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MASTER THESIS

THE FORMULATION AND IMPLEMENTATION OF AN
ANTI-MARKETING STRATEGY AS AN INNOVATIVE TOOL TO
PROMOTE WINE AND WINE TOURISM WITHIN A HIGHLY
REGULATED MARKET

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June 18th, 2024

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ABSTRACT

Navigating stringent regulations on alcohol advertising presents a significant challenge for Norwegian winemakers impeding their ability to market products and promote potential tourism offerings. These regulations prevent the entrance of Norwegian winemakers into the wine tourism industry and provide unfair advantages to international competitors. In response to these constraints, this thesis explores the concept of an anti-marketing strategy as a novel approach for engaging consumers while complying with legal restrictions. Drawing upon a comprehensive literature review of alcohol regulations, marketing strategies in regulated industries, and the principles of reverse psychology, this study investigates the feasibility and potential impact of employing negative messaging and censored imagery in marketing campaigns.

A survey was designed; targeting wine consumers and assesses their engagement and reaction to such strategies, evaluating responses to specific imagery and wording, complemented by analytical data from various social media platforms where the campaign was actively implemented. The thesis examines the benefits and risks associated with this approach and proposes mitigation strategies to address potential challenges. The practical implementation of this strategy could foster the development of wine tourism in Norway, promote rural tourism, and address issues of seasonality. Ultimately, this research aims to provide Norwegian winemakers with innovative strategies to maintain consumer interest and market presence within the confines of stringent regulatory frameworks, with the aim of broadening their audience to include international wine tourists.

Key words: **anti-marketing strategy, alcohol advertising regulations, reverse psychology in marketing, censored imagery, Norwegian wine tourism, consumer engagement strategies.**

LIST OF ABBREVIATIONS:

NWGA = Norwegian Wine Growers Association

ECJ = European Court of Justice

EEA = European Economic Area

NPS = Net Promoter Score

SWOT Analysis = Analysis based on Strengths, Weaknesses, Opportunities, and Threats

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INTRODUCTION

The Norwegian Wine Growers Association and Skudeneset Gaard

The Norwegian Wine Growers Association (NWGA), established in 2010, represents a pivotal movement in the viticultural landscape of Norway. The organisation seeks to promote and support the cultivation of grapes and the production of wine within the challenging climatic conditions of Norway. The NWGA plays a crucial role in uniting growers, providing educational resources, advocating for favourable policies, and enhancing the visibility and quality of Norwegian wines in the industry. They are responsible for organising annual trade events, benchmark tastings, and award ceremonies for Norwegian winemakers. It is noteworthy that their services extend beyond commercial winegrowers to include all wine growers within Norway, no matter the size. This inclusive approach is rooted in their ideology that Norwegian winemaking is still in its nascent stage. The association aims to support smaller producers, fostering their growth and development until they reach a commercial platform and in turn, harnessing the support of all those in the grape growing industry. Historically, Norway's climate has been considered unsuitable for viticulture due to its northern latitude, characterised by short growing seasons and low temperatures. However, recent climatic changes and advancements in viticultural techniques have made grape cultivation increasingly viable. The NWGA supports the adoption of cold-hardy grape varieties, such as Solaris and Rondo which are capable of thriving in lower temperatures. The majority of vineyards in Norway are situated in the southern regions and along the western coast, with some vineyards extending as far north as the Arctic Circle as seen in Annex 1. One distinguished member of The NWGA is Skudeneset Gaard, a winery situated near Kristiansand, on the country's western coast along the Sygna river. The land was originally used for crop cultivation and livestock farming until it was bought in 2011 transitioning to viticulture in 2012. Additionally, the estate cultivates willow for basket making classes and maintains beehives for honey production. Operated by owners Erik and May Tove, the winery's operations encompass cooking, farming, winemaking, and basket making, supplemented by one employee during harvest and restaurant hours. They primarily produce sparkling wines from Solaris and Rondo, using traditional methods and yielding about 1500 bottles annually. The wines are served exclusively at the on-site restaurant and to wine tour participants, predominantly tourists from cruise ships on day trips.

The Proposal to Be Developed

Within the current legal framework established by the Health Directorate (Helsedirektoratet) as stipulated in the 'Alcohol Act,' advertising regulations are governed under Chapter 3, Section 9, which explicitly prohibits the advertising of alcoholic beverages within Norway. This study aims to investigate the potential of developing wine tourism and wine destination management through the implementation of an anti-marketing strategy. It seeks to develop a comprehensive plan to offer viable solutions for wineries operating within heavily regulated markets by means of anti-marketing their products and region. The proposed plan will entail a thorough analysis of existing advertising regulations as outlined in the Alcohol Act, with particular attention to Chapter 3, Section 9 as well as various implementations of the law in existing cases throughout the country of Norway. Building upon this legal foundation, the study will investigate innovative approaches to marketing and promotion that align with legal constraints while maximising visibility and consumer engagement. The platforms to target consumers will exist mainly through digital marketing channels such as email campaigns, social media and site development. Furthermore, the plan will address key considerations such as consumer perceptions of the execution of an anti-marketing strategy, market dynamics, and the competitive landscape to ensure the feasibility and effectiveness of the proposed anti-marketing strategy. By synthesising legal insights with strategic marketing principles, the study aims to provide wineries in Norway with actionable recommendations that allow for the promotion of their products whilst remaining within the confines of the law.

Duties During the Internship

Within the context of the final internship of the WINTOUR Masters', developed at Skudeneshet Gaard, a winery affiliated with the Norwegian Wine Growers Association, the role of a digital marketing strategist was assumed. Responsibilities included multifaceted engagements aimed at navigating the complexities of the alcohol advertising laws as set out by the Health Directorate in the Alcohol Act, under Chapter 3, Section 9. Initially, the role transitioned into that of a researcher tasked with comprehending the current legal landscape for which the digital marketing strategy was to exist within. This entailed a concerted effort to engage legal professionals, neighbouring wineries, and members of the public to gain insights into the existing regulatory frameworks governing alcohol marketing. It is essential to determine the public opinion of such a law as the anti-marketing strategy has the potential to present itself as a political tool. Consequently, measuring the support of the public, and by extension, potential

consumers, is an essential step in the pre-planning phase that includes obtaining qualitative data through newspapers publications, conversations and social media posts.

Subsequently, as part of the pre-planning research, the student contacted the Health Directorate to grasp the law's implementation. This was facilitated by their international academic affiliation, granting them access that a Norwegian national might not have had. A range of legal experts were consulted to delineate the boundaries of the existing law and obtain insights into what actions of this proposal would remain compliant. Given the nature of the anti-marketing strategy, which treads closely to the limits of legal compliance, it was imperative to ensure adherence to the law at all times. Following the results from legal consultation, a dive into previous case law was done to understand how the law is applied within the context of alcohol advertising. This included going through archived material, requesting access to classified cases that were deemed confidential due to the involvement of certain entities as defendants.

The insights gleaned from these interactions allowed for the formulation of a comprehensive strategy tailored for Skudeneset Gaard (and other potential wineries) to trial as a form of advertising. Additionally, a four-month digital marketing calendar was curated, delineating diverse approaches as an anti-marketing strategy which includes concepts such as reverse psychology, censorship, subversion, debranding, satire and guerrilla marketing. Part of the development of this strategy included content creation, photography and elements of design.

Violations of the Alcohol Act regulations typically incur fines, with repeated offences carrying the risk of licence revocation - this is the threat that all wineries face with the use of positive wording, alcohol-related emojis and photographs that seemingly promote alcohol consumption. There is a very strict interpretation of the law in Norway, and therefore the pre-planning phase of research was absolutely fundamental before being able to design or implement such a strategy. Unfortunately, the execution of the strategy was delayed due to the threat of penalty and uncertain legal advice. However, the four month content calendar has been approved and is slowly being implemented.

In an effort to raise awareness about the challenges faced by Norwegian wineries, outreach was conducted to several prominent journalists and publications. The aim was to draw attention to Norway as a wine-producing region and encourage them to promote it as part of wine destination management initiatives within their respective countries as journalistic freedom, which safeguards the autonomy of journalists, allows for favourable coverage of alcoholic beverages. Therefore, as part of the wine destination initiative, authors and critics such as Jancis Robinson, Tim Atkin, Robert Parker, as well as publications including Noble Rot Magazine, Wine Enthusiast, Decanter Magazine, and Winelands Magazine were reached out to. Additionally,

efforts were directed towards securing a place for Norwegian wines in the Latitude 20 selection, housed within one of the world's most renowned wine museums, Cité du Vin.

1. LITERATURE REVIEW

1.1 Current Regulations of the Alcohol Act 3 (9) in Norway

Norway's stringent alcohol regulations are rooted in historical, public health, cultural, and economic factors. The temperance movement of the 19th and early 20th centuries influenced the establishment of state monopolies like Vinmonopolet, designed to control alcohol availability (Nordlund, 2011). Public health concerns about alcohol's association with diseases and social problems drive strict policies; alcohol-related harm costs the Norwegian healthcare system significantly, with the World Health Organization estimating that alcohol accounts for 5.1% of Norway's disease burden (World Health Organization, 2018). Culturally, Norway promotes moderate drinking, aligned with strong family and social values prioritising community well-being (Rossow, 2016). High alcohol taxes generate government revenue while curbing consumption, reflecting the economic approach to mitigate the societal costs of alcohol abuse. Additionally, Norway's policies align with the Nordic model, which emphasises government control and public health (Karlsson & Österberg, 2020). Prohibiting or extensively limiting alcohol advertising is regarded as one of the top three most efficient and cost-effective strategies to reduce consumption and associated harms (World Health Organization, 2018). The strongest evidence supporting this suggestion is largely indirect, originating from research that shows a correlation between exposure to marketing and drinking habits in young individuals (Sargent, Cukier, & Babor, 2020). Numerous countries have implemented advertising prohibitions; out of the 53 Member States in the World Health Organization (WHO) European region, 37 have prohibitions or other legal limitations on marketing (World Health Organization, 2020). In several countries, these prohibitions were established in the 1970s and 1980s (Nelson, 2010). However, the body of literature on the effectiveness of these advertising prohibitions is limited and presents varied outcomes (Saffer, 2020). The Alcohol Act in Norway, primarily focused on reducing alcohol-related harm, has been the cornerstone of Norwegian alcohol policy since its inception in the early 1920s and its current form that includes a complete ban on marketing has been in place since 1975.

Advertising constitutes “mass communication” for “marketing purposes.” According to the Act, any form of advertising or marketing that can be seen as encouraging or promoting a positive

image of alcohol consumption is prohibited. Newspapers, magazines and other media's coverage of alcoholic beverages is editorial material which is not considered alcohol advertising and thus fall outside the prohibition of Alcohol Act. In conjunction with the regulatory framework outlined in the Norwegian Alcohol Act, the Vinmonopolet represents a state-owned retail monopoly responsible for the sale of alcoholic beverages.

Vinmonopolet plays a crucial role in this regulatory system. Established in 1922, Vinmonopolet controls the retail sale of beverages with an alcohol content exceeding 4.7% (Hamran & Myrvang, 1998). This monopoly helps manage alcohol availability, aiming to lower consumption levels and mitigate associated harms (Rossow & Norström, 2012). This legislative framework emphasises the importance of public health and safety, setting stringent controls on the sale, marketing, and consumption of alcoholic beverages (Norwegian Ministry of Health and Care Services, 2015). In 1999 the format of the outlets was restructured, making nearly all stores self service from the previous format of sales over the counter, and internet sales began in 2002 (Hamran & Myrvang, 1998). Research suggests that such monopolies are effective in controlling alcohol use and reducing alcohol-related harm. Comparative studies have shown that alcohol monopolies like Vinmonopolet are associated with lower rates of alcohol consumption and related harms compared to privatised alcohol markets. Holder et al. (1995) found that countries with state monopolies on alcohol sales generally exhibit lower levels of alcohol consumption and fewer alcohol-related health issues. This is largely due to the ability of state monopolies to implement and enforce strict regulations on the availability, pricing, and marketing of alcoholic beverages, which can limit consumption and reduce harm. Additionally, Stockwell et al. (2012) provided evidence from the partial privatisation of alcohol sales in British Columbia, Canada. Their study revealed that the introduction of private liquor stores led to a significant increase in alcohol sales and consumption, as well as a rise in alcohol-related hospital admissions. The study highlighted that private retailers, driven by profit motives, often engage in aggressive marketing and pricing strategies that can increase alcohol accessibility and consumption, leading to higher rates of alcohol-related harm.

It is noteworthy that multiple managers of Vinmonopolet were consulted regarding their personal experiences with customers who exhibit signs of alcohol abuse. Upon confirmation of such encounters, an inquiry was made regarding the established protocol for addressing apparent alcohol abusers, only to discover that no such protocol exists. Despite the Health Directorate's enforcement of the Alcohol Act, which persistently prohibits all forms of advertisement with the ultimate objective of reducing alcohol consumption and its associated risks, there remains a lack

of protocol for managers who are at the forefront of dealing with individuals associated with alcohol abuse (Norström & Ramstedt, 2020). It would be reasonable to assume that alcohol distributors should have access to the necessary information regarding recommended healthcare facilities equipped to address the risks associated with alcohol.

Case law in Norway often reflects the tension between public health objectives and commercial freedoms. The Norwegian courts have generally upheld the stringent advertising restrictions imposed by the Alcohol Act, citing the necessity of these measures for protecting public health. For instance, the Supreme Court of Norway has ruled in favour of advertising restrictions, emphasising that they are a proportionate means to achieve the legitimate aim of reducing alcohol-related harm (Thompson, 2013). One notable case involved the challenge by alcohol producers against the prohibition of alcohol advertisements in print and broadcast media. The plaintiffs argued that such restrictions violated their commercial freedom and freedom of expression. However, the Supreme Court upheld the restrictions, reasoning that the public health benefits of reducing alcohol consumption outweighed the commercial interests of alcohol producers. The court emphasised that limiting exposure to alcohol advertising was a proportionate means to protect public health, particularly in reducing underage drinking and alcohol abuse (Thompson, 2013). This judicial stance in Norway aligns with the broader European jurisprudence. The European Court of Justice (ECJ) has consistently upheld national regulations restricting alcohol advertising as a legitimate means of protecting public health. For example, in the case of *Konsumentombudsmannen v. Gourmet International Products AB* (2004), the ECJ ruled that while such restrictions might impede the free movement of goods within the EU, they are justified on public health grounds. The court acknowledged that alcohol advertising can significantly influence consumer behaviour and that reducing exposure to such advertisements is a valid public health objective (ECJ, 2004). These legal precedents highlight the recognition within both Norwegian and European legal systems that public health considerations can and do justify significant restrictions on commercial activities, particularly in areas such as alcohol advertising where the potential for harm is substantial although research has identified the limitations when assessing the effectiveness of such regulations (Saffer, 2020).

Nevertheless, the prevailing policies, as stipulated by Chapter 3, Section 9 of the Alcohol Act, prohibit the advertisement of any alcoholic beverages within the nation and accrue their success in lowering alcohol consumption to these policies. The concept of an anti-marketing strategy, conceived within the confines of Norway for alcohol producers utilising Norwegian produce, aims to facilitate the promotion of local products, bolster rural tourism, and offset seasonality.

1.2 Unfair Competition and Corruption

The Alcohol Act's advertising ban is enforced within Norway to prevent the promotion of alcohol consumption. However, the application of this law is overly broad. Specifically, Norwegian producers of alcoholic beverages are unduly restricted, hindering their ability to compete fairly. Consumers can easily access information about international wines through websites or social media while shopping at Vinmonopolet. In contrast, Norwegian producers are prohibited from using these same platforms to communicate with consumers, which creates an inequitable competitive environment. This restriction may violate the principles of fair competition outlined in the Norwegian Competition Act and the European Economic Area (EEA) Agreement. According to the Marketing Control Act, unfair commercial practices are those that conflict with good business practices and distort consumer decision-making (European Commission, 2020; Norwegian Competition Authority, 2018).

Consumers having access to international marketing material that Norwegian counterparts are legally restricted constitutes unfair commercial practices. A distinction needs to be drawn between producers of Norwegian alcoholic beverages (for which wines and spirits face restrictions on direct sales to consumers) and entities that serve a broader array of alcoholic beverages. Legal regulations stipulate the operational hours, days, and terms of service for the sale and service of alcoholic beverages, yet these regulations do not uniformly apply to alcohol producers and therefore, there exists an opportunity for advertising regulations to distinguish between retailers and producers; in order to accommodate Norwegian alcohol producers.

Furthermore, the Vinmonopolet has not existed without corruption and has faced significant corruption scandals throughout its history. One notable incident, the Dysthe case in 1930, revealed significant issues in the company's procurement processes. Leadership was found guilty of intertwining personal and corporate interests, which led to procedural reforms aimed at reducing individual influence in purchasing decisions (Hamran & Myrvang, 1998). This case prompted the implementation of the Vinmonopolet Law on July 19, 1931 (Lovdata.no, 1931). In 2005, the Ekjord case exposed further corruption involving Vinmonopolet employees and leadership. An investigation led by Erling Grimstad uncovered that the import firm Ekjord A/S had provided luxurious dining, accommodations, and other gifts to outlet leaders to sway purchasing and product placement decisions (Marthinsen & Linderud, 2005). As a result, several Vinmonopolet leaders admitted to receiving these perks, leading to reprimands for nine individuals, including the dismissal of two. Media coverage of the lawsuit unveiled the extensive

culture of bribery within Ekjord A/S (Fadnes & Meyer, 2005). The scandal led to the resignation of Vinmonopolet CEO Knut Grøholt, who was succeeded by Kai G. Henriksen in August 2006.

1.3 Case Law and Enforcement

The enforcement of the Alcohol Act varies based on the type of licence held. For alcohol producers, an initial warning is issued upon the first violation. Subsequent violations result in fines, and after multiple infractions, there is a risk of licence revocation. Conversely, for holders of a trading licence to serve alcohol, a system of penalty points is employed. Each violation results in the accrual of penalty points, and upon reaching a total of 12 penalty points over a two-year period, the municipal council will rescind the licence for a duration of one week. Specific violations carry different point values; for instance, selling alcohol to an individual under the age of 18 results in eight penalty points, while selling alcohol outside of the stipulated serving times incurs a penalty of four points.

Under the current Alcohol Act, wineries are prohibited from selling directly to consumers, and are subject to restrictions involving advertising in all its forms. An emoji may be considered as promoting alcohol consumption, as “consideration must be given to its purpose”, reminds the Health Directorate as in the case of Bar On, a bar and pizza restaurant located in Hardanger, Western Norway. Notably, Hardanger is recognized as the origin of Norway’s first Protected Designation of Origin for an alcoholic beverage where direct to consumer cider sales are permitted for ciders under an alcohol strength of 22%. The following post by Bar On on their company’s Facebook page was a breach of the prohibition against advertising due to the use of the cocktail emoji, and therefore, the manager received one penalty point on his licence:

“Reminder of our upcoming Christmas party 🍸. Bonfire, grilled sausages, twist bread (pinnebrød), Christmas music 🎵🍕 ... Maybe Santa will drop by with some goodies for people... 🍷” (Bar On, 2022)

In October 2022, the steakhouse restaurant Big Horn in Tønsberg shared a post with the bottle with a popping cork emoji 🍾 and also received penalty points. A wine bar based in Oslo was issued a formal notice related to artwork displayed in the bar as seen in Annex 2. The artwork in question is an illustration of a male and female individual, with an open bottle of wine and two wine glasses as contained in the Annex. This artwork was deemed a violation of the Alcohol Act and the wine bar had to censor the wine glasses and wine bottle for it to be rectified. The interpretation of the Alcohol Act has expanded so broadly that it infringes upon the commercial rights of business owners. The Health Directorate has escalated its regulatory measures to the

point where it now governs the nature of artistic representations found within the premises serving alcohol.

The existing legislation extends its prohibitions to include reviews posted on Facebook pages and images tagged with a company's name, provided the company is involved in the production of alcoholic beverages. These stringent restrictions prompted the response from Salikatt, a well known and independent brewery:

"The new thing is that the Directorate of Health has tightened its grip and has begun to crack down on alcohol advertising. That's not a problem in itself. We know alcohol abuse is not good. No one benefits from it. But the interpretation of the law by the Directorate of Health is shocking and unreasonably strict. That picture you tagged Salikatt in on Instagram, and that review from an exalted tourist that was posted to our Facebook page, they're both illegal. Not illegal for you, of course, you have freedom of expression to write and publish what you want. But the tag you added to your picture makes Salikatt a law offender; even if you posted the photo in Denmark, Netherlands and Germany. As stated in article 2.2 of the letter from the Health Directorate: "This means, among other things, that comments and pictures of private and third parties will be considered as if profiles have posted them themselves. "" (Salikatt, 2023)

Social media has become a pivotal tool for communication in contemporary society, playing a crucial role in the tourism industry by facilitating destination promotion and engagement with potential travellers (Leung, Law, van Hoof, & Buhalis, 2013). If the Health Directorate prohibits positive reviews, tagging of images both internationally and locally, they are crippling an industry that has the potential to attract tourism and foster cultural growth and identity much in the same way England's growing wine industry has increasingly become a symbol of cultural identity for England (Smith, 2020). A further example of the application of the law brings into question the legality of an illustration of a cocktail displayed on the back of staff uniforms at a cocktail bar. This illustration was deemed to constitute alcohol advertising, resulting in the uniform being classified as a violation of the law and the establishment receiving penalty points.

Entities operating within the wine industry are prohibited from using any positive imagery in their descriptions of wines. Any reference to the wine product must adhere to the standard of being "objective, factual and sober". This was illustrated in the case of Skudeneset Gaard, a producer of Norwegian sparkling wine. Lindås transported his wine to an event located a significant distance from the production site. In a statement on his website, he noted that the bottles had travelled well, maintaining their effervescence despite the two-hour journey over bumpy terrain. However, this statement was deemed a violation of the law by the Health Directorate, as it constituted a positive portrayal of alcohol.

A case that caused public outrage involved a Georgian wine bar, called Gvino, that had been honoured with a regional award. The award was covered by a newspaper, which posted a related photo on its Facebook page. The owner of Gvino subsequently reshared the image on Facebook without any additional text, which resulted in a two-point penalty added to her licence as a glass of wine was visible. The image can be found in Annex 3. It is crucial to note the distinction between the restrictions imposed by the Alcohol Act on the promotion of alcohol and the greater protections afforded to journalistic freedom. Consequently, independent reviews and coverage of alcohol are permissible in the press, albeit subject to certain restrictions. For instance, journalists may not receive benefits from sharing such content, and it must be independently produced. Editorial freedom permits the publication of images of grapes, positive descriptors, wine glasses and bottles of wine. However, when the owner of Gvino shared the post on the establishment's page, she violated the law due to the clear visibility of the wine glass in the photo. This incident highlights the complexities of navigating the legal landscape surrounding the promotion of alcoholic beverages in Norway.

An example of positive descriptors being restricted can be seen in a website post by the winery Skudeneset Gaard describing a recent award event. The following text

*“A total of 20 wines were delivered and here was a lot of **excitement!** Both red, white, rose and sparkling drops were smelled and tasted. First place was shared, the well-deserved gold medal went to Bjørn and Haldis from Slinde in the beautiful Sognefjord for their **exquisite** white wine made from the Solaris grape. The second gold medal went to Joar Sættem and Wenche Hvattum from the Lærkekåsa vineyard in Gvarv for the **lovely** rosé wine “Nordisk natt” made from the Hasanski grape.”*” (Skudeneset Gaard, 2018)

After the publication, the Health Directorate contacted Skudeneset Gaard to issue a warning that the wording went against the Alcohol Act and so the positive affirmations had to be removed. The text now reads:

*“A total of 20 wines were delivered and here was a lot of *****. Both red, white, rose and sparkling drops were smelled and tasted. First place was shared, the well-deserved gold medal went to Bjørn and Haldis from Slinde in the beautiful Sognefjord for their ***** white wine made from the Solaris grape. The second gold medal went to Joar Sættem and Wenche Hvattum from the Lærkekåsa vineyard in Gvarv for the ***** rosé wine “Nordisk natt” made from the Hasanski grape.”* (Skudeneset Gaard, 2018)

1.4 Alcohol as a Cultural Identity

The winemakers of Norway have no objection to the monopoly system; and the interest is not in boosting sales but rather bringing awareness to the region's products. For instance, the historical roots of cider production in Norway trace back many years, with evidence suggesting the introduction of apple trees by Cistercian monks as early as the 13th century (Haugen, 2019). Production and popularity of cider was halted when the country banned private production and alcohol sales in the 1920s. Eventually, the public lost interest and cider consumption was at an all time low. Seemingly, a win for the monopoly and the goals of the Alcohol Act. Recognising the popularity of the homegrown cider industry, in 2016, the Vinmonopolet relaxed their rules and allowed the producers to sell their cider with an alcoholic content up to 22% directly to consumers (Innovation Norway, 2016). This allowed more choices and flexibility in buying alcohol, helping to resurrect the long hibernating cider industry. This follows shortly after Hardanger received the first Protected Designation of Origin for an alcoholic beverage in Norway in 2006, which is cider produced from the region of Hardanger (Norwegian Ministry of Agriculture and Food, 2006). The only requirement is that the produce must be grown in the demarcated area. This relaxation of the laws for the cider production of Norway has increased interest in cider substantially, with destination management organisations taking full advantage and actively promoting cider tourism (Visit Norway, 2021). The Hardanger region has also increased its tourism offers, specifically cider tourism, with the development of a cider museum as well as a designated cider route (Ciderlands, 2018). These relaxations of the law have led to the development of a cultural product that has protected geographical status, and is a Norwegian icon. This freedom has not yet been awarded to wine producers.

1.5 Current Tourism Trends in Norway

Tourism is a vital sector in Norway, with a particular emphasis on winter tourism. Activities such as skiing, snowboarding, and northern lights viewing attract a significant number of tourists, particularly from Europe and North America (Innovation Norway, 2021). The seasonality of tourism in Norway is marked, with peaks in the winter months due to these activities. However, the summer season also attracts visitors for hiking, fjord cruises, and cultural experiences (Visit Norway, 2022).

According to Innovation Norway (2023), "Key Figures for Norwegian Travel and Tourism 2023" the number of foreign overnight stays in 2022 was 9,813,229, 8 per cent less than in 2019 but increasing steadily after the years marked by COVID-19. The peak season of tourism congregates during the winter months and summer months - the main reasons for tourists

visiting Norway is the nature and landscapes as well as culture (Innovation Norway, 2019). These months are June, July and August as well as December, January, February and March (Visit Norway, 2024). The regions that are most visited are Fjord Norway and the Oslo region. This is particularly true for foreign tourists, with 53 percent of these visiting Fjord Norway and 52 percent visiting the Oslo region as seen in Figure 1. The same trend is found again among Norwegian holidaymakers. These regions are not the primary wine growing areas. Tourists spend the most money per holiday in Northern Norway, with an average expenditure of NOK 7,600 (EUR 660). It is visitors to Oslo and Fjord Norway who experienced overtourism to the greatest extent. In Oslo, 23 percent experienced overtourism, as did 22 percent of visitors to Fjord Norway, with 21 percent experiencing it in Northern Norway.

