

How HFSS products are marketed

POINT OF SALE

- Vending machines
- On-shelf displays
- Displays at check-outs, pay-points, end of aisle
- Special offers / pricing incentives

ADVERTISING

- Online
- Outdoors
- Broadcast
- Print media

BUY BEST SALE

PRODUCT PLACEMENT & BRANDING

- Product placement – TV, radio, films, computer games
- Interactive websites
- Branded products – toys, computer games
- Publicity

SPONSORSHIP

- Sports events
- TV and radio
- Programmes – school programmes
- Educational material

DIRECT MARKETING

- Promotional emails
- Promotional sales by telephones
- Text messaging
- Home catalogues

PRODUCT DESIGN & PACKAGING

- Packaging design – imagery, colours
- Product design – colour / shapes
- Product portions – king size, two for one
- In-pack and on-pack promotions

Adapted from WHO, A Framework for Implementing the Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children, Box 1, p 10

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Corporate Social Responsibility: A Mere Whitewashing Scheme

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04/11/2022



THE SSBs INDUSTRY AND CSR

The industry refers to the Producers, Importers, Wholesalers, Retailers and Distributors of sugar sweetened beverages (SSBs).

This industry engage in several CSR activities with a 'reason' to better the society. However their actual intent is to interfere with public health policies.



HOW DOES CSR INTERFERE?

The **4D'S**

**INDUSTRY
TACTICS**

> DELAY

> DIVIDE

> DEFLECT

> DENY



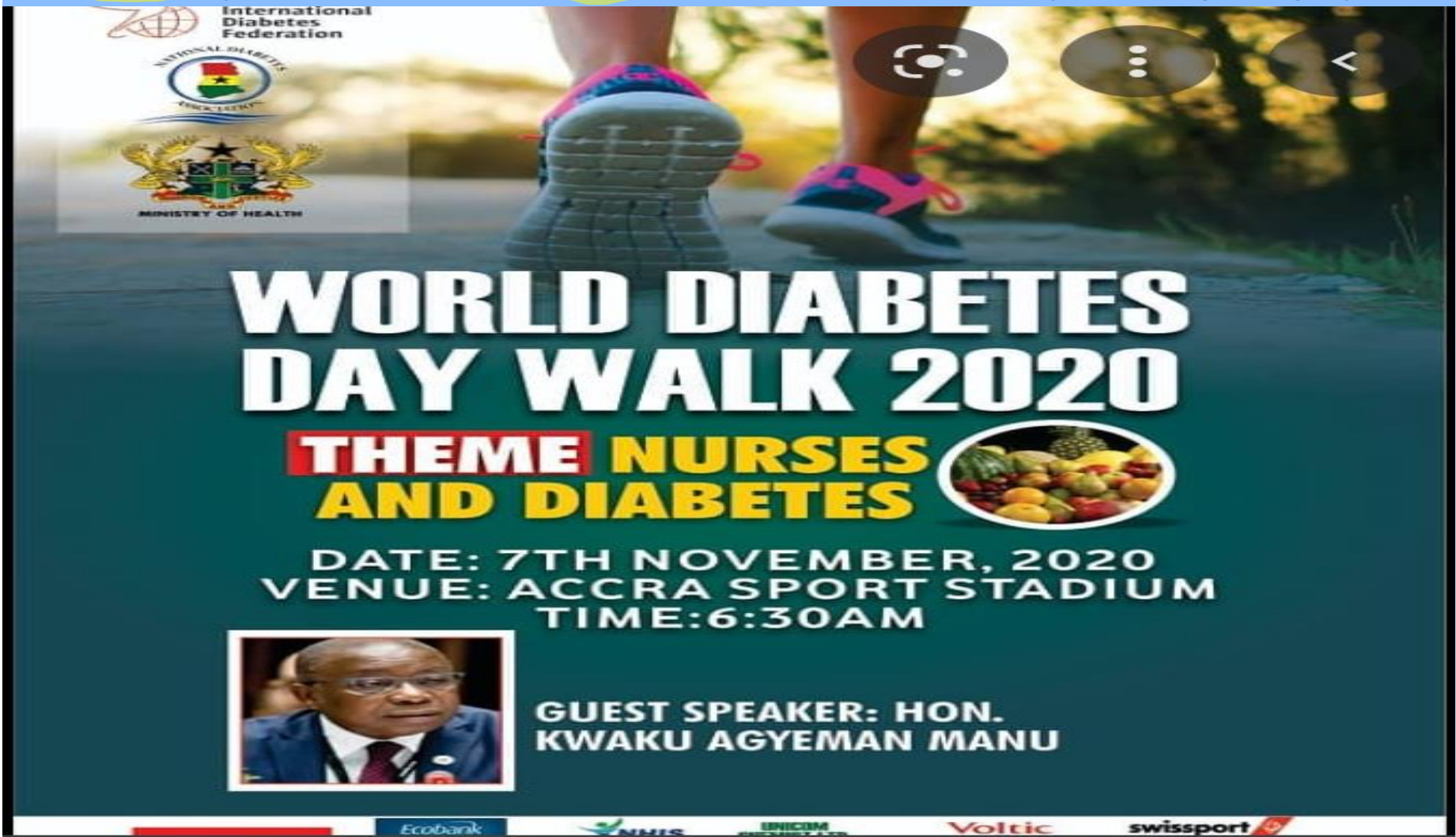
UNDERSTANDING OF CORPORATE SOCIAL RESPONSIBILITY (CSR):

