

**An investigation into the extent of alcohol  
advertising and sponsorship in televised  
sport in Ireland and whether or not it should  
be banned**

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**Declaration**

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of the MA in Journalism & Media Communications, is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

**Signed:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

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I would like to thank my mam first of all for financially supporting me in doing in this. And every other way possible. A huge thank you to my supervisor Brian Maye who has had to deal with an unholy amount of emails from over the entire summer. I wouldn't have been able to do it without you.

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## **Abstract**

The topic of advertising and sponsorship in sport has always been a fascinating one for me. That is why it was an easy choice to do this dissertation on. Through extensive study it was hoped that I would learn more about the topic and be able to comment on how ingrained it is in the fabric of society and how likely or unlikely it is to change.

## Chapter I – Introduction

The link between alcohol and sport in Ireland is not a recent phenomenon. It is ingrained in Irish cultural history. Indeed, there is evidence of it all the way back in the seventeenth century where, 'the association of drink with sporting endeavours was remarked upon by English visitor, John Dunton, when he wrote of hurling matches in which parishes or baronies would challenge one another, with teams of up to 20 a side: 'The prize is generally a barrel or two of ale, which is brought into the field and drunk by the victors on the spot, though the vanquished are not without a share of it too' (Kilcommins and O'Donnell, 2003 p1-2). It is surprising therefore, that so few studies have been conducted on the relationship between the two as, 'there is a scarcity of domestic studies to measure the impact of sports sponsorship by alcohol companies and it is not clear the extent to which social norms or accepted cultural behaviour in Irish society influence drinking behaviour compared to alcohol industry sponsorship of sporting events' (*Report of the Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events*, 2014 p.6). O'Keefe explains how this sentiment has been used as justification by the government to row back on their plan to phase out alcohol sponsorship from sport by 2016 as, 'The government's action plan on alcohol, published in October 2013, kicked the issue to touch by establishing a working group on it. That group reported at the end of 2014, stating that evidence of the links between sponsorship and consumption was limited. It noted a lack of research on the subject in Ireland' (O'Keefe, 2016). This study will seek to rectify this gap in research by carrying out a content analysis of ten broadcasts from Euro 2016 and The 2016 GAA Championship that were televised in Ireland. Any example of alcohol advertising or sponsorship will be recorded so as to illustrate the extent to which the public are exposed to alcohol promotion while watching sport. Furthermore, public opinion will be sampled through surveys of fans in attendance at specified soccer and GAA matches. Lastly, expert interviews from representatives from both sides of the debate surrounding banning this type of promotion will be carried out.



The Literature Review will outline the most relevant research that has been conducted into the link and consequences of alcohol advertising and sponsorship in sport. Most of it has been done overseas in the United States of America and Australia. The strengths and weaknesses of each study will be assessed in order to derive knowledge for how best to tackle this study. The Methodology meanwhile, will set out each method used in detail and justify why mixing quantitative and qualitative methods complements rather than complicates the study. The first two Findings chapters will be derived from meticulous documentation of any alcohol advertisements or examples of alcohol sponsorship throughout five broadcasts each from two of the premier sporting events this summer: the Euro 2016 soccer tournament and The 2016 GAA Championship. While adverts will be described and analysed, examples of alcohol sponsorship during matches will be laid out in tables that list each example as well as their duration and at what stage during the match they occurred. The final Findings chapter will be made up of opinions from other people. Firstly, concise demographics of soccer and GAA fans will be sampled as surveys of fans in attendance at matches for both sports will be taken. The thesis will shift its focus to obtaining expert, individual opinion on the topic through qualitative interviews. Finally, the Conclusion will reflect on the amount of alcohol advertising and sponsorship present in these broadcasts and allied with knowledge gained of what the sporting public and experts think, recommend what steps if any should be put in place.

## **Chapter II - Literature Review**

### **2.1 Is alcohol intake a problem in Ireland?**

The first thing to establish in this study is that alcohol, and specifically the impact of alcohol-related sponsorship in sport, is a problem that should be addressed in Ireland. Alcoholireland.ie has no doubt that there is a problem with alcohol consumption as they say, 'Findings from research on alcohol consumption in Ireland show that, among those who drink, the majority are doing so in a harmful manner, with younger drinkers most likely to do so. Based on the figures in the Health Research Board's National Alcohol Diary Survey, more than 150,000 Irish people are dependent drinkers, more than a 1.35 million are harmful drinkers, and 30% of people interviewed say that they experienced some form of harm as a result of their own drinking. The report also reveals that 75% of alcohol consumed in Ireland is done so as part of binge drinking and we underestimate what we drink by about 60%' (Alcohol Action Ireland, 2016).

### **2.2 Evidence of alcohol advertising and sponsorship contributing to harmful drinking**

While this does clarify that alcohol use as a whole is detrimental to Irish society, it is not enough to justify a study exclusively about alcohol advertising and sponsorship of sport in Ireland. This is justified through a collection of evidence on the topic. The first task is to look abroad for any examples of these types of studies being deemed worth carrying out. This is apparent when one sees that the New Zealand, 'government has been told to end alcohol sponsorship of sports clubs and ban any advertising of beer, wine and spirits during televised matches by a ministerial forum' (Alcohol action Ireland, 2014). Ireland is in particular need for such a study since, 'there is a scarcity of domestic studies to measure the impact of sports sponsorship by alcohol companies and it is not clear the extent to which social norms or accepted cultural behaviour in Irish society influence

drinking behaviour compared to alcohol industry sponsorship of sporting events' (*Report of the Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events*, 2014 p.6). O'Keefe explains how this sentiment has been used as justification by the government to row back on their plan to phase out alcohol sponsorship from sport by 2016 as, 'The government's action plan on alcohol, published in October 2013, kicked the issue to touch by establishing a working group on it. That group reported at the end of 2014, stating that evidence of the links between sponsorship and consumption was limited. It noted a lack of research on the subject in Ireland' (O'Keefe, 2016).

There has been some research in Ireland devoted to the drinking habits of some sports compared to others. This has spotted a clear distinction between some sports because, 'Different sports appear to have different drinking patterns. In an Irish survey, traditional field sports such as rugby, cricket, hurling, soccer and Gaelic football were found to have the highest percentage of athletes who consume alcohol compared with sports such as horse racing, cycling and tennis' (O'Brien, 2013 p. 137). But one does need to look overseas to find studies devoted to the connection between sports, fans and their alcohol consumption as so little research into this issue has been carried out in Ireland. Once again, it is evident that this is not a connection formed in recent years since, 'Alcohol, and the promotion and advertising of alcohol, has been associated with sporting events in most countries for many decades –to the extent where it has been argued that it would “be unusual to view a sporting event without seeing some form of event signage or a commercial for an alcohol or tobacco brand” (Jones, 2010 p.5). In the US, the alcohol industry spends more than \$540 million per year on advertising in sports programs on TV (Center on Alcohol Marketing and Youth, 2003 p. 7). University students who are sports fans have been found to drink more alcohol, be more likely to engage in binge drinking, and more likely to report alcohol-related problems than students who are not sports fans (Nelson and Wechsler, 2003) (Jones, Wollongong, and Barrie, 2010 p.60). The traditional link between sports and alcohol justifies why it is a topic worthy of being studied. It has not diminished and likely will not any time in the near future.

## 2.3 The amount spent on alcohol advertising and sponsorship in sport

Having looked at the amounts spent on alcohol sponsorship in large countries like the United States, it is useful to discern how much companies in Ireland spend on it. Figures suggest that, 'It is estimated that the value of sport sponsorship by alcoholic drinks companies in Ireland is €25 to €30 million per annum' (Federation of Irish Sport Response to 'Questions for Consultation' from the Department of the Taoiseach Working Group on Regulating Sponsorship by Alcohol Companies of Major Sporting Events, 2014 p.1). This brings into sharp focus that Ireland also spends a considerable amount of money on it, relative to its size. It should be recognised, however, that this report is of the belief that alcohol sponsorship should not be banned from sports. They say, 'Funding for sport is vital to the continued operation, management, administration, delivery and development of sport in Ireland' (Federation of Irish Sport Response to 'Questions for Consultation' from the Department of the Taoiseach Working Group on Regulating Sponsorship p.1). They point to the Irish government's less than stellar backing of sporting events as a primary reason for alcohol sponsorship to continue. Their criticism of the Irish government is further outlined and understood when they explain, 'The experience of our members in seeking to attract sponsorship would indicate that this funding is not replaceable at present' ('Federation of Irish Sport Response to 'Questions for Consultation', 2010 p.1). Findings from this report suggest that it would be more difficult for Ireland than it would be for larger countries, to ban alcohol sponsorship at sporting events. This is because of the Irish government's history of not setting aside much money to entirely fund cultural and sporting events ('Federation of Irish Sport Response to 'Questions for Consultation', 2010 p.1).

## 2.4 Ireland's regulations

Something that the Irish government has put in place in relation to this topic are regulations that attempt to constrain the level of misrepresentation and exaggeration in alcohol advertisements. This set of regulations are called the Alcohol Marketing, Communications and Sponsorship Codes of Practice, which were set in place in 2008. Some of the main principles outlined in it are that, 'Alcohol Drinks Companies will not sponsor Any individuals, teams, bands or acts or concerts featuring such bands or acts which are below the legal drinking age Racing/rallying by any mechanically propelled vehicle Sports that focus on aggression e.g. boxing or wrestling Individuals or bands or acts or concerts featuring such individuals, bands or acts whose target audience profile is 25% or more over the age of 18' (Alcohol Marketing, Communications and Sponsorship Codes of Practice, 2008 p.19). These laws are flouted in terms of not sponsoring events with large viewership demographics of people under the legal drinking age. Instead, they tap into the young male psyche in particular as, 'Alcohol sports sponsorship links masculinity, alcohol and sport and embeds alcoholic products into the everyday life of the consumer. It reaches the target audience – young males who are the keenest sports fans and heaviest drinkers. During the 2008 European Football Championship, there was high exposure of young adolescent boys (under 16 years) to beer advertisements. Those who watched more football games had a higher intention to drink alcohol in the following months than youths who have not seen the games frequently. A recent study found a direct effect of alcohol advertising and alcohol portrayal in movies on drinking behaviour of male adolescents. It is also important to recognise that many of the contemporary marketing communications practices are not subject to detailed measurement or research evaluation' (Hope, 2009 p.6). This study focuses on the effect alcohol advertisements have on children and teenagers. This tends to be the area that the majority of alcohol sponsorship studies are concerned with. They discuss the psychological imprint these ads or sponsorship may leave on still developing minds. There are very few studies, especially in Ireland, that delve entirely into the raw numbers of how often both advertising and sponsorship occur during

high-profile televised matches. This is something that anyone who watches these matches are exposed to. This study will seek to rectify that.

## **2.5 Does it only affect men?**

The question then arises whether or not to focus on all genders as well as all ages. In spite of the above assertion of men being more susceptible to falling for the tactic of associating alcohol with a core part of their identity, it would be remiss to ignore the effect it has upon women. This is due to evidence suggesting that women engage in similarly unhealthy drinking as, 'Both men and women in Ireland reported high levels of binge drinking: only 7% of men and 16% of women said they had never drunk five or more drinks on one occasion. Responding to the SLAN study, 17% of women and 38% of men reported consuming six or more drinks on one occasion at least once a week' (The Women's Health Council, 2009 p.5). Furthermore, they concluded that, 'Although the alcohol industry claims that advertising functions primarily to increase a producer's market share and to promote brand loyalty, research has found that alcohol advertising does have an effect on use of alcohol, particularly by young people (Snyder et al., 2006)...Indirect forms of advertising, especially sponsorship of sports events and teams by alcohol producers, may also have an influence that should not be ignored. For this reason, the action proposed in the second report of the Strategic Task Force on Alcohol, to enact legislation to control the promotion of alcohol by restricting advertising, sponsorship and sales promotions, is essential' (The Women's Health Council, 2009 p.5). So despite sports typically being associated with men the reality is that, 'Interest varies by gender and age, but not that much: "only" 80% of women are interested in sport and exercise, while up to 87% of 16-24 year olds are interested' (Lee, 2014 p.6). Because of this fact it is clear that women are also susceptible to fall under the allure of alcohol advertising and sponsorship of sport which may contribute to unhealthy drinking levels in this country.

## 2.6 Past methodologies to learn from

When it comes to methodology carried out in these studies and how they might be incorporated into this one, there is a lot to work with. It is apparent throughout all examples that one should set out the parameters early on in a very easy to discern fashion, 'This paper reviews the current alcohol advertising regulations in Australia, particularly in reference to the protection of children. It then details a pair of studies designed to examine the extent and nature of alcohol advertising during sporting telecasts, and the potential effects on young people. The first, a frequency and content analysis of advertising during two popular Australian sports final series, found that alcohol advertising (particularly during a sporting competition with alcohol company sponsors) is extensive and contains both features known to be appealing to children and messages which could be interpreted as associating alcohol consumption with social and sporting success' (Jones, Phillipson and Barrie, 2010 p.59). There are similar outlines of how a content analysis is constructed as well how it should be read elsewhere, 'We applied a Delphi rating technique to all beer ads (n = 289) broadcast in national markets in the United States between 1999 and 2008 during the NCAA championship basketball games. The procedure required a panel of expert raters to use standardized rating scales on 2 occasions, once using their independent judgment and the second time informed by the ratings of other experts' (Babor, Xuan, Damon and Noel 2013 p.46). Another example to seek inspiration from demonstrated how, '108 participants were randomly exposed to dynamic sporting events excerpts with and without advertising for a specific brand of alcohol, after completing self-reported measures of alcohol-related expectancies, alcohol consumption and attitudes toward sport. Participants then completed a lexical decision task and an affective priming task' (Bègue, Duke, Flaudias and Zerhouni, 2015 p.3). This is particularly useful as the quantity of participants is a realistic target for this study to match with its surveys as it is a realistic sample size to obtain considering the limits of not having multiple researchers on hand to share the load.

Aside from the content analysis, this study will include surveying of fans at matches to make conclusions based on what a large quantity of them say in relation to alcohol and sports sponsorship. This is a tried and trusted technique as previous examples followed a similar convention in valuing the opinions of the masses, 'This study's primary purpose was to examine the opinions of consumers toward the appropriateness of food and non-alcoholic beverage sponsorships of sporting events in relation to other products' (Danylchuk and MacIntosh, 2009 p.69). In this case the survey audience deemed, 'sporting goods companies and sport drink and water companies were considered the most appropriate sponsors. Tobacco was the least appropriate sponsor followed by liquor and fast food. The majority of participants were not in favour of government laws to prevent less healthy food and beverage companies from sponsoring sporting events' (Danylchuk and MacIntosh, 2009 p.69). In saying that, this study will also seek to contact those who have the official capacity to possibly change how much alcohol promotion is exposed to the masses. Representative of broadcasters like RTÉ would be chief among that list as they could justify why they allow this. The areas of questioning would be why alcohol advertising is permitted in their sports broadcasts and could they function without it. The survey results of Danylchuk and MacIntosh were replicated in a recent Irish survey on the matter. It was revealed in 2014 that, 'Of the 992 survey participants, 31% believe that alcohol brand sponsorship of sporting events should be stopped. Interestingly more women (33%) than men (30%) felt strongly about this, as did older age groups. Those aged over 55 were the most in agreement that a ban on alcohol sponsorship of sporting events should be implemented (41%), compared to all other age groups; 18-34 (27%), 35-44 (23%) and 45-54 (31%)...However, nearly two-fifths (39%) of Irish adults surveyed disagreed or strongly disagreed that there should be a ban on alcohol sponsorship of sporting events' (checkout.ie, 2014). A criticism that might be levelled at this study is that while it samples a large audience, there is no set criteria amongst them. This study's survey will rectify that by narrowing the pool of respondents to fans of the two sports in question, soccer and Gaelic games.



It will also be investigated why alcohol companies are able to somewhat regulate themselves in this country. This flaw in this kind of system has been capitalised by other companies overseas as, 'To avoid partial or total bans on alcohol marketing through statutory regulation, alcohol industry groups have developed self-regulation guidelines that describe which types of content (and exposure markets) they will exclude voluntarily. In recent years, self-regulation codes have come under increasing scrutiny for several reasons. First, it is alleged that the sections of the codes governing acceptable content are ambiguous and difficult to interpret. Second, the sections governing exposure markets may not prevent large numbers of young people, the primary vulnerable group the codes are designed to protect, from being exposed to alcohol marketing. Third, the complaint and adjudication process used to determine whether a particular ad has violated the code is considered inefficient and possibly biased in favour of industry interests' (Babor, Xuan, Damon and Noel, 2013 p.45).