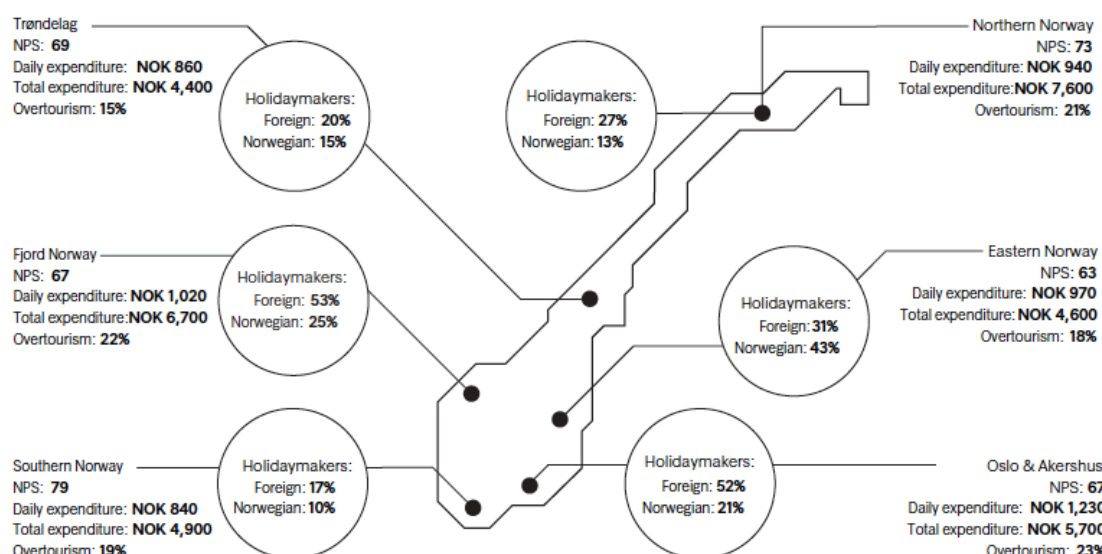


Figure 1: Illustrating the percentage of tourists who had one or more overnight stay in the region

Source: The Tourism Survey, Innovation Norway 2022

The Net Promoter Score (NPS), a metric formulated by Frederick Reichheld and Bain & Company in 2002, serves as a straightforward tool for assessing the intention to recommend a travel destination, organisation or sector and is also an indicator of overall satisfaction with the travel or customer experience. The NPS score for Southern Norway comes in at 79 as seen in Figure 1, whilst its more popular counterparts of Oslo and Fjord Norway come in at 69 and 67 respectively. This means those that visit this region are more likely to recommend it: and interestingly this region is the least visited out of the country. With Innovation Norway recognising the need to attract tourism on shoulder periods of the season which are October to November and April to May - as well as try and create a sense of discovery for rural tourism in Norway - the

opportunity for wine tourism is obvious as a solution in Southern Norway where the satisfaction levels are evident.

Despite the overall growth in tourism, there is a noticeable disparity in visitor distribution across the country. Major cities like Oslo, Bergen, and Tromsø attract the majority of tourists, while rural areas receive significantly fewer visitors (Gössling & Hultman, 2006). This imbalance has prompted initiatives to promote rural tourism, aiming to distribute the economic benefits of tourism more evenly and support rural communities. Rural tourism in Norway focuses on leveraging natural landscapes, cultural heritage, and outdoor activities. Initiatives such as "Norwegian Scenic Routes" and "Fjord Norway" are designed to highlight rural attractions and encourage tourists to explore beyond the major urban centres (Daugstad & Kirchengast, 2013). These efforts are part of a broader strategy to develop sustainable tourism that benefits local economies and preserves natural and cultural resources (Saarinen, 2014). With the inception of a wine route, similar to that of the already established cider route, an opportunity exists to draw tourists away from these overburdened cities to more rural settings to experience both landscape and culture. Speaking within the context of rural tourism, the largest inhibitor for rural tourism is infrastructure in most countries. In Norway, research shows that 36 percent of foreign tourists arrive in Norway via car as seen in Figure 2 and of the 61 percent that arrive via air, 39 percent then go on to use cars as their mode of transport within Norway. For the remaining foreign tourists, the public transport infrastructure is also well connected, with all rural areas having train stations with regular routes. Analysing Norwegian tourists, 70 percent travel around via car as seen in Figure 2.

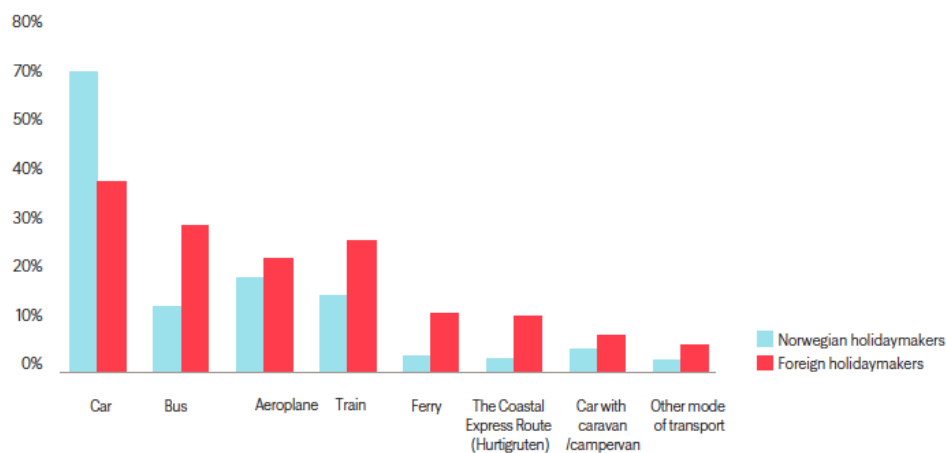


Figure 2: Tourists choice of transportation for their journey to Norway

Source: The Tourism Survey, Innovation Norway 2022

Many tourists to Norway come to experience both culture and nature. In contrast to activities in nature, which are free in most cases and therefore lead to low expenditure, cultural activities result in increased consumption (Innovation Norway, 2022). It is precisely for this reason that the combination of culture and nature is important. Among the foreign tourists in 2019, 57 percent responded that both cultural experiences and experiences in nature were important for their holiday in Norway as seen in Figure 3. At the same time, 26 percent responded that they were only interested in cultural experiences. The smallest group were the foreign tourists who only came for activities in nature. There is an evident opportunity for wine tourism to be promoted as a strategy to satisfy both the cultural and natural attractions that tourists are seeking out from their holidays in Norway. Vineyards and winemaking combine both of the most attractive points of tourism in Norway, it possesses landscape as well as cultural importance.

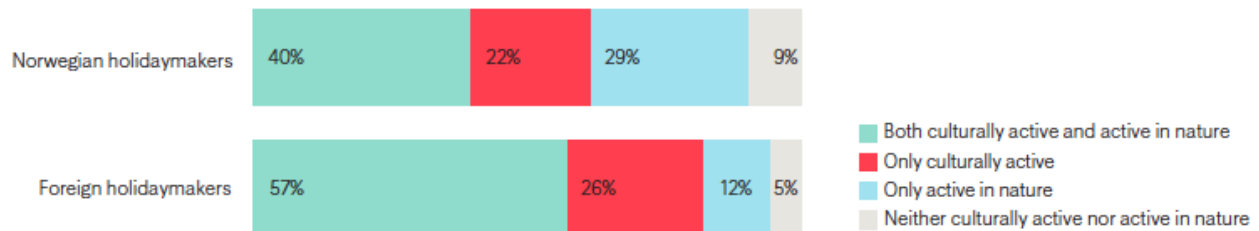


Figure 3: Activities considered important for a holiday to Norway

Source: The Tourism Survey, Innovation Norway 2022

Emerging wine regions have significantly boosted rural tourism by promoting their wine production. England, notably, has seen substantial growth in tourism due to its expanding sparkling wine industry. This development has been documented as a catalyst for rural economic growth and cultural tourism in the region (Montella, 2017; Kastenholz, Paço, & Nave, 2023). Similarly, Norway's nascent wine industry shows potential for enhancing rural tourism, suggesting that Norwegian winemaking could similarly attract wine enthusiasts and boost rural tourism by promoting its unique wine products and landscapes (Montella, 2017; Kastenholz et al., 2023). In England, vineyard plantings have increased by 400 percent since 2000, with over two-thirds of production focusing on sparkling wines. Investments from renowned Champagne houses like Taittinger and Pommery have transformed areas such as Kent and Sussex into key destinations for wine tourism, attracting visitors interested in English sparkling wines and rural landscapes. Offering insights into a parallel wine region that has developed rural tourism through the use of vineyards and wines, this can underscore the opportunity that exists for mitigating seasonality and overtourism in Norway through the same means.

1.6 An Analysis of the Loi Évin in France

The implementation of the Loi Évin in France in 1991 marked a significant shift in alcohol advertising regulation. This law restricts alcohol advertising on television and in youth-oriented publications, and mandates health warnings on all alcohol advertisements (Anderson & Baumberg, 2006). Research indicates that these regulations have contributed to a decline in alcohol consumption, particularly among young people. A study by Gallopel-Morvan et al. (2017) found that the Loi Évin effectively reduced the exposure of young people to alcohol marketing, which in turn contributed to lower drinking rates among this demographic. France has mastered the balancing act between marketing wine regions as tourism destinations but also putting in place restrictions to prevent the promotion of alcohol consumption. The law stipulates that alcohol advertisements are prohibited from depicting any scenes that might suggest happy or celebratory emotions, and they are limited to factual information about the product such as its origin, composition, and production methods (Bouchenard, 2020). Advertisements must be purely informational and cannot include any imagery or narrative that might associate the product with lifestyle, success, or social acceptance (Osborne Clarke, 2020).

Producers in France have mixed reactions to these stringent regulations. While the regulations have been successful in reducing alcohol consumption and protecting public health, there is ongoing tension between public health objectives and commercial interests. Some industry stakeholders argue that the regulations are too restrictive and limit their ability to compete, particularly with international producers who may not face similar advertising constraints (Movendi International, 2020). With France cinching the title of most visited wine destination in 2023, there seems to be an opportunity that exists for the Health Directorate of Norway to follow suit; alcohol promotion that promotes enjoyment, alludes to success or social acceptance should not be allowed, however, imagery of landscapes, vineyards as well as wine glasses should fall outside this legal perimeter in a bid to promote Southern Norway as a wine destination (Statista, 2023)

1.7 An Insight into International Alcohol Advertising Regulations

1.7.1 Morocco

Morocco's approach to alcohol advertising is significantly influenced by its cultural and religious context. Advertising alcoholic beverages in public spaces and media is strictly prohibited, aligning with Islamic prohibitions on alcohol consumption (Touahri, 2009). This stringent regulation has been effective in maintaining one of the lowest alcohol consumption rates globally. According to the World Health Organization (2014), these strict advertising rules are a contributing factor to Morocco's minimal alcohol consumption. In practice, these regulations mean that alcohol advertising is not seen in public or broadcast media. This lack of exposure reduces the societal acceptance and normalisation of alcohol use, particularly among younger demographics. For instance, alcoholic beverages in Morocco are only sold in authorised liquor stores, certain hotels, and select restaurants in larger cities or tourist areas (Adrar Travel, n.d.). The limited and controlled sale points further minimise public visibility and accessibility. The regulatory environment in Morocco not only restricts the advertisement but also significantly controls the sale of alcohol, especially during religious observances such as Ramadan, where the sale and public consumption of alcohol are further restricted. This dual approach of limiting both advertisement and availability creates a robust framework that supports low alcohol consumption levels. The Moroccan government enforces these laws rigorously to ensure public spaces and media do not promote alcohol, thereby reducing its visibility and potential influence on the population.

1.7.2 United Arab Emirates

In the United Arab Emirates, alcohol advertising is subject to strict regulations. Advertisements for alcohol can only appear in licensed venues and must not target minors or appear in public media (Gornall, 2014). These regulations are part of a broader strategy to control alcohol consumption and reduce its social impacts. Studies suggest that such restrictions, combined with other regulatory measures like limited availability and high taxation, contribute to relatively low levels of alcohol consumption in the UAE (World Health Organization, 2014).

1.7.3 Sweden

A Nordic neighbour to Norway, Sweden, is also a wine producing country. Whilst Sweden has stringent restrictions on alcohol advertising, aimed at minimising the negative impacts of alcohol consumption on public health and safety - these restrictions are primarily aimed at television, radio and print media (Babor et al., 2010). The overarching goal, like Norway, is to limit exposure to alcohol marketing, particularly among youth, and to promote responsible drinking behaviours.

This ban is rooted in the Alcohol Act (SFS 2010:1622), which prohibits advertisements for alcoholic beverages on television and radio broadcasts. The rationale behind this restriction is to prevent the normalisation and glamorization of alcohol consumption, especially among vulnerable populations such as minors. Furthermore, Sweden imposes strict limitations on the content and placement of alcohol advertisements in other forms of media. For instance, advertisements cannot portray alcohol consumption as a means to enhance social status or personal success, nor can they target individuals under the legal drinking age much like the *Loi Évin* in France. Additionally, alcohol ads are prohibited from appearing near schools, playgrounds, or other locations frequented by minors. However, there are no restrictions regarding alcohol advertisement on digital platforms, printed media are limited in only producing advertisements for alcoholic beverages containing less than 15% alcohol content (Room, 2004). Interesting to note here is that in 2016, Sweden undertook a state enquiry to suggest a ban on alcohol marketing on social media platforms but abandoned the proposal after significant pushback from industry stakeholders and concerns regarding the feasibility and effectiveness of such a ban (Noel et al., 2017). Additionally, there were concerns about potential infringement on freedom of speech and the impact on businesses reliant on digital marketing strategies. As a result, Sweden abandoned the proposal and instead focused on strengthening existing regulations and implementing targeted educational campaigns to promote responsible alcohol consumption (Petticrew et al., 2017).

