

# Responsibility standards for the use of social influencers in alcohol marketing

We the world's prominent global beer, wine, and spirits producers and the leading advertising, public relations, and influencer agencies are joining forces to set out our responsibility standards for the use of social influencers in alcohol marketing.

## WE BELIEVE:

- **In disclosure and transparency – so that posts are clearly identified as marketing content**
- **In abiding by local laws and being responsible in our communications by:**
  - Not making health claims
  - Not promoting illegal behavior or excessive consumption
  - Not encouraging alcohol consumption to those under legal purchase age
  - Not linking the product to social and sexual success
  - Not positioning abstinence negatively
- **In preventing those under legal purchase age from seeing alcohol marketing online**  
by using age-affirmation mechanisms where possible, using influencers that are at least 25 years old where effective age-affirmation isn't in place, and who primarily appeal to adult audiences
- **In promoting understanding of responsible drinking, for those who choose to drink**  
by pointing to, where appropriate, reliable third-party online resources and including messages that discourage heavy drinking, drinking during pregnancy, drink driving, and drinking if underage

## WE RECOGNIZE THE IMPORTANCE OF:

- Incorporating these standards into our contracts and practice
- Conducting due diligence to help ensure influencers have no reputational association with harmful drinking
- Monitoring posts and asking the influencer to fix or remove posts that do not comply; if the influencer does not address issues within 72 hours of notification then we will reassess our relationship with them
- Regularly auditing and monitoring campaigns for compliance
- Building in feedback mechanisms so that influencers can flag any engagement or issues around responsible drinking with an agency or brand

## SIGNED BY:

