

Marketing

Advertising practices must be more responsible.

- **Advertising influences alcohol consumption behavior** and undermines informed decision-making.
- Half of women feel that the industry emphasizes **physical appearance**.
- By targeting women, marketing contributes to accentuating the **impacts of alcohol**, which are already higher in women.



Several studies suggest that alcohol brands exert an influence on women's consumption because of the symbolic value they attach to their products,¹ which hinders informed decision-making.

Alcohol brands advertise their products by perpetuating or questioning so-called feminine attributes. Some messages stick to gender stereotypes and base their ads on the social roles associated with women (household chores, motherhood, weight control, etc.). Others opt for messages focused on women's empowerment and gender equality to echo feminist or avant-garde rhetoric.² In fact, half of the young women surveyed in 2023 by Léger for the ASPQ (Quebec Public Health Association) believe that alcohol advertisements convey gender stereotypes.³

In addition, the feminization of alcoholic beverages is observed in both the content and the container, with products sporting pink hues, names evoking sexuality, and depictions of women evoking seduction or desire.

“Cold IPA: Cold but easy to approach”

– Translation from a beer brand –

“Drink in your inner diva”

– spirit brand –

Given that alcohol marketing has a strong effect on young adults in particular,⁴ young women are more likely to be subject to the direct and indirect effects of alcohol than older women.

- 1 Mare Atkinson A, Sumnall H, Begley E, et al. (2019) A rapid narrative review of literature on gendered alcohol marketing and its effects: exploring the targeting and representation of women., Liverpool, Public Health Institute, Liverpool John Moores University; Institute of Alcohol Studies.
- 2 Atkinson AM, Meadows BR, Emslie C, et al. (2022) 'Pretty in Pink' and 'Girl Power': An analysis of the targeting and representation of women in alcohol brand marketing on Facebook and Instagram. *Int J Drug Policy* 101: 103547.
- 3 ASPQ-Léger (2023) L'alcool au féminin : sondage auprès des Québécoises.
- 4 Niland P, McCreanor T, Lyons AC, et al. (2017) Alcohol marketing on social media: young adults engage with alcohol marketing on facebook. *Addict Res Theory* 25: 273–284.