1.8 The Development of an Anti-Marketing Strategy

In the realm of luxury brands, the concept of an anti-marketing strategy was constituted as a paradigm shift from conventional marketing approaches. The strategy challenged the traditional notions of exclusivity and allure by deliberately downplaying the positive aspects of the product and instead highlighting its drawbacks or limitations. Academic literature on luxury brand management underscores the importance of differentiation and authenticity in luxury marketing strategies (Kapferer & Bastien, 2009). An anti-marketing approach, although counterintuitive,

can be seen as a means of creating a unique positioning in a saturated market and appealing to consumers who value authenticity and transparency.

In the context of the alcohol industry, where strict advertising regulations pose significant challenges to traditional marketing efforts, an anti-marketing strategy can serve as a tool for compliance while still maintaining brand visibility and relevance. This is especially targeted for consumers who are experiencing promotional fatigue. It is unique positioning that has the aim of capturing the interest of potential consumers in a way that has rarely been implemented before. By censoring positive descriptors and images typically associated with alcohol advertising and instead focusing on the negative aspects, from a satirical point of view, these companies can demonstrate a commitment to abiding by the law and operating in a different realm of marketing - through playing exactly by the rules. This approach may resonate with consumers who are increasingly sceptical of traditional marketing tactics and value brands that are pioneers and innovative, much like Norwegian winemakers who first planted vineyards (Chernev & Blair, 2015). However, implementing an anti-marketing strategy in the alcohol industry requires careful consideration and execution. This anti-marketing strategy necessitates a more unconventional and provocative approach, using satire, reverse psychology, and censorship as marketing tools to create intrigue and engagement. This strategy aims to subvert traditional advertising norms by employing irony and humour to capture the audience's attention, all whilst operating safely within the laws of the Alcohol Act. In a practical sense, such an approach could involve creating campaigns that mock traditional wine advertising, using unconventional descriptors to describe the product. For example, a wine producer might claim that their wine has notes of "socks and wet dog". By intentionally exaggerating or distorting the product's qualities in a humorous or absurd manner, marketers can pique curiosity and generate buzz among consumers (Berthon, Pitt, & Campbell, 2008). This unconventional approach challenges conventional notions of branding and can resonate with audiences who are weary of traditional marketing tactics (Johnston & Baumann, 2007).

However, it's important to recognize the potential risks associated with employing such a strategy. While satire and irony can be effective tools for capturing attention, they also run the risk of being misunderstood or perceived as insincere (Gorton, 2010). Additionally, censorship of product imagery, while intended to be provocative, may inadvertently alienate some consumers or draw negative attention from regulators or advocacy groups (McDonald & Sparks, 2015). To successfully execute an anti-marketing strategy of this nature, companies must strike a delicate

balance between provocation and authenticity (Holt, 2002). Transparency and consistency in messaging are crucial to ensure that the intended irony or satire is not lost on the audience (Pine & Gilmore, 2007). Moreover, brands must be prepared to handle potential backlash or criticism, particularly from more conservative or risk-averse consumers (Holt & Cameron, 2010).

In summary, employing satire, reverse psychology, and censorship as marketing tactics can be a bold and innovative approach to generating interest and engagement, particularly in industries with strict advertising regulations. However, it requires careful planning and execution to avoid misinterpretation or unintended consequences.

1.8.1 Reverse Psychology

Reverse psychology, as an anti-marketing strategy, operates on the principle of subtly encouraging behaviour opposite to the intended action. Within the regulatory framework of the Alcohol Act in Norway, this strategy would present in the form of rhetorical statements aimed at dissuading consumption. For instance, marketers may employ statements such as "*This wine is terrible. I advise against trying it, you won't enjoy it and it may leave an unpleasant aftertaste*". In this manner, reverse psychology strategically manipulates consumer perceptions by highlighting negative attributes to indirectly evoke intrigue and desire, despite the overt discouragement. This approach aligns with the underlying aim of anti-marketing strategies to navigate regulatory constraints while eliciting engagement and interest from the target audience.

1.8.2 Censorship

Through the strategic obscuration of content associated with alcoholic beverages, companies demonstrate compliance with the regulatory framework outlined in the Alcohol Act. Censorship, therefore, as a form of anti-marketing involving the redaction of certain imagery in order to pique curiosity allows for companies to adhere to legal regulations. In practical application this would entail blurring out the grapes of images that contain vineyard scenes or the censorship of wine glasses within depictions of individuals consuming alcohol as seen in Annex 4. This approach aims to incite consumer interest by framing innocuous elements as potentially sensitive or prohibited, similar to how government-classified documents are censored. This approach subtly hints at the forbidden or restricted nature of the product, thereby intriguing consumers and inciting interest through the allure of the forbidden. By employing censorship in this manner, marketers can effectively navigate regulatory constraints while leveraging the psychological principle of curiosity to engage consumers. The deliberate obscuring of visual elements creates

a sense of mystery and exclusivity, prompting viewers to seek further information or engagement with the brand.

1.8.3 Satire

Satire and sarcasm can serve as potent tools within an anti-marketing strategy, leveraging irony and wit to subvert traditional promotional norms and challenge consumer perceptions. In the context of alcohol marketing, such an approach might involve crafting advertisements or messaging that deliberately mocks conventional advertising tactics or exaggerates the negative attributes of the product. For instance, a winery could launch a tongue-in-cheek campaign that humorously disparages its own product, employing exaggerated claims such as, "*guaranteed to ruin your evening*," or "*this won't be a wine worth listing in your Vivino*". By employing sarcasm and self-deprecation, the company creates an air of authenticity and transparency, positioning itself as refreshingly candid in an industry often associated with hyperbole and glamour. This approach resonates with consumers who appreciate humour and authenticity, fostering brand loyalty and differentiation in a competitive market landscape. Within an anti-marketing strategy, satire can enable brands to challenge conventions, provoke thought, and foster meaningful connections with consumers, effectively disrupting the status quo and carving out a distinct identity in the marketplace whilst maintaining a firm stance of legality.

2. METHODOLOGICAL APPROACH

This study will employ a mixed-methods approach, integrating both qualitative and quantitative data collection and analysis techniques. This methodology allows for a comprehensive examination of the perspectives on the Norwegian Alcohol Act and its impact on the wine industry. Participants will include a diverse sample of stakeholders from the Norwegian wine industry, policymakers, and international consumers. The sample will be stratified to ensure representation from different regions, age groups, and professional backgrounds within the industry. The qualitative data approach was followed for the interviews conducted whilst in Norway, and involves identifying patterns and themes that emerge from the data, providing insights into the nuanced views of the respondents. The survey highlighted the quantitative approach to gather statistics on the perception of an anti-marketing strategy, part of the survey was designed to understand how many people are aware that Norway produces wine as well as their propensity to travel to Norway to experience wine tourism.

2.1 A Qualitative Approach to Gaining Insights

An interview study was conducted with consumers, monopoly managers, and winemakers in Norway to explore the current implementation of the Alcohol Act and to gauge public opinion regarding the legislation. The questions posed during the interviews are detailed in Annex 1. The interview process varied in formality depending on the participant group. Interviews with consumers were conducted in an informal conversational style, with participants often unaware of the specific insights sought by the researcher. In contrast, winemakers were cognizant of the data's importance and thus provided more structured responses.

Five interviews were conducted with monopoly managers located in Oslo, Kristiansand, and Søgne. Additionally, three wine bar managers were interviewed using a semi-structured format, allowing for the recording of responses. It was crucial for the interviewer to maintain neutrality and to present the interviews to monopoly managers as a matter of personal curiosity rather than a formal data collection effort. This approach was necessary to ensure their ease, as many participants expressed discomfort with the questioning. Assurances of anonymity were provided, and it was emphasised that no recordings or written notes would be made during the interviews; only post-interview notes were taken.

2.2 Survey Design and Execution

In designing the survey, careful consideration was given to the types of questions included, ensuring they were tailored to capture the most relevant and insightful data for the study on the development of an anti-marketing strategy for Norwegian wine within a highly regulated environment. The decision-making process for the inclusion and exclusion of certain demographic variables and the selection of countries for comparison was based on specific rationales that align with the study's objectives.

The survey was designed with the following objectives

1. To determine how much of the general public is aware of Norway as a wine producing region
2. To see those that are aware of Norway producing wines, if they are wine educated or not
3. To determine the preferences consumers have when deciding between traditional marketing and anti-marketing in imagery
4. To determine the preferences consumers have when deciding between traditional marketing and anti-marketing in statements
5. To determine where the trust lies of a consumer; subjective or objective information.
6. To determine the attractiveness of Norway as wine tourism destination

The student chose not to include various socio-economic questions such as gender and income as a variable in the survey. This decision was based on the understanding that these hold no significant basis for determining the attractiveness of a country for wine tourism or the effectiveness of a marketing strategy. Including these would not have provided meaningful insights into the study's main focus. A decision was made not to include a rating system for wine knowledge. Rating systems can often be misleading due to the tendency of respondents to either overestimate or underestimate their expertise. This phenomenon, known as the Dunning-Kruger effect, could skew the survey results, making it difficult to obtain an accurate measure of respondents' wine knowledge. Instead, the survey focused on more direct data to ensure a clearer understanding of perceptions and opinions.

The selection of countries for the survey was carefully considered to provide a comprehensive comparison of perceptions across different wine-producing regions. This approach helps to contextualise Norway's position within the global wine industry and to understand the potential for its wines to gain recognition. France and Italy were included due to their significant roles in the global wine industry. France is the number one wine tourist destination, and Italy is the largest producer of wine, according to the International Organisation of Vine and Wine (OIV). Their inclusion provides a benchmark for comparing the perceptions of well-established wine regions with those of emerging wine regions like Norway. Romania and Austria were chosen to explore the impact of production volume and recognition on public perception. Austria, despite producing less than half of what Romania produces, enjoys more international recognition. This comparison helps to understand how production volume versus perceived quality and recognition influences perceptions. Norway, England, and Canada were included to test whether climate affects public perception of wine production. All three are categorised as new world wine producers with cooler climates. Including them helps to evaluate if and how climate impacts the attractiveness and potential success of wine tourism and production. South Africa, Mexico, and India are hot climate countries and were included to see if heat plays a factor in determining wine production and public perception. Like the cooler climate countries, they also fall into the new world wine category. Their inclusion helps to compare the influence of climate on the potential for wine production success.

When addressing a comparative question aimed at determining which statement produced greater intrigue among participants, two examples were presented. The first example was a form of anti-marketing permitted under the Alcohol Act, as follows: "*This is, by far, the worst wine that*

I have ever tasted. I would never recommend it." This was compared to an actual quote about Norwegian wine from the renowned wine journalist Jancis Robinson: *"it was a very respectable crisp, fruity wine indeed, much enjoyed."* The survey incorporated this direct quote from Robinson, a world-famous wine critic and journalist, to assess whether people would be more interested in learning about Norwegian wine if anti-marketing techniques were employed rather than standardised tasting notes.

The second statements to be compared, the statement representing a form of anti-marketing was taken from the Skudeneset Gaard website in which positive descriptors were removed *"There are moments of _____ in this wine, with such _____ and _____ coming together on the palate. Notes of _____ as well as _____ on the nose - with a certain amount of _____. It's drinking _____ now and could age for some years"*. The traditional statement was a direct quote from Jancis Robinson, describing Opus One, *"Certainly eloquent enough. Quite a luscious palate entry with a bit of acidity showing now and some dryness on the finish"*. The choice to include these statements was to test the hypothesis that people are more interested in uncovering a hidden element about a wine rather than reading a sighted description.

Once the design of the survey had been completed, the survey was distributed through various social media channels. Facebook groups were particularly instrumental in targeting English-speaking communities in France, Portugal, and Spain. LinkedIn played a vital role in reaching a broader audience. Additionally, the survey was further distributed by the student's friends, family, and colleagues within South Africa, Australia, and Canada. The largest contributing factor to the response rate was the sharing of the survey via Instagram stories on the page of a large wine tourism platform, Winerist. The full set of questions can be found as Annex 6.

3. RESULTS

3.1 Qualitative Data

The qualitative analysis revealed several key findings regarding stakeholders' perspectives on the Norwegian Alcohol Act and its impact on the wine industry. The responses highlighted both support for the current law and openness to potential reforms aimed at enhancing the visibility and cultural significance of Norwegian wine. The data indicated broad support for the current Alcohol Act among stakeholders. Many respondents acknowledged the law's effectiveness in

controlling alcohol consumption and protecting public health. Specifically, the survey and interviews revealed the following:

Majority Support: The qualitative data ascertained that the majority of Norwegians support the Alcohol Act and approve of its goal of decreasing alcohol consumption. Most respondents cited the longevity of the law, its status quo, and their overall satisfaction with its outcomes.

Awareness and Education: When addressing the strict regulations, most respondents were initially unaware of the specifics. However, once engaged on the topic and informed about the potential cultural and economic benefits of wine production, such as promoting rural tourism and offsetting seasonality, the majority favoured relaxing the rules to allow Norwegian alcohol producers to engage and educate audiences about their products.

Recognition of the Monopoly System: There was a recognition of the strict enforcement of the monopoly system. Support for wine producers increased significantly after respondents realised that cider producers enjoy freedoms that wine producers do not. This acknowledgment reflects a sense of national pride and the potential of wine as a form of nationalistic and international soft power. Despite the support for the current Alcohol Act, there was a significant portion of respondents advocating for reforms. These stakeholders expressed a desire for more flexibility within the law to support the growth and recognition of the Norwegian wine industry. Key points included:

Cultural and Economic Benefits: The majority were in favour of a relaxation of the rules to allow Norwegian producers of alcoholic beverages to engage and educate audiences on their products. There is optimism about Norwegian wine's potential to become a cultural icon, similar to the success of cider, if marketing restrictions are adjusted.

