



MONITORING BULLETIN

Social Responsibility

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ACT
Promoção da **Saúde**

SUMMARY

The fine line between social responsibility and marketing

By Laura Cury & Camila Maranhã

[Page 5](#)

Part of the solution?

By Bruna Hassan & Laura Cury

[Page 8](#)

Black swans and corporate social responsibility

By Marília Albiero, Maria Paula Riva & Mariana Pinho

[Page 11](#)

Musical livestreams - A niche market that became the new trend during the pandemic

By Camila Maranhã & Victória Rabetim

[Page 14](#)

Editorial

Large conglomerates, among them those in the unhealthy product industries such as cigarettes, ultra-processed foods and alcoholic beverages, have been publicly and increasingly stating that they are committed to helping in the health and economic crisis resulting from the Covid-19 pandemic. Although the initiatives are welcome, the moment requires caution and concern.

Through reports and posts on social networks, it was possible to perceive more clearly that many companies have made moves in order to both reach their stakeholders and achieve a good public image. The situation starts to become more delicate when we see some of them getting to the point of announcing themselves as part of the solution, when a simple analysis is enough to see that they are, in fact, one of the causes of the problem.

Companies that manufacture cigarettes, alcoholic beverages and ultra-processed food are industry representatives that stand out and which we follow closely. These products cause health damage and are proven risk factors for chronic non-communicable ailments, such as respiratory and cardiovascular diseases, some types of cancer and obesity. The costs of treatment, early retirement, life years lost and deaths put a strain on society as a whole and no return is possible through the payment of taxes. In a period when the health system is even more overwhelmed with Covid-19 patients, it does not seem fair to have this type of expenditure on diseases that could be avoided. After all, we are a society that suffers from problems such as lack of basic sanitation, deficit in the education system, poor public transport and security conditions, and those are just the factors that are evident to the population. It is obvious that we cannot afford such high costs.

We started to see a lot of misinformation, in March and April, about nicotine and vitamin D, presented as supposed protectors against Covid-19. The best we can do is to stay alert and be cautious. Thus, we looked carefully at the evidence and methodologies used in dubious studies, without peer review, to conclude that it was just precipitation by the companies and marketing to sell products. There is no protection yet against the coronavirus. Currently, we have to invest in self-isolation and social distancing and the habit of washing our hands more often. And to fight misinformation, the rule is to review research sources, map out possible conflicts of interest and not share anything that is doubtful.

In this issue, we highlight the special two-minute segment created by Jornal Nacional (Brazilian primetime news program) on April 14th, entitled Solidariedade S.A. (Solidarity Inc.), to show donations and positive attitudes from companies during the crisis. Before the pandemic, actions of this type in the middle of the reports rarely mentioned the name of the corporation, so as not to make a kind of free ad for the company. Thus, the great advantage of this segment is precisely that: to expose good corporate citizenship as a humanitarian aid action and perhaps, manage to engage more entrepreneurs for other similar actions. For those who are mentioned, the broadcast is worth more than any advertisement during the commercial break, as it bears the seal of TV Globo (largest Brazilian free-to-air television network) and the credibility of journalism. The commercial space, after all, is one of the most expensive in the country, costing around R\$ 850 thousand for 30 seconds of exhibition, not including video production. It is also a good selling tool, and it sells a lot.

The Monitor das Doações (Monitor of Donations) website, which includes the Brazilian Association of Fundraisers, also brings a wide and updated list of donations, which provides very positive exposure for the company. A big round of applause to them, but we must always remember to be on alert and ask ourselves the simple question: can this company be part of the solution, or part of the problem?

During this period, we also saw a kind of explosion of livestreams by artists in an attempt to alleviate social isolation, and many of them became major events sponsored by alcoholic and ultra-processed food companies, with brands displayed and no distinction between what is advertising and what is content. Analysts of this new niche are already noting that sponsoring livestreams is a new way of communicating with the audience. It is the new post-pandemic world coming in, and we had better be prepared, remembering the weight carried by advertising in the consumption of products and that the term influencer was not created for nothing.