## **2.7 Why only soccer and GAA?**

It is also necessary to limit research onto a few, select sports as to attempt to study sponsorship of all sports in Ireland would be too time consuming. In order to be able to discern tangible findings, this study shall focus exclusively on the two most watched sports in Ireland. The value of sport as a subject is apparent as, 'The Irish love sport. In fact, our survey shows that 84% of adults are interested in sport and exercise: that's 2.8 million people' and that 'The average viewer watches 108 minutes of live sport on TV every week' (Lee 2014, p.6). Three sports stand out, however, as the ones that people spend the most time watching as, 'This study found that 46% of the population were spectators of sport (The Irish Sports Council, Ballpark Figures Key Research For Irish Sports Policy p.5) and that, 'The GAA dominates spectating, accounting for over half of all attendances, followed by soccer and rugby' (The Irish Sports Council, Ballpark Figures Key Research For Irish Sports Policy p.19). Similarly RTE's sports viewership figures for 2013 demonstrate that all 20 of the most watched

sporting events that year were comprised of those three sports (RTE.ie, 2013). The reason rugby has been omitted is that the season was over while study for this thesis was underway. The GAA football and hurling Championship and EURO 2016 were the marquee events in their respective sports so they were bound to attract large audiences and so, be suitable events to study.

One of the chief arguments against banning alcohol sponsorship is that these organisations need the money to survive. Indeed, it even emerged in 2011 that, 'the GAA, in cooperation with the IRFU and the FAI, had sent a request to Fine Gael and Labour prior to the formation of the new government asking that there be no ban on alcohol sponsorship within sport' (Baker, 2011). However, Alcohol Action Ireland have rejected the premise that sports organisations need the money stemming from sports sponsorship since, 'At the Joint Oireachtas Committee on Transport and Communications hearing, the GAA, IRFU and FAI all clearly said they are not dependant on alcohol sponsorship, so there is absolutely no question over the viability of these or any other sporting organisations in Ireland in the absence of alcohol sponsorship' (Alcohol Action Ireland, 2014 p.19). This will be something to examine particularly in any interviews with figures representing the FAI, GAA and also the broadcasters that showcase this sponsorship.

When one delves into the history of alcohol sponsorship in the GAA it is a storied link as Guinness are credited with revitalising the hurling championship when they, 'invested heavily in some dazzling advertisement campaigns that created iconic images and memorable catch-phrases such as "Not Men but Giants" (Foley, 2013). The connection between the hurling championship and Guinness was unavoidable as their titles merged from 1995 until 2008 as it was known as The Guinness hurling championship. Guinness was synonymous with this sport. Their campaign's theme of mythologizing sporting figures is as relevant nowadays as it was back then as this is a clear tactic of alcohol advertising and sponsorship that occurs repeatedly throughout examples unearthed in this study. In

the case of Guinness and their famed relationship with the GAA, it has been scaled back in recent years. From 2008 until 2012 they had to share the sponsorship spotlight with Ethiad Airways and Centra while they also lost their title rights. Subsequently, 2013 marked the end of their association as a sponsor (Foley, 2013). However, as Crowe pointed out, ties were not completely severed as a new deal was quickly agreed upon, 'Guinness will still have a role in the GAA; it hasn't gone away. Swift came the announcement of a new agreement which sees the company billed a "proud partner" to the GAA and Croke Park Stadium. An accompanying press release statement talked of the "relationship" entering a third decade. The new "arrangement" would "provide opportunities for the GAA, Croke Park and Guinness to innovate together on new business and marketing collaborations" (Crowe, 2013). Foley attributes this somewhat vague evolution of the dynamic between Guinness and the GAA as them having 'pre-empted expected changes in alcohol sponsorship of sporting events by calling time on their hurling deal' (Foley, 2013).

## **2.8 Political discourse and action on the topic in Ireland**

This suggestion that the tide is turning against alcohol sponsorship in sport is founded by recent discourse on the topic amongst Irish politicians. During his term as Minister for Health, Leo Varadkar oversaw the publication of a Public Health Bill that has been described as a, 'wide-ranging Bill, which is aimed at curbing the country's ongoing excessive abuse of alcohol' that, 'will make it an offence to advertise or market alcohol in a way which glamorises drink. Ads which suggest that alcohol can make someone better at sport or more sexually attractive will be banned' (O'Regan, 2015). While this piece of legislation successfully made it through Cabinet, an over-arching ban on alcohol sponsorship was muted but ultimately not implemented (rte.ie, 2015). Historical parallels have been drawn between the discourse around potentially ending alcohol sponsorship that is ongoing with that of cigarettes in the past, which were eventually banned from sport. Duncan comments that, 'Little

about the current debate is new of course. In many ways, what we are witnessing now is the reheating of arguments that were previously played out over cigarettes' (Duncan, 2013). Duncan also says that of the leading sporting organisations in Ireland, 'Only the GAA, notwithstanding its public show of solidarity with the FAI and the IRFU, appears to have envisaged a future without drink sponsorship. The Association has greatly reduced its dependency on revenues from this source in recent years' (Duncan, 2013). This will be something worth investigating. Is alcohol sponsorship noticeably miniscule in GAA broadcasts compared to that of its soccer counterparts?

## **2.9 Justification for study**

The literature on this topic confirms that this is a subject that requires further research in Ireland as this country is lacking in studies comparable to that of the United States or Australia. Furthermore, there is a noticeable trend that the studies which have been undertaken so far, tend to hone in on the effects alcohol advertising and sponsorship has on children and young people. While this is understandable as children and young people have been proven to be the most susceptible to the influence of these campaigns, this study will provide a colder, more forensic look into the statistics behind the amount and frequency of alcohol advertising and sponsorship in televised sporting occasions. This will therefore, be more accessible to the general public as the studies primarily based on analysing the psychological effects of adverts and sponsorship on children can be very dense. One can feel bogged down in complicated analysis of how a child's mind can be warped over many years of intake of a society saturated with alcohol marketing. This study instead will offer something of an introductory course into the topic as the raw numbers of alcohol ads and sponsorship examples will be the focus while issues such as the long-term effects on children shall only be lightly touched upon. Examining multiple events is also a strength here where other studies fall down. By not merely

restricting this study to one or two sporting occasions, conclusions can be drawn that are more concrete than studies surrounding a lone event.

## Chapter III - Methodology

### **3.1 Overview**

The methodology employed for this study is made up of a content analysis, two surveys of people in attendance to watch two separate matches and qualitative interviews. The content analysis will study the amount of alcohol advertising and sponsorship that takes place during matches from the European soccer championships and the GAA Championship. An equal number of soccer and GAA matches will be recorded and analysed. Any example of alcohol advertising or sponsorship will be documented. Similarly, one survey will each be devoted to a GAA and soccer match. Finally, four qualitative interviews will gather expert views from two people educated on the influence of alcohol advertising and sponsorship as well as two people who are involved in sporting organisations or national broadcaster who oppose any attempts to quell it. This is a mixture of quantitative and qualitative methods. While it does mean a tougher workload in having to balance both types of research, there is a clear advantage to utilising both rather than just one as, 'Using a combination of qualitative and quantitative data can improve an evaluation by ensuring that the limitations of one type of data are balanced by the strengths of another' (Pasanen, 2013). It is helpful to look at other studies on this topic and the methods they utilised. One that strikes a lot of parallels with this one is 'Alcohol advertising and sponsorship in Formula One: A Dangerous Cocktail'. The method used there is extremely similar to this study as they recorded a large, live, televised sporting event as, 'Live coverage of the Formula One Grand Prix, held in Monaco 25th May 2014 (broadcast internationally by Sky Sports) was recorded in its entirety. There was 284 minutes of TV coverage including pre-race build up (93 min), the race (109 min) and the post-race analysis (82 min)' (Brown, Carr, O'Brien and Gilnes 2015, p.12). Rather than focusing on just the race itself, this study placed equal value on the pre and post-event coverage as it offers a significant platform to influence its audience through advertising and sponsorship references to alcohol. One weakness of their study is that it is based around an isolated event. This study will avoid this flaw by having a larger sample size gathered from

ten broadcasts from two separate sports over the span of several weeks. This way it can identify trends in how many alcohol advertisements and sponsorship instances occur.

### **3.2 The benefits of combining methods**

While one does tend to assume at the outset of embarking upon a research project that using two forms of research is simply bound to be better than just one because it sounds like a more thorough approach, one must acknowledge that this school of thought is not universally agreed upon. Detractors are said to be adopting a purist stance when they, 'argue that mixed methods are inappropriate because of the incompatibility of the worldview or belief system (paradigms) [Tashakkori & Teddlie 2003] underlying qualitative and quantitative methods, i.e., qualitative and quantitative methods are studying different phenomena with different methods [Smith & Hodkinson, 2005]. Some purists have also raised concerns that mixed methods designs leave qualitative methods in the position of being secondary to quantitative methods [Denzin, 2006; Giddings, 2006; Yin, 2006]' (Harwell 2011, p.152). This second point is something that will have to be monitored throughout this study as initially the plan was to essentially just add in the qualitative interviews on top of the findings from the content analysis. After now recognising that this could result in the interviews not being given enough prominence, this study will endeavour to use them to mainly unearth new data on the topic rather than just reinforcing the findings of the content analysis and surveys.

### 3.3 Why soccer and GAA work well together as subjects

All of the Euro 2016 matches which have been studied were broadcast on RTÉ and TV3. Of the 10 matches, three featured on a list of the ten most watched matches (Browne, 2016). While RTÉ did have all of the ten most watched matches, TV3's coverage has still, 'been a ratings winner for TV3, with overall viewing figures close to 3 million people' (Thejournal.ie, 2016). Interestingly, that same article points out that the Belgium versus Italy game, which is one of those studied, was one of their three most watched matches in both traditional viewing format as well as in streaming. Another dimension as to why it is important to study broadcasts from RTÉ is that advertisements on it have been proven to hold more sway over Irish viewers than other channels because of the power of its brand that has been built up over decades. 'Research Study: TV Effectiveness & Affinity' proves this. Respondents to this study cited its, 'Solid, reliable, trustworthy image, values the consumer feel can credibly transfer to those advertising on RTÉ' (Loughrey and McNulty 2008, p.5). This built-in assumption on the part of the average Irish viewer adds further weight to the importance of this study as advertisements on RTÉ are more influential than advertisements on other channels. The decision to include TV3 and their coverage of soccer matches from the same tournament was made because this will offer an insightful contrast. Does the private broadcaster run as many alcohol advertisements as its public competitor or vice versa? If it is the case that TV3 run fewer alcohol advertisements than RTÉ, then it begs the question, why does a publicly funded channel have to have so many when rivals who do not receive government funding are able to cope without as many? 'Alcohol advertising and sponsorship in Formula One: A Dangerous Cocktail' also provides an applicable blueprint for this study to follow as in it, 'The coding framework for the study employed similar methods as to previous alcohol sponsorship and advertising research, and captured all verbal and visual references to alcohol during the whole broadcast. Specifically, the coding framework coded/counted individual instances of alcohol marketing material on trackside signage (e.g., fences/barriers); track surfaces; audience seating areas; gantries; free standing signs or flags;



Formula 1 cars; drivers uniforms; crew uniforms; spectators clothing; digital overlays; alcohol advertising and sponsorships in commercial breaks (frequency and duration); and other references to alcohol not covered by the categories above. Visual occurrences received a single count for each instance they were on screen' (Brown et al. 2015, p.12). One can simply substitute drivers for players and trackside signage for advertising hoardings that surround pitches and the methodology is readily identifiable. Similarly, both soccer and GAA players have sponsors emblazoned upon their jerseys, akin to their driver contemporaries. The fact that soccer and Gaelic games are even more similar to one another as sports should make for a smooth, cohesive study as if one knows how to correctly measure the number of alcohol marketing instances taking place in one sport, they will be able to do so in the other as they both take place on a very similarly sized pitch with stadium design and match tempo and duration very alike. By contrast, if a researcher was to attempt this study but with soccer and golf, it would be difficult to ascertain which sport was in general, more susceptible to alcohol marketing of all kinds as a golf tournament lasts four days whereas the difference between soccer and Gaelic games is approximately twenty minutes in match duration. The formats they are broadcast in tend to be almost identical too, as in the amount of pre and post-match broadcast time as well as the amount of time allotted to advertisements at half-time and at other junctures.

### **3.4 Quantitative method and its validity**

When trying to explain what quantitative research is, there are many descriptions which one can quote. A very literal and straightforward one is that it is research that is, 'explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)' (Cresswell 1994 in Sukamolson 2007, p.2). However, Cohen's definition alludes more to an analytical power beyond the numbers that it can have as, 'social research that employs empirical methods and empirical statements. He states that an empirical statement is defined as a descriptive

statement about what “is” the case in the “real world” rather than what “ought” to be the case’ (Cohen 1980 in Sukamolson 2007, p.2). The reason the core part of this study, the content analysis, uses quantitative methods is that it is less susceptible to personal bias impinging upon it. It is strictly based on numbers and statistics. Raw, unadulterated data provides a very objective foundation from which to build from and only then incorporate qualitative research on top of it. Carr expounds upon this reasoning for using quantitative research as she believes, 'The strength of such a detached approach is avoidance of researcher involvement, guarding against biasing the study and ensuring objectivity' (Carr 1994, p.717).

### **3.5 Selecting the interview genre**

The reason that qualitative methods have also been chosen is that quantitative does have its limitations. When it comes to justifying the inclusion of interviews into this study, one need only look at the weaknesses of quantitative methods as they are inclined to be, 'somewhat inflexible and artificial. It provides very little understanding towards the actions demonstrated by people and as a result, make it difficult to predict any changes in the future' (Zawawi 2007, p.4). Zawawi explains that qualitative methods have that, 'ability to look at the change processes over time. By interviewing and observing people, the methods provide a better understanding on people’s meanings. With a good amount of valuable information, the data, ideas and issues can be adjusted as they emerge. Due to this, it is a better instrument used by researchers who want to be able to generate theories at the end of their studies' (Zawawi 2007, p.4). This is very applicable to this thesis as the ultimate goal is to come up with an answer to the question of whether or not alcohol advertisements and sponsorship should be banned from Irish sport. Zawawi acknowledges a human element to interviews that can make life difficult for the researcher because, 'it is impossible for a researcher to maintain the same discussion when interviewing various individuals. This is due to the fact that humans are often

encouraged to talk about unrelated things from time to time. As a result, the analysis and interpretation of the data may be very difficult' (Zawawi, 2007, p.4). This individualistic streak does, however, mean that interviewees are likely to express a wider variety of opinions compared to a strictly quantitative version. This sentiment from Zawawi led to the inclusion of a question asking both interviewees who are opposed to alcohol advertising and sponsorship, for their opinion of what changes ought to be brought in. As the majority of research that has gone into this study is quantitative, any qualitative traits that have stood out in previous studies have been incorporated into the interview process. Indeed, many of the questions were directly inspired by readings on the subject for example, 'A 2013 study in New Zealand, which looked at the relationship between alcohol and major sporting events, found that alcohol sponsorship was an integral part of the sporting experience and it added to the event, found that in Australia 15% of all alcohol commercials and 20% of beer commercials on television linked alcohol to sports. In fact the same study revealed that: "82% of participants agreed that alcohol consumption was part of the atmosphere of the events" (Royal College of Physicians of Ireland 2014, p.5). This finding led to the inclusion of the question for Noel Mooney on whether he felt that the FAI having an official beer was placing an expectation on fans to drink as part of the match-day experience, whether that be in person or watching on television.

When it came to whittling down options for what type of interviews to conduct, there were plentiful options from which to choose. The most basic form encountered was the Informal Conversational Interview. Turner elaborates on its free-flowing, improvisational approach, 'With the informal conversational approach, the researcher does not ask any specific types of questions, but rather relies on the interaction with the participants to guide the interview process' (Turner 2010, p.755). This would not be suitable as interviewee's time is limited and the goal here is to extract as much information and opinion from them as possible rather than taking the risk of wasting it by letting the interview aimlessly slip by, relying on luck rather than structure to unearth quality content. This school of thought is nothing new when Turner concedes, 'many researchers view this type of

interview as unstable or unreliable because of the inconsistency in the interview question' (Turner 2010, p.755). On the other extreme are standardized open-ended interviews. Turner explains that these are considered 'extremely structured in terms of the wording of the questions. Participants are always asked identical questions, but the questions are worded so that responses are open-ended' (Turner 2010, p.756). Although a very fair way of interviewing multiple people from opposing sides of the argument, the problem with this one is that each side ought to be quizzed on differing matters. For example, someone from the FAI or GAA should be quizzed over their institution's varying ties to alcohol. Meanwhile, someone from Alcohol Action Ireland should have to answer the counter-argument from drink companies who say that their sponsorship is vital for grassroots sport in Ireland which can be a catalyst for keeping people healthier through regular exercise. For these reasons, the answer lay somewhere in the middle in the shape of the General Interview Guide Approach. Turner reflects on his own success with this method as, 'This informal environment allowed me the opportunity to develop rapport with the participants so that I was able to ask follow-up or probing questions based on their responses to pre-constructed questions. I found this quite useful in my interviews because I could ask questions or change questions based on participant responses to previous questions' (Turner 2010, p.755). This aspect proved useful in the interview with Paul Mulligan as an additional question arose after the interview had initially ended. He explained his problem with banning alcohol advertising and sponsorship off the record and upon consenting to my request to go back on the record and repeat that answer, his reasoning was added. To go along with this, the main weakness typically associated with this method is, 'The ways that questions are potentially worded depend upon the researcher who is conducting the interview. Therefore, one of the obvious issues with this type of interview is the lack of consistency in the way research questions are posed because researchers can interchange the way he or she poses them' (Turner 2010, p.755). However, since this is a study with one lone researcher, that will not be an issue. For these reasons, the General Interview Guide Approach was chosen as the best fit for this thesis.