Non-Norwegian Perspectives: When addressing non-Norwegians on the alcohol restrictions, many were shocked by the regulations. The concept of a monopoly was well-received and understood, particularly in the context of alcohol sales, but many were surprised by the stringent advertising restrictions. Disbelief was overwhelming, especially concerning penalties for images of grapes, empty wine glasses, and emojis. This reaction was most prevalent among wine-educated or knowledgeable consumers, potentially skewing the data compared to those with an aversion to alcohol.

Opinions on the quality of Norwegian wines were mixed but generally positive for sparkling wine production. The responses indicated that many respondents recognized recent improvements in the quality of Norwegian wines but did not feel that the production of red wine could compete with its international counterparts. The lean toward sparkling wine production was easily

recognised and interviewees believed that these wines have the potential to meet high standards and compete on the international stage in the future.

The qualitative data highlighted concerns about the impact of the Alcohol Act on wine production in Norway. Specifically:

Constraining Development: Respondents felt that while the Alcohol Act has been beneficial in many ways, it has also constrained the development and recognition of the Norwegian wine industry. The current advertising restrictions hinder the potential for Norwegian wines to gain broader recognition.

Producer Perspectives: According to wine and cider producers within Norway, they do not want to challenge the laws of alcohol sales but are puzzled by the freedoms afforded to cider and not wine, especially considering the higher alcohol content allowed for cider advertising and sales (up to 22 percent). Producers expressed frustration that their progress is being stunted by the Health Directorate, emphasising their desire to educate both the Norwegian population and the international community about Norwegian wine production.

There was optimism about the potential for Norwegian wine to become a cultural icon. Respondents noted:

National Pride: Norwegians have a sense of pride, and this sentiment was evident when discussing the potential of wine as a nationalistic and international form of soft power.

Tourism and Economic Impact: The potential for wine to promote rural tourism and offset seasonality was recognized as significant, reinforcing the argument for relaxing some restrictions to allow the industry to flourish. A notable finding from the survey was the support for allowing wine producers to share more information about their products.

Educational Opportunities: Many respondents believed that wine producers should be permitted to discuss their grapes and production processes. This transparency could enhance consumer interest and education without violating the spirit of the Alcohol Act.

Industry Perspectives: Wine producers unanimously agreed that alcoholic beverages have no place in sports or youth affiliations but expressed a strong desire to educate the public about wine production in Norway. They felt restricted by the prohibition on even basic images like grapes, which they argued hindered their ability to effectively promote Norwegian wine.

Overall, the qualitative results indicate a general support for the current Alcohol Act, acknowledging its role in controlling alcohol consumption and protecting public health. However, there is also significant support for reforms that would provide more flexibility for the wine industry, allowing it to develop as a cultural icon and gain international recognition.

3.2 Quantitative Data

For the survey that was distributed online, it was decided to close the survey once 1000 answers were recorded. The age group that was most prevalent was 21 - 30 with the second largest group being 31 - 40 with the age group 61 + being the least represented as seen in Figure 4. Of the participants, 99.6% identified themselves as wine consumers with 53.2% working in the wine industry. Furthermore, 83.8% considered themselves knowledgeable about wines although only 57.7% of participants had formal education in wine.

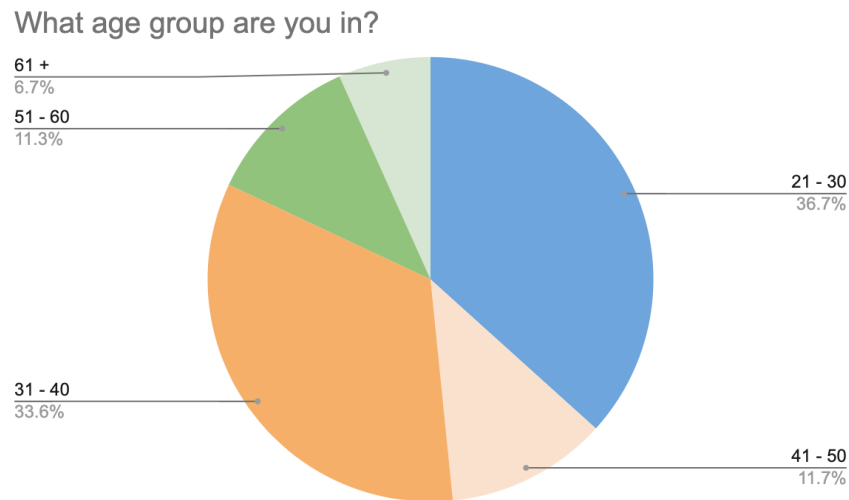


Figure 4: Graph illustrating the age groups of participants.

The most prominent nationality featured in the survey was South Africa (23.8%), France (15.2%) and Spain (11.3%). When asked about whether the country listed was considered a wine producing region, 99.9% of participants noted that France was, with 99.1% selecting Italy. The country that was least recognised as a wine producing region was Norway with only 22% affirming the statement. As expected, more people recognised Austria as a wine producing region at 67% as opposed to Romania with 50.6% despite Romania producing more than double the amount of wine that Austria produces. In ranking of which countries were most known as wine producing regions it follows:

1. France (99.9%)
2. Italy (99.1%)
3. South Africa (97%)
4. Austria (67%)

5. England (60.8%)
6. Canada (57%)
7. Romania (50.8%)
8. Mexico (42%)
9. India (30.3%)
10. Norway (22%)

When looking at the results of the comparative questions, it was interesting to note that in all four questions, the anti-marketing strategy was chosen as the most intriguing. When it came to the images, the blurred image of the wine bottle attracted 58.5% of participants while the blurred image of the grapes only secured 50.6% - the images can be seen in Figure 5 below. Comments following these images included positive descriptors such as curious, wanting to know what is hidden, unique and wonder. Conversely, those that selected the non-blurred image substantiated their choice by saying the blurred image seemed like clickbait, they preferred the sighted image because of the wine bottle and people wanting to know what was in it.

Which of the following images do you find more intriguing? *

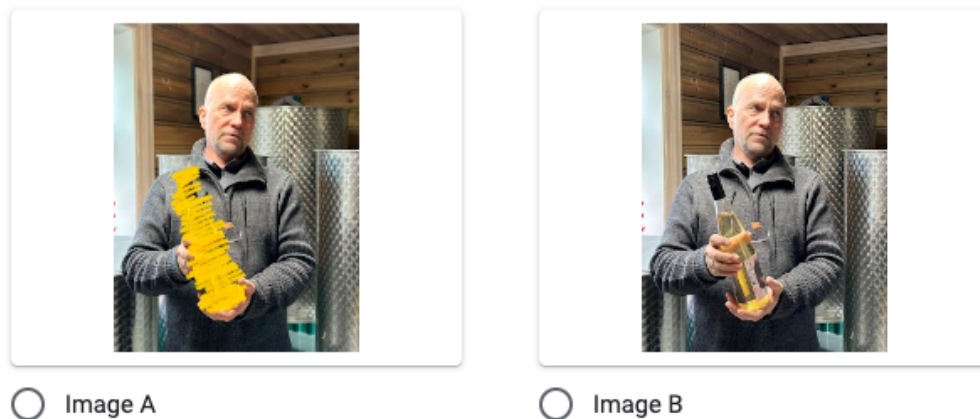


Figure 5: Extract from survey - Image A (Censored Wine Bottle) vs. Image B (Uncensored Wine Bottle)

When looking at the statistics of the images with grapes, the blurred image received majority of the support but by a very slim margin at 50.6% as opposed to 49.4% - the respective images are shown in Figure 6. The comments followed the same trend for the image of the grapes where comments reflected a boredom in seeing repetitive images of grapes. The censored grapes sparked a curiosity to find out why; as if something was classified.

Which of the following images do you find more intriguing? *

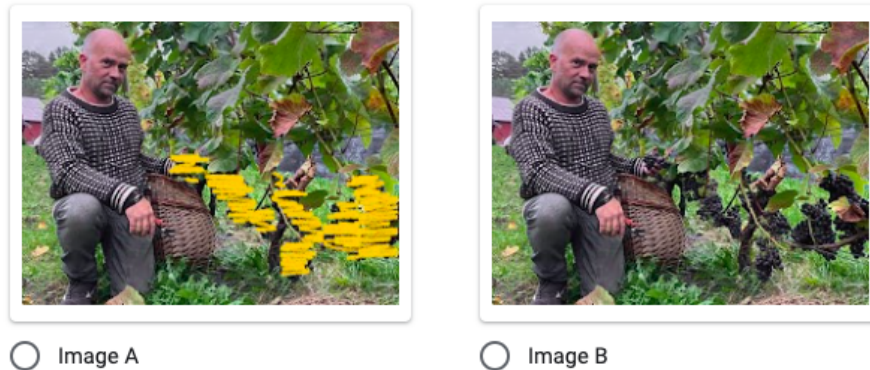


Figure 6: Extract from survey - Image A (Censored Grapes) vs. Image B (Uncensored Grapes)

When participants were asked to determine which statement created a greater interest, in both questions the anti-marketing statement was selected. The statement using negative descriptors was chosen as more intriguing by 68.7% of participants whilst the statement with blanked out words intrigued 58.9%. The majority were interested by the statement that withheld information. When it came to the negative sentence in comparison to the positive, results also showed that the negative portrayal resulted in a heightened curiosity.

The data suggests that people are more likely to be curious and willing to try a wine that a producer has said is bad (61.1%) compared to their reluctance to try a wine that a friend has suggested is bad (65.6%). This indicates scepticism towards the producer's opinion, possibly seeing it as reverse psychology, participants seem to place greater trust in their friends' opinions, assuming similar tastes and honesty. Curiosity about the novelty of trying something the producer disparages might also motivate people. Additionally, social dynamics and personal relationships make friends' opinions more influential, leading to a higher refusal rate when a friend disapproves of the wine.

When asked to rank which region people would most likely to visit on a wine tour, it was interesting to note that the two main destinations of France and Italy held their rank as most attractive wine tourism destination, however, Norway placed in 3rd position, coming in before Romania and Austria.

3.3 SWOT Analysis of an Anti-Marketing Strategy

An analysis of the strengths, weaknesses, opportunities, and threats associated with the implementation of an anti-marketing strategy for wineries in Norway yielded the following insights as shown in Figure 7.



Figure 7: SWOT analysis on the implementation of an anti-marketing strategy

The strengths of the anti-marketing strategy for Norwegian wineries include its innovative and refreshing approach, which leverages reverse psychology to capture consumer curiosity and attention in the crowded wine market. This unconventional strategy provides a unique selling proposition that distinguishes Norwegian winemakers from their competitors, potentially enhancing brand recognition. Furthermore, the strategy complies with Norwegian regulations that prohibit positive promotion and imagery of wine. Additionally, the novelty and creativity of this approach might attract interest and support from the global wine community and industry influencers. The weaknesses of the anti-marketing strategy include the potential for misinterpretation, as consumers might take the negative statements at face value, leading to genuine aversion to the product. Legal ambiguity poses another risk, with the possibility of fines or legal repercussions if authorities interpret the law differently regarding anti-marketing.

Additionally, there is a lack of precedent, as this strategy is pioneering in the field, resulting in limited research or evidence on its effectiveness for alcoholic beverages, making the approach risky. Lastly, constant negative messaging might undermine consumer trust and damage the brand's reputation over time. The opportunities presented by the anti-marketing strategy include the potential for increased awareness and curiosity, as this unusual campaign could generate significant buzz and media coverage, leading to heightened interest in Norwegian wine. Additionally, the campaign could challenge current regulations, sparking a broader conversation and potential re-evaluation of restrictive marketing laws in Norway. The strategy's reliance on digital platforms allows for innovative and interactive marketing techniques, such as censored imagery and provocative messaging. Furthermore, this initiative provides valuable insights into consumer psychology and behaviour, contributing to the development of future marketing strategies. The threats associated with the anti-marketing strategy include the risk that consumers might believe the negative reviews and avoid purchasing the wine. Regulatory backlash is another concern, as the Health Directorate or other regulatory bodies might redefine laws to further restrict this form of marketing, leading to potential legal challenges. Additionally, the campaign might be perceived as disingenuous or manipulative, damaging the brand's image. Lastly, competitors might adopt similar or counter-strategies, diminishing the uniqueness and effectiveness of the campaign.

4. DISCUSSION

First, the demographic distribution suggests that younger adults (ages 21-40) are more engaged with innovative marketing techniques, making this group a primary target for anti-marketing efforts. Given their significant representation, strategies tailored to their preferences could be particularly effective. The high level of wine consumption and industry involvement among respondents indicates a knowledgeable audience. Their familiarity with wine and the industry might make them more receptive to unconventional marketing strategies, as they are likely looking for novel experiences and narratives in a saturated market. The recognition of wine-producing regions highlights a substantial challenge for Norwegian wine. With only 22% of participants recognizing Norway as a wine-producing region, there is a clear need for strategies that enhance visibility and interest. The anti-marketing approach, which generated significant curiosity and engagement in the survey, could be a viable solution to this problem. The comparative analysis showed a strong preference for the anti-marketing strategy. The blurred images, which sparked curiosity and intrigue, suggest that consumers are drawn to mystery and the unexpected. This aligns with the positive descriptors participants used, such as "curious,"

"wanting to know what is hidden," and "unique." These findings indicate that an anti-marketing strategy could effectively attract attention and interest by creating a sense of intrigue. Moreover, the negative descriptors used in anti-marketing statements were found to be more intriguing than positive descriptors, with a significant portion of participants preferring the former. This demonstrates the potential of reverse psychology in marketing, leveraging negative statements to generate curiosity and engagement.

Lastly, the fact that Norway ranked third as a wine tourism destination, despite low recognition as a wine-producing region, suggests that there is latent interest in Norwegian wine that can be cultivated. This interest could be harnessed and expanded through creative marketing strategies that challenge conventional perceptions and engage consumers on a deeper level. In conclusion, the survey findings support the potential effectiveness of an anti-marketing strategy for Norwegian wineries. By leveraging curiosity, reverse psychology, and the element of surprise, this approach could significantly enhance the visibility and appeal of Norwegian wine, especially among younger, knowledgeable consumers. This innovative strategy not only aligns with current regulatory constraints but also offers a fresh and engaging way to differentiate Norwegian wine in a competitive market. Based on the findings of the survey, Skudenese Gaard implemented the proposed anti-marketing strategy on their digital marketing platforms. Given the preference demonstrated by consumers for imagery that instigates curiosity and descriptors hinting at negativity or assumptions, the following key considerations were integrated into the existing content plan. The primary approach involves the use of censored imagery, with a particular emphasis on maintaining consistency in censorship practices to align with the brand's overarching strategy. The selection of the colour yellow as a neutral indicator of change, devoid of any additional connotations, ensures uniformity across all images depicting alcohol consumption, grapes, wine glasses, winemaking equipment, and wine bottles. The brand's tone is characterised by professionalism with undertones of cheekiness with each post explicitly referencing compliance with the Alcohol Act to raise awareness regarding the challenges facing Norwegian winemakers. In line with the censored imagery, the adoption of negative language serves as a form of reverse psychology, often linked with satirical elements. This strategy aims to subvert conventional marketing approaches and engage consumers through the unconventional use of language in a wine environment. Additionally, a supplementary strategy involves allowing the audience to interpret the messaging themselves. By presenting a statement with missing words, consumers take control of the narrative in an industry that is experiencing consumer fatigue with traditional marketing tactics. This seeks to promote a sense of authenticity or novelty

through subversive marketing techniques and the ultimate aim is to stimulate curiosity, bring awareness to Norwegian wine production and apply pressure to the Health Directorate to revisit their laws.

CONCLUSION

In a response to a highly regulated environment, an anti-marketing strategy can be seen as a tool to operate within the confines of the law. Positively, it can be seen as an innovative approach to marketing, even operating outside of a highly regulated market as consumers are experiencing promotional fatigue. The exploration and analysis conducted in this study underscore the potential effectiveness of an anti-marketing strategy to promote both Norwegian wines and the country as a wine destination whilst operating within the strict regulations of the Alcohol Act. Through the strategic utilisation of reverse psychology, censorship, and satire, Norwegian wineries can differentiate themselves in a competitive market, capturing consumer attention and fostering curiosity while remaining compliant with legal mandates. Consequently, the adoption of such an innovative marketing approach not only showcases the ingenuity of Norwegian wineries but also contributes to the broader promotion of Norwegian wines on both domestic and international platforms.

LIMITATIONS

While the findings of this study suggest promising prospects for the implementation of an anti-marketing strategy by Norwegian wineries, several potential limitations must be acknowledged. Firstly, the sample used in the study may not fully represent the diverse range of perspectives and behaviours within the target consumer population, potentially leading to sampling bias and limited generalizability. Additionally, the study's focus on the Norwegian wine industry may restrict the direct applicability of the findings to other regions or cultural contexts, necessitating caution in extrapolating the results. Furthermore, subjective interpretation of consumer preferences and attitudes towards anti-marketing strategies introduces a degree of uncertainty, as participants' responses may be influenced by personal biases or social desirability effects. Despite these limitations, the study offers valuable insights into the potential of anti-marketing strategies in the wine industry, laying the groundwork for future research to address identified gaps and nuances in understanding consumer behaviours and preferences.

ACKNOWLEDGEMENTS

I would like to thank the following people, without whom I would not have been able to complete this research, and without whom I would not have made it through my masters degree.

To my academic supervisor, Nashidil Rouiai, for her enthusiasm for the project, for her support, encouragement and patience during the initial stages of my thought process. I am incredibly grateful to the Erasmus Mundus Joint Masters and the organising parties involved in the Joint Master's Degree on Wine Tourism Innovation at the University Rovira i Virgili, University of Bordeaux, and University of Porto. Without the generous support of the Erasmus Mundus Joint Masters, my journey would have been vastly different. I would never have been able to learn the things that I have now learnt, develop a deep appreciation for academic research in this field, and connect with individuals from all corners of the wine world without access to the funds provided by the Erasmus Mundus Joint Masters. The experience has been immeasurable.

To Erik, May Tove, and the Norwegian winemakers; thank you for welcoming a stranger into your homes with open arms. Your willingness to challenge the Norwegian Health Directorate, trust in my strategies, and risk your licences in the name of research and resilience has been truly remarkable. You were invaluable in connecting me with stakeholders who provided essential insights for the development of this thesis. To the 1,014 individuals who answered my survey: Your participation was crucial. You may not fully grasp the impact of your feedback, but it has provided hope to countless small wine producers operating in strictly regulated markets. Your responses have made their marginalisation seem less daunting, giving them a renewed sense of possibility.

To Mats; for supporting me on my crusades to bring justice to underappreciated wine regions, for listening to my monologues and speaking to my insecurities. Thank you.

In my application letter back in 2022, I expressed hope that wine, which had already changed my life once before, would have the power to do so again. Now, with utmost reverence and gratitude, all I can say is: thank you. Your acceptance into this course has indeed changed my life in ways I could never have imagined.

And lastly, thank you Alex.

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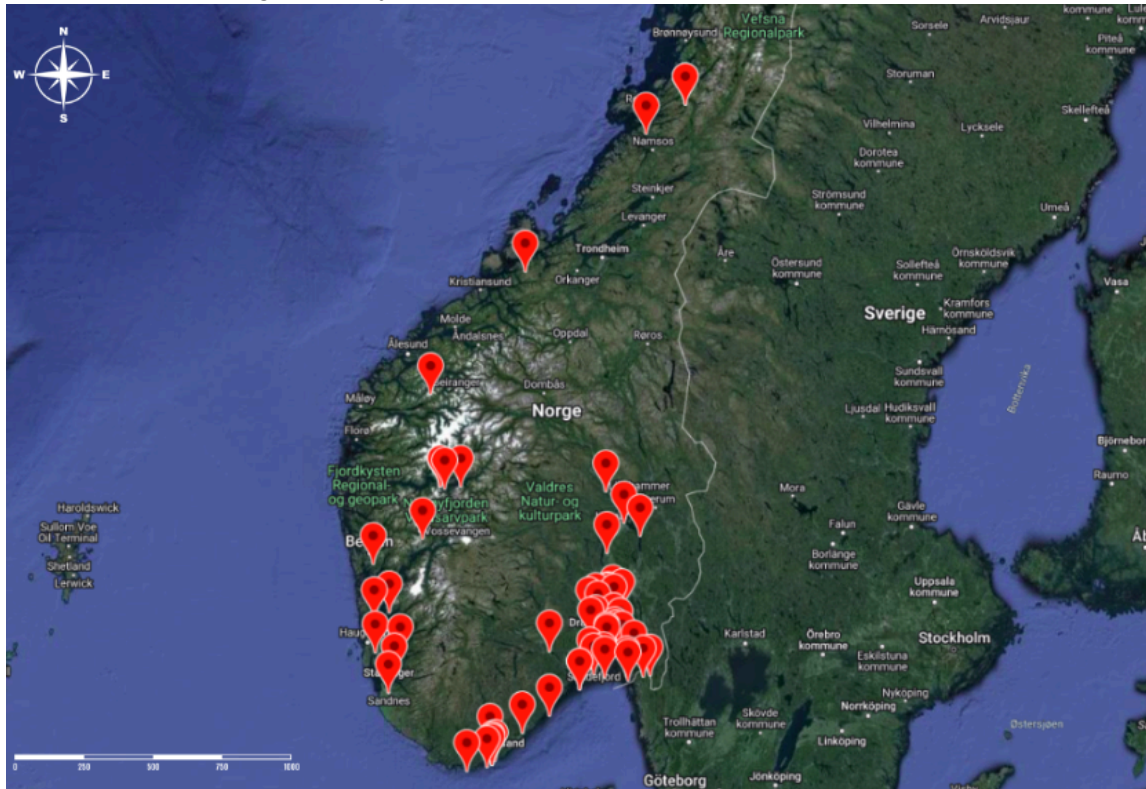
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Annex

Annex 1: Map of Norwegian Vineyards



Source: <https://www.norskedruedyrkere.no/kart> (5 May 2024)

Annex 2: Image displayed in wine bar



Source: <https://www.lifeinnorway.net/alcohol-in-norway/> (6 May 2024)

Annex 3: Gvino wine bar image that was deemed a violation



Source:

<https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.krs.no%2Fdelte-denne-artikkelen-pa-facebook-na-har-hun-fatt-brev-fra-kommunen-for-strengt%2Fs%2F5-157-157562&h=AT1xTsSh8Cfc--ZrHBnHYSunUOGQK3NmANcLwIMrG6QCibxUNtWfGjPGC4Eelq8UOVDAYEm-rREGtzEB2MNtyN5B2W0BRYLBRDbQAW5QcsU68rOkWYjV5vTIBZuuhJVimcdK87W6vCdyAWz7cd7pmUE&s=1> (21 February 2024)

Annex 4: Censorship of wine



Annex 5: Qualitative questions

1. What is your background?
2. What is your opinion on Norwegian wines, do you think they are of a high enough standard?
3. What is your opinion on the Alcohol Act? Do you believe the ban is making Norwegian wine production suffer?
4. Do you think the Alcohol Act has been successful from a personal opinion - are the youth not purchasing, does consumption seem moderate?
5. Would you want reforms of the Alcohol Act?
6. Do you believe Norwegian Wines have the opportunity to represent Norway like the cider industry does?
7. Keeping the state-owned monopoly, do you believe wine producers should be allowed to talk about their grapes and processes?

Annex 6: The survey questions

01/06/2024, 11:29

Wine Marketing Strategies

Wine Marketing Strategies

Hi there! My name is Tristyn and I am currently completing my Masters at the University of Bordeaux, Tarragona and Porto. I am busy with my thesis which involves an analysis of various marketing strategies in different regions of the world, with a focus on the wine industry.

Your input is invaluable as a potential consumer and I appreciate you taking the time to answer this survey for me. The questions are easy, and the survey should only take a couple minutes.

* Indicates required question

1. Which country do you currently live in? *

2. What age group are you in?

Mark only one oval.

- ☐ 21 - 30
☐ 31 - 40
☐ 41 - 50
☐ 51 - 60
☐ 61 +

3. Are you a wine consumer? *

Mark only one oval.

- ☐ Yes
☐ No

https://docs.google.com/forms/d/1by2lu9Hb79ZDPKQILcgy9AJy9BQQeY1Z-Ee_WBjE/edit

Country	
Romania	☐
Austria	☐
England	☐
Canada	☐
Norway	☐
Mexico	☐
South Africa	☐
India	☐
France	☐
Italy	☐

Section 3

For the next section of my survey, I want you to know that **Norway is actually a wine-producing country**, with 150 registered producers and many vineyards across the nation. Please keep that in mind when answering the following questions:

9. What are your first thoughts about Norwegian wine? What do you imagine it to taste like? *

https://docs.google.com/forms/d/1by2lu9Hb79ZDPKQILcgy9AJy9BQQeY1Z-Ee_WBjE/edit

01/06/2024, 11:29

Wine Marketing Strategies

4. Do you consider yourself knowledgeable about wines? *

Mark only one oval.

- ☐ Yes
☐ No

5. Do you work in the wine industry? *

Mark only one oval.

- ☐ Yes
☐ No

6. Do you have any form of education in wine? *

Mark only one oval.

- ☐ Yes Skip to question 7
☐ No Skip to question 8

Section 1.1

7. What type of wine education do you have? *

Section 2

1/8

https://docs.google.com/forms/d/1by2lu9Hb79ZDPKQILcgy9AJy9BQQeY1Z-Ee_WBjE/edit

	
☐ Image A	☐ Image B

11. Can you please elaborate on your choice in the previous question? Why does that image interest you more? *

12. Which of the following images do you find more intriguing? *

Mark only one oval.

	
☐ Image A	☐ Image B

3/8

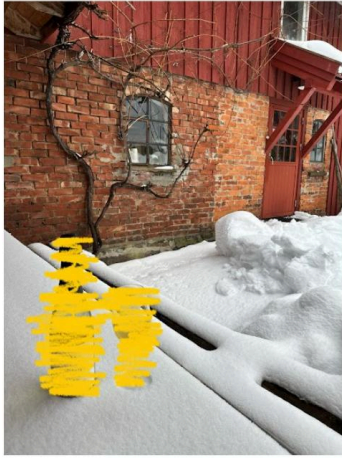
https://docs.google.com/forms/d/1by2lu9Hb79ZDPKQILcgy9AJy9BQQeY1Z-Ee_WBjE/edit

2/8

4/8

13. Can you please elaborate on your choice in the previous question? Why does that image interest you more? *

14. What are your thoughts on the following image being used as part of marketing material? *



Section 4

https://docs.google.com/forms/d/1hy3uoH0a9vZDP6QILcg9AKy9DQKpY3Z-Ea_WBjE/edit

19. Which of the following **wine destinations** would you be interested in visiting on a wine tour - to see the vineyards and taste local wines? *

Please put in a ranking from 1st place to 5th place.

1st place being most interested and 5th place being least interested

****If on mobile, please scroll to the right for 5th place selection.**

Check all that apply.