We would like to take this opportunity to call on the public to contribute to our surveillance in times of pandemic, by sending identified actions to actbr@actbr.org.br and participating in the NCD Alliance industry monitoring initiative: bit.ly/NCDA_SPECTRUM_MAPPING_TOOL. There is a version of the questionnaire in Portuguese.

Enjoy your reading,

Anna Monteiro
Head of Communications
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The fine line between social responsibility and marketing

By Laura Cury and Camila Maranhã

Supporting an alleged common social good has become an intrinsic purpose within the business environment, as well as providing value to shareholders and profitability to organizations, so that corporate social responsibility policies have become a cornerstone of the identity of many brands with client bases that identify with the causes advocated by the companies.

There is no sector or business that has not been affected by the Covid-19 pandemic, causing all companies to face the challenge of operating in this new scenario for their survival. But in addition to the challenges, some companies also see opportunities, which can be addressed using values of social responsibility and [philanthropy](#). Trying to humanize companies, giving the impression of empathy, understanding and moral and financial support to those who most need it is one of the main components of social responsibility. For industries dealing in unhealthy commodities, such as tobacco, alcohol, ultra-processed food, fossil fuels, etc., these actions are one of the few remaining strategies to present themselves positively and, thus, avoid criticism, mitigate legal risks, [improve reputation](#) and, of course, increase profits.

The tobacco industry has for years sought to improve its image through [donations](#) and has intensified its operation in this period. Recognized as the vector of the smoking epidemic, causing at least US\$ 1.4 trillion in economic losses annually and eight million deaths worldwide, according to the World Health Organization, it contributes to overwhelm the health system even further during the Covid-19 pandemic, with diseases caused by smoking. In order to mitigate the damage to its image, it has donated mainly to governments, in cash, personal protective equipment (PPE) and medical equipment, such as ventilators, in several countries.

Donations from the tobacco industry, a classic form of [social responsibility](#) activity, are disproportionate to the amount of damage it does to the economy: Brazil has an annual loss of approximately R\$ 57 billion due to smoking, while the sector pays R\$ 13 billion in taxes, which results in a deficit of R\$ 44 billion for the Brazilian health system. The so-called social responsibility activities corroborate to undermine the governments' commitment to implement the global tobacco control treaty without the intervention of the tobacco industry, as provided for in Article 5.3 of the Framework Convention on Tobacco Control, the global public health treaty of the World Health Organization, which may be weakened during the [pandemic](#).

The alcoholic beverage industry, which also contributes to a greater burden on the health system, sees this burden increased during the pandemic, as stress, loneliness and depression tend to increase during the period of self-isolation, and people tend to resort to a greater consumption of alcoholic beverages. Reports have already emerged indicating increasing numbers of cases of domes-

tic violence and child abuse and neglect, situations that are also often related to alcohol abuse.

Ambev, for example, a giant in the alcoholic beverages sector, has used the line of its brewery in Piraí to produce ethanol and units of hand sanitizer gel to distribute to public hospitals, which helps to soften and humanize the image of an industry that causes great losses.


Research has shown that initiatives like these do not reduce the consumption of alcoholic beverages and only serve to build a positive image of the [company or brand](#). Research agencies focused on alcoholism criticize retailers who use coronavirus-related marketing to increase their sales through advertisements promoting consumption as a solution to isolate [boredom and depression](#). Less explicitly, but also in order to chase away melancholy and entertain people so that they remain in isolation, the alcohol industry has sponsored livestreams of famous artists, often indicating that the money raised will go towards [social actions](#).

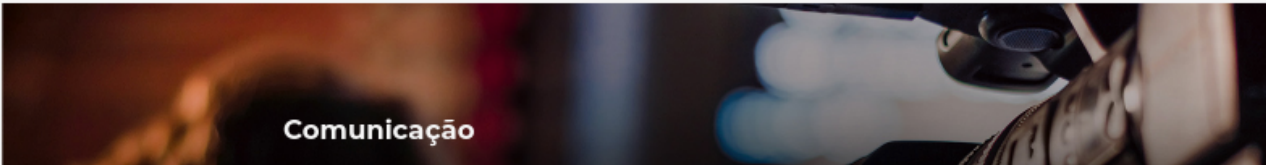
Ultra-processed products, on the other hand, have been increasingly associated with the development of obesity and chronic non-communicable diseases, which, in turn, appear as another risk factor for mortality due to Covid-19. The industries that produce them, including those of soft drinks, ready-to-eat products, fast food chains, among others, have taken part in actions to distribute their products directly to [health professionals](#) and [truck drivers](#), in addition to other essential service workers. Donations of resources and products to hospitals and initiatives to fight the pandemic were also observed, often through partnerships with local governments. This was the case, for example, of the government of São Paulo State, which received donations from Nestlé, Bauducco and Danone, including, among the donated items, chocolate milk, sandwich cookies, processed meats, dairy compounds and instant soups, according to a survey carried out by [O Joio e o Trigo](#). Additionally, it has been assumed that the production methods of these foods are linked to the origin of the pandemic, in particular the industrial mode of raising animals on a large scale, which facilitates [viral mutations](#).

It is also worth highlighting actions by other industries that are harmful to health and the environment, such as Vale, in the mining and extractivism sector. Given the context of the pandemic, Vale is “taking a series of measures, aiming at providing guidance, prevention and safety to people,” [according to its website](#). It is presumed that this would be an attempt to redeem the company’s image after the recent disasters of Mariana and Brumadinho, situations that have not given rise to any legal liability for the companies, and whose victims remain unassisted to this day.

It is possible to observe that there is usually controversy involved in many social responsibility activities by industries of commodities that are harmful to the health of the population and the planet, such as inadequate policies or programs for the protection of consumers and/or their employees and misleading information about the pandemic, for example.

There are those who argue that these actions would be a simple result of the will to help at this time. There are those who doubt [the good will](#). What is observed in this period is that several companies do not have only good intentions when promoting CSR actions during a pandemic. Some seem to take advantage of an extremely adverse context to sell their products and improve their image in the eyes of consumers. This, however, should not be a time for self-promotion. Civil society has an important role to play in this regard, monitoring and making these activities public, trying to dismantle what normalizes certain actions by corporate sectors that cause negative external effects.



A JBS Marcas Sustentabilidade Compliance Qualidade Investidores Comunicação Gente Carreiras Contato



Comunicação


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ÚLTIMAS NOTÍCIAS



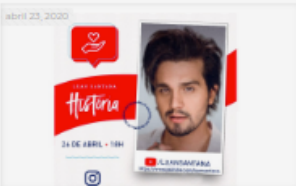
A COVID-19 e a missão da JBS

Em meio à pandemia de Covid-19 que preocupa a todos, a JBS segue totalmente [...]



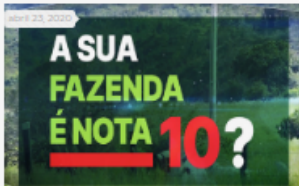
Produção de Boi 777 no Pará é tema de webinar

Promovido pela Friboi, o evento será realizado no dia 30 de abril, às 08h30 [...]




Live Friboi com Luan Santana terá doações por três horas

Apresentação será realizada no domingo, 26, às 18h [...]




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Programa Fazenda Nota 10 ajuda produtor a maximizar ganhos [...]




JBS amplia medidas de prevenção contra a Covid-19 em Lins

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Empresa é a única brasileira certificada para exportação do produto para o mercado europeu [...]




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Live vai mostrar como preparar um delicioso estrogonofe [...]



JBS auxilia Prefeituras, hospitais e comunidades carentes

Em Goiás, empresa doou materiais de higiene e prevenção à Covid-19 [...]

Part of the solution?

By Bruna Hassan and Laura Cury

Some unhealthy product industries have led the population to misinformation through health-related messages around Covid-19 and, at the same time, positioned themselves as part of the solution, not only through financial and in-kind donations, but as producers of inputs that would be important in both preventing and curing the disease.

In the tobacco sector, the press and social networks released a French study that suggests that nicotine could have a protective effect in fighting the coronavirus, unleashing reports of people who started smoking. Analyses without conflicts of interest about this study reveal that its results are inconsistent with the wider literature on the links between smoking and Covid-19 and research on how the infection occurs.

