

## ADVERTISING CODE FOR ALCOHOLIC BEVERAGES

### Preface

This Advertising Code for Alcoholic beverages (RvA) has been amended on one small, but very visible point compared to the previous version, that came into force on **October 1st 2009**.

From March 5th 2010 the use of the logo 'Geen 16, geen druppel' is obligatory in television and cinema commercials and in printed advertising messages. This logo replaces the slogan that was in force before: 'Alcohol onder de 16, natuurlijk niet'. The slogan that is used now for strong alcoholic beverages will remain the same: 'Geniet, maar drink met mate'.

The following transitional periods apply:

**Article 31** - logo 'Geen16? Geen druppel.' 3 months after coming into force (until June 5th 2010) for TV and cinema commercials.

**Article 31** - logo 'Geen16? Geen druppel.' 6 months after coming into force (until September 5th 2010) for printed advertising messages.

With this code you will also come across a guide. This serves to help you apply the code in the right way.

The text of the preface and the guidelines with the articles in the RvA are extraneous to the Dutch Advertising Code (Nederlandse Reclame Code) and no appeal can be made on the contents with respect to the Advertising Code Committee (Reclame Code Commissie) and/or the Board of Appeal of the Advertising Code Foundation (College van Beroep van de Stichting Reclame Code).

However, should you have any questions, feel free to contact STIVA.

Peter de Wolf  
*director*

This is an interactive pdf; You can go straight to the subject or article concerned by clicking on the table of contents, the subjects in the tabs at the right or on the article numbers at the upper side of the pages.

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## GENERAL PROVISIONS

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### Field of application

The Advertising code for Alcoholic beverages (RvA) applies to advertising for alcoholic beverages and non-alcoholic beverages, as far as these are recommended for consumption together with alcoholic beverages. This Code applies to all advertising intended specifically for the Netherlands.

### Definitions

In this Code, the following definitions apply:

**advertising of alcoholic beverages:** any public recommendation of alcoholic beverages and of non-alcoholic beverages as far as these are recommended for consumption together with alcoholic beverages, regardless of the medium used (among other: print, radio, TV, labels, packaging, the Internet) and including consumer promotion campaigns, direct mail, merchandising and point-of-sale material;

**promotional advertising message:** an advertising message for an alcoholic beverage in which the recommendation predominantly concerns the conditions with regard to the distribution to the consumer, such as price, length of the promotional period etc.;

**thematic advertising message:** an advertising message which is not a promotional advertising message for an alcoholic beverage in which the recommendation predominantly takes shape by means of the presentation of product characteristics, image, atmosphere and desired consumption environment;

**alcoholic beverage:** a beverage that contains more than a half (0.5) percent of alcohol by volume (abv) at a temperature of twenty degrees Celsius;

**exhibition:** a place where alcoholic beverages are brought under the attention of, predominantly, professional suppliers by a member of the industry in a business-to-business (B2B) setting;

**the industry:** part of the business community that is involved in the production, the importation, the distribution, the sales and the supply of alcoholic beverages;

**games:** all games which can be played digitally;

**catering industry promotions:** promotions in pubs and clubs or at events, where a promotion team, by order of a producer or importer, enables the present public to get to know one of the producer's or importer's brand products;

**broadcasting station for youngsters:** a broadcasting station of which more than 25 % of the total viewing and listening audience are minors. The determination of the percentage of minors in the watching and listening audience is based on the weighted average of the viewing and listening figures as compared to the entire programme selection of a certain broadcasting station.

>>>



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# 1

## Article 1

See also:  
Guidelines for Catering promotions

Since the irresponsible consumption of alcoholic beverages can cause problems, restraint shall be exercised in all advertising messages for such beverages. Advertisements of alcoholic beverages shall not show, suggest, nor stimulate any excessive or otherwise irresponsible consumption.