	1st place	2nd place	3rd place	4th place	5th place
France	☐	☐	☐	☐	☐
Italy	☐	☐	☐	☐	☐
Romania	☐	☐	☐	☐	☐
Austria	☐	☐	☐	☐	☐
Norway	☐	☐	☐	☐	☐

Section 5

20. Thank you for taking the time to answer my survey. My thesis is based on the strict alcohol advertising regulations in Norway (which prohibit the use of the wine emoji, photographs of grapes and even empty wine glasses from being used). I will be developing a strategy for the Norwegian winemakers to operate within this strict framework regulations.

If you would like to receive updates on my final thesis, including petitions to show support for Norwegian wine producers, please leave your email address.

This content is neither created nor endorsed by Google.

Google Forms

https://docs.google.com/forms/d/1hy3uoH0a9vZDP6QILcg9AKy9DQKpY3Z-Ea_WBjE/edit

15. Which of the following sentences piques your interest in learning more about the wine? *

Mark only one oval.

- ☐ "This is, by far, the worst wine that I have ever tasted. I would never recommend it."
- ☐ "It was a very respectable crisp, fruity wine indeed, much enjoyed"

16. Which of the following sentences piques your interest in learning more about the wine? *

**Please note the blank spaces are intentional*

Mark only one oval.

- ☐ "There are moments of _____ in this wine, with such _____ and _____ coming together on the palate. Notes of _____ as well as _____ on the nose - with a certain amount of _____. It's drinking _____ now and could age for some years"
- ☐ "Certainly eloquent enough. Quite a luscious palate entry with a bit of acidity showing now and some dryness on the finish"

17. Would you be curious to try a wine if a **producer marketed their own wine as bad**? *

Mark only one oval.

- ☐ Yes
- ☐ No

18. Would you be curious to try a wine if a **friend had said it was bad**? *

Mark only one oval.

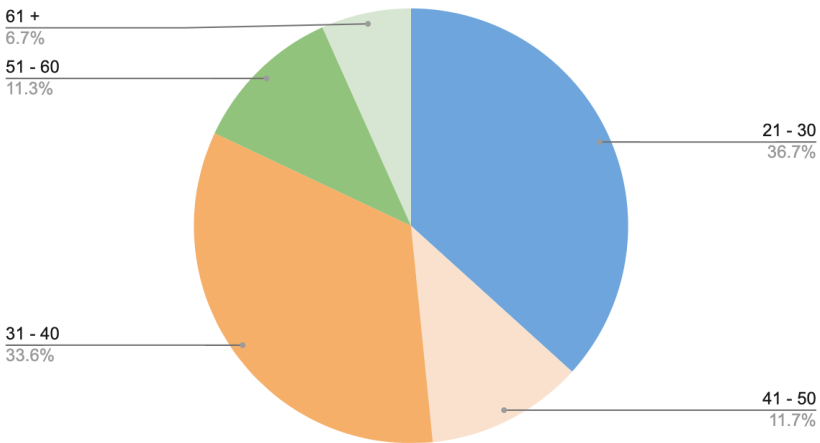
- ☐ Yes
- ☐ No

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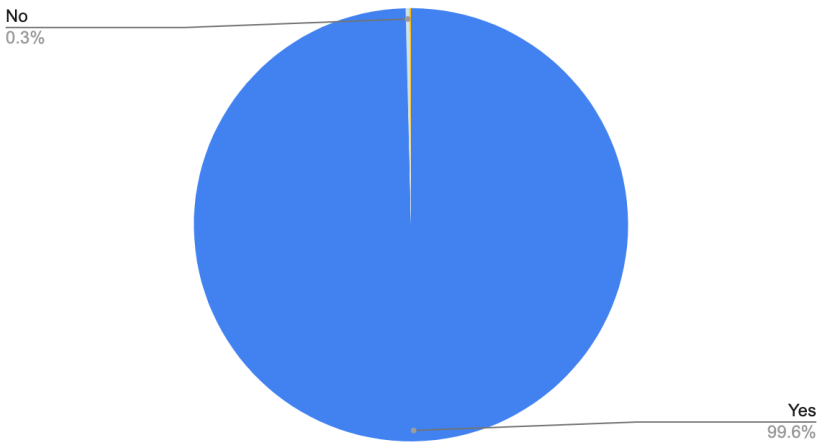
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Annex 6: The survey results

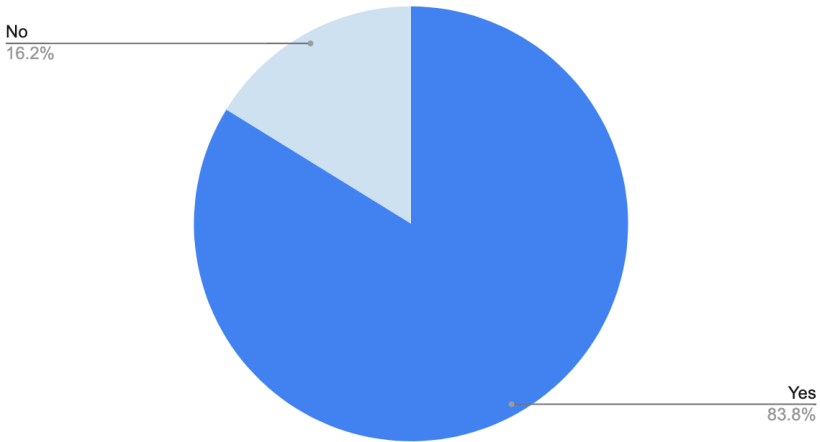
What age group are you in?



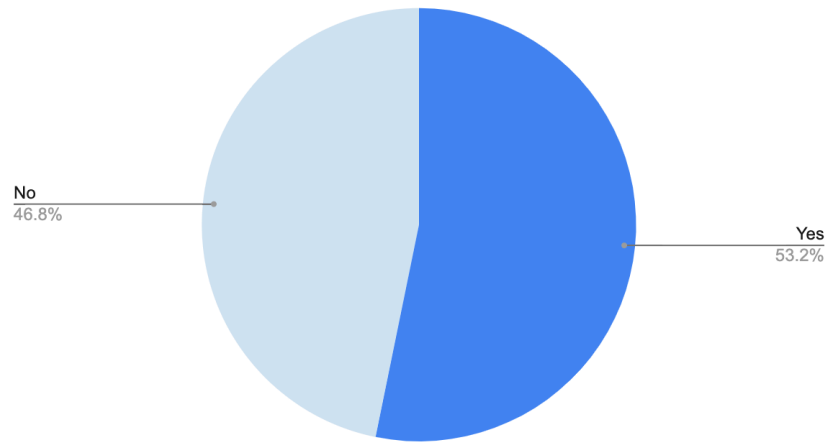
Are you a wine consumer?



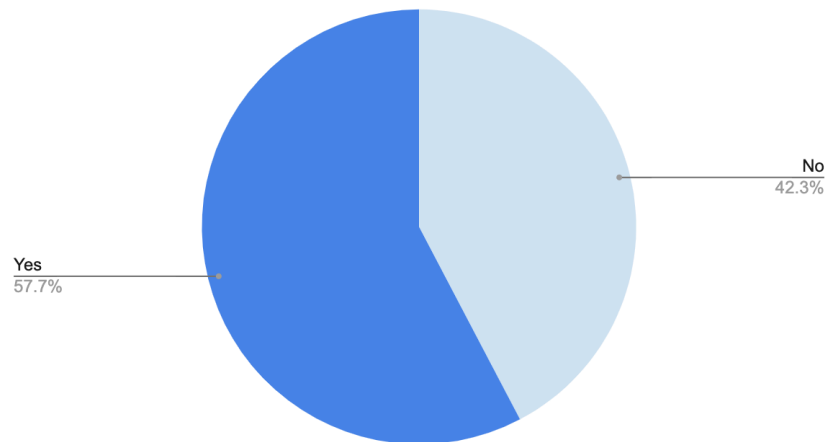
Do you consider yourself knowledgeable about wines?



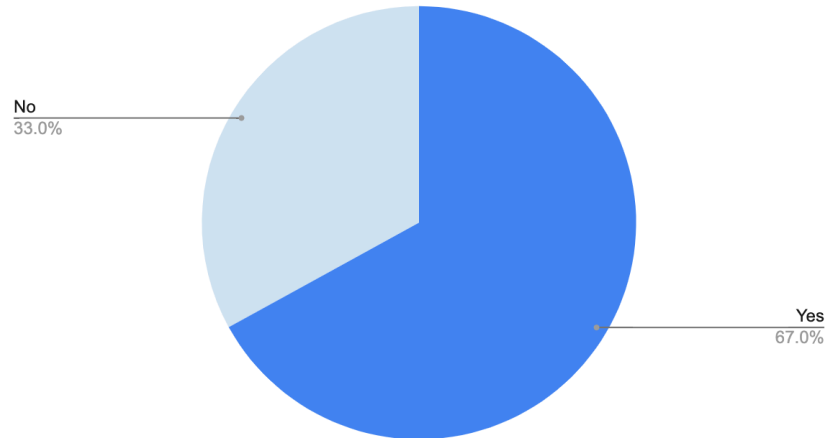
Do you work in the wine industry?



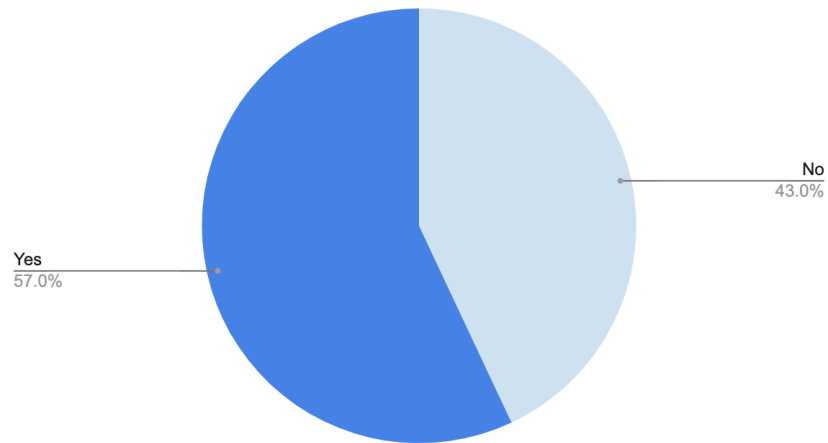
Do you have any form of education in wine?



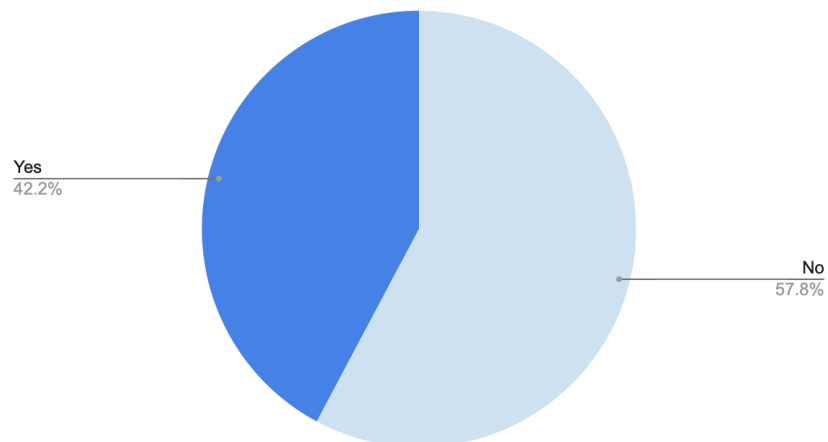
Do you know Austria as a wine producing region?



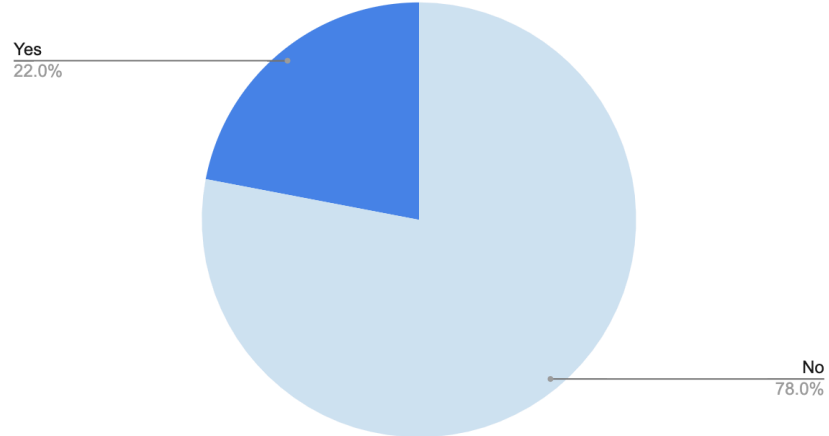
Do you know Canada as a wine producing region?



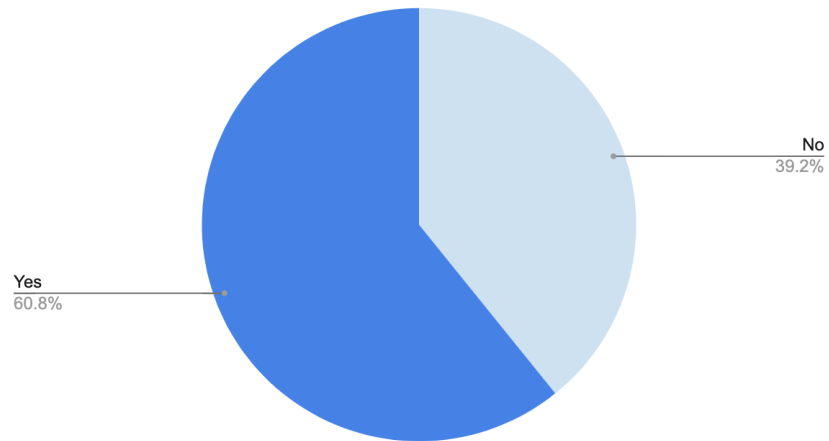
Do you know Mexico as a wine producing region?