- Giving back to the community
- Assist the needy, vulnerable and improve societies
- Seek acceptance of the public, consumers, media, regulators
- Marketing tactics



CSR- TARGETS POLICY MAKERS

The Brand Manager of Lucozade Ghana and West Africa, Mrs. Gloria Ofori, called for deliberate measures to create awareness of the disease in the country its prevalent rate. She further assured Lucozade's continuous support to create awareness and for prevention of diabetes in Ghana. Diabetes is a chronic condition that impairs the body's ability to process



International Diabetes Federation


NATIONAL DIABETES FEDERATION

MINISTRY OF HEALTH

WORLD DIABETES DAY WALK 2020

THEME NURSES AND DIABETES

DATE: 7TH NOVEMBER, 2020
VENUE: ACCRA SPORT STADIUM
TIME: 6:30AM



GUEST SPEAKER: HON. KWAKU AGYEMAN MANU

Ecobank

MHS

UNICOM

Voltic

swissport

In Mexico, Coca-Cola honoured emergency workers with rebranded cans and bottles *and similarly sponsors many event globally to whitewash itself of the harm it causes to consumers*

GOLD SPONSOR

Coca-Cola

2021 U.S.-GHANA BUSINESS FORUM
Promoting U.S.-Ghana Partnership Through Trade and Investment.

Virtual Forum
September 8 - 9, 2021

LIVE **YouTube**

GOLD SPONSORS **SILVER SPONSORS** **PARTNERS**

Coca-Cola KFC kimathi partners EMBASSY OF GHANA KIMATHI PARTNERS GHANA-HOUSTON

Coca-Cola **Premier League**

TASTE THE FEELING™ THE OFFICIAL SOFT DRINK PARTNER

THE OFFICIAL SOFT DRINK PARTNER

\$69M

EMPOWERING WOMEN

\$525M

ENHANCING COMMUNITIES

\$348M

PROTECTING THE ENVIRONMENT

\$485M

EDUCATING SCHOLARS



Kasapreko's Awake Drinking Water donates to the Cardiothorasic centre



However Kasapreko is the producer of "Royal Drinks" which is one of the most sought after SSB in Ghana



OTHER SSBS INDUSTRY INTERFERENCES

Apart from the CSR, the SSBs industry uses

- **Economic power**
- **lobbying** (Government officials) and
- **marketing machinery,**
- **manipulation of the media to**
 - discredit scientific research
 - influence governments in order to propagate the sale and distribution of its deadly alcoholic products.



Key determinants influencing SSBs consumption include but not limited to the following:

- ❖ **Acceptability:** SSBs manufactures portray it to be a part of social life and an acceptable (normal) way of having fun, relaxation and pleasure.
- ❖ **Availability:** The physical presence and proximity to SSBs retail stores/kiosk play a very key role in consumption.
- ❖ **Affordability:** The cheap price of SSBs is a major factor in deterring consumption.
- ❖ **Advertisements:** SSBs manufacturers bombard the general public with appealing and persuasive advertisements, which portrays SSBs as a glamorous and fun pastime by using trusted individuals (Celebrities/well-known personalities)

Conclusion

- SSBs industry's CSR activities is making the SSBs brands and products famous, popular and increasing consumption.
- The increase in SSBs consumption will directly and indirectly be an obstacle to the achievement of the SDGs especially Goals 1, 2, 3, 4, 5, 8 etc. related development goals
- Productivity losses as a result of SSBs related diseases leading to absenteeism and mortality.



Finally:

Clearly the motive of the health harming industry is to maintain its customer base and recruit new customers (children especially) to guarantee maximum profit from the sale their products.

Their interest contradicts public health interest.



THE SSBs INDUSTRY INTERFERENCES MAY NOT
LOOK VERY OBVIOUS: WITH VIGILANCE, IT IS
POSSIBLE WE CAN COLLECTIVELY DETECT,
PREEMP AND COUNTERACT TO PROTECT
PUBLIC HEALTH

Thank you!