It is important to note that Jean-Pierre Changeux, the main author of the article, received donations from the [Tobacco Research Council](#) adding up to a total amount of US\$ 220,000. In the late 1990s, Changeux became a collaborator and consultant for Targacept, a pharmaceutical subsidiary of RJ Reynolds and, in 2006/2007, supervised and published studies funded by Philip Morris International (PMI).

The World Health Organization has warned of the risk of increasing unproven claims that tobacco or nicotine may decrease the risk of Covid-19 or that it would be effective in preventing or [treating the disease](#). Once infected with the new coronavirus, smokers are more likely to experience a more detrimental development of symptoms. Of the diseases listed as risk factors for complications by Covid-19, such as hypertension, diabetes and lung diseases, smoking is one of the [risk factors](#) for all of them. Thus, nicotine consumption does not seem to be part of the solution in terms of cure. On the contrary, nicotine is the drug that causes [smokers' addiction](#).

Both PMI and British American Tobacco (BAT), whose Brazilian subsidiary is Souza Cruz, two of the largest companies in the sector in the world, are trying to create a defense against coronavirus through the tobacco leaf. Canadian biopharmaceutical company Medicago, funded by the United States Pentagon and 30% owned by PMI, are conducting pre-clinical safety and efficacy tests. BAT's American unit, Reynolds American, bought Kentucky Bio-Processing in 2014, planning to use its tobacco extraction technology to develop less harmful alternatives to cigarettes. According to Bloomberg, the company is now exploring partnerships with US government agencies to take the experimental vaccine for [clinical studies](#). Finding the vaccine seems to be the most effective way to improve the image of companies whose products are notoriously harmful to health, and so the action seems to be more of a marketing strategy than commitment to the final result.

With regard to the alcoholic beverage sector, messages circulating on the

internet claim that its consumption can help reduce the risk of infection by the coronavirus. Many of these messages recommend using alcohol for drinking, in addition to cleaning and sanitizing. In Spain, the Oenology Federation stated at the end of March that “the survival of the coronavirus in wine seems impossible because the concomitant combination of the presence of alcohol, a hypotonic environment, and the presence of polyphenols prevent the life and multiplication of the virus itself”. Oenologists assured that moderate consumption of the beverage serve as prophylaxis, since “it can contribute to better hygiene of the oral cavity and pharynx, where the virus often lodges in an [eventual infection](#).” The absurdity is so astounding that Alexander Lukashenko, leader of Belarus in power for 25 years, recommended without any scientific basis that the population drink vodka and take sauna baths to fight the coronavirus, instead of imposing extensive [isolation measures](#).

However, there has been no study found that demonstrates that the consumption of alcoholic beverages offers protection against coronavirus or any other infection, since the alcohol we drink is an [immunosuppressive](#) substance and facilitates infection by all types of viruses.

As a textbook example of foods and nutrients suddenly dubbed as miraculous in the fight against Covid-19, information circulated between March and April about vitamin D being a protective factor for the new coronavirus and that its supplementation would help in the [treatment of the disease](#). The wide dissemination was the result of a release made by two Italian researchers who defend the [hypothesis](#). It was not mentioned, however, that this is not a question of a carefully conducted scientific study, but rather several studies that do not have the appropriate methodology to test this hypothesis or that are prior to the actual [pandemic](#). Among them, attention is drawn by a [study from the United States](#), not yet published by a scientific journal at the time, with an inadequate design to provide an answer regarding the role of vitamin D in the prevention and treatment of Covid-19. Nor is the conflict of interest of the authors of this study trivial. The first, William Grant, stated that he was funded by the Bio-Tech Pharmacal Inc. company, which has vitamin D supplement as its main seller. Some of the authors claimed to be from [GrassrootHealth](#), a research institute that markets vitamin D tests. More information can be read in a release by experts, published on the [Aliança pela Alimentação Adequada e Saudável \(Alliance for Proper and Healthy Eating\) blog](#).

It is possible to notice the increase in vitamin D supplement advertising in the midst of the pandemic. In addition to influencers, there are advertisements on network television channels and even nutritionists defending their use.