### Guidelines to Article 1

Not inciting ‘excessive or irresponsible consumption’ means that a person and/or situation shown may not incite or encourage excessive drinking. In this respect, the following points should be taken into account:

1. The total number of drinks per person (in the message); the intention is to create a positive brand experience and not to encourage people through images, actions or words to consume alcohol excessively;
2. The quantity of each drink served; this should be a realistic and moderate quantity;
3. The speed of drinking; alcoholic beverages should not be consumed too quickly;
4. The time span; avoid the image of one person drinking several alcoholic beverages. When a person drinks more than one alcoholic beverage, then it should be clear that an appropriate amount of time has elapsed between the consumption of these alcoholic beverages;
5. Sometimes it is normal to drink out of a bottle if this is the normal way of drinking the relevant product. Do not give the impression that the bottle is downed in one gulp; the angle at which the bottle is held to the mouth should portray that this is responsible drinking.

### ‘Under the cap’-actions:

Consumer promotions where by purchasing alcoholic beverages in non-reclosable packagings (cans, bottles with crown caps etc.) prices can be won by opening the packaging and the chance to win becomes larger when more alcoholic products are bought, are in conflict with Article 1 of The Advertising code for Alcoholic beverages (RvA).

# 2

## Article 2

See also:  
Guidelines for Catering promotions

Advertising messages for alcoholic beverages may not portray abstinence of alcohol consumption or moderate alcohol consumption negatively, nor may the advertising of alcoholic beverages be contrasted favourably against any non-alcoholic beverage.

### Guidelines to Article 2

‘Abstinence or moderate alcohol consumption’ may not be portrayed negatively; people who choose not to drink or to drink only a limited amount may not be portrayed in a negative way, such as positioning them as not ‘tough’ or otherwise ‘deviant’. People may not be challenged to take up drinking if they do not choose to do so themselves.



# Claims

## 6

### Article 6

See also:  
Guidelines for Catering promotions

Advertising messages for alcoholic beverages may not:

#### Paragraph 1

refer to the disinhibiting effects of alcoholic beverages, such as the reduction or elimination of fears and feelings of inner or social conflict.

#### Paragraph 2

refer to possible health benefits of drinking alcoholic beverages.

#### Paragraph 3

suggest that the consumption of alcoholic beverages improves physical or mental performance.

#### Paragraph 4

suggest that the consumption of alcoholic beverages positively influences sporting performance.

### Guidelines to Article 6

1. It is not allowed to make use of claims or suggestions about the positive health effects of alcohol in general or of a specific brand or product in particular.
2. Be careful about associating the product and brand with biomedical science and the medical world. Avoid white coats and laboratories.
3. This stipulation does not apply to non-advertising material or statements made to the media, government or public about social issues or educational messages. These messages should be balanced and well founded.

## 7

### Article 7

Advertising messages for alcoholic beverages may not suggest that the consumption of alcoholic beverages enhances professional performance.

### Guidelines to Article 7

1. This not only relates to the handling of potentially dangerous machines or the practice of potentially dangerous activities. Work in offices and shops also comes under this category.
2. It is not allowed to show people drinking alcoholic beverages in the workplace. If the setting needs to be a working environment, then make sure it is clear that it is the end of the working day.
3. It is not allowed to show people drinking alcoholic beverages if there is a direct link with the workplace, for example because one is still wearing a uniform or because one makes use of vehicles of the employer. However, an indirect link is allowed, for example if one drinks an alcoholic beverage at the end of the working day in another room of the working environment – in a canteen or recreation space. In that case there is no physical contact with people who are still at work.
4. Activities that by nature or as such cannot be specifically called dangerous can become dangerous when participants have had a drink. Do not associate the drinking of alcohol with, for example, the operation of potentially dangerous machines.



# 9

## Article 9 – Pregnant women

Advertising messages for alcoholic beverages shall not be aimed specifically at pregnant women.

### Guidelines to Article 9

Pregnancy and alcohol do not mix. Therefore never show a pregnant woman who drinks an alcoholic beverage or never give the impression that she is about to drink. First of all try to avoid having pregnant women in the advertising message; ask yourself whether it has added value for the advertising message. Should a pregnant woman nevertheless appear in the advertising message, make sure it is clear that she is not drinking alcoholic beverages.





# 11

## Article 11

See also:  
Guidelines for Catering promotions

Advertising messages for alcoholic beverages may not show any persons who are younger than or look younger than 25 years old consuming alcoholic beverages or encouraging the consumption of alcoholic beverages.

