

STRATEGY OF RESPONSIBLE SALE OF PRODUCTS WITH ADDICTING CHARACTER



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WHAT IS ADDICTION?

“...is a condition that results when a person ingests a substance (e.g., alcohol, cocaine, nicotine) or engages in an activity (e.g., gambling, shopping) that can be pleasurable but the continuation of which becomes compulsive and interferes with ordinary responsibilities and concerns.”

“Addictive behaviour is a behaviour that is both rewarding and reinforcing.”



TYPES OF ADDICTION



ALCOHOL



- Harmful use of alcohol results in the death of **2.5 million** people annually, causes illness and injury to millions more, and increasingly affects younger generations and drinkers in developing countries.

"I am more afraid of alcohol than of all the bullets of the enemy."

Stonewall Jackson





MEDICINE

- Some over-the-counter (OTC) and prescription cough and cold medicines contain active ingredients that are really psychoactive (mind-altering) at higher-than-recommended dosages and are frequently abused for this purpose.



DRUGS



- The illegal drugs that people are most likely to try are:
Cannabis | Cocaine | Amphetamine | Ecstasy | LSD | Magic mushrooms
- About 14-20 million people worldwide use cocaine.
- An estimated 21% of people who try cocaine will become addicted.



NICOTINE

- **Nicotine dependence** — also called **tobacco dependence** — is an **addiction** to tobacco products caused by the drug **nicotine**. **Nicotine dependence** means you can't stop using the substance, even though it's causing you harm. **Nicotine** produces physical and mood-altering effects in your brain that are temporarily pleasing.
- 2 persons in 3 who try cigarettes or chewing tobacco report being dependent at some point during their lifetime.
- 400,000 deaths annually in the USA.



FOOD AND DRINKS

- Food addiction is, quite simply, being addicted to junk food in the same way as drug addicts are addicted to drugs.
- It is estimated that eight million Americans suffer from eating disorders; 90 percent are women. One in 200 women are anorexic; 2 or 3 in every hundred women are bulimic.
- Many people are addicted to caffeine or theine.



FOOD ADDICTION



MOBILE PHONES

- **Mobile phone overuse** is a dependence syndrome seen among certain mobile phone users. Some mobile phone users exhibit problematic behaviours related to substance use disorders. These behaviours can include preoccupation with mobile communication, excessive money or time spent on mobile phones, use of mobile phones in socially or physically inappropriate situations such as driving an automobile



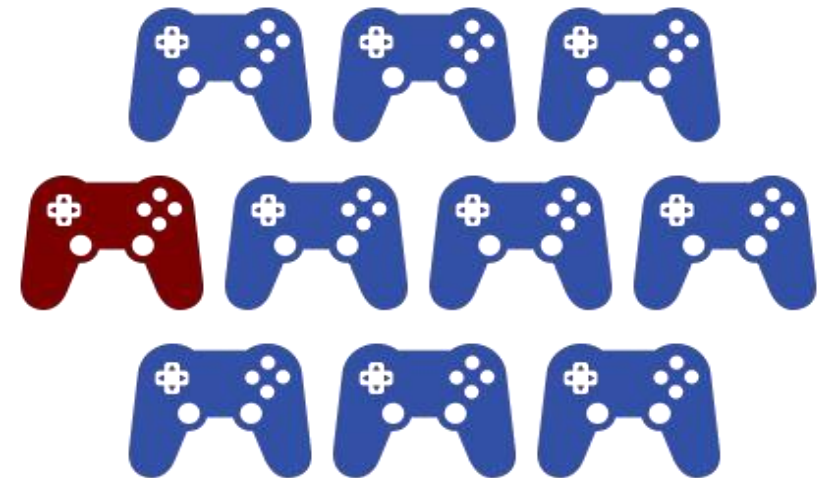
VIDEO GAMES

- **Video game addiction** is described as an impulse control disorder, which does not involve use of an intoxicating drug and is very similar to pathological gambling.
- **Video game addiction** has also been referred to as **video game overuse**, pathological or compulsive/excessive use of computer **games** and/or **video games**.



1 in 10

young people who plays video games has an addiction.



RESPONSIBLE SALE



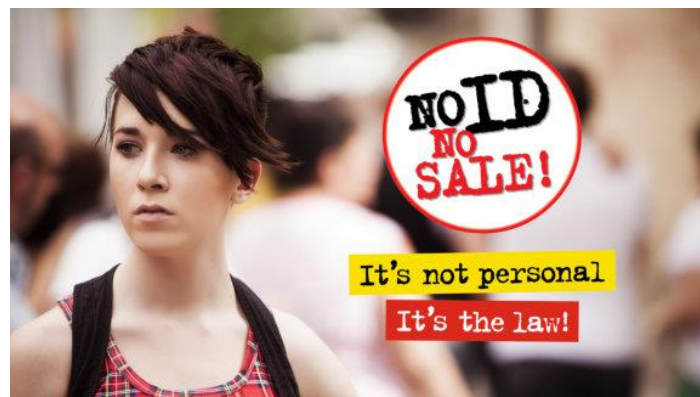
Warning labels

"What is in the best interest of society in the present and long term?"



No promotion of cigarettes on IT

No sales to underaged



Nutrition information

Nutrition Facts	
Serving Size 172 g	
Amount Per Serving	
Calories 200	Calories from Fat 8
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	1%
Trans Fat	
Cholesterol 0mg	0%
Sodium 7mg	0%
Total Carbohydrate 36g	12%
Dietary Fiber 11g	45%
Sugars 6g	
Protein 13g	
Vitamin A 1%	Vitamin C 1%
Calcium 4%	Iron 24%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

NutritionData.com

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No matter what happens,
**THE DAY OF PRIMUS WITH YOUR BUDDIES
IS THE DAY OF PRIMUS WITH YOUR BUDDIES.**



POSITIVE EXAMPLES



Responsible Retailing of Alcohol & Cigarettes



Our approach to healthy living also encompasses the responsible retailing of alcohol and cigarettes. As Ireland's largest retailer, we are fully committed to playing our part. We already have strict policies to prevent underage sales of alcohol and tobacco. All retail staff involved with the sale of alcohol and tobacco are trained on the legal implications of selling such products to underage customers.

The Coca-Cola logo is displayed in its iconic red script font. Below the logo, a thin green horizontal line spans the width of the slide.

The Coca-Cola Company is dedicated to offering safe, quality beverages, marketing those beverages responsibly and providing information consumers can trust. The Coca-Cola Company has always taken seriously its commitment to market responsibly, across the globe, across all advertising media, and across all of our beverages.

VIDEO

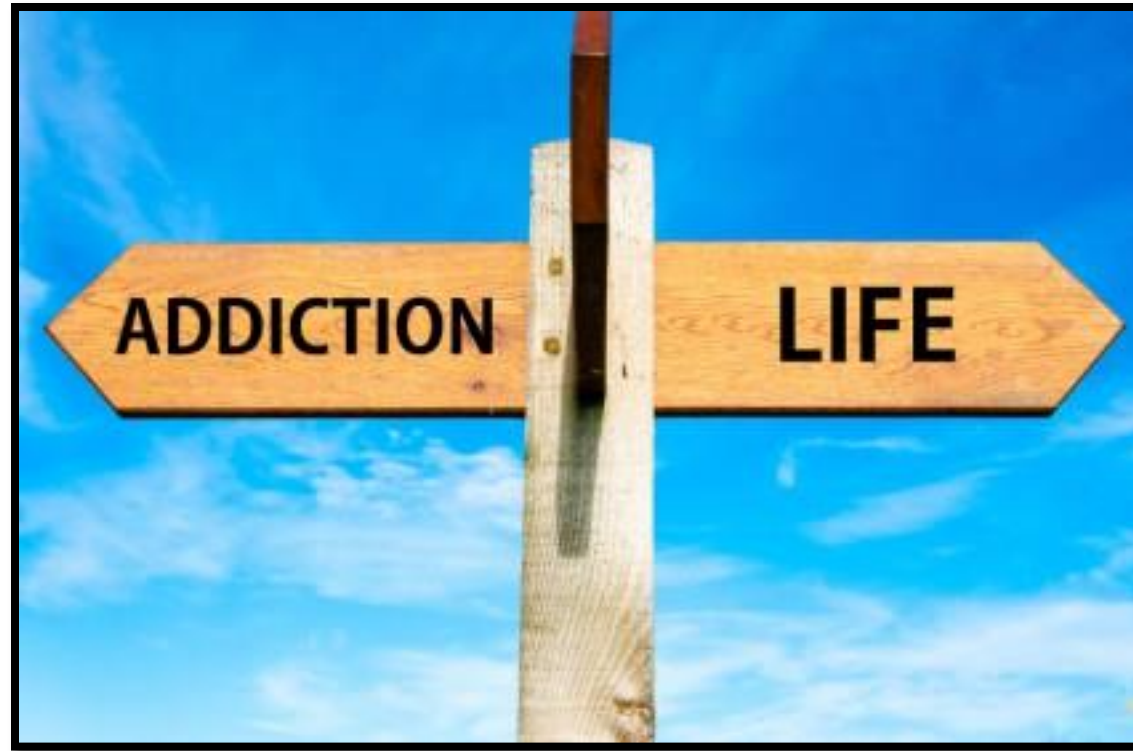


CONCLUSION

- What is the difference between pleasure and addiction?
- Do you feel “Addiction Marketing” is ethical?
- Does your company take part in addictive marketing strategies and tactics?
- When was the last time you made a purchase based upon your addiction?

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THANK YOU
FOR
YOUR ATTENTION