

# Alcohol Policies Using the Four Ps of Marketing

The alcohol industry uses the 4Ps to influence who drinks, what they drink, and how much:



**PRODUCT**



**PLACE**



**PRICE**



**PROMOTION**

Identifying these tactics helps communities, schools, and policymakers develop effective alcohol prevention strategies. This infographic, adapted from James Mosher's *4 Ps of Marketing*, illustrates how each P can be addressed through strategic policies to reduce alcohol-related harm.

## Product

The product is the beverage and the container in which it is sold. Beverages and containers are created specifically to appeal to certain consumer groups.

## Price

Lower alcohol prices are linked to increased consumption, especially among youth and other high-risk groups. To keep prices low and profits high, the alcohol industry often seeks to reduce production costs and oppose higher taxes that could raise retail prices.



## Place

Place refers to where alcohol is sold and consumed, for example, on-site (bars, restaurants) or off-site (grocery stores, gas stations). Place can also include informal drinking locations such as house parties and public parks.

## Promotion

Promotion highlights product benefits and boosts brand image. While traditional ads (TV, radio, print, outdoor) are still used, the industry increasingly targets youth through nontraditional methods like internet ads, event sponsorships, and text messaging.

## Sample Alcohol Policies

### ADDRESSING PRODUCT

- Regulate alcohol content
- Regulate container size/shape
- Require health warnings and ingredient labels

### ADDRESSING PLACE

- Limit outlet density
- Mandate Responsible Beverage Service Programs
- Promote alcohol-free community events

### ADDRESSING PRICE

- Raise local, state, or federal alcohol taxes
- Use taxes to fund prevention and treatment
- Ban happy hours and other price-based promotions

### ADDRESSING PROMOTION

- Ban or restrict alcohol industry sponsorship of sporting, music, and other entertainment events, particularly those with large youth audiences
- Limit ads in media that have large youth audiences
- Provide alcohol education programs in schools that include media literacy – analyzing and understanding alcohol marketing tactics