### Guidelines to Article 11

This refers to staged situations with a script and models. In advertising in which persons are consuming alcoholic beverages or when the impression is given that they are about to consume alcoholic beverages, use only persons who are demonstrably 25 or up. Make sure they are dressed like adults and certainly do not give the impression that they could be under 25. Therefore use models who look grown up and who do not hold a specific attraction for minors. For pictures that have been made at (sponsored) events or during catering promotions and that are used in advertising messages or on brand websites it should be observed that the persons shown should be 25 or up and of course all rules of the Code apply to this.

# 12

## Article 12

Advertising messages for alcoholic beverages may not suggest that the consumption of alcoholic beverages is a sign of maturity and that abstinence from alcohol consumption is a sign of immaturity.

### Guidelines to Article 12

The consumption of alcoholic beverages in advertising messages may not be shown in a way that gives the impression that this adds to more mature behaviour or a more mature character of the person who is consuming the alcohol. Likewise abstinence from alcohol consumption may not be portrayed as immature or childish.

# 13

## Article 13

See also:  
Guidelines for Catering promotions

The offering of premiums to persons who have not yet reached the legal age for purchasing the alcoholic beverage concerned, is not permitted.



## Riskful situations

# 14

### Article 14

Advertising messages for alcoholic beverages may not show situations that encourage riskful behaviour.

### Guidelines to Article 14

Nothing in the advertising message (words, actions, images) may associate drinking with violent, aggressive, dangerous or anti-social behaviour or may encourage such behaviour. When in doubt it is better to be careful: anti-social behaviour refers to any behaviour that can cause stress, irritation or discomfort to others.

# 15

### Article 15

Advertising messages for alcoholic beverages in connection with events is not permitted, if it may reasonably be suspected that this will encourage disruption of the public order and/or disruption of the event concerned.

# 16

### Article 16

Advertising messages for alcoholic beverages in connection with events is not permitted, if it may reasonably be expected that this may create the risk of physical injury for participants and/or spectators.

### Guidelines to Article 16

This refers to the sponsoring of events that apart from the element of competition and/or sports also have aggressive features and/or where bodily harm can be inflicted on participants in the event (such as boxing).

Horizontal lines for notes or comments.



## Specific forms

# 18

### Article 18 - Collective advertising

Collective advertising for various types of alcoholic beverages is not permitted. Advertising for alcoholic beverages is only permitted with designation of the brand or trade name, and in the case of wine also with designation of the place, region or country of origin.

# 19

### Article 19 - Sports and events sponsorship

The linkage of a brand name of an alcoholic beverage to an event is permitted. All rules of this Code apply to sports and events sponsorship.

# 20

### Artikel 20 – Free supply

Except in the case of tasting sessions, advertising involving an alcoholic beverage being offered by a member of the industry or with the active co-operation of a member of the industry to private individuals free of charge or at less than half the normal retail price is not permitted.

#### Guidelines to Article 20

Because part of the business that is involved in the supply of alcoholic beverages, the hotel and catering industry, is not a member of the STIVA, enforcement is not possible in this respect, except on the basis of voluntariness or co-operation of the media involved. Any pronouncements on Article 20 with regard to catering entrepreneurs who do not return a Compliance form to the Monitoring & Compliance department of the Advertising Code Foundation ( Stichting Reclame Code (SRC)), will be communicated by STIVA to the entrepreneur involved and the local authority of the place where the entrepreneur/enterprise involved is established.

The maximum discount permitted is 50% off the normal retail price for that location. Never use the word 'free' or synonyms thereof in communications.

The value of a premium offered may not be more than half of the value of the purchased product. For promotions in which for example the second admission ticket is for free with the purchase of a crate of beer, the following calculation example is applicable:

The rule is that the value of the free ticket (premium) is at most 50% of the total value the consumer gets. So: a crate of beer at € 7,50 + a ticket at € 40,- + a free ticket at € 40,- = a total value of € 87,50. Offering a free ticket is permitted because it is less than 50% of € 87,50, which is the total value.

MEDIUM

Vulnerable groups

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Article 21

No advertising of alcoholic beverages in any form may reach a public that consists of more than twenty-five percent (25%) of minors. The standard for determining the reach of advertising messages is the generally accepted survey for this purpose in the market. In case of events the attendance figures are the standard for determining the reach of advertising messages. The burden of proof regarding the reach of advertising messages falls on the advertiser, who has to base his figures on generally accepted viewer or listener ratings in the market. For websites one should make a reasonable case for its user profile.

