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Boring but good

**A qualitative content analysis of Swedes' opinions of the retail alcohol on monopoly
Systembolaget and a multimodal semiotic analysis of the campaign Experten.**

Abstract

This study delves into Systembolaget's advertising campaign "Experten" to investigate its influence on public perception and cultural identity. Launched in 2015, the campaign successfully bolstered trust in Systembolaget by 14 percentage points. Employing qualitative content analysis and multimodal semiotic analysis, this thesis explores expert and public opinions of the adverts, aiming to uncover the Swedish viewpoint on Systembolaget, its portrayal within the campaign, and the campaign's purpose. The analysis reveals a polarising response to the Experten campaign, with individuals displaying more scepticism or positivity towards Systembolaget after watching the advert. Furthermore, it identifies Systembolaget's utilisation of Sweden's distinct identity, emphasising its uniqueness compared to other nations, to effectively convey its message and how it leads to a feeling of pride. This research sets the stage for further investigations into how state actors communicate with their target audiences. By shedding light on Systembolaget's advertising strategies, this thesis contributes to the broader understanding of public institution communication.

Key words: Cultural identity, Sweden, Multimodal semiotic analysis, Content analysis, Systembolaget

Words: 19705

¹ I would like to personally thank everyone who participated in the interviews or helped me in any way with the making of this thesis. You are the reason why this thesis is what it is today.

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Glossary

These terms do not have exact definitions so this glossary rather shows how they are used in this thesis.

Term	Definition
Binge drinking	Is sometimes defined by how many units of alcohol are consumed at an occasion but also and in this thesis drinking where the goal is to become drunk.
European drinking	A culture where drinking is not the goal. Alcohol is often consumed with food or to be enjoyed.
Skötsamhetsideal (diligence culture)	Belief that it is important to act well behaved in society. Has its roots in Swedish working class cultures striving for wanting to live as the middle class.
Folkhälsa	Meaning peoples health. A term used to describe acts that are good for the health of the population.
Folkhemmet	Meaning the people's home. A way to describe the Swedish welfare state.
Överförmyndarskap	It roughly translated to someone abusing or exploiting their custodian position
BR	Brand representative. It is the person that represents the brand in this case Systembolaget.
RE	Retail expert. It is the American who is also a retail expert.

1 Introduction

Swedes have a peculiar attitude with alcohol. This is reflected in their attitude towards drinking and in their alcohol control system. The main actor in this system is the state alcohol monopoly Systembolaget. Its goal is to reduce the negative consequences of consuming alcohol by informing about the consequences, selling with responsibility, and giving good service. One of the other reasons Systembolaget exists is there is a belief that alcohol should be sold without a profit motive (Systembolaget A). Systembolaget is one of the most trusted and respected state institutions in Sweden, according to the Förtroendebarmetern of 2022. Is there something unique about the Swedish identity that sets them apart from other countries when it comes to this issue? It is hard to explain what this identity would be. There is something different that most Swedes can relate to but it is seldom expressed. This might just be because Systembolaget has achieved such a high level of trust (Förtroendebarmetern, 2022). So by casting a light on this question it might reveal something that mostly exists in the subconscious. To reveal this it is needed to understand Swedes and Systembolaget and compare their beliefs.

The adverts² created by Systembolaget raises the question of how other state agents create adverts. When they communicate with the public they endorse beliefs that exist in Swedish society. They use imagery and stereotypes that create a narrative that promotes the Swedish alcohol system. On their site about their mission they write they are different for a reason because alcohol is not like other products (Systembolaget A). They do not need to state why alcohol differs because the Swedish cultural belief is that it is different. It is also visible in the advertisements Systembolaget has run since 2002, the most interesting is the advertisement called “The expert” [Swe: Experten]. It became a huge success for Systembolaget and raised the opinion of the people who liked and trusted Systembolaget with 14 percentage points (Lundin, 2015). It raises the question if and what parts of Swedish cultural identity was used to make the advert a success. The final question Systembolagets adverts raise is: why and unchallenged state actors feel the need to justify their own existence? The reason for this research is important is that it reveals something about the political climate of Sweden. By

² In this thesis, I will call the video campaigns that Systembolaget creates as adverts. Systembolaget would call them communication. I use the term advert to simplify but also be more precise in the language since more people will understand the term advert than communication.

analysing their adverts and interviewing people about them, it will be possible to open the door to why the Swedish attitude towards alcohol and Systembolaget is the way it is.

1.1 Research purpose

Systembolagets adverts have to be understood through Swedish identity and history with alcohol. It is through an understanding of these that it will be possible to understand why a state monopoly creates adverts and why they do it in a certain way. This purpose is to understand and interpret Swedish identity and attitude towards alcohol and relate those to Systembolagets adverts. By analysing the “Experten” campaign, interviewing people that worked on the campaign, and interviewing Swedes about their thoughts on the campaign, this thesis will draw a conclusion on what the opinion of Systembolaget is, but also how Systembolaget uses cultural identity in their adverts. An understanding of the Swedish identity will create generalising results and start an understanding of how state agencies use cultural identity in their adverts. For this research purpose, I have formulated the following research questions:

1. *What is the Swedish opinion of Systembolaget?*
 - a. *What is their opinion based upon?*
 - b. *How does the “Experten” campaign correlate with people's opinions of Systembolaget?*
2. *What are the key components of the “Experten” campaign?*
 - a. *What is their use of Swedish identity in their advert campaign Experten?*
 - b. *What is the purpose of the “Experten” campaign?*

1.2 Hypothesis

In developing this thesis, my goal was to identify cultural values and identities that shape people's opinions of Systembolaget. There should be a correlation between cultural values and opinions, as advertisers often tailor their messaging to appeal to specific cultural identities (Berger, 2015). My personal bias, influenced by my experiences and observations, also led me to believe that Sweden's historical narrative is an important factor in shaping opinions. Furthermore, I recognize that one's upbringing and social class may also play a significant role in their views on alcohol and Systembolaget, as Ambjörnsson (2017) notes

that working-class communities may have abstained from alcohol to emulate middle-class behaviour. While these factors may contribute to opinions, there are other variables to consider, such as the frequency of alcohol consumption and interactions with Systembolaget.

1.3 Relevancy

According to the Förtroendebarmetern 2022 survey, Systembolaget is one of the most trustworthy institutions in Sweden. As a result, it has become a revered institution in Sweden. By studying their advertisements and examining why Swedes hold such high confidence in Systembolaget, this research may stimulate similar discussions, particularly how state agencies use cultural identity to reach their target audience. Ekström and Hansson's (2011) assessment that the ads from 2002-2007 have embedded themselves into Swedish society may be valid. Furthermore, Systembolaget is expanding its communication efforts by creating a TikTok series (Andersson 2023), which raises questions about the perception of Systembolaget's messaging and further emphasises the relevance of this thesis. The question of allowing farms to legally sell their self-produced alcohol, which is currently being debated in Swedish politics, may also impact the status quo of Sweden's alcohol monopoly, and thus, the perception of Systembolaget (Dagens Nyheter, 2023).

1.4 Literature review

The study of ads is nothing new, neither is the studying of the ads Systembolaget produces. Here I will outline a few articles and books I found helpful when analysing Systembolaget. Other research that is of importance to the thesis is presented in the theory section.

Systembolaget is both an enabler and a hindrance to freedom in the views of the philosopher Gerald MacCallum. In his article "Negative and positive freedom" (1967) he presents his thoughts that a debate on freedom always exists within the same triadic relationship. What differs between different parties are the variables at play. MacCallum expresses his thoughts on freedom in the following way: "x is (is not) free from y to do (not do, become, not become) z,"(MacCallum, 1967). What is important is the view of z and if it is something that is positive or negative. If z is alcohol and the view of alcohol is something that hinders freedom, then limiting alcohol is enabling freedom. This is a factor in determining how

alcohol should be regulated. Thus the individual's view of alcohol is a factor in an individual's opinion of Systembolaget.

Alcohol is also a topic which can be understood from different perspectives. It can be a habit or it is a disease according to sociologist Mariana Valverde. She explains it like this: “Anything that is managed as a disease is something we have little or no control over; by contrast, a habit, even if, like heavy drinking, it has become second nature, is nevertheless subject to some degree of personal control” (Valverde, 1998, p.39). Valverde continues by explaining that there is a belief in the Nordic countries that alcohol has to be controlled through alcohol monopolies. This in contrast to how she reflects upon Spanish drinking which has a more relaxed attitude towards drinking. She gives an example of that if one goes for a walk with a friend in Barcelona, there is no need to define if one is going for a coffee or a drink like you do elsewhere (Valverde, 1998). From these habits Valverde means it is possible to understand why countries regulate alcohol like they do. The habit of seeing alcohol as something different makes it possible to regulate it as something different (Valverde, 1998). Here it becomes possible to understand why Systembolaget exists and what the Swedish cultural attitude towards alcohol is. Paraphrasing Systembolaget: *alcohol is not like other products and thus we are not like other companies* (Systembolaget, A). It is also possible to understand through Swedish alcohol discourse. When Sweden negotiated their entry to the EU the discourse was that Systembolaget was key in protecting public interest and society. It is society that is threatened by alcohol but it is also individuals that together create the problems. This stands in contrast to the liberal view that other countries sold alcohol freely why could not Sweden do the same (Sutton, 1999). Sutton means that Swedish alcohol discourse has changed over the span over 100 years but it has also remained the same. That alcohol is a collective problem surviving the entry into the EU and it still exists during the writing of this thesis (Sutton, 1999).

1.5 Background

This section's purpose is to explain the Swedish history of alcohol regulation. This section will only cover parts of the history since the entire history is too extensive to cover. Instead, it will focus on what the control measures were historically and how Systembolaget marketed itself. It is divided into three parts: the start of the restrictive system, the first wave of

liberalisation, and the post-EU entrance. It also works as a literature review for the research about Systembolaget and Swedish alcohol policy.

The beginning

Harsh controls nor adverts to reduce alcohol consumption are nothing new in Sweden. Since King Gustav III (1746-1792) banned private production of liquor, the Swedish state has tried to combat consumption (NE). It was in the early 1900s when the modern control system took its roots with local monopolies and the Bratt system. Different organisations have motivated harsh restrictions on alcohol in different ways. The temperance movement's thought alcohol was morally wrong and was a corruption of society whilst the Social democrats wanted it banned to liberate the worker from oppression (Johansson, 1995). Things changed during world war 1 when Sweden had to ration alcohol and also the Social Democratic workers' party united behind banning alcohol for a restrictive system to be implemented (Larsson, 2020, & 2021). This shows how desperate the times were for Sweden when they implemented their control system. The Bratt system was an attempt to regulate every individual's drinking habits through a rationing system. Every individual had to apply for what is called in Swedish a "motbok" in that book . Every sale of alcohol would be logged in a personal book, and there was a set limit for how much each individual could consume (Systembolaget, B). The system was both restrictive and discriminatory in its function. For example: women could buy less and if they were married were denied having a motbok. The system was a compromise between the side that wanted to enact prohibition and the side that leaned towards caution. Within the Social Democratic party the debate splintered the party. They could not come to an agreement on if socialism only could be achieved through prohibition, while others meant that prohibition limits the citizens' freedom. In the end, the idea of prohibition died with the referendum in 1924 where 51% of the population voted against prohibition (Larsson, 2021).³ With alcohol consumption being lowered when Systembolaget was implemented also led to a before and after Systembolaget being established in the Swedish state structure (SCB).

A new era

In 1955, Systembolaget was born through the centralisation of the local monopolies and it also led to a phasing out of the Bratt system. Now everyone over the age of 21 could buy

³ It should be noted that for a prohibition to take place 60% would have had to vote yes in the referendum (Larsson 2021).

alcohol at Systembolaget without the ration permit that the Bratt system required. Systembolaget describes the transition with the following words: *A new and freer time takes its beginning* (Systembolaget, C). Instead of controlling everyone on an individual level, the main goal transitioned to selling alcohol with civic duty and without a profit motive (Systembolaget, C). Almost immediately, Systembolaget also started marketing itself in a new way. The first campaign, “Operation Wine” started in 1957 with the goal of promoting wine consumption instead of spirits. The campaign became a huge success and the consumption of spirits dropped by 10 million litres in seven years. The success of “Operation Wine” led to the more comprehensive campaign “Spola kröken” [Flush the booze] that ran from 1971 to 1988. The advert was seen almost everywhere but mainly on sports jerseys, billboards, and in Systembolaget stores. Nine out of ten Swedes had seen the advert after a few years of its start (Johansson, 2010). This early campaign is also a sign of how healthy living goes hand in hand with abstaining from alcohol. This will become relevant when the Swedish identity is discussed. With these campaigns Systembolaget instilled a belief that the health of the public is a societal interest (Johansson, 2010).

Backlash and reform

Systembolaget changed with Swedish entry into the EU 1994. Österberg (1993) explains how the Nordic alcohol monopolies had to adapt to a new and changing system. The reforms that sprung from joining the EU transformed Systembolaget into a normal retail store. The EU required that four out of five alcohol monopolies were removed. These were the monopoly on wholesale, production, import, and export. Left was the retail monopoly Systembolaget, which according to the EU court was in line with its free market regulations as long as it did not discriminate against foreign products (Systembolaget, D). In Sweden, public opinion for Systembolaget had collapsed with the failures of having good service in the stores. In combination with the pro-market liberal that was prevalent during the times, Systembolaget became more like a normal store (Leimar, 2013). The biggest changes were a tax decrease, Systembolaget being opened on Saturdays, and that Systembolaget stopped being a behind-the-counter store. The CEO of Systembolaget at the time commented that being open on Saturdays was a compromise that had to be taken if Systembolaget wanted to survive in the long term (Systembolaget, E). Leimar et al. (2013) explain another part of the way Systembolaget changed during the 1990s, which is public opinion. They outline how public opinion dropped in the 90s and then soared in the early 2000s. Their main study focus is on if

public opinion matches the opinion of legislators, but the described parts of the article are still relevant for this research. By understanding this process, Systembolaget went through during the 90s, it becomes possible to understand why Systembolaget started creating the advert campaigns of the 2000s. This period also shows that now the opinion of the public mattered. Systembolaget could no longer be a control system that could dictate who could drink what it had to market itself to continue existing.

