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# Beer - getting the message right!



The training on responsible sales, marketing and the [Policy on Commercial Communication](#) has involved over 4,000 SABMiller employees all over Europe. And it has not been seen just as 'another training'; marketers and sales people have welcomed the initiative as they have been exposed to dilemmas, difficult questions, asked to engage in debates about what "responsible marketing" is - and what it isn't. They are taken on an intellectual journey, which

includes discussions, tough judgments and exercises, so that they can understand, interpret and comply with each element of the policy. The training instils individual accountability and puts alcohol responsibility into everyday decision making. Participants also try to predict the reactions of casual TV viewers, parents, teachers, medical doctors and non governmental organisations. They are made to understand that "responsible marketing" is not just about what they intend, but how others view their intention. The sessions also stressed that societal expectations evolve over time, and are defined by local cultures, which the company must take into account.

"Complying with SABMiller's standards does not limit our freedom of speech", says Gabor Garamszegi, Director of Corporate Affairs for SABMiller Europe, "but rather encourages a positive approach to speaking with adult consumers and wider society. As an added benefit, these standards ensure that the marketing is more efficient in reaching the intended audience, and building approval for and trust in the brand and the company".

Responsible marketing has been a top priority for SABMiller for many years. In addition to complying with local laws, SABMiller requires its businesses to adhere to the Policy on Commercial Communication, which sets consistent standards for the marketing of our brands worldwide. In 2008, the company refreshed the Policy, originally launched in 2004. The training has been conducted in all European countries where SABMiller operates - Czech Republic, Germany, Hungary, Italy, Netherlands, Poland, Romania, Russia, Slovakia, Spain (Canary Islands) and the United Kingdom - and it has become SABMiller's commitment to the EU Alcohol and Health Forum, designed to contribute to responsible commercial communications and effective self-regulation. ■

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## The EU Alcohol and Health Forum

More than 40 businesses and NGOs, responding to a European Commission initiative, agreed to take action to protect Europeans from the harmful use of alcohol.

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## Talking about alcohol

Please visit [TalkingAlcohol.com](http://TalkingAlcohol.com). The site provides information

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## Awareness programs in your country

Different things work in different markets. So, our programmes are locally designed and run, with help from local partners.

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# It's your responsibility



The top level marketing skills usually employed to support beer brands are now being used by SABMiller's subsidiary - Dreher Breweries - to promote responsible drinking. The face of the campaign focusing on responsible alcohol consumption has been Gábor Talmácsi, the Hungarian world champion motorcyclist.

"As a sportsman I have to make responsible decisions day by day - decisions which affect not only

me, but also my surroundings. And to make the proper decisions, credible and meaningful information is essential for me", Gábor Talmácsi said.

Dreher marketers have built an impressive, integrated, 360° campaign to spread the word about how important it is to make responsible decisions about drinking. The campaign included a dedicated website ([www.alkohol.info.hu](http://www.alkohol.info.hu)), ads in leading print media, a banner campaign on the most popular Hungarian internet sites, thousands of posters and 125 thousand postcards, as well as a live chat with Gábor Talmácsi and an e-newsletter.

The campaign has been a success - the internet site has attracted over 34,000 unique users and generated high interest among Hungarian media: over 200 articles and 1.8 million readers. The advertising campaign effectively reached 37% of the entire adult Hungarian population. Several of them responded to the campaign sending questions, sharing their views or asking for help. The campaign has been submitted by SABMiller as a commitment to the EU Alcohol and Health Forum. [Read more](#)

## About SABMiller plc

SABMiller plc is one of the world's largest brewers with brewing interests or distribution agreements in over 60 countries across six continents. The group's brands include premium international beers such as Grolsch, Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, as well as an exceptional range of market leading local brands. Outside the USA, SABMiller plc is also one of the largest bottlers of Coca-Cola products in the world.

Announcements are available on the company website:

[www.sabmiller.com](http://www.sabmiller.com)

High resolution images are available for the media to view and download free of charge from [www.sabmiller.com](http://www.sabmiller.com) or [www.newscast.co.uk](http://www.newscast.co.uk)

# Can stakeholders work together?

## Why the EU Alcohol and Health Forum can make a difference

Over 40 stakeholders, representing NGOs, professional organisations, trade associations and companies launched the EU alcohol and Health Forum in 2007 as part of the Commission strategy to support Member States in reducing the harm of irresponsible drinking. The Forum aims at launching commitments from members to contribute to reducing harm. The Forum has gained momentum just recently as over 105 commitments have been launched and some of them are already delivering their outputs. It will hold its third public session on 30 April.

Discussions about measures that may or may not be effective elements of an alcohol policy are sometimes difficult. The members of the Forum don't agree on everything but they agree that irresponsible drinking has to be reduced, such as underage drinking and drunk driving, among others. It takes time for stakeholders with very different views to start building trust with each other and to work together. Still, this is the first time that actions to reduce alcohol related harm have been shared via a single platform to be measured and monitored within an agreed framework.

SABMiller is a founding member of the Forum and we believe that only the joint efforts of all concerned parties can bring results. We have launched 5 commitments addressing responsible advertising, drink driving (Czech Republic and Poland) and raising consumer awareness (Hungary, see case study, above). As an overarching commitment we have launched a comprehensive training program for over 4,000 employees in Europe (see page 1). More information about our commitments will be available at the exhibition held during the Forum, in Brussels, on 30 April (Centre Borschette, Rue Froissart, Room 0-A).