22

Article 22

Advertising messages for alcoholic beverages may not be broadcast on radio and television immediately before, during, or directly after programmes that, according to viewer or listener rating figures generally accepted in the market, are listened to or viewed by more than twenty-five percent (25%) minors.

23

Article 23

Paragraph 1

Broadcasting stations for youngsters may not advertise for alcoholic beverages.

Paragraph 2

Magazines that are specifically aimed at minors may not advertise for alcoholic beverages.

Paragraph 3

Internet sites that are specifically aimed at minors may not advertise for alcoholic beverages.

Guidelines to Article 23

‘Annually, STIVA (Dutch Foundation for the Responsible Use of Alcohol) asks an independent agency to determine which television and radio stations are regarded as **youth broadcasting stations** and issues a press release on this. The advertising of events organised by these stations may not include advertising of alcoholic beverages either. Besides STIVA publishes a list of **youth magazines** and **websites** that may not show any advertisements for alcoholic beverages. If promotional actions are referring to a website, this website should state that minors are not allowed to take part in the action. The list of magazines and websites is not exhaustive. All lists of media mentioned in Article 23 can be found on [www.alcoholcode.nl](http://www.alcoholcode.nl)’









# 29

## Article 29 - Exhibitions

At exhibitions exhibitors are allowed to organise tasting sessions.

### Explanation of Article 29:

In case a tasting session is organised during and at a exhibition the conditions mentioned in the explanation of Article 26 are applicable.

# 30

## Article 30 - Tap installations

Members of the industry are not permitted to provide professional tap installations free of charge or for a symbolic fee at shows, events and festivities.

### Guidelines to Article 30

The professional tap installations must be on-charged to the organisation of shows, events and festivities.

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>>> Printed advertising messages

*Type of advertising messages*

The requirements for the use of the educational slogan 'Geniet, maar drink met mate' and the logo 'Geen 16? Geen druppel' apply to the following printed advertising messages: advertising messages in newspapers, magazines, flyers and posters (including billboards, swanks, bus shelters and illuminated street advertising columns) in which an alcoholic beverage, brand or producer is the central point of attention.

*Font of the slogan*

Arial italic

*Type size of the slogan*

The size of the font depends on the size of the advertising message (width x height). Should the paper size be smaller than A5, then the slogan shall be of similar size as the body text of the advertisement. In case of a larger paper size, the following requirements for the type size of the slogan are applicable:

- A5 (210 x 148 mm): type size 9
- A4 (210 x 297 mm): type size 12
- A3 (420 x 297 mm): type size 16
- A2 (420 x 594 mm): type size 20
- A1 (841 x 594 mm): type size 24
- A0 (841 x 1189 mm): type size 30
- Bus shelters/illuminated street advertising columns (1160 x 1710 mm): type size 150

In case of other paper sizes which are larger than A4, the type size of the slogan shall be defined by comparing the paper size with the closest standard size mentioned above.

*Place of the slogan*

The slogan has to be placed sufficiently separated from the body text and in a horizontal direction, so as to attract sufficient attention.

*Lay-out of the slogan*

The slogan shall be clearly distinguishable against the background colour with as much positive (black) and negative (white) as possible.

**Logo**

*Type size of the logo*

The guideline is that if the short side of the medium is divided into five equal parts and on the basis of this a basic grid based on squares, the type size of the logo is equal to one square.

*Place of the logo*

With regard to the logo 'Geen 16? Geen druppel' it applies that the logo should in any case be clearly visible, that it has to be placed sufficiently separated from the body text

*Lay-out of the logo*

One should make use of the files that can be downloaded from [www.geen16geendruppel.nl](http://www.geen16geendruppel.nl) or file forms that are equal to these files as regards content or quality.

In case of any doubt with regard to type size, place and lay-out, the technical specifications as can be found on [www.geen16geendruppel.nl](http://www.geen16geendruppel.nl) are prevailing.



