

Leading beer, wine, and spirits producers united in their ambition to prevent those underage from seeing alcohol marketing: 2023 audit

In 2014, the International Alliance for Responsible Drinking's (IARD) members agreed the Digital Guiding Principles (DGPs): five key safeguards on their online alcohol marketing channels, aimed at helping to ensure that their marketing is only directed at those adults who can lawfully buy their products. In 2020, IARD's members committed for these safeguards to be in place for at least 95% of their online alcohol marketing by 2024, and to reach complete compliance at the earliest opportunity; these 2023 results include members and associate members that have joined since the DGPs were established: Moët Hennessy, William Grant & Sons, and the Coca-Cola Company.

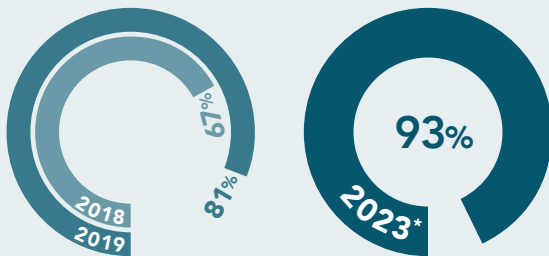
MONITORING SAFEGUARDS

- ▶ In 2023, the full compliance score for URLs was **93%** (92.6%). "Full compliance" indicates URLs that fulfilled all five key safeguards of the DGPs:
 - ▷ An age-affirmation mechanism
 - ▷ A forward advice notice
 - ▷ A responsible-drinking message
 - ▷ A transparency message
 - ▷ A user-generated-content policy
- ▶ The average compliance score for each key safeguard was **98%** (97.9%).

IARD members are committed to continue building on these results. The DGPs are part of IARD members' ongoing efforts to prevent those underage from seeing or interacting with alcohol marketing online, alongside their unique partnership with the leading digital platforms.

OVERALL FULL COMPLIANCE RATE

Presence of all safeguards on URLs:



*Please note that the compliance rates for 2018 and 2019 cannot be directly compared with those for 2023 as the methodology and countries monitored have changed, plus additional members have joined IARD.

ALL IARD'S MEMBER COMPANIES INVOLVED



Results include new member companies that have joined IARD since DGPs were set:



COUNTRIES MONITORED IN 2023



COMPLIANCE RATE PER SAFEGUARD

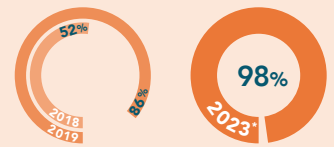
AGE-AFFIRMATION MECHANISM

A mechanism should check that the user is over the country's Legal Purchase Age (LPA).



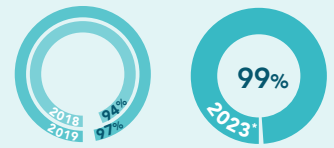
FORWARD ADVICE NOTICE

A clear statement that the content should not be forwarded to anyone under the LPA in the country of viewing.



RESPONSIBLE-DRINKING MESSAGE

A clearly visible message explicitly promoting responsible consumption.



TRANSPARENCY MESSAGE

It must be clear that the digital marketing communication page is the official brand page.



USER-GENERATED-CONTENT POLICY

A clear statement that any user posts that condone irresponsible drinking will be removed.



TOTAL NUMBER OF URLs AUDITED AND SCORED



PLATFORMS MONITORED

