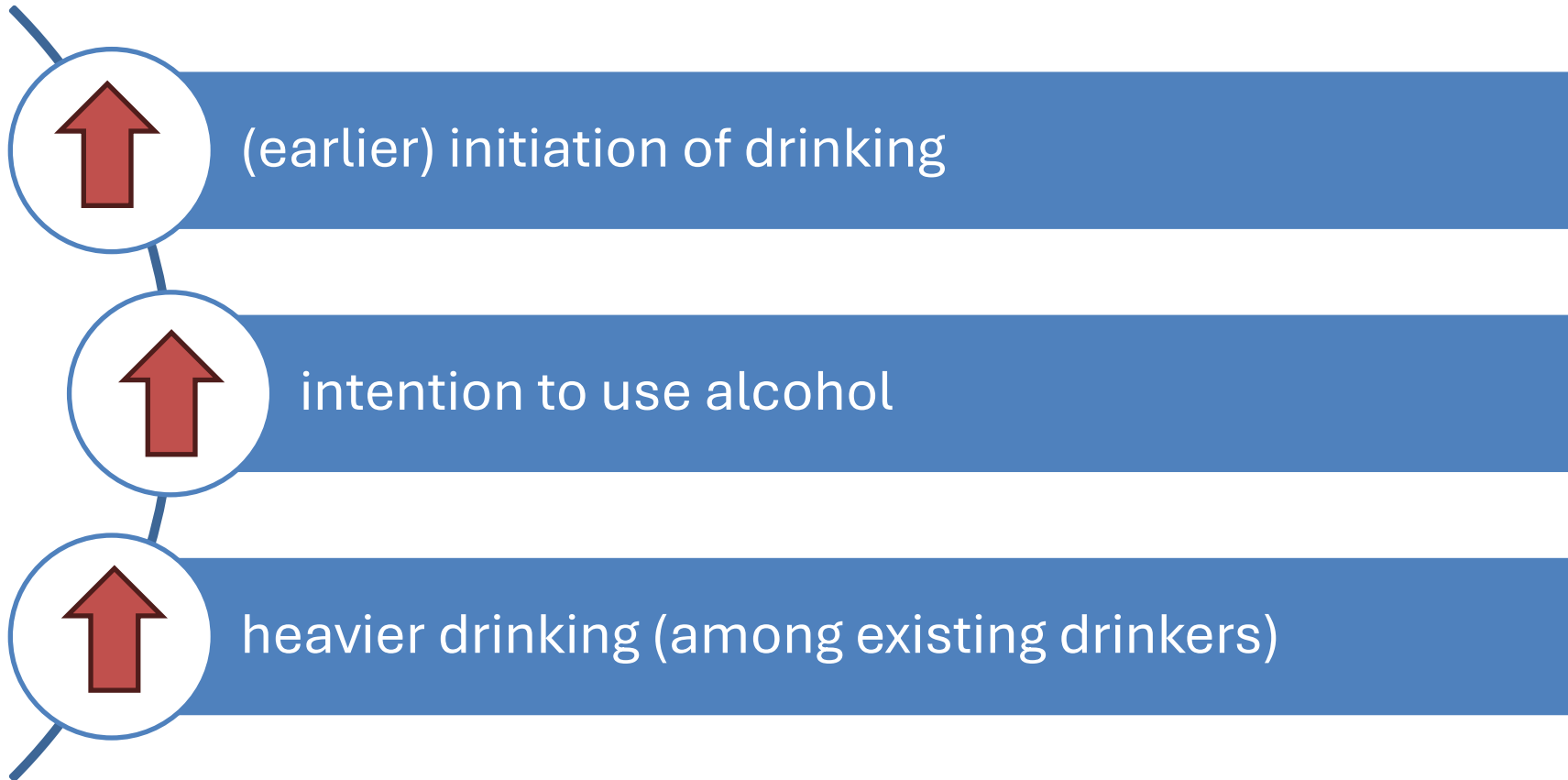


Intake

Choice

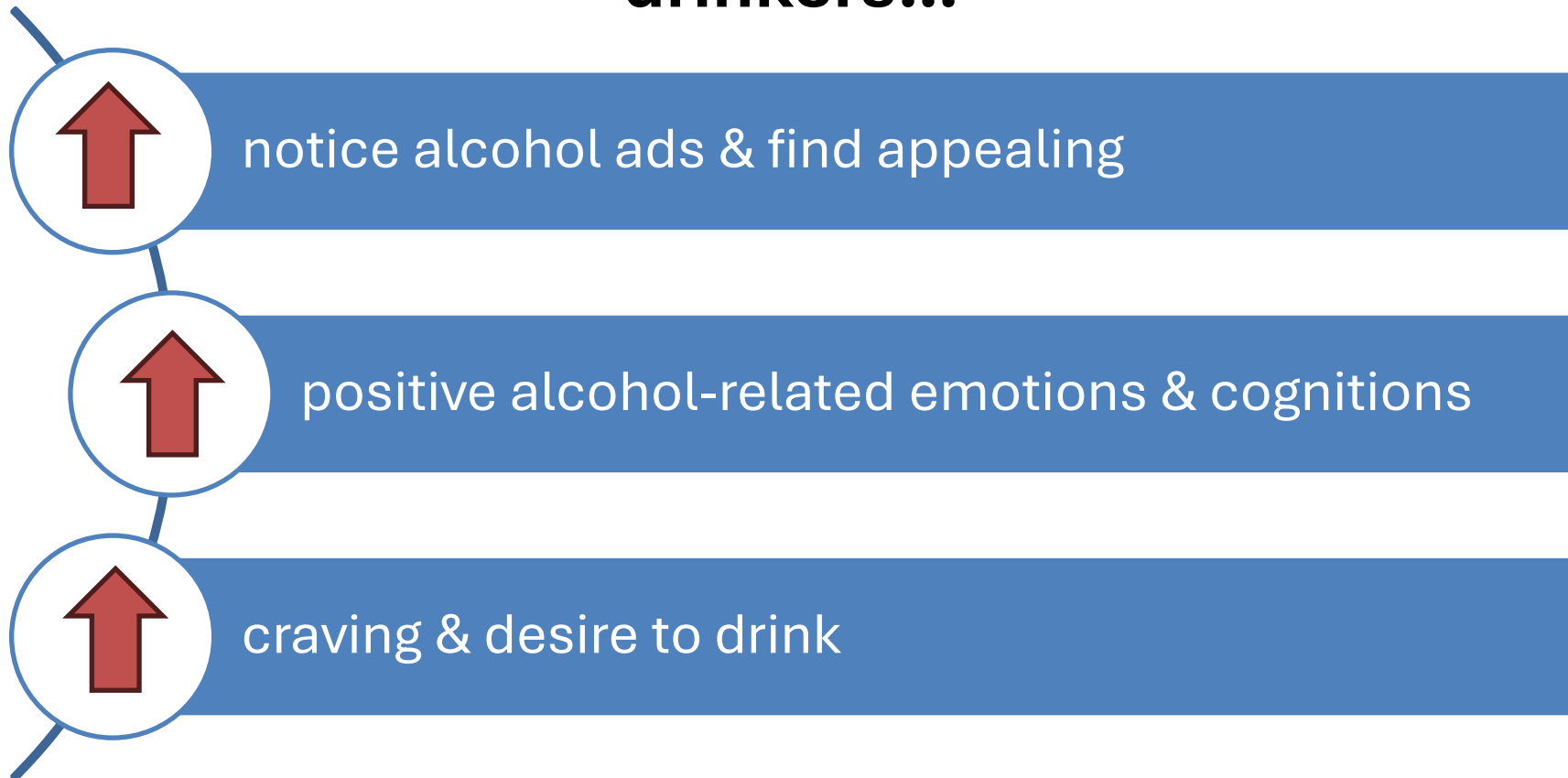
Preference

## Exposure to alcohol advertising associated with (in general population)...





# Exposure to alcohol advertising in those recovering from AUD and hazardous/harmful drinkers...



## Evidence meets criteria for causality

# The Relationship Between Exposure to Alcohol Marketing and Underage Drinking Is Causal

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**ABSTRACT. Objective:** This article summarizes the findings of narrative and systematic literature reviews focused on the relationship between exposure to alcohol marketing and youth drinking, viewed in context of criteria for causality. We also consider the implications of this proposition for alcohol policy and public health. **Method:** Our descriptive synthesis of findings is from 11 narrative and systematic reviews using the nine Bradford Hill causality criteria: (a) strength of association, (b) consistency, (c) specificity of association, (d) temporality, (e) biological gradient, (f) biological plausibility, (g) coherence, (h) experimental evidence, and (i) anal-

ogy. **Results:** Evidence of causality for all nine of the Bradford Hill criteria was found across the review articles commissioned for this supplement and in other previously published reviews. In some reviews, multiple Bradford Hill criteria were met. The reviews document that a substantial amount of empirical research has been conducted in a variety of countries using different but complementary research designs. **Conclusions:** The research literature available today is consistent with the judgment that the association between alcohol marketing and drinking among young persons is causal. (*J. Stud. Alcohol Drugs, Supplement 19*, 113–124, 2020)

# Thank you for listening!

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