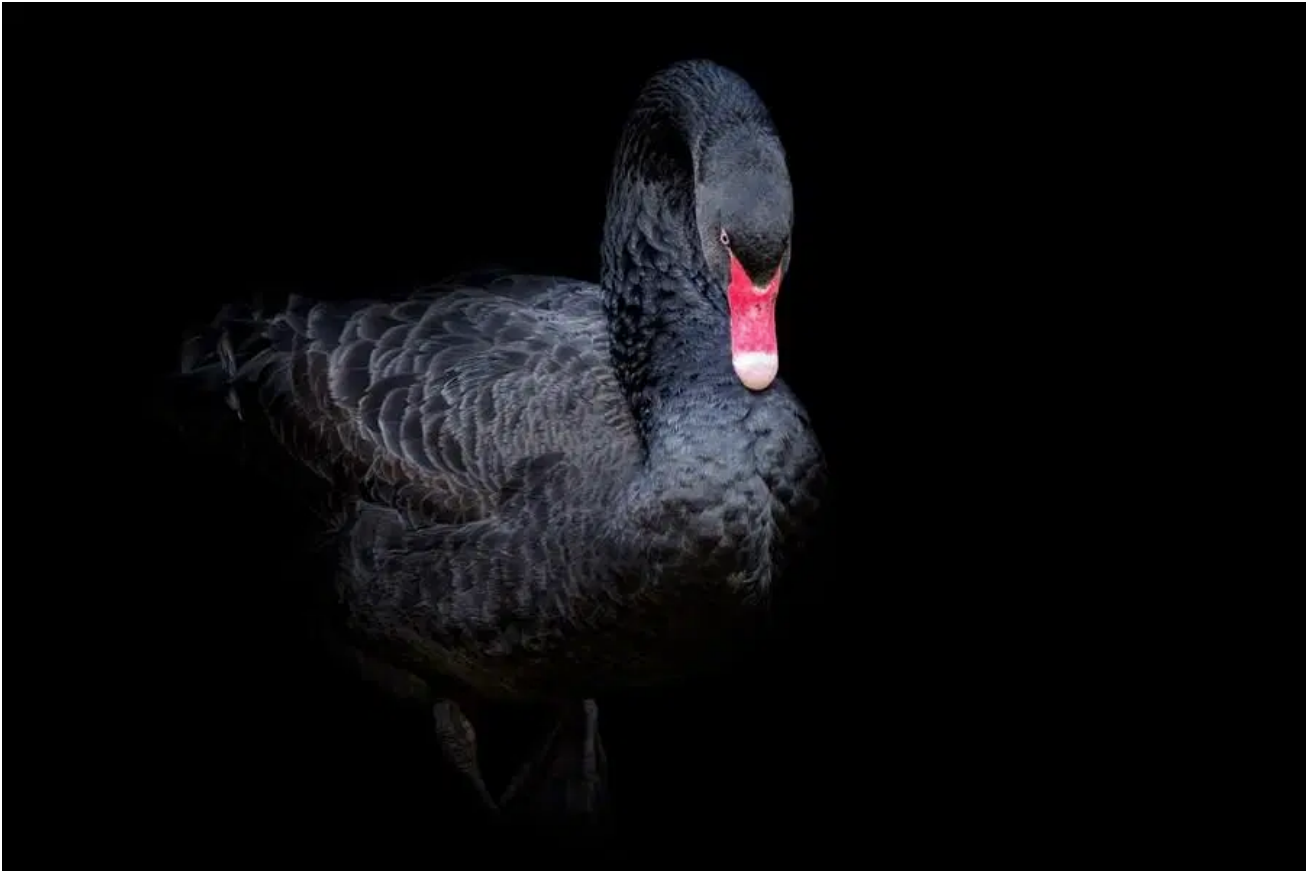
The Addera D3 supplement, from Hypera Pharma, is an example. [One of the top five best-selling medicinal products](#) - and other substances of “therapeutic” nature - in Brazil in 2018, the brand’s Instagram (@ adderad3) paid well-known public figures to advertise the supplement. There are several publications without warning that they are sponsored, which reduces transparency. The one offered by Ana Maria Braga is one of them. CNN Brasil lawyer and commentator Gabriela Prioli also recently advertised the brand on her

Instagram account, but warned that it was [advertising](#). Although none of her posts suggest the use of the supplement to treat the new coronavirus, the lawyer received a lot of criticism and replied that, before taking part in any advertising, she studies the product beforehand and recommends that a [doctor should be consulted](#).

It is also worth noting the fact of advertising made by some digital influencers/nutritionists (Bela Falconi, with four million followers, Cau Saad, 282 thousand, Thais Figueiredo, 369 thousand, Nathalia Dias, 44 thousand). This type of activity, however, is forbidden under the [Federal Council of Nutritionists' 2018 Nutritionist Code of Ethics and Conduct](#).

Black swans and corporate social responsibility

By Marília Albiero, Maria Paula Riva and Mariana Pinho



Black swans are the definition of rare phenomena, of great impact on society and with an unpredictability that is beyond all normal historical, scientific, financial or technological expectations.

The use of this term, coined by Lebanese-American statistician and risk analyst Nassim Taleb, came out of an analogy with swans in the wild. For a long time, it was believed that all swans were white. Until, in the 17th century, it was discovered that black animals were also part of the species, changing the logic of what was believed at the time.

The biggest black swan of the 21st century, Covid-19, caused paradigm breaks, accelerated changes, demanded a set of emergency actions by governments and a rearrangement in the way of living life in society. In a way, there has been hope that the crisis would raise questions about current economic models, as they are seen as epicenters of the advance of social inequality in the climatic emergency and, possibly, of the advent of this new virus.

But the winds of change do not seem to be heading in the right direction when we analyze the behavior of the financial market in recent times, and also of companies that always say they are part of the solution.

In January 2020, companies listed on stock exchanges around the world had a value of US\$ 89.1 trillion. In February, with the epidemic advancing on other continents, there was a 30% drop, reaching US\$ 61.5 trillion. However, in early June, these indexes recovered to US\$ 79.3 trillion, resulting in [a 29% increase](#). This difference of US\$ 18 trillion in four months is mainly a reflection of the cash injected by central banks globally. Yes, we are talking about trillions sailing round the world in a sea of volatility and leading us to reflect: Why isn't this money reaching the edges, as in the real economy, for the health care system and for those who really need it?

Here in Brazil, in recent weeks, some people may feel that they are living in a parallel reality. Amid the daily records of deaths caused by Covid-19, with economic indicators showing that the real economy is far from recovering and with emerging political tensions, the São Paulo Stock Exchange Index benefited from this worldwide liquidity, recovering at a swift increasing pace in a long-awaited V-shaped recovery, which means a [quick recovery](#). And, in the recommendation by financial analysts to buy assets on the Stock Exchange in Brazil, companies like BRF (formed by the merger of Sadia and Perdigão in the financial crisis of 2009, approved by the Administrative Council for Economic Defense in 2013) appear.

BRF, in a way, has not suffered major problems with the pandemic: it is a company which exports high volumes and benefits from a high dollar. In addition, in times of economic crisis, cheaper animal proteins, such as chicken and pork, are often favored. Its line of ultra-processed products, easily accessible and lacking clear information for the consumer, has had great appeal in terms of household consumption.

Along with nine other companies, BRF has taken measures to protect employees, signing the [Terms of Adjustment of Conduct](#) with the Labor Department of Justice. The company participates in the [Movimento Nós \(We Movement\)](#) together with Ambev, Aurora Alimentos, Coca-Cola Brasil, Heineken Group, Mondeľ International, Nestlé and PepsiCo, to support retailers to resume their business, investing R\$ 370 million in the project. And they donated R\$ 50 million in food, medical supplies and support for research and social development funds to fight [Covid-19](#). How a company of this size and which has not been affected by the crisis could really help at this moment is a recurring question for those working in the area of monitoring conflicts of interest.