### 3.6 The value of surveys

This study has utilised quantitative surveys in order to further gauge the public's relationship with alcohol and sport. The difference between this and the content analysis, however, is that this facet of the study directly engages with the public. This goes in tandem with the content analysis which explores the dynamic between media and consumer from a distance, recording the number of alcohol advertisements and sponsorships that occur. Evidence shows that they work well as a pair since, 'The survey identifies the extent of the problem, and the interviews can be used to give some of the detail, and the "story" of how user fees have affected people' (Bricki 2007 p.2). One facet of the surveys which some may view as a weakness is that they only contains questions which can only garner yes/no answers. One ought to recognise that there are proponents of surveys that go in-depth with participants because, 'A quantitative survey can be designed to evaluate how people trade off the different solutions (e.g. by-pass vs traffic calming)' (Scarpa 2012, p.2). The reason this study is not electing to do so is largely down to practicality. In an ideal world, one would discuss in-depth with every participant the arguments both for and against before ultimately asking them for their view. However, the reality is that, 'The major drawbacks associated with qualitative cultural analysis are firstly, the process is time-consuming' (Choy 2014, p.102). Now while this is not an issue as a researcher who is devoting an entire summer to completing this thesis, one has to accept that potential survey participants are not going to be as passionate about spending a significant amount of time on it. This is accentuated on match-days when fans are under time pressure to get in to the stadium prior to the match starting. By only needing them to quickly answer either yes/no/I do not know, one can feel safe that they are not being inconvenienced too much. It also makes fans far more likely to agree to take part in the first place, knowing it will only take a few seconds out of their leisure time. It is also worth realising that there is a danger in getting bogged down in exhaustive surveys and confusing participants, 'It is also important to avoid over-complex categorisations or making assumptions about likely attitudes or experiences based on survey responses' (Ritchie and

Lewis 2003, p.91). By simply asking participants these short questions, these surveys will accurately discover these groups of fans' feelings on the matter.

This is clearly a method that has been successfully used before since one can find researchers vouching for its effectiveness as, 'researchers collect or analyse not only numerical data, which is customary for quantitative research, but also narrative data, which is the norm for qualitative research in order to address the research question(s) defined for a particular research study. As an example, in order to collect a mixture of data, researchers might distribute a survey that contains closed-ended questions to collect the numerical, or quantitative, data and conduct an interview using open-ended questions to collect the narrative, or qualitative, data' (Williams 2007, p.70).

### **3.7 Ethical considerations**

Ethical considerations have been made over the course of this study. Fortunately, due to the anonymous nature of the surveys there are no ethical implications to be wary of there. Indeed, the straightforward nature of the survey questions gives it a very basic format which is likely to put participants at ease. This is crucial as it is incumbent upon the researcher to demonstrate that no misrepresentation or manipulation of data has taken place since, 'Integrity in reporting requires a demonstration that the explanations and conclusions presented are generated from, and grounded in, the data. Just as a survey researcher will use the tools of basic descriptive and interpretative statistics to present and explore their findings so a qualitative researcher should strike a balance between descriptive, explanatory and interpretative evidence' (Ritchie and Lewis 2003, 289). It is also critical that the thesis is clear in explaining how it came to its conclusions. This makes it more credible as, 'It is also important to be transparent about the process of analysis and interpretation so that audiences can follow through the processes of thinking that have led to the conclusions' (Ritchie

and Lewis 2003, 289). The interviewees meanwhile, are all experts in their fields and are likely to have participated in numerous of these kinds of debates before so their well-being should not be affected in any negative way.

### **3.8 Examples of combining methods**

The fact that combining quantitative surveys with qualitative interviews was not unprecedented was very reassuring. This is because it can seem like an odd pairing at first when initially considering the possibility of deploying them together. The testimony of Driscoll and colleagues from their experiences using them served as proof that this would work cohesively as in, 'the first phase, we collected survey data; in the second phase, in-depth interview data. The survey questions were entirely close-ended, and the response categories were developed in consultation with representatives of the various federal agencies. The subsequent in-depth, semistructured interview instruments consisted of individualized questions intended to explore particularly interesting or ambiguous survey responses as well as standard questions exploring general perspectives on the purpose and future utility of vaccine safety guidelines' (Driscoll, 2007 p.21). Similarly Smith wrote favourably upon reflecting on his use of both methods, 'The results from these two methods (i.e., survey questionnaire and semi-structured, qualitative interview) should be considered not so much as confirmatory or divergent, but rather as complementary' (Smith, 2006 p.11).

### **3.9 Acknowledging critics**

One thing about this study that some people may point to as a supposed weakness is that there are not enough opinions featured throughout as only four interviews were conducted and only close-ended questions asked in the surveys. Now while it is true that, 'Sometimes restricted budgets or

time scales lead to a choice of small-scale qualitative methodology when this is not suited to the type of information required' (Lewis and Ritchie 2003, p.34), that is not the case here. The interviewees all have outstanding credentials to speak about this topic. This has led to a study that is preoccupied with engaging with a select few, who each represents a unique faction or organisation involved in this issue while also engaging with the masses and recording how exposed they are to alcohol through televised sports in this country.



### **4.1 Difference between advertising and sponsorship**

When analysing the extent of alcohol advertising and sponsorship in sport, one must first identify what the difference is between advertising and sponsorship. Sponsorship, 'is typically a stronger and more ongoing commitment between the sponsor and the program or event provider' while advertising is more fleeting. It is a, 'single message that's a part of an advertising campaign' (Kokemuller, 2016). So in terms of documenting them, advertising is far easier to record as it has clear, defined start and end points. Throughout this study, it was very rare to come across an advert that lasted longer than 30 seconds. This meant the alcohol advertisements on offer were short pieces of evidence to analyse while sponsorship tended to be present throughout each match. It was also present to a much larger degree than advertising because of this. The recorded matches have been laid out below in chronological order.

### **4.2 Examples of alcohol sponsorship in the Ireland-France match**

The round of 16 match between Ireland and France on June 26 was broadcast on RTÉ 2 from 13:00 until 16:00. It was a key focus for this study as it was bound to be a huge draw for television viewers. This proved to be the case as it, 'peaked at 1.34 million viewers as the last-16 encounter drew to a close' (RTÉ.ie, 2016). The significance of this match was only further underlined when it was worked out that it averaged 1,262,200 viewers which was an 82.93% share of the Irish television audience that afternoon (Browne, 2016).

Instances of alcohol sponsorship took place long before the match had even kicked off. The first occurrence happened in the very first minute of the broadcast as a clip of French manager Didier Deschamps being interviewed features him conducting it in front of a wall adorned with logos from the ten companies sponsoring the event on it. The logos are repeated in a pattern of five by three. One of those 10 sponsors is Carlsberg. Not only is it the sole alcohol company sponsoring it but it also has the further title of being the 'official beer of Euro 2016' (*UEFA EURO 2016™*, 2016). Throughout the interview, two examples of the Carlsberg logo are completely visible. Depending on Deschamps' movement, a third logo is partially visible at times too. The interview lasts only until the second minute, nonetheless, it sets the tone for the amount of alcohol sponsorship that will unfold over the entire 182 minute broadcast. The first example of sponsorship on a pitch takes place in the sixth minute as a clip from Ireland's previous match against Italy is shown. One of the electronic advertising hoardings that surrounds the pitch is taken up by the first half of their slogan as it reads, 'Probably' in their distinctive font and colour. After roughly 10 seconds the hoarding changes to reveal the second part of their slogan as it then states, '...the best in the world'. This double-pronged hoarding approach by Carlsberg is prominent throughout the match and indeed, all of the Euro 2016 matches that were studied as part of this thesis. It is a sponsorship strategy that is all-encompassing at times as often throughout these matches, every single hoarding bar one alongside the halfway line, will only feature Carlsberg. If anything though, that one hoarding that does not feature Carlsberg is just as helpful to their brand as the others because it always varies between showcasing 'UEFA EURO 2016' or the name of the host city for that particular match. In the case of Ireland versus France, it was 'LYON' that was intermittently shown with Carlsberg surrounding it. This lends a sizable associative quality to Carlsberg with this match and tournament. It lends Carlsberg a greater air of legitimacy.

In total, during this broadcast there were 27 separate instances of alcohol sponsorship. Of the 27 sponsorship examples, 22 took place on the pitch while the match was ongoing and four of them

happened during pre and post-match interviews. There was also one example from a clip on the pitch from a previous game. Every example of alcohol sponsorship during the match was from the electronic advertising hoardings that surround the pitch. Any instance of a fan being shown on camera drinking an alcoholic beverage was not considered for this study as it did not fit the criteria of being a deliberate, planned occurrence of alcohol advertising or sponsorship. When studying the hoardings and how they are utilised there are two clear categories. The first is when one half of the Carlsberg slogan, either 'Probably' or '...the best in the world', shows up alongside the other nine sponsors of the tournament. The other is when Carlsberg is the sole product on show in these hoardings with the exception of the two hoardings either side of the halfway line which contain either 'UEFA EURO 2016' or the name of the city hosting that particular match. In both scenarios the hoardings change over to the next message every nine seconds. It must be said that this is extremely eye-catching and often happens twice in the span of hoarding sponsorship example. It is safe to say that Carlsberg feature prominently throughout the match as the times it is visible on-screen are denoted in the table below. The first category where Carlsberg shares the hoardings with other sponsors is referred to as 'Single' for the manner in which the Carlsberg boards appear while the second group is referred to as 'Majority' as on those occasions, Carlsberg takes up the vast majority of visible hoardings. The 'S' in each sponsorship table denotes when the second half commenced. This is to avoid any confusion as sometimes additional time in the first half could lead to a situation where the clock said that over 45 minutes had elapsed and yet the match was still in the first half.

#### Ireland versus France-examples of alcohol sponsorship during the match

<b>Category:</b>	<b>From:</b>	<b>Until:</b>
Single	00:00	00:22
Majority	00:53	02:04
Majority	02:29	02:37
Majority	07:34	08:15

Majority	13:10	13:40
Single	22:15	22:19
Majority	24:04	24:38
Single	24:56	25:01
Majority	29:39	30:00
Majority	35:30	35:33
Majority	41:09	41:20
Majority	41:24	41:37
Single	(S)45:00	45:19
Single	45:20	45:30
Majority	46:05	46:26
Majority	52:00	52:14
Majority	62:39	62:41
Majority	68:38	28:59
Majority	74:02	74:32
Majority	79:37	80:01
Majority	85:40	86:02
Single	90:32	90:44

These twenty two examples of alcohol sponsorship while the match is ongoing highlight the degree to which it has seeped into sporting events themselves. Alcohol sponsorship is unavoidable even if the viewer is intent on not watching any advertisement breaks or pre or post-match coverage. This example and the ones to follow demonstrate that soccer in this tournament and alcohol go hand in hand together. For all of the complications that technological advances like on demand television and streaming sites have caused in fragmenting audiences, live sport is still a safe bet for masses of people to tune in and watch as borne out by the viewership figures for this match.

One must also consider the mind set of fans on occasions such as these and how sponsors are trying to capitalise on that. Nielsen goes into detail here, 'Sporting events are passion-driven environments, providing affiliated brands the opportunity to connect with consumers on a level often unobtainable in other contexts. Millions of fans engage with sporting moments every week, whether cheering on a local league from the sidelines or supporting national teams on the international stage. All are united by devotion, and utilising this emotional connection is a powerful driver of brand relevance, loyalty and consideration. Consequently, brands should seek to become much more than a name at the finish line or a logo emblazoned on a team jersey. Sponsorship strategies should result in experiences audience can enjoy, share and remember. Ultimately, brands must become the relevant link between the event and the sporting audience' (Nielsen, 2014 p.13). Carlsberg are seeking to capitalise on fans' more emotional state when they are watching their team. These tournaments are iconic and there is a very high chance that viewers will remember this tournament for years to come. By embedding themselves into these memorable events Carlsberg are sowing a seed that can grow for a long time in the memory of viewers. This is because, 'Sponsors want to affect consumer behaviour through forming a positive connection or a bond between the sponsor company and the sport fans that are already associated with a sport property such as a sport team, a sport organization or an athlete. A positive attitude is deemed as an important predictor of purchase intentions and in turn consumer purchase behaviour' (Demirel and Erdogmus, 2014 p.174). This study verified the premise of the calculated risk that is sports sponsorship as it concludes, 'A model was developed and empirically tested and the results of the study suggest that sport consumers who have high level of team attachment and perceive sponsor and sponsee as a fitting combination are more likely to believe that motives of the sponsor are sincere, and thereby they will develop positive attitude and in turn greater purchase intention' (Demirel and Erdogmus, 2014 p.184). This is, in all likelihood, the real motivation for any company to sponsor such an event as opposed to the reasoning offered up by Carlsberg 'The sponsorship of the UEFA's national team competitions provide us with a fantastic platform to raise further the international profile of the Carlsberg brand

and its values. At the same time, the sponsorship gives us another opportunity to create unique experiences for fans of both football and Carlsberg' (UEFA EURO 2016™, 2016).

Ultimately, it is difficult to quantify the effect of such sponsorship as, 'Although spending on sponsorship is expected to increase more in the future and sport dominates the pie of sponsorship revenue, the relationship between sponsorship and purchase intentions of consumers is still vague and needs elaborate research' (Demirel and Erdogmus, 2014 p.173). However, there is a clear intention to link sport and their brand among sponsors. As well as the attachment to potentially iconic moments this is also because, 'Sports is associated with a healthy lifestyle; this association can be good for the sponsor' (Ibrahim, 2014 p.76). In modern times sponsors have to live with the reality that, 'The main motivation of a sponsorship evaluation is to measure ROI to determine if the return on their investment was worth it (Ibrahim, 2014 p.77). Sponsorship traditionally placed much emphasis on 'visibility' measurements; however, standard measures of brand awareness, recall and recognition are borrowed from conventional advertising research. These measures may be insufficient to measure sponsorship effectiveness in the digital age' (Ibrahim, 2014 p.77). The ROI spoken of here is return on investment.

#### **4.3 Alcohol advertisements in the Ireland-France match**

The key thing to note with alcohol advertisements in this tournament is that because of Carlsberg's status as the official beer of Euro 2016, they dominate the market though it is not quite a monopoly as occasionally another direct ad for an alcohol company crops up. It is also noticeable that Carlsberg tends to be the alcohol used in ads which indirectly include it as a secondary aid to whatever they are promoting.

The initial ad break is comprised of six ads, none of which contain any alcohol. The second ad break though is made up of six ads, three of which indirectly promote alcohol. The opening one is for Lidl. It describes some of the discounts available in store by showing all of these goods in a packed shopping trolley. Amongst all of these products, one can clearly make out two wine bottles. Now while neither has any visible packaging which might breach the agreement with Carlsberg in exchange for their sponsorship, the distinctive shape and size of a wine bottle leaves the audience in no doubt as to what it must contain. The next ad is the Paddy Power one about France again. The third and final example is to be found in the unlikely guise of the mobile phone provider 3. While a supermarket is at least somewhat related to alcohol since it stocks it, and gambling has often been grouped with drinking and smoking as the foremost vices in society, a connection between a mobile provider and alcohol does not appear to be likely. However, sporting events like this can act as a bridge of sorts as companies are keen to capitalise on such an event being extremely popular by linking their products in some way to it. 3 do this as their ad is centred on the journey Irish fans were making from home to France for these championships. It is a minute long in comparison to every other ad mentioned in this study, they are all thirty seconds. And this features two separate instances of people drinking. The first is part of the introductory phase of the ad which recaps the moment Ireland secured qualification. Among the settings for these scenes of celebration is a pub with a table right in the middle of both pub and television screen which has four drinks upon it. Two of them are clearly pints of beer while another is a full glass of red wine. The last glass does appear to be full of a fruit juice of some kind so it's arguable that it contains no alcohol. The ad progresses from there to show more fans revelling in the journey to France as a ferry, shown to be Irish Ferries from an establishing shot, showcases Jack Charlton, former Ireland manager, and a fan debating team tactics on another table. The close-up of the two demonstrates that the Irish fan, denoted by his Irish jersey, has a full pint beside him. There is also the song selection which is audible throughout, of 'Brewing Up A Storm' by the Irish band, The Stunning. This is an interesting detail as it surely was not random given that it is one of the most noticeable aspects about the ad. 3 appear to be alluding to heavy drinking that Irish

fans will no doubt engage in as the primary definition for 'brewing' is to 'to prepare (as beer or ale) by steeping, boiling, and fermentation or by infusion and fermentation' (merriam-webster.com, 2016).