2 Theory

This thesis will study identity, culture and attitude. These terms are intertwined with each other and are hidden from the naked eye. It must be revealed through analyses of society's semiotic functions. In the introduction, I mentioned Systembolaget uses certain beliefs to convey its message and that these beliefs can be studied using a theoretical lens. The section will cover how the thesis views adverts, identity, and myths.

2.1 Theories of adverts

The research on advertising is extensive such as Williamson (1978), the research is hard to apply to a state actor like Systembolaget. Systembolaget does not sell a product, nor do they want its consumers to consume alcohol. They are rather selling a guarantee that their service is safer than a private option (Systembolaget, A). It is hard to define what modern advertisements are because advertisement as a genre is ambiguous. Advertisements can sell products but they can also be informative. Even if assuming all adverts are video adverts that want to sell something their purpose might also be to evoke emotions or build a brand (Cook, 2001). Cook states that there is also a cultural aspect in defining what an advert is so contrasting groups might define adverts differently (Cook, 2001) This perspective makes it possible to understand the communication Systembolaget produces as advertisement. Williamson discusses how brands create totemism, which makes consumers believe they differ from others because they are using a product Williamson (1978). The same goes for Systembolaget, but on a national level, which makes them different from the research examples. Systembolaget is not like another advertiser: they are both a monopoly and a state actor. But in some ways, they are familiar to private companies, like using brands as described by Davidsson (1992). Cook explains that the function of an advert must be understood from the senders perspective in the following way: "The function which the sender incidents the discourse to have may not be the same as the function it does have for the receiver" (Cook, 2001, p.10). Thus the function of the advert must be understood from both the sender and receiver's perspective.

2.2 Identity

Identity is defined by Weinreich as:

A person's identity is defined as the totality of one's self-construal, in which how one construes oneself in the present expresses the continuity between how one construes oneself as one was in the past and how one construes oneself as one aspires to be in the future.

(Weinreich & Saunderson, 2003, p.26)

One person's identity is a hypernym for more focused identities. Examples of these are gender identity, ethnic identity, and cultural identity. Together these impact each other and create a whole person's identity. Cultural and ethnic identities are related because they look not only at the present manifestations of identity but also at ancestral manifestations of identity. Individuals assess their own ancestral manifestations of identity and draw conclusions about what their own identity should be (Weinreich, & Saunderson, 2003). An individual that comes from an area where the Swedish skötsamhetsideal might still feel the need to think more about their drinking habits than an individual that is not from that area (Ambjörnsson, 2017).⁴ Cultural and ethnic identity can vary slightly from person to person but it is possible to see trends within the two mentioned identities. Identity forms a unity through history but also destiny and creates a collective purpose. It is through identity people consume their nation and how to interpret symbols, actions, and actors (McCrone, 2015). Identities should not be viewed as fixed since values can change and become more and less relevant. Through experiencing different viewpoints and cultures the individual's identity or viewpoint of their own culture might change. Even in this case, the primordial identity is important since it can appear to establish stability with the identity (Weinreich, & Saunderson, 2003). Through this perspective, it is possible to hypothesise Swedes are taught through their upbringing that Systembolaget is important and that values are always present within the Swedish identity.

Adverts are also linked with identity. Through adverts, companies create branding that creates an identity for their products. Through their branding, they show they provide something their competition can not (Davidson, 1992). Davidson (1992) gives the example that the

⁴ Translation see glossary

frozen foods company Bird's-eye offers not only frozen food since their branding also offers freedom from the ordinary home cooking lifestyle. So through consuming their products, you will be free to do what you want to do. (Davidson, 1992) Good branding adds something to a product and Systembolaget does this as well. The individual is not only buying alcohol: they also do it safely. Emotional branding is a way for a company to create its personality with favourable traits in its advert. The role of the company in emotional branding is to be a good friend that helps the customer. This can be compared with rational branding, which is about ensuring efficiency and reliability and that there is a benefit to being a customer (Albers-Miller, & Royne, 1999). Through the analysis of emotional branding, it becomes possible to understand what role Systembolaget gives itself and how they want to be perceived. This is because the discourse in the adverts is built upon a social practice that is used to spread a message. Adverts also tell something about someone's identity because they exist with us (Cook 2001). Guy Cook explains what advertising can reveal about identity in the following way:

Thus to ask someone their opinion of advertising in general or of a particular ad can be to embark upon an emotionally and ideologically charged discussion, revealing their political and social position, and their acceptance of, or alienation from, the status quo.

(Cook, 2001, p.2).

Adverts use identity when they are created but they also are a part of shaping our identities. That is why identity is central to this thesis. To understand the background of why Systembolagets adverts are in a certain way is to understand the identities that exist in society.

Swedish identity

For the non-Swedish reader, it might be hard to grasp what is meant by Swedish alcohol identity. Words like skötsamhetsidealet and folkhälsan mean nothing of substance.⁵ There are terms that developed during the first half of the 20th century and I would argue it still is a part of Swedish identity. On this topic the work of Ronny Ambjörnsson (2017) is essential. He explains how a culture of diligence grew within the working class. Not only was the individual supposed to be diligent at work but also morally in private. Alcohol was a danger in this collective identity and emphasis was put on being aware of one's class but also acting

⁵ Translation see glossary

like the middle class did. (Ambjörnsson, 2017). Elin Bommenel (2020) describes the development of the term *folkhälsa* as when the sickness of the individual became an interest to society.⁶ As an extension of this society also came to have an interest in the consumption of alcohol and exercise. These form a sort of identity on how Swedes are supposed to live and what is normal (Bommenel, 2020). Systembolaget is a remnant of these two norms. The monopoly is a way to make sure that alcohol is a type of product that needs to be regulated. It is also a reminder that the state has an interest in the health of society.

Other identities

In the interview process, it is also important to be aware of other identities and values. Liking Systembolaget might also be connected to ideology. Someone that has a social democratic leaning should favour a big state whilst someone who is more classical liberal might favour a smaller state. This goes hand in hand with the opinions of Systembolaget.

2.3 Myths

In Berger (2015), the author examines how ads are used in American society and the structure of the culture around ads. In order to sell a product in countries X and Y, a company must market it differently. Jeeps were marketed as horses in the US, but as liberators in Europe when Chrysler wanted to sell more Jeeps. Rather than selling a product, Systembolaget sells a message, and this message must be tailored for the Swedish market. Using myths and history, a company can tailor an ad to a culture. Berger created the following myth model to describe how myths play a role in everyday life:

- A Myth, understood to be a sacred story that validates the behaviour
- Historical Experience, where various heroes can be tied to myths
- Psychoanalytic Theory, where the myth is found or used to describe something
- Elite Culture, which has plays, operas, novels, and other texts about the myth
- Popular Culture and the Mass Media, which employ myths in films, advertising, and so on
- Everyday Life, where myth subtly shapes our thinking, behaviour and purchases

⁶ Translation see glossary

(Berger 2015)

Myths can be seen in Systembolagets motto: *Different for a reason* (Systembolaget, A). In this motto they are alluding to history and a mythos of Sweden having a great problem with alcoholism before Systembolaget was created. They do not need to describe the “reason” part because it already exists in the subconscious. Goldman agrees that memories, even fictitious ones, play a role in the success of advertisements. Images are more than pictures; they are constructions of thoughts, ideologies, and culture. It can justify an oppressive system or sell more products, but in the end, the goal is to make a certain way of living seem like a normal life (Davidsson, 1992). Private corporations allude to using a product that will enhance emotions and, in the same way, Systembolaget alludes they create a safer Sweden even if no one remembers a Sweden before Systembolaget existed (Goldman, 1992).

Systembolagets adverts can also be viewed as an outgrowth of Swedish culture and as a way of legitimising the system. Goldman writes that by tapping into the culture, a company can create trust even if they are in reality hollowing out said culture. For private corporations, the goal is to commodify ordinary life and culture in Goldman's words “[...] consumption of a product carries with it access to what the sign represents.” (Goldman, 1992, p.90). In the same way, Systembolaget has to sell itself and justify itself to the public. They sell a message as being the safer and better alternative. For this message to work it requires the reader to change their attitude. Ekström and Hansson wrote about the Systembolaget ad campaign in 2002, the message is complicated and is demanding of the reader. Since it requires the advert to highlight the problems with a privatised market and show how Systembolaget solves those problems. These campaigns from 2002 to 2007 were successful in raising the approval rating of Systembolaget from 49% (2002) to 65% (2007) (Ekström & Hansson, 2011). These campaigns played a large role in creating the national mythos that surrounds Systembolaget today.

2.4 Voice and intertextuality

Voice is another tool for understanding adverts. The voice can be divided up into two parts: character and discursive voice. The character voice, which is everything that is spoken or nonverbal behaviour in the adverts. Discursive voice uses semiotic resources to create a scene and social practice. The discursive voice borrows and uses elements from other places, and the audience fills in the blanks. Feng and Wignell use the example of seeing a doctor that is

visually characterised by a doctor's clothing, in a hospital setting with a medical checkup. They continue that the setting of the doctor's office is often used in other adverts to sell a message (Feng & Wignell, 2011). Systembolaget puts their advertisement in a Systembolaget store for the same reason. They want to create and reflect on a feeling that the audience can relate to. In the “Experten” campaign, Systembolaget contrasts the known with the unknown to sell their message of why they exist.

In a typical advert, the audience will face a claim of some sort, for example: *Buy our energy drink and you will be able to run two kilometres more*. Who says it changes the credibility of the line. Thus it matters that “Experten” uses a retail expert and Systembolaget staff. For further details see the materials sections. Often, an expert will verify the claim to make it more believable. This process is not one-dimensional but is supported not only by what is said but also through nonverbal communication and setting (Feng & Wignell, 2011). A character in any medium is always a wearer of various attributes that create a whole. These attributes carry different identities associated with them. Attributes create not only a whole character, but it also creates an analytical process that can be dissected and analysed (Boréus, & Bergström, 2018). Characters in the advert have to be believable if the company wants to sell products. The choice of character is related to social practice because the character in the advert practises a social practice. In extension, the product or service that is sold has to fit into the social practice (Feng & Wignell 2011). Where these confirming voices come from matters. They show how a company wants to market itself and what angle they believe will attract the most customers. Social practice is also the objects or the stage and it also makes the audience relate to something (Feng & Wignell, 2011).

Everything that happens in an advert is part of a chain where the advertiser attributes something to the character voices and the character voices attribute the message to a verifying voice and then the chain reverses, but it now endorses instead of attributes. Feng and Wignell (2011) give the tools for analysing adverts but they have to be adapted. Bakhtin's term heteroglossic is relevant because of the competing voices in the “Experten” campaign (Cook, 2001). “Experten” is a campaign that takes its foundation in voice and that is why this method suits this thesis. The adverts always have a back-and-forth on which character voice should the audience listen to with them concluding that advertisers are the most important. It takes the normal formula and twists (Feng & Wignell, 2011). Thus it is from the use of their

breakdown of the normal structure of adverts combined with their writing about the voice that it becomes possible to understand adverts.

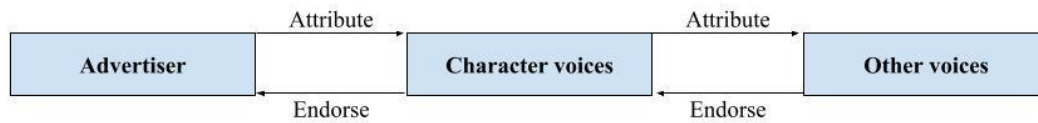


Figure 1 (Feng, & Wingell, 2011, p.572)

Adverts draw from intertextual references. Adverts rarely stand on their own because they need to reference social practice. Advertisers do this because they expect the consumers to understand and thus remember them and buy the product. (Hackley, & Hackley, 2015) What social practice the advertisers use depends on what they want to sell. In this thesis, identity is the social practice that is relevant and a system of selling alcohol is being sold. By drawing on these intertextual voices they enhance the credibility of the advert (Wong, 2019). Character voice reveals who says something and the context that exists between the words. It makes it possible to ask the question of what the power dynamic of an advert is and what does the advertiser want to convey to be in the advert. In this thesis it will reveal what attributes Systembolaget wants to be associated with and if these are related to Swedish cultural identity. As a tool it is also linked to the multimodal semiotic analysis that is discussed in the methods section. It is also easy to apply theories of identity and myths to character voices which makes it a good fit for the thesis.

2.5 Conclusion

Adverts are parasitic. Its discourse occurs within other discourses and also imitates other discourses (Cook, 2001). In this segment several themes of what adverts can enhance their message. These themes are also not only used in adverts they exist in ordinary life. Due to adverts being parasitic it is not possible to separate them from peoples thoughts and discourses. It is through an understanding of the discourses of society that it is possible to understand adverts. As discussed in the methods section it is not possible to separate an analysis of the sender from the receiver; it must be understood as a whole. The theoretical lenses that have been described in this segment are thus chosen because they make it possible to both understand people and adverts together.

3 Methodology

3.1 Ontological and epistemological positioning⁷

Every research should start with the researcher since who is researching something changes the research. This is my fourth thesis on the basic and advanced level on Swedish alcohol policy. It is a topic that I academically and personally like to research. Due to this I always want there to be something more to Swedish alcohol policy than just a retail monopoly. It makes me curious how Systembolaget has become one of the most trusted agencies in Sweden. I also believe that there is a culture that Swedes have been socialised into and that impacts society. It is hard to judge how independent such a culture is from its actors, but it should be observable. The interviews might conclude to this culture being more dynamic than what is assumed. (Bryman, 2012).

Humans are not rational beings. Social constructions exist and they can confine people but people can still act against norms. It is beyond the scope of this thesis to explain the entire alcohol cultural system. Instead it is to try and make sense of it from the perspective of the individual. As was explained in the theory section there is a reason for the adverts being constructed the way they are. It is both due to them being as effective as possible but it is also cultural. Not every aspect of the creation of the adverts can be explained but it is possible to create an understanding of how they were created. From this understanding it also becomes possible to understand how the receiver understood the adverts. This research is connected to critical realism and phenomenology. There is a need to understand the structures in Swedish society to understand how Swedes think about alcohol. This leads to a creation of an identity and world view for Swedes. (Bryman, 2012).

3.2 Case selection

Systembolaget is interesting since they are a state-owned company run as an average company. The main goal for Systembolaget is to sell alcohol responsibly since alcohol is not like other products (Systembolaget, A). To do this, they have identified a few components,

⁷ Part of this section is based upon my hand-in assignment from the previous methodology course. Since the course was a preparation moment for the thesis course I managed to keep this segment almost as written for the entire writing period.

limiting consumption through price, availability and how alcohol is marketed. They also identify other factors in their purpose which are not being not profit-maximised, informing about the risks of drinking, and having good service. Their purpose almost makes them unique as a company (Systembolaget, A).

That their purpose differs makes them interesting to study from a marketing perspective because this difference should also show itself in their marketing. Their marketing and purpose also impact most alcohol-consuming Swedes. It gives them the power to a large extent influence the drinking culture of Sweden. Being a monopoly also gives them control over public opinion. If the store and adverts are managed well, then opinion will be high otherwise it will be low (Leimar, 2013).

3.3 Material

This thesis will use adverts created by Systembolaget as the basis of the analysis and then compare those results with interviews from experts and common people. This will enhance the results and make it possible to connect the message from sender to receiver.

Adverts

Systembolaget creates different adverts for different reasons. These can be narrowed down to general categories. First, there are information campaigns where they discuss themselves, and second, those where they discuss the impacts of alcohol. I will analyse the former because it is related to the purpose of understanding Swedish values.

“Experten” (The Expert) was originally launched in 2015 but continued until 2019. This campaign was chosen because of how successful it became. After it was first published the share of Swedes that trusted Systembolaget increased by 14 percentage points (Lundin, 2015). They are in a video format and in them, the audience meets the American retail expert who is all about selling. There are 15 videos in the “Expert” marketing campaign and they range from one minute to ten seconds. All videos have been used with the approval of Systembolaget. The videos explore different topics that Systembolaget deems important. In the first one, he visits a Systembolaget store and tries to improve it, in the second he goes to the US to improve a store, and last, he goes on a trip to France. The typical setup for these adverts is that the retail expert presents his ideas and in the end of the video his ideas are

rejected. The expert being naive does not understand this and continues with new proposals and thus the cycle repeats. In these adverts the message of Systembolaget is portrayed as the better option and they end with a logo with a message from Systembolaget.

Both positive and negative aspects can be found in the analysis of the video. It is possible to analyse a lot of different things in them and see in the theories part every social action builds context. To achieve focus in video analysis, there is a need to create parameters so that not everything in the videos is researched (Kara, 2020). It is a small-N analysis since there only exist fifteen adverts. A bigger sample would have led to more robust results, but now with the small sample size, it will be possible to analyse the entire sample (Lowndes, et al., 2017).

Interviews and sampling

The second part of this study are semi-structured interviews with Swedes to determine how they feel about these adverts and what the interviewee reveals about culture. With a semi-structured style of interviews, it becomes possible to explore topics deeper with the help of follow-up questions (Harell, & Bradley, 2009). The interviewees will be shown one advert and then reflect on their feelings about Systembolaget and Swedish alcohol culture. Using videos during the interview is a way to enhance the discussion (Helen, 2020). Initially, my plan was to sample people from Lund and my hometown of Åtvidaberg to ensure getting socially diverse interviews. This failed, so I instead started targeting the entirety of Sweden. This would still reveal how different social factors can matter. Hypothetically, I believe that bigger cities with a higher living standard have a less stigmatised drinking culture, whilst my smaller, more rural towns have a more traditional Swedish view of drinking. Age and occupation are also factors that have to be counted into the research, especially students who drink on average a lot more than a typical Swede (SVT).

In the interviews, people were sampled as randomly as possible. I used my contact network and used a short survey that people filled in. This survey was spread in different social media groups. Some of these I was established in, some not. Using groups I was established in came with the risk of people that knew me applying. Since people that knew me would apply from their own volition and that knowing me would not impact the quality of the data, I did not see any problems with it. I also used my friend's networks to spread the survey to other groups. This increased the range and diversity of the people that responded to the survey. These two

methods did not yield enough interviews, so I finally started spreading the survey to other social media groups, primarily Reddit. Reddit is categorised into different subreddit and certain of them are Swedish speaking. Since Reddit is a site where the users are anonymous, it was not possible to check who was active in the groups I posted in. Finally, I also used physical posters around Lund. There are flaws with all these methods, especially those applying were relatively young.⁸ It is also possible that people that had strong opinions towards Systembolaget applied for the interviews. By being aware and transparent with these flaws and also comparing my results with public opinion polls about Systembolaget, the flaws should be lessened.

37 people filled out the survey to apply for being interviewed. Of these applicants, 20 were students, 16 worked full time, and 1 was unemployed. The people that applied were geographically spread out between Malmö (6), Uppsala (7), Lund (11), and Åtvidaberg (4). Many applied from Lund, Malmö and Åtvidaberg because of the use of my contact network. Uppsala is because the thread I posted on the Uppsala subreddit became big, which led to lots of people seeing it. The rest of the people are spread out from bigger cities like Stockholm (2) and smaller towns around Sweden, like Åkersberga (1). Who became interviewed will be presented below.

There was only one criterion for the sampling of interviews the person had to identify as a Swede. The reason for this is that the thesis is seeking Swedish values and how these are reflected in Systembolagets adverts. Non-Swedes might identify things that feel Swedish within the adverts, but I believe that subconscious thoughts about *folkhälsa* and *skötsamhetsideal* can only be understood by Swedes.⁹ I also considered making a definition of who is a Swede, but problems arose on how strict and how lenient such a definition would become. Thus, I settled on that the interviewee themselves could decide if they are a Swede. It is not an ideal solution since whoever could fill in the survey and say they are Swedish, but I put my trust in that people would not do that. Letting non-Swedish people discuss Systembolagets adverts would be valuable, but that is a topic for a larger project. Other attributes of the subjects like gender and age will also be collected but is not a focus of the thesis because of time constraints.

⁸ By young I mean under the age of 30.

⁹ Translation see glossary

After asking everyone for an interview, I conducted 21 interviews.¹⁰ Some people did not answer my messages whilst some did not show up to the interview. The people who did not respond were mainly people over 30, which amplified the young and old discrepancy in the data. 14 were Students and 7 were working full time. The geographical spread became greater with the question about where people were raised (Appendix 2). The average interview length was 15 minutes but the interviews ranged from 10 minutes to 25 minutes.

The data material from the interviews was categorised into themes and categories. The first category is opinion towards Systembolaget, which has two subcategories: if the person is positive, or sceptical in their opinion towards Systembolaget, and why. The second category is their opinion on Swedish alcohol culture, where the level of difference compared to Europe is noted, but also in what way Swedes differ (if at all). The third category is how the previously mentioned categories relate to the advert. Here, the themes are related to what is thought about the adverts and what structures are noticed in the advert.

The thesis also used interviews with experts in the area to further the understanding and analysis. The experts all worked with the campaign “Experten”. These experts have been found in two ways: first, emails were sent out to Systembolaget, and the former Systembolaget contracted advertiser bureau: Forsman & Bodenfors. From this I got an interview with the art director of the advert and one with a communicator from Systembolaget that worked during the time of the “Experten” campaign. They are in text referenced as Systembolaget and bureau respectively. A snowball method was used to find more people that had worked with the advertising campaign. The snowball method is used by asking the interviewees if they know somebody else that I could interview (Harell & Bradley 2009). I reflected on this in the final question of the questionnaire, where the question is if there is anyone else I should interview (Appendix 1). In the end, I conducted four interviews with five people in total. With this method I also interviewed the actor who played the American and the directors of the adverts. These are in text referenced as American and directors respectively. These represent different aspects of the creation of the advert from the top to the bottom. These interviews were more extensive since they were also questioned about what they did on the campaign and how they created it. They ranged from 25 minutes

¹⁰ Technically it is 22 interviews but the recording of one got corrupted. Except one who did not identify as Swedish

to 45 minutes. I asked them different questions since not all questions were relevant to their role. I reflected this in the interview guide in appendix 1.

All interviews were conducted over zoom or by phone except one that was done in person. All interviews were recorded with permission of the interviewee. During one interview my phone stopped recording. That interview still exists in appendix 3 but has not been used for the analysis. In most cases I immediately wrote my first impressions after the interviews so I could reflect my first impressions with later opinions. Everyone was notified that they would be anonymous in the written material and everyone was asked and approved the use of quotes.

3.4 The methodology of studying adverts

A message, whatever its form, be it an email or an advert, comes in different stages and an analysis can take its base from all stages. I view them in line with the Shannon-Weaver model of messages in three stages: The source where the information and encoding of such comes from, the message which is the advert itself and the receiver who views the message (Neuendorf, 2017). This model is helpful for understanding the stages but it is not correct. To understand the meaning of a message it is not possible according to Bakhtin to separate sender from receiver. It is through the interaction of these two that meaning is created. According to Bakhtin, this interaction causes us to become entangled in our identity and discourse. (Cook, 2001) Bakhtin wrote the following

Meaning does not reside in the word or in the soul of the speaker or in the soul of the listener. Meaning is the effect of interaction between speaker and listener produced via the material of a particular sound complex.

(Cook, 2001, p.185)

This impacts on how adverts are studied. All three stages have to be analysed and understood as one. It is through doing that it becomes possible to understand the meaning of the advert but also what identity lays the foundation for it. In the following segments, I will first lay out how I will study the adverts through the use of multimodal semiotic analysis, and second how I will study the interview material through content analysis.

Discourse analysis

Discourse is concerned with the question of power. Who has the power to speak about a question and who does not, are typical questions in discourse analysis. It makes a foundation for how we communicate and what context occurs in (Boréus, & Bergström, 2018). It can also be explained as what happens between text and context. As discussed below several things can be contexts like society, music, and language. Without context, research misinterprets human communications (Cook, 2001). All these come together and create the discourse behind a text. To show how the dominant discourse can change systems. The alcohol discourse in Sweden is focused on health and how a restrictive system saves lives (Sutton, 1999). But it is also possible to frame alcohol as a matter of freedom and how the restrictive system prevents people from being free (MacCallum, 1967). Discourse analysis helps us understand why the former is the dominant discourse over the latter. Discourse analysis is not a key part of this, but it will have a secondary role in the interview analysis.

Multimodal semiotic analysis

The semiotic multimodal approach assumes that all forms of communication have meaning but also create meaning. This approach assumes that all parts of language are important including gestures and actions. These have been formed by history and culture to realise certain social functions. Last, it focuses on how people make meaning out of communication (Bezemer, & Jewitt, 2010). It is a development of discourse analysis and is central to the analysis of the adverts in this thesis.

The reason the multimodal aspect is crucial to this thesis is that it helps reveal how semiotic modes are structured in creating meaning but also as it facilitates underlying structures and identities. When studying advertisements, this aspect becomes more important since adverts often rely on the interplay between the verbal and visual (Wong, 2019). An advert has someone deciding the clothing, angles, and video what needs to be said to create the right message. There is a form, content and context behind every image (Mannay, 2015).

Central to this theory is Van Leeuwen's work on social semiotics. His work focuses on language as a semiotic resource that creates meaning and context for social interaction. This entails studying how people use semiotic resources but also how they legitimise their

practices (Djonov & Zhao 2017). The analysis is inherently multimodal since it analyses textual adverts and film but it also analyses interviews. A multimodal aspect also exists within the adverts. Both the textual and video adverts contain imagery as pictures and props. This makes it possible to say something about the alcohol culture in Sweden. A limitation of this theory is scaling since it focuses on micro things in languages. To achieve scaling it is suggested to link it to a historical context (Djonov, & Zhao, 2017). Linking the adverts to myths about drinking culture in Sweden is one way to achieve scaling. Doing this reveals how Swedes think about alcohol. Rose (2003) explains how these myths do not need to exist before a government project. Instead, the government can create myths in their adverts. Adverts do not even have to mention specifically the myths to create them, they have to imply them. Systembolaget never states that drinking or Swedes can not handle alcohol, instead, they state that they [Systembolaget] save lives.

As a tool for understanding video adverts, I have taken use of Fengs and Wignells method. Breaking down a video advert to the primary component there is the *shot*, which is when a single person or object does something. These combine into *scenes* which are shots of different people and objects participating in the same interaction. Scenes then form a *generic stage* and most often there are three in a video or text: beginning, middle, and end. In the beginning, a narrative is told where a story is told and explains why the product is relevant, in the middle called the propaganda stage the audience gets introduced to the product, and in the end, the logo stage where the logo is introduced (Feng, & Wignell, 2011). This method is a helpful tool for breaking down and understanding the adverts. There are plenty of other researchers that break down adverts but Feng and Wingell explained the process in an understandable and easily applicable way, so it became a good choice for the thesis. Their method also contrasts Systembolagets adverts which will be touched upon below. This thesis will not break down the adverts second by second since in a shorter advert there are only 3 to four scenes with different camera moments. Thus pictures from each advert have been selected carefully so that they are relevant for the analysis.

Content analysis

The individual is the base point in the data process. It is the individual that creates a message from their experiences and thoughts about Systembolaget. By showing an advert from Systembolaget to the interview subject, it becomes possible to understand how a message

goes from the source to the receiver. When watching the advert, the subjects will interpret the message differently and thus explain their thoughts. Their thoughts become data that can be compared with data from other interviews. This is a form of integrative data linking where the link between source and receiver is used to create a rationale for content analysis (Neuendorf, 2017). The opinions from the interviews can not be stated that they come from the advert since the interviewees had interacted with Systembolaget before. The use of the advert thus is a tool to enhance the interviews.

When analysing big chunks of data, it is important to be able to break down the data into smaller, more manageable pieces. The process of condensing material makes it possible to spot themes and reveal a bigger picture (Erlingsson, & Brysiewicz, 2017). At the core, content analysis is a party-inductive method where the researcher finds categories and themes in the data with the help of coding (Boréus, & Bergström 2018). This process can seem unscientific since it relies on the researcher properly putting pieces in the right code form and that might be based on subjective thinking. Thus, it is always important to analyse things in a process called the hermeneutic circle. In this phase, it is important to read and reread the data and always be aware of your initial feelings and what stands out in the text (Erlingsson & Brysiewicz 2017). It is an inductive process that draws its conclusion from a close reading of the material. In this project, I analyse several interviews with the goal of finding patterns in data.

For this analysis, it will, as noted in the theory section, be important to notice what other identities are shown in the text. Content analysis is lacking in some regards. Sometimes things are unspoken and thus will not appear in the data. This is particularly true when it comes to things that exist in the subconscious or are implicit. To deal with this problem, the interview guide will have questions about in what way the identity of the interviewee changes their opinion on the topic. Weaving discourse analysis into content analysis is another way to reduce this problem. By understanding the interviewees from certain power structures like *folkhälsa* it will be possible to understand why the interviewees say what they say. With a longer time scope it would have been possible to do a discourse analysis of the interview material but instead content analysis was chosen. Content analysis allows for analysing a large amount of data and categorising it and at the same time understanding the data at depth. For this thesis which analyses 25 interviews in total (4 experts and 21 normal interviews) content analysis is a great tool for understanding the data.

Content analysis in practice

In this thesis, I will investigate Swedish identity and the process will be to break down the data so themes of identity can be spotted. For my analysis of interview data, the following process will be followed:

1. Interview data will be collected
2. The data will be condensed into meaning units
3. The meaning units will be coded
4. The codes will be put into categories
5. Themes of identity will be spotted

In appendix 3 and 4 the interview data of the interviews can be seen. In appendix 3 the data is categorised by interview. In appendix 4 the data from each interview is put into tables according to categories. The first category is their opinions of Systembolaget and why. The positive (green) is divided into different societal aspects that were important to the interviewees. In the sceptical (red) the data is categorised into first why they are negative towards and second why they also like Systembolaget. The second category is structures they saw in the advert but also other opinions they had on the adverts. These are the same for both the positives and negatives. The third category is opinions on Swedish alcohol culture. First, I identified if they believe Sweden exhibits binge drinking compared to European everyday drinking. Second, what aspect they thought was important in Swedish drinking culture. Fourth category their opinions on the purpose of the adverts. Here the main goal is to see if they think the adverts are information or propaganda.

3.5 Limitations

The thesis is limited in scope because of the limited time. Thus, the thesis is limited to doing twenty interviews and only studying the “Experten” campaign. The limitation in time also prevents the thesis from doing a full discourse analysis of peoples answers. Instead the content analysis where context as a secondary focus is used. It also prevents the research from exploring data from every perspective. How Swedes view freedom that will be explored is a topic that an entire thesis could be built upon but it is only explored briefly in this thesis. Thus this thesis tries to strive for a middle ground between broadness and depth in the research. Since I am working alone and do not have the funding to hire someone to do the coding with me, there is also a chance for low reliability. Instead, I check my data several

times so I always agree with myself and change if I do not. Thich touches on the topic of reliability and validity. The project will be mainly qualitative. As mentioned in the materials part, Systembolaget has not created many adverts, so the amount of data is always going to be small. The same goes for the interviews because of the time constraints of the project. What is being analysed is suited more for qualitative analysis. To attain in-depth knowledge of the research subject, qualitative research is preferred. Here, it is an understanding of the form, content and context of the adverts but also the message from interview subjects. A quantitative study could have produced research with greater validity and reliability but it would not have the depth to understand why Swedes think the way they do about Systembolaget. There is thus a need for qualitative research to be transparent so that it can be replicated by researchers that hold other beliefs.

3.6 The use of quotes and paraphrases

All interviews except with the American were conducted in Swedish and my working language of the data material was also in Swedish. This means that all quotes that are used in the analysis have been translated from Swedish to English. In extension, the APA system, a translated quote is no longer a quote, it is a paraphrase (Lee 2014). To make the paraphrases more distinct they are written in italics followed by which interview it is taken from. This is also to make a clear distinction from when something is a quote and what is a paraphrase.

3.7 Summary

This method is quite common in the study of advertisements. It allows for breaking down the message on the screen and looking at what every character says explicitly, but also what discursive voice is helping the message along. It is not a perfect fit for Systembolaget since the structure of their adverts is different. Instead of having the structure chained that was discussed in the theory with an expert verifying the claim. There can be competing experts that rival the audience's attention. This means that the model has to be changed to fit Systembolagets adverts, which might lower the validity of the analysis. It demonstrates that not all adverts are the same and that the research field might widen. By combining analysis of the videos with interviewing people about them, it will be possible to do a complete link from the source to the receiver. This process ensures it is both possible to ask what is the message of the adverts but also how is the message interpreted and why.

4 Data presentation

This shorter section will discuss briefly what the people that were interviewed thought about Systembolaget, Swedish alcohol culture and the adverts. The purpose is to make it clearer what people thought so this does not have to be presented in the analysis. Data that the analysis of the adverts are built upon can be found in appendix 5. First, data about who was interviewed will be presented, second, their opinions will be presented, and third, which themes can be noted from the opinions. When referring to an interview it will be cited through a letter and a number that corresponds to a table in appendix 3.

Opinions on Systembolaget

12 people had a positive opinion of Systembolaget, and 9 people had a sceptical view. I write sceptical instead of negative since no one had only negative opinions about Systembolaget. Instead they commented on a few things they liked but then commented on the things they did not like. I then made a judgement from my interpretation if they should be on the positive side or the sceptical side. I recorded both their negative and positive opinions in the data material. Compared to data from Förtroendebarmetern, where 71% in 2022 had a large or semi-large trust towards Systembolaget. This is compared to my data where 57% had a positive opinion. This can be because of me categorising people wrong or that my survey attracted people with sceptical views. It is also that the people in the sceptical opinion have high trust in Systembolaget. The reasons people held their opinions on Systembolaget are the following. The prices were low or high, availability good or bad, selection good or bad, knowledge of the staff only good opinions were noted, the non-private profit motive. These can be further categorised into the themes of good for society versus bad for the individual.

Unsparingly, people that held positive opinions towards Systembolaget always noted that there were positive aspects for society to having Systembolaget. Breaking down these social aspects, it is not possible to see one reason that stands out from the others (Appendix 5). Many noted several of the reasons that are mentioned above. Those who only noted one are spread out throughout the reasons. This means that there are as many who noted that the profit motive is as important as the reduction of consumption. A few commented it was annoying for individuals, but not in the same regard as those who are negative or sceptical about Systembolaget.

The sceptical groups are sceptical because they do not believe Systembolaget has an effect or because of the effect Systembolaget has on their private life. Three commented they thought Systembolaget had good service, but it was not enough to change their opinion. Some commented that there might be positive aspects to society, but that restrictions make them sceptical. A common aspect was that they believe Systembolaget fails in their mission or that they treat adults as children. One interviewee noted, “The majority of the population can handle alcohol [...] those who want to get alcohol get their hands on it.” With this, the person meant that those who are in a risk zone will get their alcohol even if Systembolaget exists. This can also be a way to minimise the planning aspect of going to Systembolaget. The term “överförmyndarskap” became prevalent in these interviews. It roughly translated to someone abusing or exploiting their custodian position. The questioning of Systembolagets' motive was an aspect. One person noted it is strange that Systembolaget has stores in small towns on the Norwegian border, but not in small towns on Gotland.

What I found interesting is that almost everyone, no matter their opinion, emphasised something positive about Systembolaget when asked what their general opinion was. People that were sceptical indicated, for example, that “It is nice and comfortable that it is the same over the entire country” whilst others thought that the service or that their stock is good. Systembolaget thus does a very good job with their public opinion. It is when the more abstract question of if the system of selling alcohol is better (than a privatised system) that people form a sceptical opinion. I conclude that on a more ideological point of view, people are more sceptical towards an alcohol monopoly, but since Systembolaget offers good service people do not mind the restrictions. This might be a reason the opinion for Systembolaget crashed in the 1990:s since public opinion became that Systembolaget did not offer good service.

Opinions on Swedish alcohol culture

Of the 21 people being interviewed, 17 people believed that Swedish drinking culture exhibits binge drinking. Binge drinking means that when a person drinks, they drink a large amount with the goal being to get drunk. This is compared to the more day-to-day drinking that the interviewees identified as more common in western Europe. Of the 16 people, four also thought that Sweden had adopted the day-to-day drinking recently. These results are not

surprising since Sweden has a high percentage of people that binge drink. It might also be because people also relate their thoughts to things they have learned through being raised in Sweden, but that is beyond the scope of this thesis.

The results might be skewed since mainly people under the age of 30 were interviewed and young people binge drink more. Those who were above the age of 30 noticed trends in how drinking habits have developed in Sweden. But one also noted that it might be because he drinks differently and calmer now compared to when he was young. Those who were more sceptical about Systembolaget also had a tendency to associate this drinking culture with Systembolaget. Many also noted that Sweden also has a day-to-day drinking, but that this is a more modern trend. This would mean that Swedes both drink often but also binge drink at occasion. A few did not identify a difference which might result from Swedes drinking in both ways.

There also seems to be a certain way Swedes experience they should drink. Of all the people interviewed, only two did not describe it as important to drink in a certain way. Out of the people who agreed that drinking in a certain way was important, four of them said it also depended on the group you belonged to. For example, it is more acceptable for students to drink.

Opinions on the advert

Opinions on the advert varied a lot. Some people mainly found it funny, whilst others felt more informed about Systembolaget, whilst some saw it as propaganda. But the overall opinion was that it was a good advert even if they did not agree with the purpose. Whatever the interviewee thought about Systembolaget, their opinion became more entrenched after watching the advert. For example *It amplifies the entire spectrum* [of opinions] (O7) The positives reflected over the things they liked about Systembolaget. Whilst the negative comments ranged from things they disagreed about to feeling provoked. (J14) Another theme was hypocrisy with the negative interviews “calling out” certain aspects they believe Systembolaget is claiming to do but not doing. There were also some mismatches, for example, the negatives emphasised that the selection is good and positives that noted on Systembolaget being hypocritical.

The participants were asked to identify the purpose of the advert. There is a very sharp line between the positive and the skeptics. 10 out of the 12 positives saw the adverts' purpose as information. Whilst only 2 out of 9 did for the skeptics. 6 out of the 9 skeptics saw it as a way to increase the trust in Systembolaget or brag about their mission. 5 also identified that Systembolaget wanted to be viewed as a protector for Swedish society.

Finally, they were also asked to identify what structure they saw in the advert. There were few differences between the different opinions. The only one that differs is the status of Systembolaget as a protector for Swedish society which was only noted in half of the sceptical category. 12 of the interviews noticed an “we and them” structure in the advert. The two main things that represented them were the American or capitalism. Everyone that was interviewed commented on the American, or capitalism. This also means that 10 did not experience it as a we and them feeling.

5 Analysis

In this section my analysis of the data will be presented. First the adverts will be analysed, second the interviews with the experts, and third the interviews with the public. Interview guides can be found in appendix 1 and 2. The data from the interviews can be found in appendix 3 and 4. And as stated above the data from the adverts in appendix 5.

5.1 The Adverts

Experten 2015

The first video in the campaign is staged in a Systembolaget store. The identity of the characters can be identified through both visual and audio aspects. The store employees are dressed in the uniforms of Systembolaget whilst the retail expert (RE) is dressed in a suit which the audience associate with corporate America. The brand representative (BR) is represented by a middle-aged Swedish woman who has a Swedish accent when she speaks English. The audience is also given audio feedback that the RE is visiting Systembolaget and a visual confirmation that he is an expert on selling with them showing his book “Retail Rules”. There is also no music in the advert so the audience has only the voice of the RE to listen to. Music can overpower both picture and language so leaving it out makes the audience focused (Cook, 2001).

Experten has a straightforward narrative. As shown in appendix 5 “The original” several scenes repeat themselves about the retail expert coming in and suggesting changes to Systembolaget. These changes represent different ways that Systembolaget differs from private companies. By presenting all these changes they also allow the audience to associate with different things they like about Systembolaget. The representatives of Systembolaget go along with these proposed changes until the end when they reject them. Throughout the advert, everyone is happy, and the Systembolaget staff is enthusiastic about learning how they can develop their store. The RE has great charm, and he is presented as acting in a professional and knowledgeable way. He is also speedy and quick like he has drunk one cup of coffee too much which is typical of salesmen. Tone matters and the charming and playful tone helps the audience relate to advertisements. The advert plays into the stereotype of Americans being salesmen and represents a form of uncontrolled capitalism. Everything he says becomes the opposite of the values that Systembolaget stands for. With the BR rejecting

the changes, Systembolaget stands up for its values and shows why they exist. By doing this they also establish an emotional brand of being against the values of the RE. It might also be viewed as rational branding since their way of doing business is better for the consumer (Wong, 2019). The advert is a way for them to both build and identity and also showing how they give better service. This is because of their service being linked with their goal as well as a company. With them already establishing that the RE is something different they also evoke a feeling of and us and then that people can relate to. This is represented in the logo stage which tells the audience that Systembolaget saves 2000 lives each year.

The adverts present something unknown to the Swedish audience. It much opposes what they expect from Systembolaget. They first let the idea of changing their business model be discussed. And second, the advert is funny which normal Systembolaget adverts are not. The concept of the foreign is also helped by the advert being in English. By presenting the foreign versus the familiar the advert creates us [Swedes] and them [private interest]. The expert campaign can be compared to a campaign that was made in 2010. “Om Systembolaget var som andra butikskedjor” [If Systembolaget was like other stores] also presents how Systembolaget differs but without the humour and the American as an outside perspective. The American shows why Systembolaget is different whilst the previous advert tells the audience why they are different.

There is mainly one character voice in this advert and it is the one of the RE. It is he that takes charge and shows what he thinks should be done. The other characters exist so he can have someone to talk to. The other characters still have a character voice but it is mostly non-verbal. There is barely any dialogue in the advert so the voice is simple. At the start of the video, the BR describes with enthusiasm how it will be exciting for them to get a new perspective on their store. In the advert, the staff and BR look on with quite neutral expressions. They listen actively to what the RE tells them and they look fascinated when he suggests changing the store layout but it is not an over-the-top interest. They are thus static throughout the advert. When the RE lets others speak he does it to demonstrate his techniques or to show that they agree with him. He becomes very confused when people do not agree with him because he can not understand why people would not think about profit. In this video his confusion starts when the BR takes over the voice and says “No not for us” thus she does not endorse the RE message and instead affirms the values of the advertiser. It thus closes the loop and the advertiser has shown that the product is effective (Feng and Wignell

2011). His confusion at the end of the advert leads to him laughing over Systembolagets message that they save 2000 lives each year. The contrast becomes whether the audience agrees with the RE or with Systembolaget.

Experten 2015 (Continued)

The original expert video is followed by three more videos on the same theme. They all occur in a Systembolaget store and the RE discusses other changes that can be made. Some of these changes are: employee discounts, suggesting the customer to buy more, increasing the price signs, holiday sales, and a few more. Since the tone and theme is the same as the original advert they have been excluded from the analysis.

On the same concept, they also produced an advert showing their environmental policy. The setup is on the same theme so it is unnecessary to have its own analysis. What is of note is that instead of discussing the setup of their store they instead discuss things Systembolaget do to combat climate change.

Experten 2016 (Christmas Special)

This advert is the opposite of the original advert. Instead of presenting changes to Systembolaget, the audience is shown what the effects of privatisation are. It occurs in a fictitious American store where the RE demonstrates more tricks for selling to employees of the fictitious store. He is dressed the same and has the same characteristics as in the previous advert. There are other characters in the adverts but they are mainly non-verbal except for two small remarks from a customer. The employees are dressed different from how store employees in Sweden are dressed, especially the wearing of corporate baseball caps. The store is portrayed as chaotic with alcoholic beverages not being sorted and sold next to nuts and seeds. The store also has a three-for-two Christmas sale on alcohol. This is in contrast to the Systembolaget stores that were in the previous adverts portrayed as neat and organised. The video has faint background music of a Christmas jingle to sell that the advert occurs during the holidays. By taking the audience out of the normal Systembolaget store it makes them contrast what they have now with what could be. It asks the question: what can happen and how should alcohol be sold? These questions establish a connection with the customers that Systembolaget protects society from certain harms. The connections makes Systembolaget transcend the material satisfaction and makes the audience also achieve emotional fulfilment since they can buy alcohol safely (Wong 2019)

The tone is sad instead of positive. The advert starts with the RE being as enthusiastic. But when telling a father about the 3 for 2 sale, he looks into the eyes of the son. The RE expresses nonverbal concern over his own suggestions. He eventually finds himself and offers the son a balloon. For a moment everyone is silent in the advert which makes the audience able to reflect on the situation. Since the RE questions his choice the audience might also question their own decisions. What is suggested in the advert is that the child of the father buying alcohol might get hurt because of the father's consumption of alcohol. This is emphasised by the last scene that can be seen in Appendix 5 where it is claimed that Systembolaget reduces the risk of people getting hurt. It has a more focused theme. Instead of demonstrating several reasons Systembolaget is important, they focus on one: how not having a profit motive leads to harm reduction.

Experten 2019 (The trip)

In the final campaign of the expert, the RE and the BR go on a trip to France. Both of these are the same characters that were seen in the original video of 2015. The RE is still enthusiastic and focused on selling. The character of the BR is more developed but she keeps a Swedish attitude and accent. In total their trip consists of seven videos. The trip is meant as an educational trip on how alcohol is produced. During the trip, they visit a distillery for whiskey, a beer brewery, and a wine yard. Two videos also occur when they are travelling to France. The campaign uses music in a greater regard than the previous adverts. When they are travelling or are planning on travel there is music in the background. The music gives a sense of travel and adventure so the use of it is intended to show that they are travelling.

These adverts explore softer differences between Systembolaget and the RE. Knowledge is a frequent theme in the adverts. Often the RE is portrayed as dumb whilst the BR is knowledgeable. In one video, the RE thinks various types of grapes are places and want to travel to them, so the BR has to repeat that it is a grape. They also explore how they view the world. In another video, they go to a brewery and look out of the hop fields. The BR sees how beautiful the land is whilst the RE think it is a great place to build a theme park. In appendix 5 “Avfärden” the RE shows his book and reads from it. Every statement is followed with the BR disagreeing and by doing that demonstrating that Systembolaget does things

differently. The campaign's message is to show how Systembolaget thinks about alcohol and that they are knowledgeable on the subject.

The voice is different in this advert compared to the previous adverts. Instead of a focused voice of the RE it is instead as a dialogue between the RE and BR. Other voices also gain a bigger importance with experts from different fields of alcohol production being introduced. These have good conversations with the BR because of her being knowledgeable on the subject. This builds a personality with the audience that can increase the trust in Systembolaget (Wong, 2019). By removing the RE from his retail environment his lack of knowledge of alcohol is exposed.

Another factor that differs about these advertisements is that they do not have a specific message as the end screen. The previous made statements about saving lives or preventing injuries. Here instead the audience is met with the logo of Systembolaget combined sometimes with music. By leaving out a message the message is not that Systembolaget is a net positive for society, instead it is that Systembolaget is a knowledgeable company that the audience can trust.

Advert summary

The advert campaign “Experten” draws upon the use of contrast and difference to create engaging adverts. It is in the meeting of two different personalities that Systembolaget can show how their model and thinking are different from how a privatised market would think. In the original and the Christmas special they do this without using their own voice and instead let their fictive opponent do the talking. It is by listening to his rationale that shows why Systembolaget is important. This process builds both a rational and emotional branding for Systembolaget. They show rational branding in the terms that they have a better range of products and that they can offer better service since their employees are knowledgeable. The emotional branding is close to what their purpose is. It shows that they are a brand that thinks about their customers. Systembolaget does not do cheap sales tricks and has special offers because they think about the negative effects of consumption. They also personify themselves by the BR. Everything she does and says becomes the emotional branding for Systembolaget. The logic goes that because she is knowledgeable, Systembolaget is also knowledgeable. The

advert tread the line of both informing about their purpose and creating a brand that creates trust in Systembolaget.

5.2 The expert's interview data

The experts were asked the same question as the public interviews about their thoughts about Systembolaget and Swedish drinking culture. All of them had positive opinions on Systembolaget, but working with or for Systembolaget has impacted their opinion. All also agreed that Swedish exhibited a binge drinking culture but that Swedes have become more European in their drinking. The interview guide for the experts can be found in appendix 1.

How was “Experten” created

Systembolaget felt a need to inform its customers about how they are different. They noted many people commented in public opinion surveys that they felt Systembolaget was different but could pinpoint how. (Systembolaget) At the advertisement bureau, they already had a sense that Systembolaget stores were different. For them, the goal became to demonstrate these differences. The process was explained in the following way: *We knew that there existed a difference in the layout, but it was hard to point to something that does not physically exist* (Bureau). In the end, they decided that a retail expert should come in and show the audience how Systembolaget could be different (Bureau). Once when the campaign reached the directors, the first objective was finding the American. From their point of view, the success of the campaign hinged on finding a person who could contrast with a very Swedish institution. Even if the American is a hyperbole, they feel like he still had to stick to some kind of truth. Thus, they also conducted research on how other stores looked and how real retail experts acted (Directors). There were plenty of characters and history to draw upon when creating the American. “These salesmen always seem to have taken two espresso shots so they are always trucking ahead quite quickly” (American). A big part of the creation was improvisation. “They let me play [...] a lot that was in those ads where improvisation” (American).

Why does Systembolaget exist?

Systembolaget has evolved from the original goals of putting harsh restrictions on consumption as described in the background section. Today it has a primary goal of

informing consumers about alcohol and its consequences for society (Systembolaget). Systembolaget also exists because public opinion wants it to exist. Various people are not that interested in the ideology behind it but for the ordinary customer, it works (Bureau).

Why does Systembolaget create adverts?

From the interviews, I noted three reasons Systembolaget creates adverts: one because their goal is to inform people about the consequences of drinking, two because they want to inform about how they work, and three because public opinion legitimises them.

It was emphasised in two interviews that public opinion is crucial since if no support for Systembolaget existed, then the monopoly should not exist. Another opinion was that the EU requires a high public opinion, otherwise, it would not comply with its free market policies. Hence it is important for Systembolaget to create advertisement campaigns to inform people about their mission. In the interview with Systembolaget, the public opinion was not a reason for the adverts. Instead, the two first goals were emphasised instead. From the advertisement bureau, the goal of Systembolaget was always clear: *Explain why Systembolaget exists* (Bureau). They continued explaining that no other actor in society speaks for Systembolaget, the role to do that falls on themselves. From the advertisement bureau, it was expressed that the goal was never to trick someone (Bureau). Whilst the directors of the adverts thought that even if it stuck closely to the truth, it was manipulation. It was expressed that: *We use dramaturgy [...] and in our case we use humour to open the door to make people listen* (Directors). This topic is more prevalent with the “Experten” campaign because of the use of humour as a tool to deliver information. The goal is not only to inform: it is also to justify the existence of Systembolaget. The goal of the campaign is to create a thought in the viewers about how negative Sweden would be without Systembolaget. Then the viewer would complete the circle and think about how their own habits change because of Systembolaget. (Directors). Even if the directors held this view the American ended up with the opinion that it was still informing about Systembolagets goals. “They found a clever and more entertaining way to share the information, and I don’t find that manipulating” (American). This debate on what the goal of the adverts is demonstrates how important the question is.

Why was the advert a success?

“Oh 100% because of me” (American) summarises the discussion of why the advertisement became a success. They all explained differently why it became a success but it loops back to the American. Other important factors are humour and that it is possible to recognize how other stores work in the advert. Both points are exemplified by the American. He contrasts what Systembolaget is known for. While Systembolaget is boring and Swedish, the American is funny and exotic. In this meeting Swedes think about themselves and why Systembolaget exists. The American also stands in contrast with the Systembolaget employees that are more reserved and thoughtful. For everyone involved, it had to be an American. *Americans are the best in the world on well-oiled capitalism* (Bureau) thus it had to be an American. The focus on pure selling is also emphasised as something few Swedes would agree with. Even someone that dislikes Systembolaget would still not like the focus on selling, as noted in one interview (Editors). It is not only the use of the American, it is also the use of humour to enhance the message. Using humour differed from Systembolaget's normal adverts. The American also notes this “Instead of doing these dramatic commercials, we are here to save you from drinking too much, nobody wants to hear that, instead, they took a comedic route [...] ” (American). The adverts could be structured with an American that came in and complained about Systembolaget. But that would not work, since the humour creates sympathy, and it elevates the feeling of stealing the audience's time. It is not only the personality of the actors that creates a contrast. It is also what he proposes to do with Systembolaget. By proposing to change the model of Systembolaget, it allows the audience to identify how Systembolaget differs. The audience would recognize that they also fall for the same tricks when they are in a store. For example, they might collect an extra item because they are at the register, or they notice that they would have to take another lap around the store because of their layout (Bureau).

5.3 Analytical themes

A discussion and analysis of the themes that emerged from the interview material will be presented in this segment. Since people discuss things from different perspectives and certain quotes can fit into multiple categories, some themes overlap.

The theme of freedom

One of the main themes of the interviews was about freedom. This was more explicit in the interviews with people that were sceptical since they used terms like state overreach and Systembolaget treating adults as children. An example of this is the following paraphrase: *We will take care of you, you can not take care of yourself* (S19). But it is also present implied in the positive interviews. The positive views see Systembolaget as a non or very minimal incursion in their freedom or they can see it as an actor that grants more freedom to society. By viewing alcohol as a product that limits freedom, Systembolaget becomes an actor that provides freedom. This view is present in quotes like: *It [Systembolaget] enables consumption of alcohol in a nice way* (Z16) or *It feels unsafe [to buy alcohol in a normal store]* (M2). This thought process is linked to MacCallum's views on positive and negative freedom. The triadic view of freedom means that both limiting and allowing the consumption of alcohol becomes an expression of freedom. The focus of this point of view is on alcohol and what legitimate tools to combat alcohol are limiting people's freedom. If alcohol is a problem, then the state can restrict consumption without limiting freedom. If alcohol is not a problem, restrictions limit freedom.

In the discussions of alcohol, some people expressed negative thoughts on alcohol: *If it gets people to drink less than I think it is good* (1Y) whilst others expressed the opposite: *People would have a more relaxed attitude towards alcohol [Without Systembolaget]* (F15). The sooner expresses concern implied that alcohol is always a negative whilst the latter expresses it is the way you drink that is important. This changes their views on Systembolaget with the sooner believing it is good and the latter not seeing the point with it. It is also possible to put the two positions in an ideological perspective. Those sceptical towards Systembolaget fall more in line with classical liberalism with a limited state. Whilst those who express positive thoughts about Systembolaget are more in line with social democratic ideals. This will be discussed in the segment below. Many also discussed Systembolaget as a middle ground between two extremes. This is expressed in views like: *It is good that they have not made it too restricted because in that case, they would have removed it* (M3) or [...] *it is fascinating that you do not feel controlled and still consumption is lowered* (Bureau). A few who felt sceptical towards Systembolaget did so because it limited their personal freedom but they still thought the sacrifice was worth it for society. There is also a middle ground in this

perspective that should be explored further by future research and that is the question of a licensing system. In a licensing system the state still has control over who sells alcohol but they are not responsible for the selling of alcohol (Valverde, 1998)

The hen and the egg

History matters in the opinion of Systembolaget. As discussed in the section about Swedish alcohol culture some experienced a hen and the egg mentality with Systembolaget. Swedish drinking came before or it was caused by Systembolaget. Here is how S19 expressed their thoughts that history has played a role: *It has been quite complicated for a long time with people have been drinking in our oblong country*¹¹ (S19). The people who reference history both do it as an explanation for but also against Systembolaget. There is a thought that alcoholism was widespread in Sweden before Systembolaget. Systembolaget changed the habits of Swedes and thus alcoholism became less of a problem. This can be expressed like one E12 did: *It is not for nothing that we have Systembolaget* (E12). The person means that there is a cause for Systembolaget and that Swedes can not consume alcohol safely. It is possible to argue that the times have changed and that Swedes could live without Systembolaget or that drinking is a part of Swedish culture and thus it is still needed. S19 from above continued with: *Things have probably changed a bit with going out to drink instead of chugging an entire bottle of strong liquor during the weekend* (S19). S19 is placed in the sceptical category because they believe that Swedish alcohol culture has changed and thus is no longer dependent on Systembolaget. In the data, this is reflected by both people being sceptical and positive note that history is important. This theme is linked with identity and what an individual believes about Swedish myths. Is alcoholism a thing of the past or is it destined to be a part of Swedish culture? Even if Systembolaget does not state that without them alcoholism would return but some got that feeling from the advert. They might also have held the beliefs before and thus sees them in the adverts. It is possible for their belief not to be rooted in history and instead being rooted in a view of alcohol as a harmful product. But that view of alcohol might be a product of culture (Valverde, 1998).

Those who believed Systembolaget is responsible for Swedish drinking culture were in the sceptical category. This is not surprising since the positive category believes Systembolaget has positive effects. The reasoning behind Systembolaget causing Swedish alcohol culture is

¹¹ "Oblong country" is a way to describe the shape of Sweden in Swedish.

tyed to a thought that people buy more when going to Systembolaget since it is a planned activity. Once people have a larger stock of alcohol at home they can drink more on each occasion. Planning is an aspect that was mentioned in the positive interviews but it was a limiter of consumption. Some noted that with being a restrictive monopoly Systembolaget also impacts the impression of alcohol. One person noted on what effects Systembolaget has: *Systembolaget makes alcohol romanticised and exotic* (F15). So the attitude that alcohol is not like other products might also have a negative effect on consumption. Both the positive and sceptical sides are expressed by this opinion on if the Swedish system of selling alcohol is better: *It leads to people buying more than they need [...] on the other hand it is also a sign that people can not keep themselves away from going shopping* (S5). Here, both opinions are expressed, Systembolaget might lead to buying more but the reason for that might be because Swedish culture emphasises drinking so people might not keep themselves away from buying alcohol.

Systembolaget as a protector

For some, Systembolaget has become a false protector for a problem that does not exist. This was mentioned in the segments above. People that mentioned this theme are mostly sceptical towards Systembolagets. They believe that there is a false narrative that without Systembolaget Swedes would consume more alcohol. Or that the Swedish mentality is that they have to be protected from harmful elements. When asked if the advert was informative one answered: *I think it becomes more of a pointing stick, that they tar everyone with the same brush here in Sweden, nobody can handle their alcohol, we must make sure everyone is diligent.* (A20). Here two sentiments are presented first that most Swedes can handle their alcohol well and second that Systembolaget enforces a restrictive mentality. As the protector they know more and had the general view of the advert that it expressed: *We know more than you plebs* (S19). Some thought of the idea of Systembolaget being good but disagreed on how they perform their mission: *At its core I think it is a good idea* (R11). Further R11 commented the restrictions were too harsh. This is an opinion that was hypothesised would be prevalent in most of the interviews but it is exclusive to the people that are sceptical.

None of the people that were positive commented on this aspect. It is still possible for them to hold this belief or that they believe that Swedish culture has a problem with drinking. Or they believe that certain groups have a problem and that they still need to be protected. This is

very Nordic according to one person: *It is the Nordic way to protect the little individual* (Z16). It is possible to see people's reasoning as a social democratic mindset where everyone is supposed to be protected. If Systembolaget is a part of folkhälsan, because alcohol is more harmful than Systembolaget is something positive.¹² Shortly one commented on the structures in the advert that there is a: *Folkhems aspect* (U18) to Systembolaget. Whilst if Systembolaget is not part of folkhälsan then it is the state that thinks it has to regulate alcohol. The difference between the people who express these opinions is that the sceptical people do it whilst it is implicit with the positives. It is implicit when they comment on Systembolaget as an actor that is a positive for society. An example for this is the following that is also the title for this thesis: *Boring but good* (S5). The person accepts the monopoly even if it is boring and annoying. This thought can not be confirmed in every case but it is possible to speculate that it is a part of their reasoning. The mentality is captured well in the comment from one person who thought that: *you have to believe in Systembolaget to justify your own drinking* (I13). There is a sentiment that the individual can still consume alcohol because Systembolaget guarantees the individual does not harm society. A key here is trust. Swedes have a high trust towards the state compared to the European average (Eurobarometer, 98). And the trust in Systembolaget is the highest for any institution in Sweden (Förtroendebarmetern, 2022). From that comes an assumption that when Systembolaget says they are good for society the trusting Swede believes them. That makes them a protector but very positively.

Us versus them mentality

Many noted an us versus them attitude in the advert. What the "us" was varied to a small degree. The majority saw it as Sweden versus America, whilst a smaller degree of people saw it more than socialism versus capitalism. The ideological connection is another theme that can be noticed in several of the discussed themes. The feeling is that Sweden is unique because it has Systembolaget. One of these feelings was noted in almost all interviews. By inviting the American to the store, he brings in something foreign and unknown to the store.

For some, this became a sense of pride like "Fan Sverige ändå" (E12) which can be translated to Daaamn Sweden as an expression of how Sweden does things well. Some expressed this as we Swedes and them the states without a monopoly, whilst others expressed that it is

¹² Translation see glossary

important for them that Swedes make the right choices (M2). This could in turn be connected to other themes such as pricing or that Swedes like when they have better ethics' (A6).

The people that were sceptical also had a tendency to note that the “them” in the adverts is a false enemy. They saw the hyperbolic attitude of the adverts to portray privatisation as an absolute negative. One person noted that privatisation would not only lead to big companies that only cared about profit. It would also lead to small stores that specialise in very niche categories (S19). Another more sceptical person noted that almost everyone is against greed. So by portraying the retail expert as greedy, they make a character that everyone can dislike (F15).

Diligence culture

This theme was explained in the *Swedish identity* segment. Almost everyone agreed it was important to consume alcohol diligently. The focus for most people was that alcohol was something that was supposed to be consumed socially on occasion. Some expressed shame towards people that can not handle their drinking (A6). Some disagreed with opinions like: *There is no tabu but also there is no one that says how you should drink* (L17) but that opinion was in a small minority. Some had a harder time answering the question and said that it depends on the social group of the person for example: *Different norms control different occasions* (E12) For example many argued that it was more accepted for students to have an unhealthy consumption of alcohol because they are students. But some also argued that a part of the diligence is drinking unhealthy amounts. Thus some parts of the drinking culture should not be included in the diligence culture (E4). *One let's go of the reins when it comes to alcohol* (S19) so it is not being diligent but it is still accepted. Or that: *So long as you can handle your life your consumption does not matter* (E4). There was a small trend that people that are more sceptical towards Systembolaget also connect diligence towards the individual and the consequences for themselves. I would not draw any conclusions from it because of it being a small trend. Those people that were sceptical towards Systembolaget also did not see diligence culture as something important or the reverse. Instead, almost everyone answered in the same way. For future research, it might be needed to explore the discourse of how Swedes discuss diligence culture.

Propaganda or information campaign

Systembolaget's goal with the Experten campaign was to spread information about Systembolaget (Systembolaget, & bureau). Some disagreed and saw this advert as propaganda: *Much of Systembolaget's adverts are pure propaganda* (R11) and some questioned why Systembolaget creates video adverts in the first place like this: *In one way it is interesting that they create these kinds of adverts in the first place [...]* (Y1). The sentiment from Y1 is interesting since they were positive towards Systembolaget but still criticise the way Systembolaget produces adverts. People that were positive towards Systembolaget saw it as information, whilst mostly those who were sceptical saw it as propaganda. There are exceptions: in three positive interviews, people thought it was propaganda, or that Systembolaget had a different cause than spreading information. For example, one interviewee said that Systembolaget has tried to build a brand with this campaign (Z16).

One reason why people associate the advert with propaganda is because it is an advert. It was shown together with other adverts and it also has the feel of an advert. For them, Systembolaget should not be associated with adverts so when they see them in this way a form of cognitive dissonance is created. . It made them question why Systembolaget created these types of videos. It is not the right medium for Systembolaget to communicate information according to one person. (F15) A10 stated: *It is in the places we expect adverts,* (A10) so the assumption is to view it as an advert instead of an information piece. A second reason some saw it as propaganda is because they disagreed with parts of the advert. It could be about their attitude towards selling: *It is a bit propaganda-like because they still want to sell* (O7). Someone that thinks privatisation would lead to a better selection of alcohol would disagree when Systembolaget says the opposite. I also think that the reason for these feelings are because of the bragging attitude of the advert. Many positive and sceptical people commented on the bragging attitude. They could comment on it more neutral as this: *Look how good we are* (I13) or *Brag much, subtle flex [...]* (A6). If one likes Systembolaget they do not care if their adverts brag. So even negative aspects of the adverts do not seem to affect the positive people. This is compared to the sceptical people who get frustrated from watching the adverts. Their frustration mindset prevents them from viewing it as information, so they instead view it as propaganda. Most did not change their opinion after watching the advert. Whilst for others the adverts were the sole reason they disliked

Systembolaget. When asked about their opinion of the adverts J14 responded *It is totally counterproductive to their outspoken purpose* (J14). So if their goal was improving their trust or informing it instead harmed them according to that person. (J14)

Those who viewed it as an information campaign were for the most part already positive towards Systembolaget. In their view the campaign explained the purpose and what Systembolaget does well. As discussed above these thoughts are compatible with thinking that the advert is over the top and brags. What they feel informed about differs a lot between general things and some more specific. Some identified: *we don't sell alcohol to make a profit*, whilst others *we are not like an ordinary store*, and some *defend why they do like they do* (E12, Z16, E4). It is possible to narrow it down to three aspects: selling and profit, not like other stores, and explaining their purpose. Here the difference in what an advert is demonstrated. The interpretation of what an advert is depends on the opinion of Systembolaget. Adverts are ambiguous in that way and since they rely on intertextual references they can be interpreted in different ways (Cook, 2001).

Other themes

Smaller themes that exist in the data that will be presented here. These were talked about by one to three people. These were not explored during the interviews so it is not possible to have a full length analysis of them.

Three people also thought that more people would buy alcohol because of the advert. *Systembolaget should not do adverts if they did not want to go with plus* (A10). Their reasoning was that people who like Systembolaget will visit them more often or because adverts often get people interested in buying. This goes against the goal of Systembolagets adverts according to the advertisement bureau (Bureau). It also shows how it is possible to have very different views of the adverts.

The two who were older of those interviewed also commented on how things have changed in Swedish alcohol culture. *That culture [of drinking more spontaneously] is coming more and more and that is because of you youths* (A20) was expressed by one. This hints that a change has occurred and I would guess that happened with Sweden joining the EU and being introduced to new ways of drinking. The Swedish experts also agreed that Swedish alcohol

culture is changing. They also commented that they have noticed a change from how it was when they grew up. This is also a perspective that the thesis lacks because of the young age of the interviewees.

One interview also stood out from the rest. The person interviewed with the ideals set by the modern capitalist society and saw Systembolaget and Swedish drinking culture as an effect of that society. *If we did not produce alcohol then we would not have to regulate it (Z9)* was one opinion that was expressed. That person's view was that Systembolaget tries to distinguish themselves from a system they are a part of (Z9). Their views are more correlated to a form of marxism which differs them from the rest of the interviews.

6 Discussion

This thesis set out to analyse the Swedish opinion towards Systembolaget and to contrast the opinion with Systembolagets adverts. This section will first discuss the question of what the opinion is and second how Systembolaget creates adverts.

6.1 The opinions and the themes

That Swedes like Systembolaget is easy to conclude from the data. Even people that are sceptical towards the monopoly identify things they like. There was not a single person who only stated negative opinions about Systembolaget. The sceptical opinions liked the service or they identified positive things for society. As one interview stated the core concept for Systembolaget is good (R11). I view that opinion as that the core concept of helping people and thus lower consumption is good. The people who liked the service instead said that Systembolaget does not have its intended effect. Taking these opinions together the core opinion is that it is good to help people that struggle in society. The question for the sceptical is not if people should be helped, instead it is what freedoms can be sacrificed and what is the most effective way to help people. Systembolaget might also not be the solution because of Systembolaget having a stigmatising effect on alcohol. At its core people that are sceptical toward Systembolaget are not convinced ideologically that it is better for them to sacrifice their freedom for society, or they are not sure if Systembolaget has a positive effect. It might also be both. The positive people are less nuanced since they all agree on the positive effects of Systembolaget. So they state different positive effects Systembolaget has. The view of history was also important for formulating an opinion. Systembolaget was established because of the trouble Sweden had with alcohol and after it was established the problems disappeared (SCB). These myths about Swedish history are not directly linked to the adverts but it was linked in turn to the adverts and their message. This was reflected upon in the interviews where the opinion was that Systembolaget might still protect Sweden from these problems or that the problems have disappeared since the drinking culture has changed. If Systembolaget no longer serves a function it removes freedom from the ordinary person whilst not helping the people who have problems with alcohol. These thoughts go back to question if Systembolaget should be viewed as something that enables or reduces freedom (MacCallum, 1967). At least according to the sceptics, if a person wants to get drunk in Sweden, Systembolaget is no hindrance. Whilst the positive see that their own consumption

is hindered by Systembolaget. That a question of Systembolaget as a protector would arise from the adverts was not the intention of Systembolaget. It appears due to the analysis of the receiver and their opinion.

The view of Systembolaget is correlated to the opinion of the “Experten” campaign. This is not surprising since it is an advert that goes through things Systembolaget does differently. It makes it easy to identify things to like and dislike. The data in appendix 4 *advert structures* show that there are various things to identify in the advert. Their range of products can both represent that they have good service and it can also mean that specialty shops that would have a better range than Systembolaget would never exist. Same goes for not having a profit motive. When pointing this out people that are sceptical emphasise that they still go with profit and sometimes establish stores that make little sense (R11). Thus opinion about the advert is tied to a belief in Systembolaget. It is based upon a belief in if Systembolaget is good for society because as stated most people liked the service they get at Systembolaget. This belief I would argue is cultural. People grow up and are raised on different opinions of Systembolaget and alcohol culture. One does not automatically like Systembolaget; it is an opinion that grows and is upheld by society. This might also explain why culture is not prevalent in the adverts, because Systembolaget is cultural. Being a consumer of Systembolaget is not only buying alcohol it also represents safe alcohol consumption (Goldman, 1992). With Systembolaget impacting the entirety of Sweden their impact is greater than a normal brand. Their brand is not only due to their adverts but as was reflected in many interviews it is also their service.

The opinions of people were not related to diligence culture as hypothesised. There was almost unanimous agreement among the interviewees that it is important to act and drink diligently. I hypothesised that people who emphasised diligence culture would be more positive about Systembolaget. In light of this, I wonder if I should have asked what role the state plays in empowering a diligent culture. Some have noted that Systembolaget plays a role in Sweden's drinking culture, so asking more about the state's role might lead to a better outcome (A20 for example). Instead something that was prevalent in almost every interview was that Swedish drinking is different from continental Europe. Since both sceptical and positive people agreed on this point it is not possible to say for certain that it is a cause for justifying Systembolaget. It goes back to if Systembolaget is the cause for the drinking culture or not. What myths and identity that are important for the individual in formulating

their opinion of Systembolaget is in the end up to the individual. The ancestral manifestation and view of history and myths are different so people end up with different conclusions on Systembolaget (Weinreich, & Saunderson, 2003).

6.2 The adverts, structure, and culture

Systembolaget creates adverts according to themselves because they want to inform people about how they perform their mission (Systembolaget). They did this with the “Experten” campaign but not according to all. The data is very split between the positives and the sceptics so the campaign is polarising. The polarising effect of the advert is not surprising. In the interview with the advertisement bureau they explained that the goal was informing and if people still did not like Systembolaget, they could show that in the opinion polls (Bureau). The interviews would have been enhanced if I had included a question asking participants if they felt informed after viewing the advertisement. This is to measure if it still had an informing effect even if the person viewed it as propaganda. Still many viewed it as propaganda or manipulation because of the structure of the advert. Maybe adverts as a category are always viewed as manipulation for some people. The American said that he did not view it as manipulation because he had rejected working on adverts that were manipulative (American). The advertisement bureau agreed that working with Systembolaget carried with it a feeling of greater responsibility for what was said in the adverts. They expressed it as: *Partly that you are objective and not fool away something expensive* since the advert was paid for by the taxpayers (Bureau). As many noted it is in the place we view adverts and it is thus they viewed it as an advert. It also has the structure of an advert. The advert, especially the original advert, has a clear advert structure of narrative, propaganda, and logo generic scenes (Feng, and Wignell, 2011). The audience gets introduced to the American which gives a narrative to the story. The American walks around the store and shows different aspects that Systembolaget does which gives Systembolaget a purpose. Last Systembolaget rebukes his advice and it fades to a logo which sells Systembolagets message (Feng, and Wignell, 2011). The sceptical people might also be sceptical towards all adverts but it is not a sentiment that was explored in this thesis. The purpose should also be viewed as Systembolaget building an emotional and rational brand. It might have not been in their intention but it becomes an effect of the structure of the adverts. Brands are created through advertisement to show what a certain product does differently from other products. The product in this case is the entire service of Systembolaget since the advert paints a picture of

Systembolaget versus a privatised market. By showing their range, and that people will not get hurt when buying alcohol at Systembolaget they add value to the product, something a different brand can not do. Whether this branding works as shown depends on the ideological identity of the receiver (Davidsson, 1992).

The adverts touched upon something Swedish: a feeling that “we” are different and that the difference is good. The feeling of Sweden finding a different and odd solution was a core premise for the movie and it was not something that they tried to hide (Bureau). The hyperbolic attitude of the adverts create a picture of us versus them in the adverts. Many agreed with the us versus them attitude and became proud of Systembolaget and Sweden. Central to this point was that it is good when Sweden finds a unique solution to problems. The sceptics also agreed that there was an us versus them attitude but emphasised that it was misleading. In their mind privatisation would also bring speciality shops that are not only about selling. In other words, the advert lacks nuance. Since the american reflects popular myths of how salesmen act, Systembolaget alludes to how things would be different without Systembolaget. It is also us versus them from a perspective of us versus greed and very few like greed. From analysing the advert it is understandable that people would think so. Two out of three adverts in the campaign are only the RE speaking and explaining his world view. The RE is also not a fleshed out character he is two dimensional and only focused on selling. In contrast, the BR is the opposite: a representation for Systembolaget, cautious and knowledgeable on several topics.

7 Conclusion

Swedish people like Systembolaget even if they are sceptical. These opinions are formed because people believe Systembolaget is good for society or because they offer good service. Systembolaget does advertisements that expose people's opinions and create a polarising effect. People that are sceptical towards Systembolaget dislike it even further when watching an advert and see them as propaganda whilst the positive people view them as information campaigns. This is due to the adverts demonstrating different things that Systembolaget does differently which makes it easy to identify things to like and dislike. The goal for Systembolaget was to create information campaigns but an analysis of the receiver shows that not everyone views it as an information campaign. The opinion of the adverts is based upon the receivers cultural and ideological identity. Cultural in the sense if they find pride in Systembolaget and ideologically on how they view the loss of freedom that occurs with a retail monopoly. These are intertwined. To change the opinion of the adverts, Systembolaget would have to change the form but also the place for their adverts to be different from the typical advert format. That Systembolaget produces adverts that are similar in structure and form to ordinary adverts raises the normative question if a state agent should use this format or something else. Should they be held to a different standard because it is tax money that is spent on adverts or are they like any other company? They base their adverts upon a Swedish identity that is Sweden being different from other countries is good. They do not touch upon it themselves but the interviewees got the feeling of history being important for why Systembolaget exists. Swedes had problems with alcohol in the past and maybe it is something that haunts Swedes in their culture. It is possible to speculate that a Swedish opinion of being diligent also plays a role in the opinion but the data does not fully support that conclusion. It might also be Systembolaget that is the cause for the drinking culture and that a privatisation of the Swedish market would be a net positive.

This thesis has explained how a state actor bases their adverts upon cultural identity. Future research should do similar research with other state actors, where they link state communication from sender to receiver. Something that has been on my mind during the writing of this thesis is how the alcohol monopolies in Norway and Finland communicate their services. A most similar analysis could analyse the small differences between them and conclude if anything makes Systembolaget for example unique. Future research could do a deep dive into several themes that the thesis touched upon and continue the work with a full

discourse analysis. This would reveal to a greater extent what the Swedish identity is and what is the cause for it. This thesis could not link opinions to people's social status which also might be a factor in their opinion. By expanding the opinion pieces with a quantitative survey which could explain that would help create understanding for if social factors play a role in the opinion of Systembolaget.

Swedes are peculiar with alcohol. They have high trust in an actor whose purpose is controlling their habits but they still go out and binge drinking during the weekends. Systembolaget might still have a reason to exist today or maybe it serves no function it is hard to tell. Systembolaget has managed through good service and explaining their purpose to establish themselves as an important part of Swedish society.

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9 Appendix

Appendix 1 Interview guide (Common people)

1. Vad heter du? (What is your name)
2. Hur gammal är du? (How old are you)
3. Vad har du för utbildning? (What is your education)
4. Vart är du uppväxt? (Where are you raised)
5. Vad tycker du om Systembolaget? (What is your opinion on Systembolaget)
6. Är Sveriges alkoholkultur annorlunda än andra länders? (Is Sweden different than other countries)
7. Tror du Sveriges modell att sälja alkohol är bättre? (Do you think the Swedish model of selling alcohol is better?)

The advert will be shown here

8. Har du sett denna reklam tidigare? (Have you seen this advert before)
9. Hur fick denna reklam dig att känna mer generellt? (How did this advert make you feel in general)
10. Vad fick dig att tycka om Systembolaget? (What does the advert make you think about Systembolaget)
11. Vad tror du budskapet med reklamen är? (What do you think the message of the advert is)
12. Vad tror du reklamen säger om Sverige och svenskar? (What do you think these ads say about Sweden and Swedes)
13. Vilka strukturer tror du reklamen anspelar på? (Which structures do you think the advert use)
14. Varför tror du denna reklam blev så framgångsrik? (Why do you think this advert was so successful)
15. Är det viktigt att leva skötsamt i Sverige? (Is it important to live diligent in Sweden)

Appendix 2 Interview guide (Experts)

Not all questions were the same to every expert. Questions that were not the same are highlighted.

1. Vad heter du? (What is your name)
2. Hur gammal är du? (How old are you)
3. Vad har du för utbildning? (What is your education)
4. Hur länge har du arbetat på ditt nuvarande jobb? (What is your current occupation)
5. Vad är ditt primära arbete? (What is your primary work task)
6. What's your background (American)
7. Did you live in Sweden? (American)
8. How did you get the job? (American)
9. Vad tycker du om Systembolaget? (What is your opinion on Systembolaget?)
10. Är Sverige annorlunda än andra länder? (Is Sweden different from other countries?)
11. Tror du Sveriges modell att sälja alkohol är bättre? (Do you think the Swedish model of selling alcohol is better?)
12. Varför gör Systembolaget reklam? (Why does Systembolaget make adverts)
13. Gör Systembolaget reklam annorlunda än andra företag? (Does Systembolaget do adverts differently)
14. Tycker du att man kan se svenskhet i er reklam? (Can you see Swedishness in the adverts)
15. Vad gjorde du för arbete med kampanjen experten 2015 (What did you do with the expert campaign)
16. Varför tror du experten blev så framgångsrik? (Why do you think the advert became successful)
17. Vad tycker du om användandet av amerikansk försäljning expert? (What do you think about the use of an american sales expert)
18. How did it feel to represent systembolaget (American)
19. How did you prepare for the role (American)
20. Hur tänkte ni under bakgrundsarbetet? (How did you think during the planning stage) (Bureau and directors)
21. Fick ni några instruktioner från Systembolaget (Did you get any instructions from Systembolaget) (Bureau and directors)
22. Fanns det några andra ideér? (Did other ideas exist) (Bureau)

23. Resonerade ni kring vad som skulle göra reklamen attraktiv för svenskar? (Did you think about what would make the advert attractive for Swedes) (Bureau and directors)
24. Tänker man annorlunda när man skapar reklam för systembolaget än andra företag? (Do you think differently when you create adverts for Systembolaget) (Bureau and directors)
25. Har du något du vill tillägga? (Do you have anything else to add)
26. Finns det någon annan du tycker jag borde intervjua? (Is there anyone else you want me to interview)

Appendix 3 Interview data

This section shows how I have worked with the interview data. Since my working language is Swedish this section is in Swedish. Every interview has the following section first what my impression was of the interview and then a table where the general questions are presented, how they reflected on the questions, and quotes from the interviews.

Y1

Tryckte hårt på att det finns något speciellt med svensk alkoholkultur. Antingen existerade kulturen innan systembolaget eller så har den skapats av systembolaget. Finns ett visst sätt vi ska sköta oss i Sverige. Tryck på att det finns en norm som ska följas. Positiv till Systembolaget ser en direkt koppling till att det minskar drickandet.

Positiv

Kultur, Skötsamhet, reducerat drickande

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv	<p>“Tycker det är rätt trevligt det är en fin del av vår svenska kultur”</p> <p>“Under mitt uppväxt har jag inte fått någon anledning att inte gilla Systembolaget.”</p> <p>“Om det inte får folk att dricka så mycket så tycker jag att det är bra “</p> <p>“Vi glamoriserar inte drickande”</p>

		“Vi får inte reklam skickade till oss specifikt, det finns inte reklam till ungdomar som kommer in i drickandet. Drickandet visas vara något vuxna människor gör. Vilket jag tycker är väldigt bra, för om man dricker alkohol när man är yngre så gör det permanent skada på hjärnan.”
Främsta aspekten	Minimerar drickandet, sofistikerat, fokus på ungdomar.	
Sveriges alkoholkultur	Annorlunda, dricker mindre, tillfället. Vi har en egen syn på alkohol. Man förväntas sluta festa när man slutar vara student. Skam om man inte dricker socialt.	
Sett reklamen	Ja	
Åsikt om reklamen	<p>Identifierade hur annorlunda systemet är. Relaterbarhet.</p> <p>Konstigt att de har reklam men förstår ändå.</p> <p>Informationskampanj.</p> <p>Budskap: Hur de visar sig själva. Att de inte är som andra butiker. Lite intressant att den är som den är.</p>	<p>“Hade inte tänkt på tidigare hur mycket av systembolagets layout påverkar köpanDET”</p> <p>“Visa upp deras själ dygd”</p> <p>På ett sätt är det intressant att de har den här sortens reklam alls men jag förstår att Systembolaget måste ha en viss del reklam [...]</p>
Identifierade strukturer	Kapitalistiska sättet att sälja.	

M2

Viktigaste en känsla över stolthet över Svenskar sätt att hantera alkohol. Amerikanen i videon visar på ett vi och dem tänk som hon gillade. Systembolaget leder till att man måste planera sina vanor vilket är jobbigt men bra för samhället. Skötsamhet beror på vem man är och vart man är. Ensamdrickandet är inget bra.