Corporate social responsibility, which contributes to placing large companies at the top of investment rankings, should be considered as a marketing strategy, especially at a time like this. Those who have never seen the segment ["Solidariedade S/A" \(Solidarity Inc.\)](#) in Jornal Nacional (Brazilian primetime news program), created on April 14, to the sound of music that suggests the commitment and toil of these companies towards a common endeavor, let them cast the first stone. According to material advertising for the segment, the proposal was "to highlight, for two minutes each day, actions of companies that are carrying out initiatives to contribute to the fight against the spread of Covid-19". To have an insertion in a commercial break during the country's most watched TV newscast costs around R\$ 848,000 for 30 seconds, according to [the January 2020](#)

[commercial table](#). And if instead of a commercial insertion the company is the subject of a report, with the credibility of the media outlet highlighting its role as a good corporate citizen, its value to consumers rises much higher than a donation and a simple ad.

A R\$ 50 million donation represents less than 0.15% of [BRF's](#) 2019 annual sales revenue. There is also the possibility that companies of this type collaborate in disseminating the coronavirus, and there is already data showing that the figures for [municipalities with slaughterhouses under federal inspection](#) are above the average of coronavirus contamination in Brazil.

In the same line of comparison regarding donations, Coca Cola, another food giant, announced its US\$ 100 million contribution through the [Coca-Cola Foundation](#) worldwide with actions to fight the pandemic, which represents 1.1% of its global net profit in 2019. If we bring this analysis to Brazil, this package of actions corresponds to R\$ 45 million. The company does not disclose numbers openly for Brazil, but it is known that it benefits, together with Ambev, from a tax arrangement in the production of sweetened beverages in the Manaus Free Trade Zone, which currently generates a tax waiver of almost R\$ 3 billion, according to estimates based on data from the [Receita Federal \(Brazilian IRS\)](#).

Industrial sectors of higher controversy have also not missed the opportunity to show themselves as companies with social responsibility: cigarette maker Philip Morris International had contributed [US\\$ 30 million in funds](#), which represents 0.09% of its 2019 net revenue. In Brazil, the published values were [R\\$ 2 million](#), considering cash donations to municipalities and health institutions, supplies and equipment and food distribution.

And despite being considered **sin stocks**, tobacco companies such as Philip Morris International, BAT and Altria have received positive recommendations from [financial analysts](#), since their products are considered recession-proof, with a special highlight for Philip Morris due to the successful sales of IQOS, a type of [electronic smoking device](#) that uses heated tobacco and, contrary to what is claimed by the manufacturer, causes addiction, since it contains nicotine, and brings on harmful effects to the health of its consumers.

The speeches heard about the lack of resources for health sound unbelievable, with large food and tobacco companies suffering little impact with the pandemic, even with their products directly linked to risk factors for chronic non-transmissible diseases which also increase the risks of death from the virus.

Events like this pandemic may cease to be considered black swans if they start to appear more frequently and as a result of actions that only take the short term into account. A new economic model and health promotion are vital in this path towards a more sustainable transformation in the long run, and it is up to us, as civil society, to raise issues like these and to promote debate, in a transparent manner and without conflicts of interest, with a view to safeguarding public health.

Musical livestreams - A niche market that became the new trend during the pandemic

By Camila Maranhã e Victória Rabetim

The period which we are going through, one of social isolation, led to the creation of presentations using remote, live conference tools, known as livestreams, or “lives”, as they are known in Brazil, with a wide audience reach and a potential [new commercial market in the performance/show sector](#).

In an attempt to support the quarantines and provide entertainment alternatives to keep people at home, the musical livestreams on Instagram started out very simple, being filmed at home with a cell phone, like that of English singer Chris Martin, of Coldplay, of American singer John Legend, and of Brazilian singer Ludmilla. During March, the “lives” start to get more sophisticated. Two virtual festivals brought together dozens of Brazilian musicians of various genres: the Fico em Casa (I'll Stay at Home) Festival and #tamojunto (#wearetogether), from O Globo newspaper, which featured the schedule on the artists' Instagram profiles. In parallel, sertanejo artists, such as Jorge and Mateus and Gustavo Lima, bet on more [sophisticated productions](#), sponsored by beverage brands.