That is all just acknowledging the indirect promoting of alcohol. Carlsberg run an advert that features during every match. It is geared towards building off of the established platform of linking alcohol with national identity as well adding the nuance of gearing it specifically towards this tournament. It is done in much the same way as Paddy Power's attempt as a light-hearted approach is taken but this time with a historical twist rather than focusing on stereotypes. The ad parodies the French revolution. The opening shot establishes to the viewer that this is supposedly set around that time as the chief rebel is outraged upon reading the newspaper headline, which is subtitled to reveal 'No more Euro tickets', while the aristocrats, who are in full eighteenth century garb, take no heed of it. The rebel character, who is far more plainly dressed, blows a horn which acts as a battle cry as fans from various countries are depicted to rise up in unison and march together. In what is a clear allusion to French history's most celebrated moment, the rebels march while holding up a banner with 'Liberté, Egalite, Footballité' written on it. They are also holding up the flags of many of the competing nations to show it is not exclusive to French people. The next shot then demonstrates one of the aristocrats fainting at the sight of the guillotine, only for it to be revealed simply to be a tool with which the rebels open their Carlsberg bottles. Finally, with the rebels having marched to the aristocrats' mansion the focus switches back to the actions of the aristocrats. The camera focuses on one who picks up a plate full of tickets and follows him out to the balcony, where he discards a wig and cloak and reveals himself to be wearing the same common outfit as the chief rebel. Many football fans will also recognise him to be Marcel Desailly, the former French footballer, as he flings the tickets over the balcony to the waiting masses. Finally, in the biggest nod of all to French history around this time, Desailly shouts out to the crowd, 'Let them drink beer' as he holds a bottle of Carlsberg aloft in what is surely a mimic of Marie Antoinette's famous, 'Let them eat cake' quote. As



with all Carlsberg ads they then top it off with their always slightly unique but still recognisable slogan, 'If Carlsberg did revolutions, it would probably be the best in the world'. Carlsberg, like Paddy Power, are taking the philosophy of combining national identity with alcohol to new heights by incorporating the topical element of sporting competitions like the European championships.

Two more ad breaks follow over the latter stages of the broadcast. The first of those contains six ads, where there is only one which involves alcohol. It is an ad for Spar which while it does technically fall under the indirect category, could easily be misconstrued as a pseudo-ad for Carlsberg too. The voiceover informs the audience of some of the discounts on offer in store. While it does this, the opening shot of someone playing as a goalkeeper while holding a Spar bag in one hand then cuts to a twelve pack of Carlsberg resting by itself on a table as the discounted rate appears on screen beside it. Spar have done the job of linking soccer and their beer together for them on this occasion. During the final ad break this pattern is repeated as in six more adverts, the one which alludes to alcohol is that Spar one. In total, there are four ad breaks with twenty four separate ads. There is only one example of an ad directly for alcohol while there are four which indirectly promote it.

#### **4.4 Examples of alcohol sponsorship during the Hungary-Belgium broadcast**

The round of 16 tie between Hungary and Belgium took place on June 26th and was shown by TV3 with their coverage commencing at 19.30 and lasting until 22.30. There were 41 examples of alcohol sponsorship over the course of the broadcast. Thirty eight of them stemmed from hoardings around the pitch. There was also 3 instances of interviews being conducted in front of a background filled with sponsor's logos. All 41 were for Carlsberg. Twenty six occurred during the match with another 11 being replayed clips from that match during half time and after full time. The lone other example of a hoarding promoting Carlsberg was from the Ireland versus France match which had been on earlier that day. Prior to the Hungary and Belgium match, the host and pundits reflected on Ireland's

defeat while showing clips including one with a Carlsberg hoarding visible. The 26 examples that occur during the 90 minutes cover a timeframe of seven minutes and 37 seconds. It is worth subtracting the instances of 'Single' sponsorship here because they are somewhat inconspicuous amongst all of the other hoardings clamouring for attention. The high-on unmissable 'Majority' examples occupy six minutes and 46 seconds of the 90 minutes.

Hungary versus Belgium-examples of alcohol sponsorship during the match

<b>Category</b>	<b>From:</b>	<b>Until:</b>
Single	00:16	00:22
Majority	01:01	01:08
Majority	07:00	07:34
Majority	12:33	12:48
Majority	17:45	17:59
Majority	23:31	24:01
Majority	28:59	29:30
Majority	34:31	35:26
Majority	36:27	36:32
Majority	40:28	40:51
Single	44:59	45:05
Single	(S)45:00	45:13
Single	45:16	45:21
Majority	46:00	46:29
Majority	46:39	46:43
Single	51:49	51:56
Majority	52:02	52:26
Majority	57:30	57:59
Majority	62:30	63:00
Majority	68:30	69:00

Majority	74:00	74:06
Majority	85:30	86:00
Single	90:01	90:04
Single	90:39	90:43
Single	90:53	90:56
Single	91:16	91:20

#### 4.5 Examples of alcohol advertising during the Hungary versus Belgium broadcast

There are seven advertisement breaks present throughout this broadcast. Of 59 ads, five of them are directly promoting alcohol. There is never more than one in a single ad break so five of the seven ad breaks contain a direct ad. There are also four ads indirectly promoting it, again spread out over four separate ad breaks. Interestingly, not one of the seven ad breaks is devoid of any alcohol whether directly or indirectly featuring it. The Carlsberg ad spoofing the French revolution makes up three of these direct examples. One ad for Orchard Thieves is repeated twice to make up the numbers.

The Orchard Thieves ad, much like its Carlsberg contemporary, follows a group's journey where their bravery is ultimately rewarded with the refreshment of an alcoholic beverage. While the French working class gather and march on the aristocrats, this ad's main characters are a more typical set of twenty somethings who are on a night out. As they survey their options in a busy nightlife area, one of them spots the silhouette of a fox painted on an otherwise non-descript door. They follow a poorly-lit corridor only to be greeted by a beautifully illuminated dancefloor. Their courage of stepping into the unknown like the French, is rewarded with pints. Their story is compared with that of the daring fox in the nursery rhyme, 'The Fox and His Wife', as the voiceover quotes, 'it's a very fine night for me to go through the town, e-ho' during the establishing shot of the city at sunset.

Much like the fox, who daringly swoops into a local farm and feasts on some of the animals there, this group are now in for a night of indulging in Orchard Thieves. The final line of the voiceover and text placed over the final shot dares the audience to imitate that fox and this group and, 'BE BOLD' as it suggests that they too shall be rewarded. This is an impressive example of how alcohol ads can address the obvious and significant health risks posed by alcohol, and yet make a compelling case as to why one should drink anyway. The large, central text of 'BE BOLD' dwarfs the drinkaware.ie information that pops up at the same time in the bottom right corner. This is a clear indication of where the priorities of Orchard Thieves lie.

The Smithwick's ad strikes a comparable tone to its Carlsberg peer as it very much ties the drink with history in order to give it a grandiose quality. To summarise, a lot of old but yet not archaic items are shown on screen along with the year they originated. As a man walks into a bar the camera focuses on his jacket. Text with 'THE BIKER JACKET SINCE 1928' is superimposed over it. That text then disappears and is swiftly replaced by 'SMITHWICK'S SINCE 1710' as he makes his way over to the bar and the camera pans its way over to the barman pouring him a pint. A voiceover proclaiming, 'Smithwick's. Superior then. Superior now', soundtracks this shot. The longevity in both cases is suggested as part of the appeal as both are still trendy with this young, stylish protagonist while 'It's my thing' by Betty Moorer booms out throughout. This song, released in 1967, further conveys a palpable cool or attractive attitude that this Smithwick's drinker has. He is defiant about his love for all things classic and because of that, Smithwick's portrays him very favourably.

#### **4.6 Examples of alcohol sponsorship during the Italy-Germany broadcast**

On July 2 the quarter final between Italy and Germany was transmitted by RTÉ 2 from 19:00 until 23:30. This match went to extra time and then penalties and thus, has the highest amount of sponsorship of any broadcast studied for this thesis. There were 116 examples over the course of this

broadcast. The breakdown for this is that there were 27 in the regulation 90 minutes, 23 in the 30 minutes of extra time and 40 to be found in the penalty shoot-out. There were also 25 clips from previous matches which had led to these sides meeting in the pre-match build-up. What stands out from these figures is that the volume of sponsorship increases in extra time despite the smaller time frame. However, this does not tell the whole story. In this case, the numbers alone can be misleading. This is because it is apparent that in the event that matches go to extra time and possibly then penalties, it has been agreed amongst the sponsors to divide up hoarding screen time equally. This different tactic is evident throughout extra time and penalties as there are far fewer examples of 'Majority' hoarding on display from any of the sponsors. Instead, the emphasis is primarily on 'Single' hoardings that surround the pitch. So while there are plentiful examples of alcohol sponsorship taking place, one must acknowledge that the audiences' attention is generally shared amongst the other 9 sponsors too. Carlsberg is just another face in the sponsorship crowd. It is far less visually stimulating and engaging than the 'Majority' method which dominates the first 90 minutes of this and every other match, with the only exception being the opening 30 seconds of both the first and second half where it is all single hoardings akin to extra time and penalties. Indeed, there is only a minute and six seconds devoted to Carlsberg 'Majority' hoardings.

Another aspect which factors into the high count of examples during the penalty shoot-out is the way in which shoot-outs are shot by camera men. Because the vast majority of the time there is not much happening other than waiting for one player to make the long walk from the halfway line and set himself up to take it, the camera tends to change rapidly from a close-up of the player then back out to a typical wide screen shot. This process happens repeatedly during the process of a single penalty being taken as it does heighten the drama of it all. The fixed and generally steady camera work during general play is cast aside in favour of this. This leads to far more individual examples of sponsorship. They are also very brief as if one studies the duration of each example during the penalty shoot-out, one can notice that the average length is just 7.45 seconds while the average duration from the regulation 90 minutes is 18.26 seconds. And that is including the glut of short

examples of 'Single' sponsorship that comes in the closing three minutes of additional time which drags the average down considerably. If you exclude that slice of the action the opening 90 minutes themselves offer up a very plump average of 20.48 seconds. On the whole, while volume of sponsorship instances increases later on in the match, it is done in such a way that detracts from the reach on audiences as Carlsberg's hands are tied and they must share screen time constantly rather than dominate for 30 second chunks. Having said all this though, the penalty shoot-out does occasionally offer up an exemplary sponsorship opportunity which is duly converted by Carlsberg. It is rare and only happens five times out of the 40 in the penalty shoot-out but when it does it is as potent an example as one will find in this entire study. It is when a replay of a penalty is shown from behind the penalty-taker's baker, essentially showing the viewer the penalty through his eyes. Five times while this style of shot is broadcast, the sole visible hoarding behind the goal is for Carlsberg. In those instances, it takes a larger proportion of the television screen than other sponsorship example. Add in the heightened drama and potential for these moments to be etched into the memories and psyches of fans watching all around the world and these examples become extremely valuable commodities for Carlsberg and other sponsors. Due to their extra importance, they have been marked with an 'RB' for 'Replay from behind'.

Over the course of the initial 90 minutes, there are 8 minutes and 15 seconds where alcohol sponsorship is visible. More telling is that five minutes and 52 seconds of that figure is comprised of 'Majority' hoardings.

**Italy versus Germany-examples of alcohol sponsorship during the match**

<b>Category</b>	<b>From:</b>	<b>Until:</b>
Single	00:18	00:22
Single	00:24	00:30
Majority	01:02	1:30
Majority	06:59	07:28

Majority	17:29	18:00
Majority	23:52	24:00
Majority	29:08	29:30
Majority	34:30	34:59
Majority	40:47	41:01
Single	45:11	45:21
Single	45:27	45:43
Single	45:55	45:57
Single	(S)45:00	45:23
Single	45:27	45:29
Single	46:03	46:30
Majority	52:00	52:30
Majority	57:30	58:00
Majority	62:30	63:00
Majority	68:30	69:00
Majority	74:01	74:30
Majority	86:10	86:40
Single	90:43	90:53
Single	90:55	91:05
Single	91:12	91:19
Single	91:33	91:40
Single	91:55	92:07
Single	92:26	92:43

In extra time there is five minutes and 52 seconds of Carlsberg sponsorship visible but only one minute and six seconds devoted to it through 'Majority' hoardings.

Italy versus Germany-examples of alcohol sponsorship during extra time

<b>Category</b>	<b>From:</b>	<b>Until:</b>
Single	00:00	00:19
Single	00:27	00:30
Single	03:29	03:53
Single	03:56	04:00
Single	07:39	07:55
Majority	08:30	09:00
Single	11:08	11:22
Single	11:33	11:36
Single	14:54	14:59
Single	(S)15:00	15:08
Single	15:12	15:22
Single	15:26	15:30
Majority	16:00	16:30
Single	18:30	18:52
Single	22:30	22:35
Single	22:44	22:58
Majority	23:33	23:39
Single	23:41	23:47
Single	23:50	24:01
Single	29:45	29:56
Single	30:21	30:32



Single	30:38	30:40
Single	30:45	30:47

Italy versus Germany-examples of alcohol sponsorship during the penalty shoot-out

<b>Category</b>	<b>From:</b>	<b>Until:</b>
Single	00:29	00:41
(RB)Single	00:49	00:54
Single	01:15	01:22
Single	01:25	01:28
Single	01:38	01:58
Single	02:14	02:32
Single	02:48	02:54
Single	02:58	03:01
Single	03:08	03:13
(RB)Single	03:19	03:24
Single	03:24	03:36
Single	03:48	03:54
(RB)Single	04:04	04:10
Single	04:11	04:34
Single	04:41	04:47
Single	04:48	04:55
Single	04:59	05:02
Single	05:03	05:07
Single	05:23	05:31
Single	05:45	05:52
(RB)Single	06:00	06:05
Single	06:06	06:12

Single	06:31	06:37
Single	06:55	07:04
Single	07:12	07:18
Single	07:32	07:40
Single	07:49	07:54
(RB)Single	08:05	08:09
Single	08:11	08:20
Single	08:22	08:26
Single	08:40	08:47
Single	09:03	09:07
Single	09:14	09:20
Single	09:28	09:30
Single	09:44	09:49
Single	10:01	10:10
Single	10:22	10:26
Single	10:34	10:38
Single	10:39	10:48
Single	10:56	11:01
Single	11:18	11:28
Single	11:33	11:38

#### 4.7 Examples of alcohol advertising during the Italy versus Germany broadcast

There are only five ad breaks over this broadcast despite it being the longest soccer broadcast of the study. This can be attributed to the very quick turnaround between the start, half time and finish of extra time along with the fast transition into the shoot-out. Despite this additional 40 minutes to the

match, there is not a sufficient stoppage that allows for an ad break. It actually lessens the opportunities for them compared to traditional post-match analysis. The five ad breaks that are present, however, consist of 18 ads. One of these is directly about alcohol while three indirectly include it. The sole direct ad is the Carlsberg French revolution one while the Paddy Power and 3 mobile ads discussed earlier also make up two of the three others.

Aldi are the latest company to link alcohol and sport together as they run an advert with lots of inspiration taken from the ongoing Euros. A mundane garden barbeque is the scene as an elderly woman chats to presumably either her daughter or daughter-in-law about the latest range of savings at Aldi. Meanwhile two boys kick a football back and forth before disaster strikes and they end up forcefully kicking it at the elderly woman. To the amazement of everyone she demonstrates fantastic football skills as she deftly controls the ball and performs tricks with it. While the husband and wife gawk at her in shock, one says, 'that's' before the other continues, 'amazing'. But the elderly woman, all the while juggling the ball, takes that to be in reference to the discounts. A table crammed full of discounted goods is then shown. This includes a bottle of Bulmers, Archers and two bottles of an unidentifiable wine as well.

#### **4.8 Examples of alcohol advertising during the Belgium versus Wales broadcast**

The quarter-final broadcast for Belgium against Wales played out on TV3 on July 1st from 19:00 until 22:30. 8 advert breaks occur over the entire broadcast. They feature 70 ads, a considerable portion of which reference alcohol as there are seven direct ads while three indirectly highlight it.

Forty three examples of sponsorship can be found in this 213 minute broadcast. Thirty one take place during the match while there are 13 across the pre-match, half time and post-match coverage. The examples drawn while the match was in progress average 14.44 seconds. That means they total seven minutes and 28 seconds of on-screen action throughout the 90. This includes five minutes and 20 seconds of majority hoardings which are very hard to miss as a viewer.

Belgium versus Wales-examples of alcohol sponsorship during the match

<b>Category</b>	<b>From:</b>	<b>Until:</b>
Single	00:04	00:30
Majority	01:01	01:30
Single	06:32	06:34
Majority	07:27	07:30
Majority	17:30	18:00
Majority	23:45	23:59
Single	24:29	24:31
Majority	29:12	29:34
Majority	34:29	34:59
Majority	40:29	40:59
Single	45:23	45:25
Single	(S)45:00	45:05
Single	45:09	45:15
Single	45:15	45:30
Majority	46:00	46:31
Majority	52:10	52:29
Majority	57:50	58:00
Majority	58:46	58:50
Majority	62:32	62:59
Majority	63:11	63:23
Majority	68:30	69:00
Majority	74:03	74:15
Single	74:26	74:32
Majority	79:51	80:00
Single	90:01	90:16

Single	90:18	90:20
Single	90:22	90:35
Single	90:32	90:46
Single	91:05	91:14
Single	91:20	91:30
Single	92:13	92:22

#### 4.9 Examples of alcohol sponsorship during the Portugal-Wales broadcast

The semi-final between Portugal and Wales kicked off at 20:00 July 6. RTÉ conducted the broadcast from 18:55 until 22:15. Forty four examples of alcohol sponsorship were discernible with 10 occurring pre-match, one during half time, three on the pitch but not while the match was underway, 30 during it and one final instance in the post-match analysis. Alcohol sponsorship encompasses the match for seven minutes and five seconds of its entirety. 'Majority' hoardings represent five minutes and 33 seconds of that figure.