>>> **Commercials on TV, in cinemas and on the internet**

**Slogan**

*Font of the slogan*

Arial italic

*Type size of the slogan*

If the screen ratio is 16:9, which is the standard wide-screen ratio, the type size of the slogan shall be 26.

*Duration of the slogan*

The slogan shall be visible for at least 5 seconds. In tag-ons and tag-forwards the educational slogan shall be visible for 5 seconds. If the tag-on or the tag-forward is shorter than 5 seconds then the slogan has to be visible for the entire duration of the message.

*Place of the slogan*

The slogan shall be placed horizontally at the bottom of the screen in the 'title safe area' (or 'text safe').

*Lay-out of the slogan*

The slogan shall be clearly distinguishable from the background colour with as much positive (black) or negative (white) as possible.

*Timing of the slogan*

The slogan shall not be visible simultaneously with a pack-shot, disclaimer or pay-off. Furthermore, the slogan has to be placed sufficiently separated from the body text, so as to attract sufficient attention.

**Logo**

*Duration of the logo*

The slogan shall be visible for at least 5 seconds. In tag-ons and tag-forwards the educational slogan shall be visible for 5 seconds. If the tag-on or tag-forward is shorter than 5 seconds then the slogan has to be visible for the entire duration of the message.

*Place of the logo*

The logo shall be placed in the left upper corner between the co-ordinates x48/y09v and x140/y148 with a standard screen ratio of 16:9. After permission has been obtained from STIVA, one may deviate from this place for important practical reasons.

*Lay-out of the logo*

One should make use of the files that can be downloaded from [www.geen16geendruppel.nl](http://www.geen16geendruppel.nl) or file forms that are equal to these files as regards content or quality.

*Timing of the logo*

The logo shall not be visible simultaneously with a pack-shot, disclaimer or pay-off. Furthermore, the logo has to be placed sufficiently separated from the body text, so as to attract sufficient attention. For practical reasons the conditions with regard to the timing of the logo do not apply to tag-ons and tag-forwards. Exclusively in tag-ons and tag-forwards the logo may therefore be shown at the same time with a pack-shot, disclaimer or pay-off.



# GUIDELINES FOR CATERING PROMOTIONS

## 1

### Article 1

Since the irresponsible consumption of alcoholic beverages can cause problems, restraint shall be exercised in all advertising messages for such beverages. Advertisements of alcoholic beverages shall not show, suggest, nor stimulate any excessive or otherwise irresponsible consumption.

## 2

### Article 2

Advertising messages for alcoholic beverages may not portray abstinence of alcohol consumption or moderate alcohol consumption negatively, nor may the advertising of alcoholic beverages be contrasted favourably against any non-alcoholic beverage.

## 3

### Article 3

#### Paragraph 1

Advertising messages for alcoholic beverages may not arouse any confusion concerning the alcoholic nature and the alcohol percentage of the alcoholic beverage.

#### Paragraph 2

Advertising messages for an alcoholic beverage, including the brand name, generic name and the packaging, may not arouse the impression that the beverage in question is a soft drink, lemonade or other non-alcoholic beverage.

Horizontal lines for notes or comments.

# 5

## Article 5

Advertising messages for alcoholic beverages may not be in violation with good taste and decency, or detract from human dignity and integrity.

# 6

## Article 6 - Paragraph 3

Suggest that the consumption of alcoholic beverages improves physical or mental performance.

# 8

## Article 8

Advertising messages for alcoholic beverages may not arouse the impression that there is a causal connection between the consumption of alcoholic beverages and being socially and sexually successful. The impression that this causal connection exists can also arise by means of the suggestion that it is consumed without really showing the alcohol (consumption).

More specifically the messages as described in the explanation of Article 8 are not permitted (this list is not exhaustive).

# 10

## Article 10

Advertising messages for alcoholic beverages shall not be aimed specifically at minors. More specifically the messages as described in the explanation of Article 10 are not permitted.

Horizontal lines for notes or comments.

# 11

## Article 11

Advertising messages for alcoholic beverages may not show any persons who are younger than or look younger than 25 years old consuming alcoholic beverages or encouraging the consumption of alcoholic beverages.

# 13

## Article 13

The offering of premiums to persons who have not yet reached the legal age for purchasing the alcoholic beverage concerned, is not permitted.