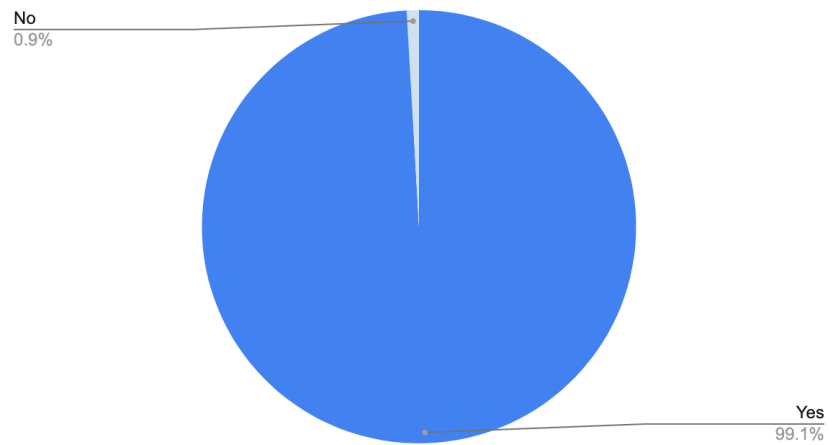
Do you know Norway as a wine producing region?



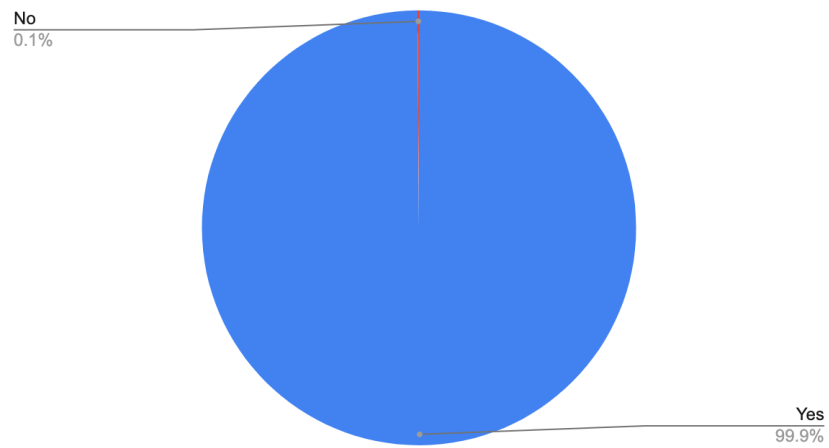
Do you know England as a wine producing region?



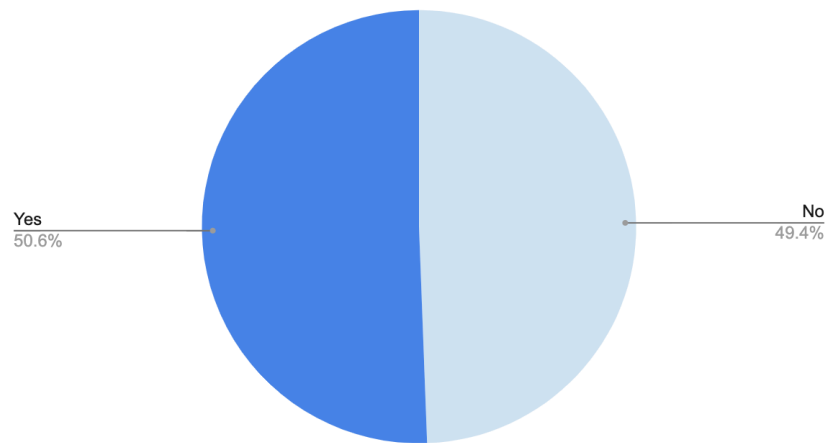
Do you know Italy as a wine producing region?



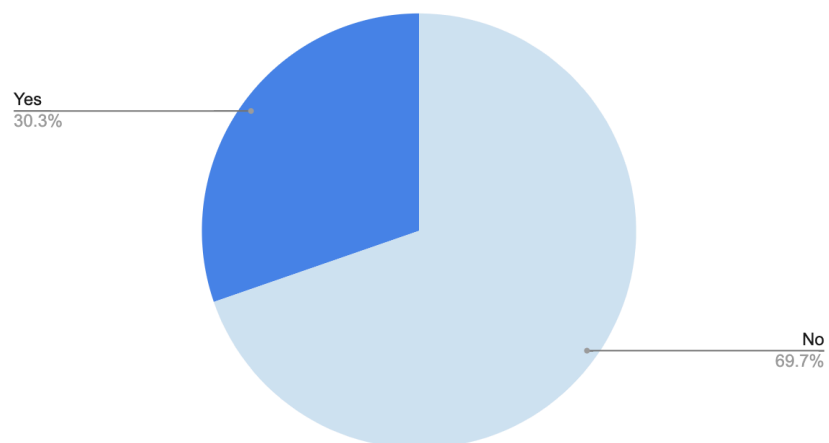
Do you know France as a wine producing region?



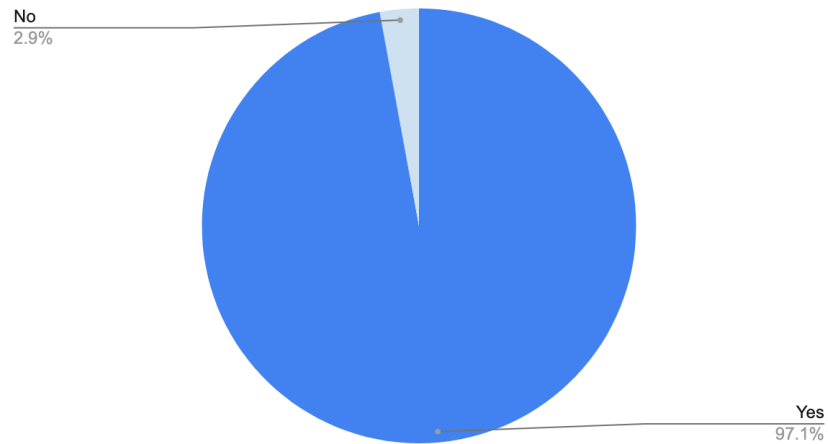
Do you know Romania as a wine producing region?



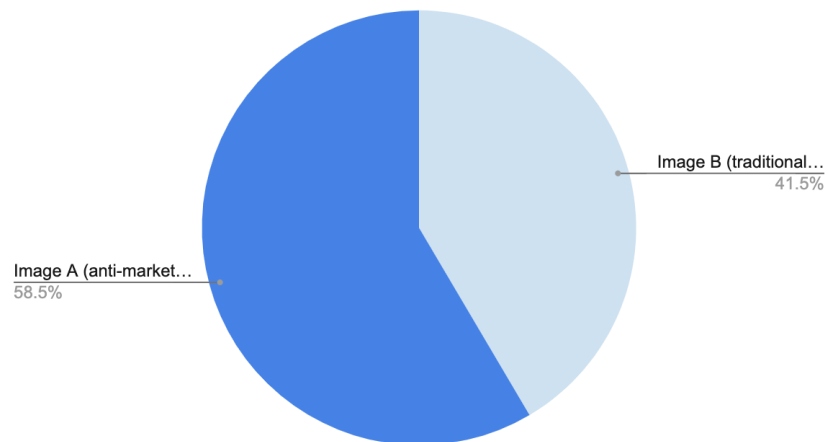
Do you know India as a wine producing region?



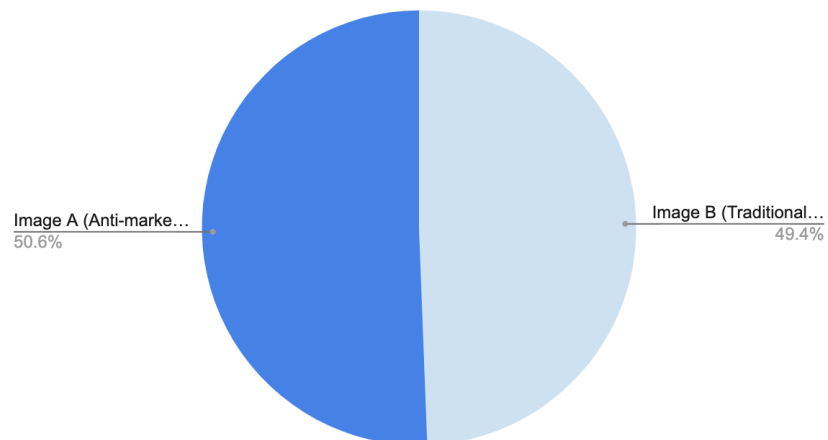
Do you know South Africa as a wine producing region?



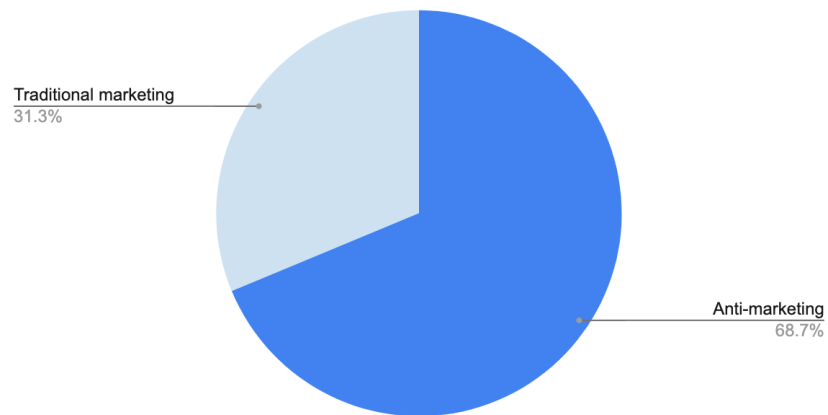
Which of the following images do you find more intriguing?



Which of the following images do you find more intriguing?

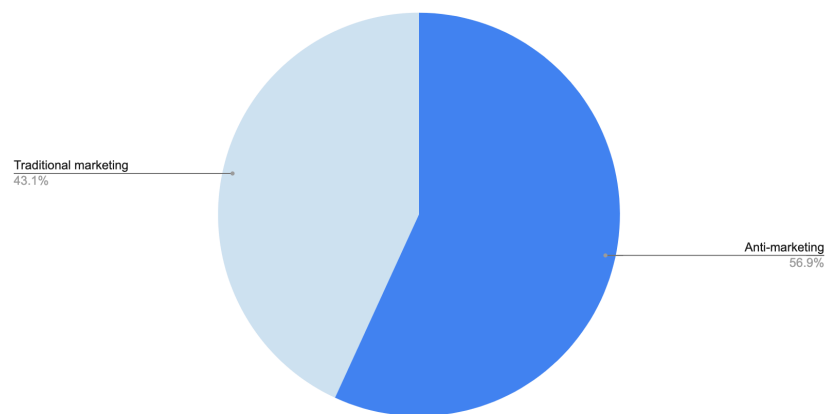


Which of the following statements piques your interest in learning more about the wine?

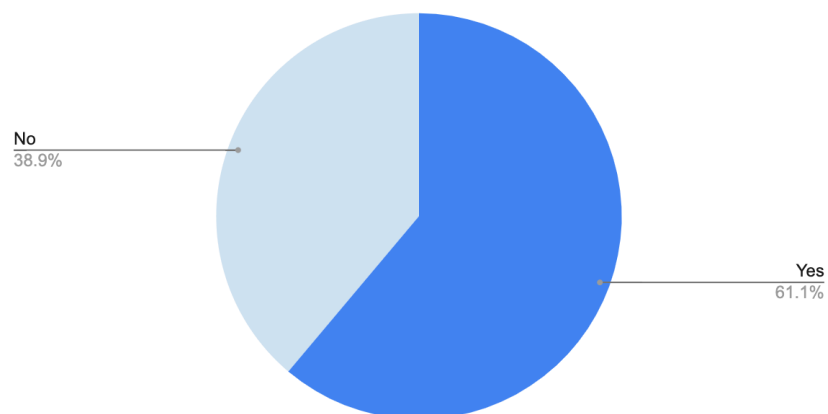


Which of the following sentences piques your interest in learning more about the wine?

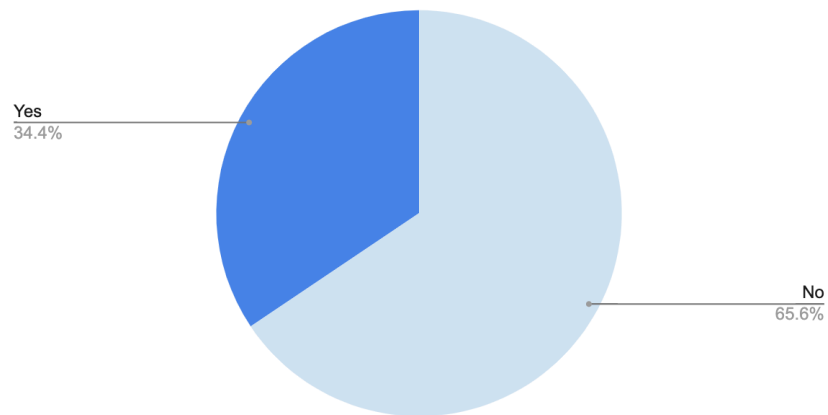
*Please note the blank spaces are intentional



Would you be curious to try a wine if a producer marketed their own wine as bad?



Would you be curious to try a wine if a friend had said it was bad?



Which country do you currently live in?