There are some aspects to the sponsorship on display in this broadcast that are unique among the Euros matches covered here. In the 26th minute of the broadcast there is a snippet from a club match that Ronaldo plays in where a Heineken 'Majority' is seen on all of the hoardings within the shot for its full 15 second duration. If anyone thought that perhaps Carlsberg were the only alcohol company to employ this strategy in soccer, this clip dispels that notion. Even though it is fleeting, it portrays how multiple different alcohol companies are exerting influence through multiple competitions across the sport. This was also briefly the case in the Italy versus Germany broadcast four days prior which was also on RTÉ. In the 52<sup>nd</sup> minute of the broadcast when the match had still yet to commence, a montage of Thomas Müller scoring goals for his club side in the Champions League, depicted a Heineken majority among the hoardings there as well.

There are also three examples of sponsorship happening on the pitch but not while the match is ongoing. The first couple occur in the 24th and 27th minute as commentators George Hamilton and Jim Beglin report back to the studio from pitch side. In both cases a single 'Probably' hoarding is sandwiched between both men for the vast majority of their contributions before finishing their preview and taking up their seats in the commentary box. After the match there is also a two minute long stretch where RTÉ cameras follow the Welsh players as they walk over to their fans and applaud them in salutation. 'Majority' hoardings are prevalent throughout.

Portugal versus Belgium- examples of alcohol sponsorship during the match

Category	From:	Until:
Single	00:00	00:08
Single	00:18	00:30
Single	01:22	01:25
Majority	07:00	07:30
Majority	12:30	13:00
Majority	17:30	18:00
Majority	23:39	24:00
Majority	29:00	29:30
Majority	34:30	35:00
Majority	40:30	41:00
Single	44:57	45:00
Single	(S)45:00	45:21
Majority	45:28	45:30
Majority	46:00	46:30
Majority	52:00	52:30
Majority	62:50	63:00

Majority	68:32	69:00
Majority	74:00	74:30
Majority	79:30	80:00
Majority	81:26	81:28
Majority	85:40	85:44
Single	90:11	90:14
Single	90:16	90:23
Single	90:24	90:26
Single	90:38	90:40
Single	90:44	90:51
Single	90:55	90:58
Single	91:02	91:08
Single	92:10	92:18
Single	92:52	92:55

#### **4.10 Examples of alcohol advertising during the Portugal versus Wales broadcast**

As far as ad breaks are concerned, this broadcast is in line with other soccer broadcasts in terms of frequency as six breaks occur throughout it. 29 advertisements are conveyed through the screen, of which two directly promote alcohol and three indirectly promote it. All of the examples are recognisable from previous broadcasts such as the Carlsberg twist on the French Revolution and Johnny Good and his efforts to be the Heineken Light spokesperson for direct examples. Meanwhile, the Aldi elderly woman, 3 mobile and Paddy Power's jests over French stereotypes make up the indirect contingent.

#### 4.11 Examples of alcohol sponsorship during the Portugal versus France broadcast

The centrepiece match of the Euros final unfolded on the night of July 10. It was broadcast on both TV3 and RTÉ 2, however, this study only involves TV3's coverage as they started a full hour earlier than RTÉ. Their broadcast commenced at 19:00 while TV3's started at 18:00. It was also taken into consideration that TV3 no longer broadcast GAA matches while RTÉ feature prominently in that section of the study. TV3's bumper coverage lasted all the way until 22:45. The total figure for sponsorship examples for the broadcast in its entirety was 64. When evaluated and broken down, this includes 11 pre-match instances, 28 during regulation, 23 in extra time, one at half time and one during the post-match wrap up. Once again, the tactic of switching hoardings to only show 'Single' hoardings for all of extra time is employed.

In the regulation 90 minutes there are 8 minutes and 56 seconds where alcohol sponsorship is present. 'Majority' hoardings make up six minutes and 38 seconds. Aside from the numbers, there are some really fascinating details to take away from this match. At the very start and finish of the broadcast there is a montage. There is also another one 105 minutes into the broadcast as anticipation builds for the nearing kick off. These have become commonplace in sporting broadcasts of finals and other historic occasions as they help build up the atmosphere and ratchet up tension levels due to their very cinematic and mythological presentation of the two teams featured in the upcoming match. Sweeping scores like 'Better Love' by Hozier, which soundtracks the closing montage, are used to further romanticise the power and idealism of sport. And yet, for all of that, sponsorship is still noticeable throughout both montages. The opening montage features a single '...the best in the world' in a highlight from a match earlier in the tournament while the second montage, has a clip of Cristiano Ronaldo scoring a goal in Euro 2004. A single 'Probably' is visible just behind the goal he scores in which demonstrates the long-running relationship between Carlsberg and the competition. Meanwhile, the closing montage at the very end of the broadcast tugs at the heartstrings of its Irish viewers by including some of their team's finest moments which will now live



long in the memory of Irish fans as this is likely to be the highlight of this generation's national soccer team's achievements. Chief amongst these now treasured memories is Carlsberg as the featured clip of Shane Long winning a penalty versus France is an example of 'Majority' hoarding as Carlsberg's sign is draped all over any visible hoardings.

Portugal versus France-examples of alcohol sponsorship during the match

<b>Category</b>	<b>From:</b>	<b>Until:</b>
Single	00:00	00:20
Majority	00:55	01:17
Majority	06:55	07:21
Majority	12:25	12:55
Majority	17:35	17:57
Majority	28:55	29:16
Single	31:54	31:57
Majority	34:25	34:55
Majority	40:25	40:55
Single	46:17	46:28
Single	(S)45:00	45:25
Majority	46:00	46:30
Majority	52:00	52:30
Majority	57:35	58:00
Majority	62:30	63:00
Majority	68:46	68:56
Majority	74:00	74:30
Majority	77:25	77:34
Majority	79:35	79:58
Majority	85:30	86:00

Single	90:15	90:32
Single	90:36	90:41
Single	90:53	91:00
Single	91:08	91:17
Single	91:16	91:28
Single	91:40	91:46
Single	92:09	92:28
Single	92:41	92:45

#### 4.12 Portugal versus France-alcohol sponsorship examples during extra time

Extra time features four minutes and 16 seconds of alcohol sponsorship. Most of it comes in 'Single' form with just two minutes showcasing Carlsberg 'Majority' hoardings.

Portugal versus France-examples of alcohol sponsorship during extra time

Category	From:	Until:
Single	00:00	00:20
Single	00:26	00:32
Majority	01:00	01:30
Single	03:30	03:33
Single	03:34	03:41
Single	07:34	07:41
Single	07:43	07:51
Majority	08:30	09:00
Single	11:20	11:27

Single	14:39	14:51
Single	(S)15:11	15:18
Majority	16:00	16:30
Single	22:50	22:53
Single	22:54	23:00
Majority	23:30	24:00
Single	29:50	29:57
Single	30:00	30:10
Single	30:45	30:48
Single	30:56	30:59
Single	31:08	31:12
Single	31:34	31:44
Single	31:58	32:00
Single	32:05	32:16

#### 4.13 Examples of alcohol advertising during the Portugal versus France broadcast

Nine advertisement breaks are mixed in with TV3's coverage. There are 79 ads within those breaks. 6 of them are directly for alcohol while another 6 include alcohol to some degree. One of the six direct ads, Guinness Hop House Lager 13, is shown twice. It along with its Budweiser, Carlsberg and Smithwick's Blonde contemporaries have already featured in this study. The only newcomer is the ad for Heineken Light, which is the next in a series of linked ads. Chase Lovage is the next candidate to try and take up the mantle of spokesperson after his predecessor Johnny Good. This ad does not deviate much from the previous addition as the setting is the same and the director is a returning character. The same jovial tone is adopted as the audience can laugh at this next character's flailing attempts to impress.

## **Chapter V - Findings Analysis 2. Live GAA Championship 2016**

### **5.1 Sky Sports replacing TV3**

TV3 no longer have broadcasting rights for GAA matches so RTÉ dominate the market in Ireland in this respect. Because of this lack of national competition, some GAA broadcasts from a non-Irish company were taken as examples because many Irish people still have access to them. Sky Sports provided this platform.

### **5.2 Examples of alcohol sponsorship during *The Sunday Game Live* broadcast**

On June 26 from 15:55 until 20:28 RTÉ broadcast a double-header featuring Westmeath against Kildare and Dublin versus Meath. There was not one single alcohol sponsorship example present at the matches themselves. However, there was one instance of it during both the *An Nuacht* and regular news bulletins which intersected the two matches. While running through the sports stories of the day on the *An Nuacht* there was a clip from the France and Ireland match. Ireland's goal was played and multiple Carlsberg hoardings were once again visible. Similarly, over an hour later when coverage had diverted from the by-now concluded first GAA match, the news bulletin showed a clip of Irish soccer player Seamus Coleman's post-match interview which had between 2-4 Carlsberg logos on the plastic portable wall that had been set up behind him. So even during a supposed brief programme which is produced solely by the national broadcaster with the aim of informing Irish citizens of the news of the day, alcohol sponsorship can still crop up. Carlsberg and other alcohol companies can count these occurrences as further proof of the power of sponsoring major sporting events as even people with no interest in sport will find them difficult to completely avoid. They may

well simply be tuning in to just watch the news and yet they are bound to be subjected to these sponsorship examples too. Alcohol sponsorship at sporting events as large as this will not only reach sports fans but also demographics that have no interest in it.

When it came to sponsorship at these GAA matches, all advertising hoardings around the pitch and those depicted on the backdrop of pre and post-match interviews were not comprised of any alcohol companies. There was a smaller pool of sponsors in comparison with the Euros as the only ones represented in interviews with the manager prior to throw-in were AIB, Eir and SuperValu. It was the same story in the post-match interview. During the matches themselves, the advertising hoardings represented those three along with Liberty Insurance, Ethiad Airways and Centra. That is not to say, however, that there were no alcohol advertisements.

### **5.3 Examples of alcohol advertisements during *The Sunday Game Live***

Alcohol did feature prominently during advertisement breaks. This is evident during the half-time advertisement break where three of the six adverts included alcohol even though only one of them is for an alcohol company. Those two companies that use it as an accessory to their own product adopt differing approaches to how it is portrayed. Firstly, Irish Ferries adopt a very classy atmosphere to their advert. The opening tagline states in the opening five seconds that, 'There's something about travelling to Britain with Irish Ferries that sets us apart'. The audience is then treated to a scene made up of a very well dressed and quite prosperous looking middle-aged couple enjoying their trip on the ferry. They are shown to be enjoying a conversation at a deck table while three glasses of wine are readily identifiable. The voiceover then concludes, 'it's that you travel together'. So this advert presents a core part of this couple and their happiness together to be that they drink

together. This is because there is no food present on the table or any other prop to which one could chalk up their merriment. They are simply chatting, laughing, and presumably, drinking.

Paddy Power meanwhile, portray alcohol in a much different way but portray it nonetheless, again as a positive factor in something. From the outset this advert is clearly trying to strike a much more comedic tone as the voiceover is overly animated. This is also combined with a visual design akin to a comic strip as it pokes fun at many different French stereotypes like men sporting moustaches, eating snails and indulging in many of the vineyards present throughout the country. This advert's alcohol allusion shows a caricature figure on his knees in one of these vineyards as he waits longingly for the grapes to turn into wine as he holds an empty wine glass underneath one of the plants. The narrator refers to this as, 'waiting for wine to happen'. While definitely a whimsical portrayal of the lengths people go to in order to have access to alcohol, this reinforces alcohol in the viewer's mind as being a crucial part of the typical fan experience at this tournament. The desperation with which this character is seeking wine is quite shocking yet it is presented in such a humorous fashion that it belittles the importance of indulging in alcohol responsibly. One cannot help but laugh because it is presented in such a light-hearted manner.

While these two adverts indirectly reference alcohol to support the promotion of their brand, there is one example of an advert solely hailing beer. This one is run by Heineken and informs the viewer of their new lighter option, Heineken Light. It is just one of a series of adverts by Heineken exalting this beer. The theme of these adverts is that Heineken are supposedly auditioning a series of actors, each more ridiculous than their predecessor, as they search for the perfect representative for their new beer. Like Paddy Power, they are trivialising alcohol and paying only the bare minimum of lip service to the potential negative consequences of drinking by including the information for drinkaware.ie in the bottom right of the screen during the last shot which is only five seconds long. This advert's

character is entitled 'Johnny Good' and wears an all-white suit. The innocent and angelic vibe that they are intending to convey is plain to see. This is another case of presenting alcohol in the best possible light. By the end of this advert break there had been six ads in total with three of them having had some allusion to alcohol. One of those is directly about an alcohol product while the other two make reference to it in some way to help them promote their own product or service.

There was also a second ad break in the aftermath of the first match. This time the alcohol company that promoted its product was Guinness. It was one of ten adverts during that commercial break. In a theme throughout many of the alcohol ads studied as part of this thesis, Guinness link alcohol with national identity. This ad introduces the audience to their new drink which they have called 'Hop House Lager 13'. The voiceover proudly states that, 'Our latest beer is brewed with Irish barley'. The choice to mention and thereby, tie national identity with their alcoholic drink is a tactic repeated by many of the alcohol adverts that were present throughout the broadcasts that fell under this study's remit. Another example of this comes in the very next ad break as Budweiser noticeably align themselves with the United States of America by parodying the American national anthem as they replace, 'land of the free and home of the brave' with, 'land of the free and the home of the bud'. This is used as the opening credits while a voiceover explains that there is a special edition of the drink being made available in the run up to July 4th, America's celebratory day of independence. This advert also employs the colours of the American flag too by using them as the base colours of the background throughout. This further serves to strengthen the American identity within it. And crucially, with regard to one of the key topics of this dissertation, whether or not alcohol companies place too much pressure on individuals to drink, they make it clear that this special version of their beer will only be available from May 31st until July 4th. Since a time restriction is put in place, anyone who wants to indulge in these specially designed cans may feel incentivised to buy and drink more than usual because of the novelty of it. This ad is one of only three in total from this break. The other two bear no reference to alcohol.

Four more ad breaks take place over the remainder of the broadcast. Alcohol ads feature at similarly prominent frequency, however, they are all repeated from the ones that have already been discussed. The first ad break after coming back from the news has eight ads, none of which have any reference to alcohol, however, the next one has eight ads in total including the Paddy Power one about France. The following one has six adverts though none of them are in relation to alcohol in any way and the final ad break of the broadcast is made up of six more adverts, one of which is the Guinness ad for Hop House Lager 13. In total, there are nine ad breaks over the course of this broadcast. They feature forty seven separate advertisements. Four of them are directly about alcohol while a further three feature alcohol to some extent. That is a ratio of less than one in twelve advertisements are specifically for alcohol while just under one in seven contains some kind of alcohol reference.

#### **5.4 Examples of alcohol sponsorship in *The Saturday Game Live July 2***

*The Saturday Game Live* on July 2 was shown on RTÉ 1 from 15:00 until 17:30. Unlike every other GAA broadcast studied, this did contain one allusion to alcohol sponsorship, however, that was only because a segment was played which had highlights from Wexford and Offaly encounters from previous years. A snippet of the teams duking it out in 2012 demonstrated the now by-gone era of alcohol sponsorship being at the forefront of the GAA as a Guinness hoarding is visible. This in the second minute of the broadcast.



### **5.5 Examples of alcohol advertising in *The Saturday Game Live July 2***

There are four advertisement breaks consisting of 30 adverts. Three of them are directly about alcohol while none indirectly feature it. Of the three alcohol ads, two of them are very comparable as while both are technically new to this study, they are clearly heavily linked with either previous instalments of other ads or are the original that recent ads have continued on from. With Heineken Light's effort the audience is treated to the third candidate to be their spokesperson, Karl La Morte. The same basic traits of the ads with Johnny Good and Chase Lovage also apply here. Conversely, the ad for Smithwick's is evidently where the theme of 'Superior then. Superior now' seen in the Smithwick's Blonde, stems from. The concept is immediately recognisable as another trendy, young fellow is tracked by the camera as he makes his way into the pub and orders a Smithwick's. The same song by Betty Moorer is blasted out while this time, the man's Flat cap is given the biographical treatment.

The Johnny Good ad is present during a break before the one where Karl LaMorte makes his debut so there is a sense of continuity there for anyone who watches the entire broadcast as they come in relatively quick succession with just over an hour between them being aired.

### **5.6 Examples of alcohol advertising in *The Sunday Game Live July 3***

On July 3 RTÉ 1 broadcast a double header from 13:30 until 17:40. First up was the clash of Tipperary and Kerry followed by Galway against Kilkenny. This time there were six advert intermissions with 34 ads spread amongst them. It is worth noting that despite this broadcast being longer than the

previous day's GAA offering by RTÉ and having more ad breaks, there were just four more total ads. The reality is that one must look beyond simply the length of a broadcast when judging how susceptible certain broadcasts are to advertising opportunities. There was only one match shown in *The Saturday Game Live* while this edition of *The Sunday Game Live* had to accommodate two matches. This means that ad breaks had to be shorter.

Among the 34 ads are five direct alcohol ads and three indirect alcohol ads. The direct ads consist of the Carlsberg French revolution example which is repeated, two separate Heineken Light ads and the Smithwick's ad. The indirect ads feature one new addition to the study. Aside from the Paddy Power which is also shown twice, there is an ad for Powerscourt Hotel Resort and Spa. This is the most blatant example of glamorisation of alcohol in order to aid the promoting of a separate product within this study. Alcohol is equated with a luxurious lifestyle as a woman in an elegant dress sips on wine while making eye contact with a man in a slick suit, who just happens to be situated in front of the hotel bar which is beaming with light in a very stylised manner. It is later revealed that the pair are a couple celebrating their anniversary. They had set out to play a game where they pretended not to know each other all day, however, as they come together in an embrace, the voiceover declares, 'Powerscourt hotel: indulge your wildest dreams'. It's clearly sexualising alcohol and making it very desirable. The recurring theme of the alcohol advertiser almost daring the viewer into partaking in alcohol is on show here too.

### **5.7 Examples of alcohol advertising in *Live GAA July 16***

Exhibited on Sky Sports 5 from 18:30 until 21:00 this offering provides a first look at how a non-Irish company portrays alcohol advertising in Ireland. There are four ad intervals with a range of 27 ads. Four direct examples and one indirect example can be found in the midst of these breaks. Carlsberg

have an advert but this time it is a variation from the one running across many broadcasts at this time. Again the theme of alcohol providing unexpected benefits is imbued upon the viewer as the protagonist stumbles upon a barber shop run by Carlsberg. He is questioned upon his entrance as to whether or not he has booked. Upon hearing him say 'no', the barber's mood noticeably brightens and he springs up out of his seat and ushers the man to follow him. An extravagant and impressive haircut follows as well as the man being handed a pint of Carlsberg when it's over. The slogan of 'If Carlsberg did haircuts, they'd probably be the best in the world' is announced by a voiceover at the ad's conclusion. Much like the Orchard Thieves group, this man is rewarded due to satisfying his curiosity, being brave and most importantly of all, engaging with alcohol companies and their products.

A comparison can also be drawn between the other newcomer, Coors Light, and one other ad that has featured throughout this study and that is the Carlsberg French revolution advertisement. Both utilise the power of celebrity as they have cameos from celebrities, Marcel Desailly in Carlsberg's case and Jean-Claude Van Damme with Coors Light. It is hardly a coincidence that both companies want to associate their beers with very masculine figures that the average man wants to emulate. Both celebrities have reached the pinnacle of their professions and are known for their impressive physical traits. As borne out by ads like the NiQuitin example, men are the target for beer so by including people who are the epitome of masculinity these drinks become more desirable. Van Damme is even portrayed to be content in freezing, snowy conditions while wearing a sleeveless outfit to exaggerate his manliness to the nth degree.

This Coors Light ad is run twice while the familiar Guinness Hop House Lager 13 advert also crops up. The Meteor ad with the woman sipping on a drink at the beach rounds out the alcohol advertising present here.

### **5.8 Examples of alcohol advertising in *Live GAA* July 23**

Sky Sports broadcast a double header with coverage beginning at 14:30 and lasting until 18:30. They come out favourably when compared with RTÉ in terms of their alcohol advertising output as there was only one alcohol reference throughout this entire transmission which included 47 advertisements spread out over seven breaks. That one example was also an indirect one in the shape of the match.ie ad so alcohol is not even the primary focus of that one.

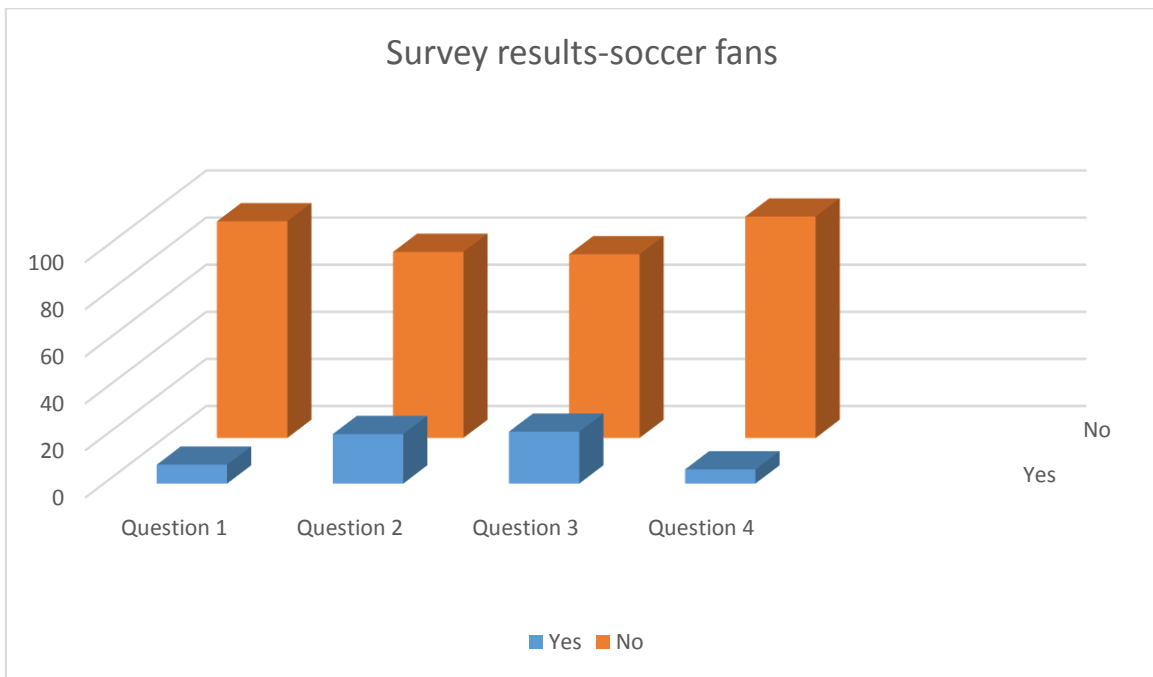
## **Chapter VI - Findings-Analysis 3. Survey results and interview analysis**

### **6.1 Survey results**

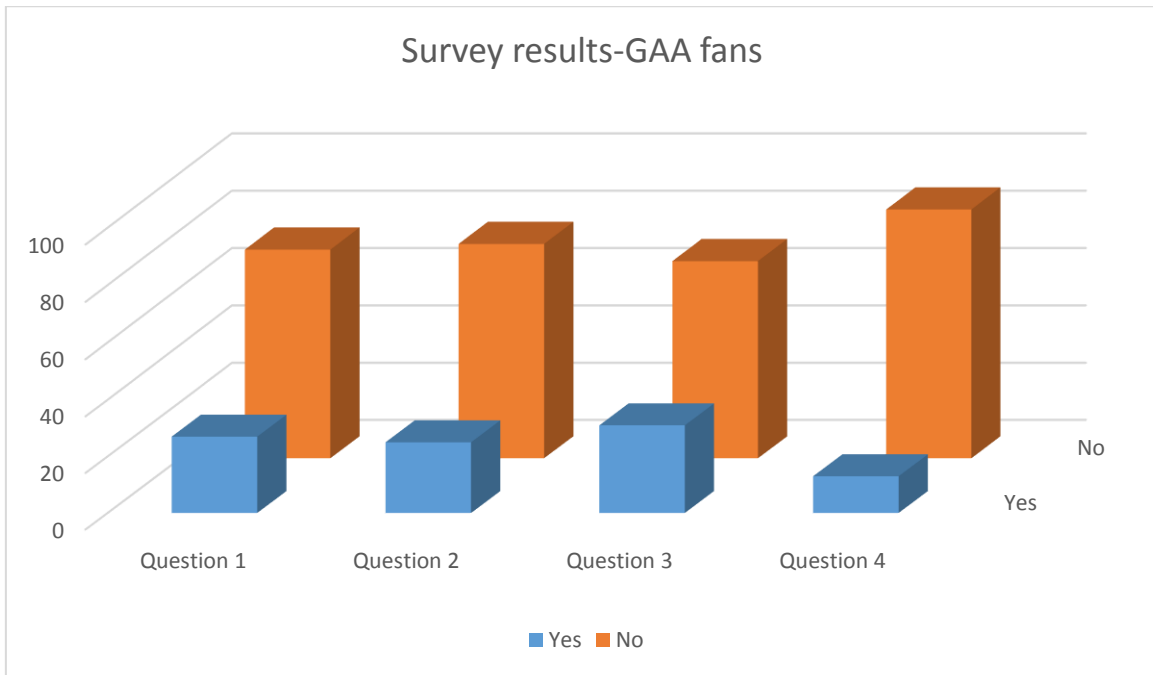
Both surveys were carried out over the 2016 July bank holiday weekend. At 19:45 Friday 29<sup>th</sup> July Bray Wanderers played host to Shamrock Rovers in an Airtricity League of Ireland fixture. The match was held at the Carlisle Grounds. The following day, July 30<sup>th</sup> Croke Park was the venue as Donegal and Cork clashed in a round 4B qualifier. Surveys of 100 spectators were conducted at each match with the same set of questions posed to each group. The four questions were:

1. Should alcohol advertisements be banned from televised sport in Ireland?
2. Should alcohol sponsorship be banned from sport in Ireland?
3. Do you think seeing alcohol advertisements and sponsorship repeatedly in sport is likely to increase the likelihood of children drinking at an earlier age?
4. Do you think that alcohol advertisements and sponsorship repeatedly in sport is likely to contribute towards children eventually drinking in harmful quantities?

The results proved broadly similar as a majority of people in both instances felt that neither alcohol advertisements nor sponsorship should be banned from sport in Ireland. Additionally, a majority of respondents answered 'no' to the questions relating to the impact of alcohol advertising and sponsorship on children. This is quite similar to a recent survey carried out by checkout.ie in 2013. Results are laid out in a graph below.



Question one was a resounding 'No' with 92 to just eight positive responses. Question two demonstrated that 79 felt 'No' while just 21 answered in the affirmative. Question three yielded almost identical results as 78 answered 'No' to 22 'Yes'. The final question proved to be the most one-sided as 94 answered 'No' to just six in the 'Yes' camp.



The GAA audience proved to be less conclusive. Question one garnered 73 'No' to 27 'Yes'. Question two was met by 75 'No' and 25 'Yes'. For question three 69 said 'No' while 31 replied 'Yes' in what was the evenly split response. Question four was met by 87 'No' while 13 responded 'Yes'.

## 6.2 Interview analysis

The interviews provided contrasting opinions. Dr Mick Loftus and Conor Cullen were ardent critics of the link between alcohol and sport in this country. Dr Loftus is a former GAA President as well as being a practicing doctor while Conor Cullen is the Head of Communications and Advocacy at Alcohol Action Ireland. It was a point of emphasis for both that the reason alcohol companies were engaging in this sponsorship was that it allowed them to leech onto the positive, associative feeling that sport can lend them. They also pointed out the stark facts around alcohol related deaths. Dr Loftus explained that, 'There's three deaths a day due to alcohol. Illness costs the state 1.2 billion annually and alcohol increases the chances of developing 16 medical conditions and is a contributing factor to half of suicides'. Paul Mulligan, Head of Commercial Operations at RTÉ, explained that he felt going after alcohol advertisements was, 'to decide that the low-hanging fruit is ads on telly is a very simplistic attitude to what's a much more profound problem'. Noel Mooney, former FAI head of league marketing and promotions, echoed that sentiment as he said, 'Sport has a positive impact on people and again, watching football with friends having a beer is a social thing to do. When it turns into alcoholism or binge drinking is a bigger societal issue that is dealt with through education'. However, Cullen did explain that it was only one facet of their plan, 'If we ban alcohol sponsorship of sport will it dramatically improve the health of the nation overnight? Probably not. But it's one of a wide range of things we need to address and that gets back to the evidence because public health policy in relation to alcohol is based on the evidence'.

The main bone of contention between both sides was the effectiveness of the loi Évin that was passed in France in 1991 to combat harmful drinking. So between Dr Loftus and Conor Cullen, who extolled the success of the law, and Paul Mulligan, who said things had only gotten worse in the



wake of its implementation, who is right? Upon further examination, Dr Loftus and Conor Cullen appear to be in the right as Mongan clarifies that, 'There has been a 20 per cent decline in alcohol consumption in France since the law came into effect'. However, she does add the caveat that, 'this downward trend began in the 1960s. It is not clear how much of the decrease can be attributed to the *loi Évin* as opposed to other factors' (Mongan, 2016). Diouf outlines the difficulty of figuring out just how responsible the *loi Évin* is for this improvement since it is, 'difficult to assess the impact of advertising restrictions on behaviour' but ultimately concludes that, 'The *loi Évin* is effective' (Diouf, 2016). Another review of its effect on French society points specifically to the effect upon the sports scene where, 'The "*loi Évin*" had an important disruptive side effect in Europe concerning sport. Television retransmission of several international football matches was cancelled. Moreover, the law made it impossible for the American brewer Anheuser Bush to sponsor the 1998 Football World Cup in France (in spite of heavy lobbying of the French government)' (Taver and Tardivat, 2012). But nonetheless, the French persevered and successfully held that tournament along with other major sporting tournaments since then: the 2007 Rugby World Cup and the European soccer championships just gone. Cullen makes this point and he is right to do so. Banning alcohol advertising and sponsorship of sporting events is not the death sentence that alcohol companies and organisations like the GAA and FAI make it out to be. Sport is too attractive and lucrative a marketing opportunity for many types of companies to be particularly reliant on one field like alcohol for sponsorship.

## Chapter VII – Conclusion

This study has found that alcohol sponsorship is no longer visibly present in GAA broadcasts while it remains a cornerstone of international soccer broadcasts. Advertising tends to be something of a dead heat as alcohol advertisements are quite prevalent in both. In terms of the output of alcohol adverts during Euro 2016, TV3 were substantially higher than RTÉ in both alcohol ads and total ads broadcast. Sky Sports in their GAA coverage, however, contain noticeably fewer ads than RTÉ's. While technically the hoardings at those GAA broadcasts would change over intermittently in a style reminiscent of the ones at Euro 2016, it must be stated that in terms of the eye-test, they are far less spectacular and crucially, noticeable. Soccer broadcasts are where large companies deploy their best technological equipment in order to optimise their visibility to viewers. GAA coverage still feels some years behind it on that front as one can ignore their hoardings far more easily.

The surveys proved a pattern exists amongst Irish soccer and GAA fans as similar results were recorded in each case. While the nature of the survey was to only collect yes or no answers, some background information is important to understand. Among domestic soccer fans, hearing talk of potentially banning alcohol advertising and sponsorship was often greeted with criticism as their chief concern was how clubs struggling in an already difficult financial situation would be able to cope if their pool of potential sponsors was shrunk by government legislation. This was not spoken about as much amongst the GAA community. Its nature as an over-arching concern on behalf of soccer fans may be a contributing factor for their answers tending to be more negative towards banning alcohol advertising and sponsorship. The vast majority of the sample of soccer fans were also male. There was a more even gender split among the GAA sample. A gender divide has been explained in the past to be another facet worth acknowledging: '43% of those participating in the survey believe alcohol brand sponsorship is "not relevant" to sporting events. Somewhat unsurprisingly, significantly more women (50%) were found to be of this opinion compared to males (34%)'

(Checkout.ie, 2014). The fact that a majority of people in both cases still feel that alcohol advertising and sponsorship should be permitted demonstrates that people are a little afraid of the unknown. The rhetoric used by alcohol companies is working as most of the public feel that sport is reliant on money it provides even though it has been proven that organisations like the GAA and FAI are not dependent on them.

In terms of whether or not advertisements abide by the Code of Practice for alcohol advertising, this study has both positive and negative assertions to state based on the research carried out. Throughout the content analysis there were no infractions present. However, during the interview with Paul Mulligan, he explained how RTÉ does comply with the Code of Practice: 'We don't take any alcohol ads on RTÉ 2 until 7:30 in the evening so as to avoid schoolchildren, when the channel has a lot of children's programmes on it. Generally, sports fall into that time period, during the day, Monday-Friday. We would not have any alcohol in them. If we do have alcohol ads in sports events, that would be over the weekend maybe or later in the evening'. While this is all above-board, it raises the question of the futility of the law proclaiming that 75% of the audience must be over 18 for alcohol promotion to be involved because at the weekend children are as likely to be watching a major sporting event on television as anyone else, especially when you consider that the Ireland-France match was on at 14:00. Browne has explained that it had an average of, '1,262,200 viewers which was an 82.93% share of the Irish television audience that afternoon'. It would be naïve to think that that figure did not include a sizable number of people under the age of 18. So while RTÉ are not breaking any code, the code itself is flawed. Alcohol companies are given the opportunity to advertise as freely on a Sunday afternoon as they are on a weekday night. Mulligan does acknowledge, however, spirits are not allowed to be advertised on television in Ireland. In this way at least, Ireland is ahead of the curve on responsible promotion of alcohol.

Ultimately, it is hard to disagree with Conor Cullen when he says that, 'Alcohol companies want to be involved and associated with sport because it links what can be a very unhealthy and harmful product with something which is very healthy and good for you and that we all feel passionately about and strongly about. And you bring those two together and it's essentially, they're leveraging the positive associations with sport in their own interests to sell more of their product'. Now while that is true of advertising and sponsorship in general, alcohol causes more damage to society than anything that frequently crops up while one is watching a soccer or GAA match. While the public still seems to be under the impression that sport in Ireland requires this link, the evidence suggests otherwise and government policy seems to be in the process of repudiating it as legislation to end alcohol's association with sport appears to be a matter of when and not if. At the current rate, public opinion will change over the next few years as Irish society likely embraces an era where sport is devoid of alcohol advertising and sponsorship.