These livestreams drew a lot of attention not just for the big crowds of people but also for the excessive consumption of alcoholic beverages. Those by singer Gustavo Lima and by Bruno and Marrone, both sponsored by Ambev, were reported to the National Council of Advertising Self-Regulation. In the first case, the complaint stated the lack of a mechanism to restrict access to the content by minors and the repeated ingestion of beer, resulting in encouraging irresponsible consumption of the product, and was accepted by the council who filed an ethical complaint against the singer and the sponsor. The second case generated a [warning to the influencers](#).



Singer Bruno drunk in a livestream sponsored by alcoholic beverage and food product companies



Singer Gustavo Lima drinking Bohemia beer with other references to the brand in the background during the livestream

In the livestream with the band Raça Negra, singer Luiz Carlos criticized and mocked the decision made by Conar. Although he did not drink during the broadcast, he opened a can of beer and proposed a toast in front of the camera, as well as hugging the Brahma refrigerator (the brand that sponsored the event). The subject became one of the most talked about on social media that day and Internet users suspected he was [drunk on the broadcast](#). Another controversy involved one of the singers of the sertanejo duo Henrique and Juliano, who drank cachaça (Brazilian distilled alcoholic beverage) in a thermos during the livestream, as a way of ‘disguising’ consumption.



Tweet confirming that singer Henrique hid cachaça in a thermos to violate the decision by Conar.

In addition to Ambev, other major breweries in Brazil are sponsoring online shows, such as Heineken Brasil and Cervejaria Petrópolis. Some have created their own festivals, such as [Circuito Brahma Live](#) e Some have already created their own festivals, such as the Circuito Brahma Live (Brahma Live Circuit) and Heineken Home Sessions by [Queremos](#). Even Vice, a popular communication vehicle among young people, who represent the target age group of the industry, promoted a series of livestreams with musicians, DJs and influencers, sponsored by Beefeater and other alcoholic beverage brands from the same group, [Pernod Richard](#).

Another curious case was that of singer Diogo Nogueira, who performed during the livestreaming singing and cooking Sunday lunch. The singer was sponsored by several brands of alcoholic beverages and food products, which include Cerveja Original, by Ambev, and Cachaça Cabaré, where a QR Code appeared on the screen that took you to the company's website to purchase the product. Diogo is also releasing a cookbook.



Singer Diogo Nogueira cooks during the “live” with several food products and alcoholic beverages

Livestreams have become advertising spaces for large food and beverage companies, with extremely aggressive marketing strategies. The previously mentioned examples went viral on social networks, reaching the most diverse audiences. And despite the “drink responsibly” label, the celebrity endorsers appear visibly intoxicated and drink excessive amounts of various [alcoholic beverages](#).

In Brazil, 49% of respondents to [QualiBest](#), a market research company, stated that these personalities are their second source of influence for making consumer decisions, second only to friends and relatives. Failures in restricting the advertising of alcoholic beverages on social networks, unlike those imposed on traditional media, sustain an intense global action by the alcohol industry aimed at young audiences. A study published by [VicHealth](#), an Australian go-

vernment agency, points out that most Australian Instagram personalities are under the influence of the alcohol industry, and nearly three-quarters posted alcohol brands in their accounts in 2019, according to the Guardian newspaper.

The indiscriminate advertising of alcoholic products in media that are difficult to monitor, as in Stories, an Instagram tool where published content disappears in 24 hours, is a complicating factor. Few profiles use the hashtag #ad or #publi to indicate this type of promotion. Instagram themselves even created a resource to assist in this identification with “paid partnership with brand name”, but it is exclusive to posts on the feeds and not in the Stories.



Story by DJ Lily Scott displaying a series of gin bottles from the event's sponsoring brand, with no mention of advertising content

In the midst of this tremendous circumvention, the World Health Organization made a recommendation in April calling on governments to limit the circulation of alcohol during the pandemic, as drinking [reduces immunity against Covid-19](#). For this reason, it is necessary to urgently adopt measures that swiftly regulate this type of action, to make agencies available to enforce the rules and adopt public policies that guarantee health promotion, especially during this period.

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