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## Interview transcripts

### Interview with Mick Loftus-Former GAA President and doctor

**Q. 1: Were there ever any offers made to the GAA to introduce alcohol sponsorship during your term as President?**

A: No, never in my term.

**Q. 2: Do you feel that the GAA is going in the right direction as ties with alcohol have lessened in recent years?**

A: It has, well I think alcohol is spoken against more now in recent years, about what it's doing in society and that's how I got involved. I was a GP here since 1957, now by the way I was raised in a public house. My mother died when I was young so we came down here. Course I never took any notice but then I was appointed coroner for North Mayo and that's when I started to take notice, real notice, y'know every second case I dealt with, alcohol was involved particularly in the case of road traffic accidents and suicides and then, as a GP, I started to look further at it. And the whole culture is out there, that you cannot enjoy life unless you drink. And then I started looking at the whole area of sponsorship and advertising and so on.

**Q. 3: Do you feel that alcohol advertisements should also be banned during half-time breaks for televised matches?**

A: Oh indeed it should. It shouldn't be associated in any way.

**Q. 4: You said in 2012 that, 'they pump huge sums into almost all sports organisations in this country.' What do you say to the argument that county boards are reliant on alcohol sponsorship and these huge sums helps fund grassroots initiatives that help children get involved in playing sport?**

A: Well, France in 1991 brought in the Loi Evin law which banned the whole area of advertising on television at football games and they managed. And there was a 20% downturn in the uptake of alcohol after that law was brought in in France. And then, Sweden, Switzerland, the Netherlands, they have strict, very strict laws on alcohol and have great moderation there, as regards alcohol. You don't need the money to promote sport. I'm a long time in sport, at club level, provincial level, county level, and national level and I can see you don't have to have money to promote sport. Look at how the GAA have managed without the hurling sponsorship and that was worth 33 million to them. You just look at it, alcohol is a potent drug, and we have laws to prevent the promotion of other drugs, why should we promote alcohol the way it is promoted with such dire effects. Go to any A and E department any weekend and see how much they're taken up with cases related to it. I think it's a third of accidents involve it. I've some facts here on it. In 2011, 14,239 people were admitted to hospital for alcohol dependence. Now those figures are taken from the Central Statistics Office. 9 out of 10 18-29 year olds drink alcohol and then out of the adult population, 8 out of 10 drink alcohol. Now alcohol consumption among adults in Ireland, is 11.6 litres drunk annually. That's 482 pints now and you take in Ireland, that a third of adults don't drink so the average is really up to 13 or 14 litres. The average adult is now drinking a bottle of vodka every week, Department of Health Report 2011. There's three deaths a day due to alcohol. Illness costs the state 1.2 billion annually and alcohol increases the chances of developing 16 medical conditions and is a contributing factor to half of suicides.

**Q. 5: Regarding your self-imposed ban from attending the Senior All-Ireland Hurling final, you said in 2012, 'Because I had a personal privileged position in the GAA, I was able to make my disapproval of the sponsorship clear by staying away from the most important prestigious occasion on the Croke Park calendar'. Have you tried to use that privileged position to affect change in other ways?**

A: No, no. Never in any other way. I had that strong a feeling about alcohol and this was the greatest sporting and social occasion. 82,000 people there and y'know, that's not to say the number worldwide watching.

**Q. 6: 'By attending I felt that indirectly I would be supporting the sponsorship'. Do you then feel that non-alcohol companies that feature alcohol in the background of their adverts can be classified as indirectly promoting it?**

A: Oh yes definitely.

**Q. 7: We have seen the government row back on proposed plans to ban all forms of alcohol sponsorship in sport by 2020. What did you make of that decision?**

A: I think, now in fairness to the government, I'm very critical of them but I think they're coming up with a new policy as regards health in general but alcohol would be part of that, y'know they mentioned it there the past few months, the minister for health did that he was bringing in a bill to deal with alcohol policy. Just another quota here, 1, 600 people died from alcohol consumption

between 2007 and 2013. Well, if you had that with any illness, you'd have everyone being vaccinated and so on.

**Q. 8: Are you optimistic about the prospect of such a ban being put in place in the future?**

A: I would, with the way I heard the minister for health speak, I'd say he is committed to it. But I know there would be strong pressure with the drinks industry because they're very, very strong. I'd be confident that ministers mean well but that the industry is so strong that it's tough to effect change.

**Q. 9: Leo Varadkar, who opposed the ban on alcohol sponsorship while sports minister, said it was unfair to target sport, and not music and culture events as well. Does he not have a point considering sport is at least, very beneficial for one's physical and mental health? Should cultural and musical events not be considered worse offenders given that people may at least engage in sport partly because of the exposure provided to it by drink companies?**

A: Well we should copy the Loi Evin law and they include all cultural laws. I wrote down here, so drinks over 1.2% are considered as alcohol. There's no advertising allowed on TV or cinemas, no sponsorship of sporting or cultural events.

**Q. 10: What do you make of alcohol companies efforts to promote safe, responsible drinking through websites such as drinkaware.ie? Are they doing enough for their part or is it solely the responsibility of the government and the GAA?**

A: No, those are known as social aspect organisations, through those they try to promote it. One of those is Meas.ie. It stands for mature enjoyment of alcohol. They, through that, try to say that alcohol is responsible. There's two other social aspect organisations but that's their main one.

**Q. 11: If you were GAA President today, what steps would you take in relation to this issue?**

A: Oh I'd definitely be against it. I'd be against any type of association with the alcohol industry. Now when I say that, I am a pioneer but I can see people enjoy a drink but it's sad to see it promoted in the way that you cannot enjoy life and how it's affecting, y'know the younger generation. Y'know, the amount of drink on weekends particularly it being associated with games and such events.

## **Interview with Noel Mooney-former FAI head of league marketing and promotions**

**Q. 1: Do you think the FAI having an official beer is placing an expectation on fans to drink in any way?**

A: Watching football matches is a social experience and often is enjoyed with friends having a drink together. Many people enjoy a social drink so it should be within the rights of brands to advertise once the money goes back into developing the sport.

**Q. 2: The FAI has requested that UEFA allow them to sell alcohol at competitive matches. Do you think that the current UEFA rule is too strict?**

A: The rule was brought in to combat hooliganism of which heavy alcohol drinking was a contributory factor. This was many years ago. I believe it should be allowed in stadia until it causes an issue sufficient to ban it again.

**Q. 3: What negative effect would a ban on alcohol sponsorship have on the FAI?**

A: They would lose significant income to develop the sport at grassroots level.

**Q. 4: John Delaney has said, 'Do not blame the sporting bodies for what is happening with alcohol abuse'. Do you think that sports as popular as soccer can have quite a considerable influence on people, especially younger and more impressionable types?**



A: Sport has a positive impact on people and again, watching football with friends having a beer is a social thing to do. When it turns into alcoholism or binge drinking is a bigger societal issue that is dealt with through education.

**Q. 5: The FAI currently have 20 sponsors listed on their website. Could they not operate to a very similar level with the remaining 19 if they severed ties with Carlsberg?**

A: Alcohol sponsorship represents one of the larger of these so to take this out would certainly affect their output.

**Q. 6: During your time with the FAI, was the possibility of discontinuing all forms of alcohol sponsorship ever discussed?**

A: Certainly, we would have discussed the issue as we would all similar issues and the feeling was very much that we, like UEFA & FIFA, hold a similar stance.

**Q. 7: During your playing days was there a culture of alcohol being important to help with team bonding on occasion?**

A: A number of players did not drink and almost all were moderate in their alcohol consumption.

**Q. 8: Do you know when the FAI first agreed to enter into alcohol sponsorship? Even an approximate guess?**

A: I guess it was around 20 years ago – I recall the Harp Lager league also.

## **Interview with Paul Mulligan-Head of Commercial Operations RTÉ Television**

**Q. 1: Does RTÉ have any limitations regarding how many alcohol advertisements they broadcasts during live sporting events?**

A: In terms of alcohol restrictions, and there are alcohol restrictions in RTÉ. First of all, I should probably say we don't take any alcohol advertisements in young children's programmes at all, of any kind. We don't take any alcohol ads on RTÉ 2 until 7:30 in the evening so to avoid schoolchildren, when the channel has a lot of children's programmes on it. Generally, sports fall into that time period, during the day, Monday-Friday. We would not have any alcohol in them. If we do have alcohol ads in sports events, that would be over the weekend maybe or later in the evening, there is normally only one beer brand in a break but there could be wine, although wine doesn't really be advertised as much on television. It tends to be only beer. Spirits are not permitted by law to be advertised on any Irish broadcast outlet at all so the only thing, what you're down to is beers. And so there's one beer per break in sports. Sports events tend to be long by the very nature, so y'know you have a mid-term break so there may only be one ad in a sports programme.

**Q. 2: Does RTÉ feel responsible at all for monitoring how many of the teams featured in these events have alcohol related sponsorship?**

A: No, no I think, we operate broadcast authority codes. We also operate under the Advertising Standard Authority Code of Ireland. We operate under a voluntary alcohol code which is agreed between the drinks industry and the Department of Health. That's what we do, what we control goes to air. We can't decide that if a player in Meath, for instance, is sponsored by the local pub or brewery or micro-brewery or whatever. That's beyond our realm.

**Q. 3: Should RTÉ be held to a higher standard than some of their competition in terms of what advertisements they broadcast since they are a public service station?**

A: RTÉ would like to think that it does work to a standard that is probably higher than other broadcasters. RTÉ has in place formal copy clearance procedures, in other words, every ad that appears on radio or television one way or another, comes through this office, is seen by a committee of people and is then checked again as it arrives before it's broadcast. That's because we do expect to have standards that are higher than others. The reason we do that is that we're not a fully commercial company. We're a public funded company, a public service broadcaster. We're owned by the punter, the viewer, the license payer and therefore we should have standards and they should expect standards of RTÉ to be higher. And you will see that in the odd example, like for instance, there was a fair amount of furore over the Conor McGregor ads. RTÉ refused to take the ads for Budweiser. Every other broadcaster took them. We lost many, many thousands of euro over that decision but we felt, in our view, he was a hero of the young and should not be in alcohol advertising.

**Q. 4: This study recorded five broadcasts from Euro 2016, three from RTÉ and two from TV3. They were found to have similar quantities of alcohol ads. Do you find this surprising? (Note: Paul's response lead to a double check of the figures and he was right. The basis for this question was incorrect)**

A: Yes, I do, for two reasons. One is, now I don't know what their policies are in detail but I do know that for instance that RTÉ has an average of six minutes of advertising in the hour. That's by permission of the government. The minister has the power to control RTÉ's advertising and he allows

us an average of six minutes in the hour. TV3 is allowed 12 minutes in the hour by the broadcasting authority of Ireland because they are a fully commercial company so it would be very surprising, even the number of ads, they have twice as many ads as we have so I'd have said they'd have had twice as many ads for everything.

**Q. 5: I conducted an interview with Conor Cullen of Alcohol Action Ireland earlier this week. In it, he said that banning sport sponsorship was a child protection issue as they are very susceptible to everything they see and hear especially while watching their favourite sports stars on television. He pointed to studies that proved as much. Taking the example of Euro 2016, do you feel seeing slogans for Carlsberg flash up on hoardings all around the pitch every five minutes or so is likely to contribute to a child watching to take up drinking at an earlier age, and/or to engage in harmful drinking patterns?**

A: I honestly, I mean the effect that advertising has on people's attitudes or their changing lifestyles is very hard to measure. And y'know, they talk about studies and you have to be very careful with these studies and where they come from and why they were done. Does advertising, advertising generally makes people buy products otherwise people wouldn't do it. Does it make people actually change their lifestyle, that would be a big jump in terms of it. We certainly don't put any alcohol in any children's programmes or any programme unless it has 75% over the age of 18, there is no alcohol in it. But I think, is alcohol an issue for Irish society? It's a societal issue, to decide that the low-hanging fruit is ads on telly is a very simplistic attitude to what's a much more profound problem. Does it contribute? I don't know if it contributes. I can tell you for example, that when you talk about studies. There was a study done in France, which banned alcohol advertising more than 15 years ago. And after 10 years all they found was that the alcohol consumption in young people had increased so I don't know what the connection is. There has been no ads for alcohol in France but

their government statistics, their international World Health Order statistics will show that the number of young people drinking or the quantities of young people drinking actually went up so I don't know what proves.

**Q. 6: Would you consider ads that are not for an alcohol brand but that still feature alcohol in some way to be indirectly promoting it?**

A: If you're showing people, take for instance, *Fair City*, which you'd have the same thing in Coronation Street and most soaps. There is no doubt that there would be cafes and pubs because that's where people meet and that's where people talk. Will alcohol appear in those? Yes as it is a natural part of the scenery in a pub or in a restaurant, so it will appear. If it didn't appear there would be probably something wrong with the environment. Does that encourage people to drink? I don't see any proof that it does. No more than if in a house scene you have a packet of Weetabix on the table. Does that encourage people to use Weetabix? I don't know, maybe it does to a slight effect. Maybe it does.

**Q. 7: In that interview with Conor Cullen, he mentioned that they would like to see a watershed put in place for 9pm with regard to alcohol advertisements. You have already touched on it there, already being in place for half seven but if this were to be moved to nine, would that be difficult for RTÉ to accommodate?**

A: Well there is no legislation for half seven. What there is, is there's a voluntary code that has an audience profile in it. That says you can't put alcohol, any product, in any programme that doesn't have at least 75% of the audience over 18. That's why we measure our audience and so we know

that by half seven, that's not the case. That you're now into a majority or over 75% of the audience is now adult, 18 plus. So that's why it turns out to be half seven. It could change, it could be 8, it could be half 8 but it's been half 7 for some time. Would a nine o'clock watershed make a difference? Yes, well a nine o'clock watershed would make a difference in the sense that you would have, obviously, less alcohol ads on. Would it affect audiences? No, I don't know. Would it affect revenues? Yes it would. And would it affect our ability to make programmes? Yes it would. RTÉ is not, there's no profits in RTÉ. There are no shareholders in RTÉ. Everything that's made from commercial activity is all put directly back into programming so if you don't have the money, if you lose a million, two million or whatever you might lose, it means you will lose programmes that we can make. That's simply it, y'know.

**Q. 8: When RTÉ are selecting which adverts to broadcast, is there a certain formula applied or does that strictly come down to whoever pays the most?**

A: No, no. Many, many years ago there was a system called Pre-empt. And what it meant basically was that someone could kick someone else out of advert slot by paying more to get into it. It was kind of an auction system but that ceased about six years ago. It ceased around the time that the advertising market took a real nosedive. And no, we offer fixed price advertising six months in advance. And if you sell something, you sell it.

**Q. 9: So you think ads are kind of low-hanging fruit and not really the be- all and end- all of causing the binge drinking in Ireland?**

A: Yeah well, what I think are a couple things, one is that maybe advertising has an effect on people deciding to drink but there's nothing wrong with deciding to drink. Most societies have people who do the same and most societies have historically had that. And what's the problem is, is the attitude to drink, is the attitude to drink until you're absolutely pissed. That's where the issue is. And if you could tackle the attitude to drink then you would have tackled something real but to look at the low-hanging fruit of 'I saw an ad for beer or something like that and that made me go out and get absolutely tanked is really not what it's all about. My real, main belief is, as with drink driving is that you can change the attitude over a period of time and young people have a completely different attitude to their mothers and fathers regarding drink driving. You can change attitude and advertising can sometimes be helpful in helping that but unless you change the attitude then you're picking on the obvious bits that are easy to see. And it actually doesn't tackle the problem at all.



## Interview with Conor Cullen-Head of Communications and Advocacy at Alcohol Action Ireland

**Q. 1: While Guinness may still be involved in the GAA, as a 'proud partner' according to a 2013 press release, they are no longer a visible presence at GAA matches. Are the GAA moving in the right direction in terms of lessening their link with alcohol?**

A: Yes. The GAA no longer has any competitions that are sponsored by alcohol brands and that's a welcome development. It's the biggest sporting organisation in the country, it has a huge number of young members in particular that are actively playing GAA, hurling, football and I think the fact that the competitions themselves are no longer sponsored by any alcohol brands, not just that one, is very important because it reduces the exposure of those kids to alcohol brands when they're attending games, when they're watching games on TV, when they see advertising for games. I was in Thurles yesterday at two hurling matches and there's a huge amount of young people that attend these games and participate in them. And they're great for them essentially, in a number of ways, not just physically but also in terms of their development and it's not something that we, here in Alcohol Action Ireland want to see alcohol associated with.

**Q. 2: On pg. 3 of the document 'It's Not a Game' it states, 'Sports sponsorship...is very rarely used in isolation'. But that is the case now in GAA broadcasts across RTÉ and SKY as only advertisements feature alcohol. How much of an impact can they make on their own?**

A: Well, go back to the start of that. I suppose the first thing we'd say in terms of when I did welcome the GAA moving in the right direction, we would hope that y'know the GAA can see, y'know the GAA has a lot of movement around health and well-being. They have a country-wide program within

clubs, through clubs, y'know to promote health and positive mental health so I suppose the way they're moving is in line with what they're doing internally with their members' health and I suppose we would also hope that they can see that an organisation in Ireland can, I suppose see that levels of alcohol harm we have in this country are huge; we've three deaths every day, we've a wide range of societal costs. This is, and I'm getting to your point now, this is a massive issue. I mean, and you're saying advertisements alone-advertisements are part of the bigger picture. We have a lot of issues to address on alcohol. If we ban alcohol sponsorship of sport, will it dramatically improve the health of the nation overnight? Probably not. But it's one of a wide range of things we need to address and that gets back to the evidence because public health policy in relation to alcohol is based on the evidence. And all the evidence shows, the World Health Organisation has, there's reams of books on this and various reports and academic papers, the three key areas you need to tackle from a public health point of view are: the price of alcohol, the availability of alcohol and the advertising and promotion and sport sponsorship falls squarely within advertising and promotion. The key people you're trying to protect here are young people and children. Not older people, who y'know may have already developed I suppose drinking habits and have well developed behaviour in relation to alcohol and expectations. With young people in particular, and there's really strong research on this which I can give you and it's referenced throughout that document that you read. Longitudinal studies that show that the more alcohol promotion that young people are exposed to, the more alcohol advertising, the more marketing, the more likely they are to start drinking earlier and they'll drink more if they're already drinking. This is children. And I mean, delaying the age that a child starts to drink is one of the key aspects, one of the key planks of public health policy because the younger you start to drink, obviously the more of an impact that has on your body and your health and well-being, brains and bodies are developing up until the time we're in our mid-twenties believe it or not, not 18 which is the legal age for drinking and the other thing is as well is that the younger you start to drink, you're far more likely to have problems with alcohol later in life as well apart from obviously the huge impacts it can have on young people on an immature body and mind. So I suppose, in terms of can it make an impact? Yes, and the other thing we need to do as well is we need to break that link

between alcohol and sport. I mean sport is good for you. It's a physical activity, hundreds of thousands of people enjoy it, it teaches kids about teamwork, about fairness, y'know we learn lots of lessons through sport. I know I did. And lots of other people in Ireland do and they enjoy it. And as I pointed out, on the other hand we have alcohol consumption associated with that and if you look at alcohol in a societal point of view in Ireland, like I said, we have three deaths every day. It's a key driver of over half of all suicides, over a third of cases of self-harm. We have huge issues with drink driving still, two in every five deaths on our roads is due to alcohol so we've huge issues with alcohol in society and yet we're partnering that in many ways with something that's so positive and that Irish people feel proud about and passionate about. And that's not an accident. Alcohol companies want to be involved and associated with sport because it links what can be a very unhealthy and harmful product with something is very healthy and good for you and that we all feel passionately about and strongly about. And you bring those two together and it's essentially, they're leveraging the positive associations with and feelings with sport in their own interests to sell more of their product. Y'know and what that does, it works for them but also in terms of young people and children especially. It affects their behaviour in relation to alcohol but their expectations around it. So you're an Irish child and your hero is playing for this team whether it's a GAA team or a soccer team or a rugby team and you see him with his can of Heineken and it's on his jersey and you're seven or eight years old , that has an impact. And that's how it works and that's why we think we shouldn't be combining these things, these activities at all.

**Q. 3: Pg. 5 of the same document states that, 'A number of systematic reviews demonstrate that alcohol marketing encourages children and young people to drink at an earlier age and in greater quantities than they otherwise'. What are the most common ways that alcohol ads encourage children and young people to take up or increase their drinking?**

A: Well, I mean we've already kind of covered that, but promotion of alcohol is risk-free so as I've pointed out especially as young people there's huge risks associated with alcohol. The younger you are, the bigger the risks. It can cause serious illnesses especially a pattern of binge drinking to drunkenness, fights, injuries, you name it. The leading cause of death in young men in this country is harmful drinking, whether they take their own lives as a result, whether they get in the car and drive. Also, between 15 and 39 harmful alcohol consumption is the leading cause of death of men in Ireland. Nothing else takes more lives of young men at the moment. And yet, we have it associated with the one thing that young men in Ireland are probably most interested in, or two of them. You've got music and sport, and actually there's a famous document that was released to the UK government examining this issue. An alcohol marketing executive was talking about young men and beer and y'know they said that men are interested in four things primarily. We make one of them and we sponsor two of them: sport and music. And that's one of the big issues, the associations with all these things but as we said in that document and you touched on it there, one of the key things here to realise is we talk about the thing on the jersey and you go to the match and you might see it and you're watching it on TV and you might see it but one thing that's really important is that buys them that exposure but also they leverage that hugely. So especially kids nowadays, if you're on Facebook or you're on YouTube or you're on Snapchat or whatever, the alcohol companies will use that association with sport stars, with the teams to leverage it through all those channels because the kids will be looking at the reports of the match or looking at the interview of their favourite player or looking for their favourite stuff. And everywhere you see it, it's associated with alcohol. So coming back full circle, it's all risk-free, it's all positive. It's giving you the message that this is something that's fun, that's good for you, central to belonging and being part of popular and celebrating. But there's nothing there that says that this can be very harmful to your health, y'know that puts up the other side, the realities that we have in our A and Es every weekend. The situation that we have in our hospitals. That's not reflected at all. And I suppose what I'm saying is that it has a real impact on behaviour and expectations from a very young age. And none of us think when we're asked individually that any alcohol marketing or advertising has any impact on us and we're all

wrong. There's a reason that alcohol companies spend hundreds of millions on big deals. Heineken, just now, have signed a big deal with Formula 1 which is an outrageous partnership considering the impact of drink driving throughout the world. But there's a reason they spend all this money. It's not because they're benevolent, philanthropic companies that want to support sport in Ireland. It's about leveraging those sports brands and our organisations to sell more of their own product. And, by and large it's working.

**Q. 4: Pg. 7 points out that, '35% of children were invited to "like" an alcohol brand on Facebook. Are new forms of technology like social media now a better gateway to advertise to children and teenagers than traditional sponsorship at matches and on team's jerseys?**

A: Absolutely, absolutely yeah definitely. Now kids are exposed to when they watch on TV and they can be largely exposed to it at matches but the digital world is the one that kids now inhabit, same as a lot of adults. Y'know we do a lot of searches on mobile and browsing, even Facebook now for a certain generation is becoming a bit dated and they're more likely to be on Snapchat. And while that's good that kids are so advanced technologically, it leaves them very vulnerable. And they can be reached very, very easily and are being reached at a very young age as that research proves by alcohol trends at a very young age. My nieces are on Snapchat, they're not all on Facebook. And that's good in a lot of ways but they are being reached as that research proves, by alcohol brands at a very young age and exposed to alcohol advertising, a lot of it. There's no escape from it now. I mean if you walk outside from here and look back, you'll see the alcohol billboards. The same if you're a kid on the way to school. You're watching TV at home, sports sponsorship, like, digital media. Every area of their life and that research shows that as well, is infiltrated and I suppose, they're exposed to it everywhere. And to bring it outside that realm, and I made this point earlier, they're kind of growing up in an alcohol saturated society. It's not just the marketing and the advertising: it's the people

around them drinking it, adults and people who should be setting a good example. They go in to do the shopping, it's there everywhere. You go into a petrol station when you're driving somewhere and it's there. Every corner shop now, huge alcohol displays so I mean kids in Ireland are growing up in a society that's saturated with alcohol but that's not protecting them in any way. And it is actually a child protection issue because it is clear that the younger you start to drink, the worse it is for you. And alcohol marketing and sponsorship has a direct impact on that. And we're not protecting children at all. And the digital area is one we're really going to need to address, and y'know, in many ways it is less complicated and can be less complicated than traditional advertising. Because if you think about trying to protect a kid from a billboard or a TV or anything like that. But everything on social media is exquisitely targeted. Y'know so if you want to target an ad at apples for people aged 20-25 who are working in certain part of Dublin, y'know, you can do it. And my point with that is the social media also knows exactly what age every user is so you can easily protect children if you say alcohol advertising, we're not going to expose any under 18s to it. It can be done, very, very simply through social media. But one of the big problems that we have as well is that social media companies, Facebook is one in particular, have signed multi-million dollar deals with these alcohol brands to help them reach the users of their platforms. So Diageo has a huge deal with Facebook and Heineken has deals with other social media people. All these, y'know, they're leveraging your information and they're allowing them to reach you as effectively as they can. But you are right, it is something that we do really need to address. I mean, just taking it off the jerseys at this stage or maybe off of the billboards around the pitch is maybe not enough. The activation around that sponsorship and how they leverage it through various channels after that, that is really where they make the difference. It allows them to reach these kids.

**Q. 5: Pg. 7 also says that, 'alcohol sports sponsorship links masculinity, alcohol and sport and embeds alcoholic products into the everyday life of the consumer'. Would you consider ads that**

**are not for alcohol but include it in some way as a prop to be indirectly embedding it into the everyday lives of people too?**

A: I suppose it, I suppose it does. It does because it's part of society in general and our attitude and our social norms in relation to alcohol that I suppose, we've fostered and the alcohol marketing have fostered a particular view of alcohol and what it means, y'know to drink, and to be a man with your beer. And what it means not to drink as well, because that's another thing. Over a fifth of people in this country do not drink alcohol. All the surveys will show you we actually have quite a high rate of abstainers in this country, given how many we do have who drink to harmful levels. And I suppose, the fact is we don't hear about those at all. We've kind of normalised drinking to excess in Ireland and we've normalised drinking to get drunk and we've normalised the harm that comes with it. But I think there is a lot of pressure, and it goes back to the expectations that young people have at a very young age about how they're expected to behave and what they're expected to be. And that's in many different areas of life but alcohol is definitely a prime one. So if you're a guy growing up, y'know, there's expectations around your behaviour with alcohol and what they're expected to be. Y'know, we've created a situation where we're priming young people for trouble from the off. And we're not protecting them from that. And I'm not talking about prohibition but I'm saying in many ways we can create an environment that makes it easier for people to make a healthy choice. An environment that protects kids especially, from exposure to alcohol. And also as they get older it's easier for them to make a healthy choice. If alcohol wasn't so widely available, if the displays weren't so prominent in the shops they went into, if they weren't exposed to alcohol advertisements every time they watch an Irish soccer or rugby match. If y'know, there wasn't cans of beer for sale for less than a bottle of water in supermarkets. All those things, if we address those, and sponsorship is just one part of a wider plank of issues that we need to address but it's really about just making people's relationship with alcohol better and healthier.

**Q. 6: This document is mainly concerned with the effect alcohol sports sponsorship has on children and young adults but do you think it also causes people in their 30s and above to drink to unhealthy levels?**

A: I suppose the key thing there is, it isn't. By the time someone's reached their thirties they've most likely developed their drinking habits. In Ireland especially, because the age of initiation of drinking is 15 at the moment. Some start to drink earlier, some later but by and large the survey showed it's around 15. So a lot of people in their 30s will have over 15 years of drinking. Now does alcohol sponsorship help that situation? No, but in terms of their behaviour around alcohol, their expectations of it, they've been on a longer journey. And in many ways, now people can change at any point in time, they'll have gone through that journey. They'll be 15 years in. Now I'm talking about sports sponsorship and the key in it, they're less susceptible to it than kids, that's for sure. That's because children are far more impressionable, they're less mature. They're more impulsive and they take in those messages especially the ones related to their sporting heroes and their sporting teams. And they don't have enough life experience or emotional or intellectual capacity that you or I would to analyse it, y'know what I mean. I remember the X Factor music coming on a few years ago and my then three or four year old nephew started asking for pizza. Dominos was the sponsor at the time and he had just heard the thing. And we use a line in our site, and I think it's quite a good one, that y'know, we can't pretend that children in Ireland start to hear and start to see when they're eighteen years of age because they don't. We're taking in everything around us from a very young age. And I think children, or people under 18 whatever way you want to phrase it, are definitely the ones most at risk from this kind of promotion. And it's about keeping the conveyor belt going, the next generation of heavy consumers of alcohol in Ireland that will keep the consumption up, keep the profits up and we need to stop that conveyor belt. Especially the type of people that are getting in trouble, the Health Research Board did a big survey called alcohol diary survey and it was published in 2014. And it's worth having a look at, even the overall findings because what you'll find



is the highest rate of dependent drinkers in Ireland and the people who have the highest rate of harmful alcohol drinking are both in 18-24 year old age group so they're people who are in big trouble or could be in big trouble potentially. And that's the reality and that's why we're calling for these things, not because we're looking to deprive the IRFU and the FAI of income. And that's another thing, one of the key things about all of this as well is that in principle, the government accepts that alcohol and sport should not be linked. In principle I think the majority of Irish people accept that they should not be linked and the key argument, the key stumbling block seems to be "but if you take away our money" (I respond, 'you won't be able to fund the grassroots'). Now the GAA have proven that's not true. They've successfully moved away and we'd the exact same situation when it came to smoking. When tobacco sponsorship and tobacco advertising total, was banned, we were told this is going to have a huge impact, where are we going to get our sponsors from, y'know, sports, grassroots, tobacco sponsorship went out. Everything went on. Sports has thrived, got bigger and bigger in this country and if the alcohol sponsors were to be removed from the equation today, like we're talking about premium brands here in terms of the national sporting organisations, others will move in to take their place that are non-alcohol related. That will happen and it's not as if, I don't think anyone can credibly claim that these organisations are going to be left without main sponsors. Again, another thing is the we're not calling for an overnight ban either. We're looking for these to be phased out over a number of years so that the current deals that are in place, they can carry on and end but when a new deal is signed, it can't be an alcohol sponsor. So that gives these organisations a good period of time to plan and to get a replacement sponsor which won't be as difficult as people make out, because every time a Public Health Policy is proposed we get the chicken-licking response: everything's going to be ruined, it's all going to, y'know, but it won't be. It wasn't when it happened with tobacco and it won't when it does ultimately happen with alcohol and the GAA are proving themselves very shrewd because they can see the writing on the wall. And they're moving to future proof themselves, and when this legislation eventually is passed and I firmly believe it will be in the next few years, they'll be sitting pretty while the others will be scrambling for new sponsors. And apart from anything else, apart from deals or anything, it's the

right thing to do. And the GAA is quite a democratic organisation and I was in a club. And parents don't necessarily want all their medal presentations to be held in pubs anymore. They don't want their children exposed to alcohol advertising when they're watching their favourite hurlers on a Sunday and the GAA have responded to that. And they've responded to the harm alcohol does, they run their own programs on health and well-being. So to run programs like that and then to have a load of alcohol sponsors, which they don't, would be farcical. Because it would have no credibility to do both. Y'know to promote alcohol and then to try and promote health at the same time. You're doing one or the other, frankly. And apart from their one remaining proud partnership, they're almost at a point where it's exclusively held. So, y'know, that's the right thing to do. Parents in particular appreciate that.

**Q. 7: Pg. 16 explains how none of the countries that put in place a ban on alcohol sponsorship did so in isolation. What other measures, if any, would you like to see brought in as well as a ban on sponsorship?**

A: Well that one's easy, the Public Health Alcohol Bill is proposed at the moment. So that is the first time ever in Ireland that we would have public health legislation in relation to alcohol. At the moment all the laws around alcohol are licensing laws so the Public Health Alcohol Bill would be the first time if it's introduced that we'd have health legislation so that addresses the labelling of alcohol products which is essentially information that it doesn't contain at the moment, so how many standard drinks are in it if you want to keep it in your weekly limits, how many calories are in it, y'know, the content of alcohol, warning about drinking during pregnancy essentially not to do it, warning about drink driving, a link to a public site that the HSE is setting up as regards alcohol consumption. Minimum unit price is essentially aimed at the cheapest available alcohol in supermarkets so it would set a level below which you cannot sell alcohol of a certain strength. So it's

at a level that it would bring up the price of the cheapest alcohol but it won't get anywhere near pub prices. So it's really only the alcohol used primarily by young people and alcohol dependent people. Then you have the availability of alcohol so you're talking about structural separation of alcohol in supermarkets and mixed retail outlets so that essentially means that alcohol wouldn't be on display like it currently is in your Tesco, in your SuperValu or your whatever else. That it would have to be structurally separated and you wouldn't be advertising it throughout the store or placing it beside the tills or other products the way it currently is. Some of the things in the bill mirror the Loi Evin in France. So they banned sports sponsorship in 1991 and still, have successfully held their third international tournament since then with no alcohol sponsors. So you can't glamorise alcohol. You can't associate with sporting success, sexual success, essentially popularity, all those things that it does and that kids are exposed to.

**Q. 8: On pg. 23 of 'Alcohol Marketing and young people's drinking behaviour in Ireland' it says that, 'Children report seeing a mean average of seven alcohol ads a week. What about a watershed for alcohol ads? Would you like to see that put in place?**

A: Yes we would. We have outlined that as well so that a broadcast watershed would be in place for 9pm. And then there would be other places that you cannot advertise, so in or near a school. In or near a crèche or early year service. In a park or playground owned by a local authority and on public transport which at the moment is quite littered with alcohol advertisements so buses, trains, bus stops, LUAS stops, all that kind of stuff.