Positiv

Stolthet, Vi och dem, planering

M2

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv	Skitbra grej,
Främsta aspekten	Kontrollen och planerat.	“Det känns unsafe” att köpa alkohol i vanlig butik.
Sveriges alkoholkultur	Inte jättestor skillnad mot Europa. Börjar dricka tidigt. Binge drickandet. Inte så flashy, lite mer försiktigt. Skötsamhet varierar i landet.	Timida
Sett reklamen	Ja	
Åsikt om reklamen	Stolthet över svenska modellen, Försäljningsaspekten, annorlunda. Blir positivare. Amerikanare är inte som oss. Lilla Sverige. Informationskampanj. Räddar liv -> stolthet. Budskap: Få svenska folket att förstå varför systemet är som det är.	
Identifierade strukturer	Vi och dem, svensk kultur och stolthet.	“Man vill se Sverige som ett land som gör bra val”

M3

Planeringsaspekten av Systembolaget. Reklamen är charmig och ställer lite vi mot dem känsla. Svenskar lär sig dricka annorlunda på ett annat sätt. Ungar får tag på alkohol på sketchy sätt och det leder till att vissa tappat intresset för alkohol medan andra blir alkoholist.

Positiv

Planering, vi och dem, uppväxten

Fråga	Åsikt	Citat
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Ställning till Systemet?	Konceptet bra	
Främsta aspekten	Skyddar svaga, bra balans. Som helhet ja men kanske påverkar hur ungdomar dricker.	“Det är bra att de inte har gjort det för begränsat, för då hade de tagit bort det”
Sveriges alkoholkultur	Ja, Svenskar introducerar sig själva till alkohol, inte uppväxt i det. Olagligt kontra lagligt. Börjar med spriten. Konsumtion varierar. Det finns en stolthet lagom kultur. Tabu att inte leva skötsamt. Sträva efter.	
Sett reklamen	Ja	
Åsikt om reklamen	Kopplar till Systemets marknadsföring. Pengaspekten. Systemet är finare. Man bli lurad att köpa. Annorlunda. Systembolaget värt att bevara. Betonar hur annorlunda systemet är. Inte för säljandes skull. Charmig, humble brag. Budskap: Kommer inte bli påprackad varor. Visar väl att systemet är annorlunda.	
Identifierade strukturer	Amerikan och kapitalism maximerar vinst. Lite vi och dom.	

	Sverige gillar annorlunda.	
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E4

Lite skeptisk till Systembolaget men såg den goda tanken i det. Bra för de som behöver det. Anspelar på kapitalism och en svensk vilja att vara annorlunda. Var skeptisk till att reklamen funkade och förvånad över att den gjorde. Ifrågasatte varför systembolaget gör reklam om de inte vill sälja mer. Tryckte på att de försvarar sig själv och därför måste förklara varför de jobbar som de gör.

Lite skeptisk

Samhället, Skeptisk till reklam, Försvarar sig själva

Fråga	Åsikt	Citat
Ställning till Systemet?	Inga större problem. Tveksamt ja.	
Främsta aspekten	Mindre skador i Sverige. Kylld öl och söndagar. Individens behov. Samma pris. Svårt att bestämma sig. Tveksamt ja till om det är bättre. Bättre för de som är i riskgrupp. Kopplar alkoholkulturen till systemet	
Sveriges alkoholkultur	Binge dricker alkohol. Skötsamhet är viktigt men man måste också bryta mot skötsamheten. Viss typ av drickande t.ex ungdomar räknas inte. Skötsamhet: Både individuellt och kollektivt. Svenskar är skötsamma men man ska balla ur.	“Sköter man de åtagande man har så gör det inget” “Ja det är det, men på ett konstigt sätt så är det en del av skötsamheten att bryta mot reglerna.”

Sett reklamen	Ja	
Åsikt om reklamen	Försvara det svenska sättet. Reklam ett sätt att gå plus. Väcker lite stolthet. Patriotism gör den framgångsrik. Budskap: Försvarar varför de som gör det gör. Försvarar det svenska alkoholmonopolet.	“Förklara varför de gör som de gör”
Identifierade strukturer	Kapitalism, vi och dem (inte aggressivt).	“Att vi inte tillhör samma grupp som dem”

Intervju S5

Fokus på att priset är det dåliga med systemet. Tiderna kan man anpassa sig efter. Hade aldrig sett den tidigare och ställde sig positivare till systembolaget efteråt. Skeptisk men ändå lite för systembolaget.

Neg för indi pos för samhället

Priset neg, Ansvar bra, utifrånperspektiv

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv men tråkigt	
Främsta aspekten	Priset är jobbigast. Men utbud bra. Beror på om det faktiskt minskar konsumtionen. Vissa är det bra för vissa är det sämre för.	“ Priset framförallt ” “ Leder det till att folk köper på sig mer än vad de behöver [...] Åh andra sidan tyder det på att man inte kan hålla sig borta från att gå och handla ” “ Tråkigt med ett monopol ”
Sveriges alkoholkultur	Fokus på större mängder under kortare tid. Hur man konsumerar.	

	Ja till skötsamhet på grund av att det gynnar samhället. Skiljer sig i samhället.	
Sett reklamen	Nej	
Åsikt om reklamen	<p>Lite rolig. Vinst tänket existerar inte.</p> <p>Positiv om systembolaget.</p> <p>Det finns något bra med att systemet är som de är. Kopplar det till riskbeteende.</p> <p>Framgång pga kvalité och att de outsiders perspektiv.</p> <p>Budskap: Kanske bra att de är som de är. Kopplar till beroende. Visar upp varför de existerar.</p>	“Om tanken är att visualisera varför Systembolaget är annorlunda” (Så lyckas de väldigt väl)
Identifierade strukturer	Amerikan och reklam. Nidbild av amerikan och kapitalism.	

A6

Jobbigt lite med att det kan vara långt bort men bra för samhället. Informationen förkläs i humor. Det finns ett sätt som samhället förväntar sig att man ska dricka. Både sett till ålder och när man får dricka. Strukturer tänker man inte på när man tittar på det. Skamligt att dricka fel.

Positiv

Skamligt, Information och humor, Normativt drickande,

Fråga	Åsikt	Citat
Ställning till Systemet?	Positivt men individuellt jobbigt.	
Främsta aspekten	Samhället. Hälsomässigt. Planering jobbigt.	

Sveriges alkoholkultur	<p>Dricker mindre. Skeptisk till hur olika vi dricker. Mer starksprit på tillfällena.</p> <p>Viktigt att man kan visa att man har kontroll</p> <p>Viktigare för vuxna att leva skötsamt.</p> <p>Studenter har normaliserade festvanor men ensam drickandet är skamligt.</p>	
Sett reklamen	Ja	
Åsikt om reklamen	<p>Skryt! Lite tveksam till om den ändrar opinionen. Men visar att de har tänkt till.</p> <p>Visa att vi är bättre än andra länder.</p> <p>Försäljning.</p> <p>Framgångsrik pga rolig. Visar utbudet. Trygghet.</p> <p>Budskap: Visa att vi är bättre än andra länder (skämt). Att det inte ska handla om att sälja sälja sälja.</p>	<p>“Vi är bättre än så, vi behöver inte hetsa på försäljning”</p> <p>“Pinne i röven”</p> <p>“Att det inte ska handla om att sälja sälja sälja”</p> <p>“Brag much, subtile flex, visar att de har tänkt till”</p>
Identifierade strukturer	<p>Stolthet. Svenskar skryter om bättre moral.</p> <p>Narr av USA. USA står för försäljning.</p> <p>Vi och dem efter analys.</p>	

O7

Negativ till systembolaget. Fördelarna för samhället uppväger inte kostnaden för individens frihet. Reklamen förstärkt både de känslor som var positiva och negativa med systembolaget. Anspelar både på kapitalism men också en oro som finns latent om vad som hade hänt om Systembolaget inte existerade.

Negativ

Överförmyndarskap, Samhälls oro, Kapitalism

Fråga	Åsikt	Citat
Ställning till Systemet?	Delade känslor.	“Det är skönt och bekvämt att det är samma över hela landet” “Det är dock lite överförmyndarskap”
Främsta aspekten	Utbud dåligt, men samma över hela landet. Det finns historiska skäl men inte idag. Kostnaden uppväger inte minskningen i skador.	
Sveriges alkoholkultur	Både binge och vardag. Båda. Stigmatiserat. Det finns ett visst sätt att dricka. Skötsamt ja. Stigma till att dricka. Det gör det svårt att se problemen.	“Det är väldigt stigmatiserat” “Vi får problem att se problemen nyktert”
Sett reklamen	Ja	“Råkat ut för”
Åsikt om reklamen	Propaganda motsägelsefullt. Sortimentet är falskt. Försäljning. Förstärker känslor. Positiva känslor i samhället leder till att fler börjar gilla systemet. Budskapet: “Ni svenskar behöver oss annars hade ni supit jättemycket”	“De vill ändå sälja” “Svenskar har det rätt så inpräglad i hur det ska vara [...] Systembolaget är en del av det” “Man vill måla upp en viss bild” “Den förstärker hela spektret” (av åsikter) “Ni svenskar behöver oss annars hade ni supit jättemycket” “Det är lite propagandistisk för de vill fortfarande sälja”

Identifierade strukturer	Amerikan. Systembolaget som skyddare. Vi och dem.	“Socialism kontra nylberlalism”
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S8

Positiv till systemet även om det kan vara jobbigt för individen. Ser ingen stolthet i systemet. Utbudet kan vara lite jobbigt. Våldigt stort fokus på individen, även skötsamheten. Vi och de lite. Användandet av en amerikan.

Positiv

Individen, Neg till Stolthet,

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv	Många är nöjda
Främsta aspekten	Prissättning, icke vinstdrivande. Utbudet är dåligt. Bra för Sverige. Kanske inte i andra länder.	Sunt sätt att driva verksamhet “Fungerar bra för Sverige”
Sveriges alkoholkultur	Mer vardagligt i Europa är storhelger i Sverige. Ingen stolthet med att vi är unika. Skötsamhet är viktigt för individen.	
Sett reklamen	Ja	
Åsikt om reklamen	Humor, systembolaget vill visa upp sig. Också en tanke om hur systemet ser på andra länder. Höjde opinion lite då systemet räddade liv. Tankeställare, Förebyggande Avvärja misstro mot systemet. Visa sina mål. Unikheten.	Systembolaget vill utmärka sig

	Budskap: Ett sätt för dem att avvärja misstro.	
Identifierade strukturer	Försäljningskultur, Kapitalism Vi och dem om man analyserar.	“Överdiva fiendheten”

Z9

Lite udda åsikter snarare kopplade till marxism än vad de andra tyckte. Gör att hon ställer sig neutral till Systembolaget istället för att ha en tydlig åsikt.

Fråga	Åsikt	Citat
Ställning till Systemet?	Neutral	“Har inte så många åsikter”
Främsta aspekten	Dricker inte så ofta. Alkohol är inte så viktigt. Spelar ingen roll. Kontroll av försäljning från det perspektivet bra.	
Sveriges alkoholkultur	Skeptisk men lite annorlunda. Viktigt att inte påverka andra. Skötsamhet: Beror på situationen. Påverkar det ingen så bryr jag mig inte.	
Sett reklamen	Nej	
Åsikt om reklamen	Kapitalism och pengar är dumt. Uppmuntrar till ett typ av kapitalistiskt samhälle. De försöker särskilja sig från ett system de är delaktiga i. Tveksamt till om Systembolaget räddar liv.	“Om vi inte producerade alkohol hade vi behövt reglera det”

	Folk klappar sig själva på axeln Reklamen ökar försäljningen. Budskap: De vill att det ska framstå som att det räddar liv.	
Identifierade strukturer	Vet inte riktigt	

A10

Positiv till systemet beror lite på sin utbildning. Det finns aspekter av manipulation i reklamen. Folk som är positiva till systembolaget kanske går oftare till systembolaget. Tror att den får folk att vilja gå till Systembolaget. Det finns definitivt ett visst sätt man ska dricka i Sverige.

Positiv

Lockar kunder, viss manipulation, bestämd dryckeskultur

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv	
Främsta aspekten	Reglering men frihet för individen. Stödinsats Historia viktigt	
Sveriges alkoholkultur	Hetsig alkoholkultur men även vardags. Kunna dricka på ett lagom sätt. Det ska ske på ett accepterat sätt.	“Ovanligt i andra länder att vuxna dricker sig fulla” “Man ska också kunna dricka men det ska ligga på ett exakt lagom”
Sett reklamen	Ja	
Åsikt om reklamen	Lite annorlunda värna om folks hälsa. Blir en reklamfilm för systemet. Lockar kunder. Inte meningen men det blir så. Humorn är viktigt för att det blir reklam.	“Den är på ställen där vi förväntar oss reklam” “Man blir mer positiv till Systembolaget och är man mer positiv till Systembolaget vill man hellre gå dit”

	<p>Mer manipulation än information.</p> <p>Självgodhet. Också varför den blev framgångsrik.</p> <p>Budskapet: Vi vill inte göra reklam för att vi värnar om våra folks hälsa.</p>	<p>“Och sen är den lite humoristisk med den här amerikanen”</p>
Identifierade strukturer	<p>Vi och dem, Stolthet, Kapitalism och kontra socialism.</p>	

R11

Väldigt stort fokus på den vinstdrivande aspekten. Kunde se fördelar med systemet men var också skeptisk till om det faktiskt funkade. Varför lägger man systembolaget nära den norska gränsen i småorter men inte på Gotland? Identifierade också ett vi och dem i reklamen utifrån vinstdrivande perspektiv.

Negativ

Vinst Aspekterna, Ifrågasättande

Fråga	Åsikt	Citat
Ställning till Systemet?	<p>Grundtanke bra men utförande negativt</p>	<p>“Jag har en uppfattning av att Systembolaget är en bra tjänst som tillhandahålls med att inga märken föredras, men däremot tycker jag restriktionerna kring öppettider och såna saker är lite väl extrema”</p> <p>“Men som grundtanke tycker jag att det är en bra idé”</p>
Främsta aspekten	<p>Utbudet i mindre orter är positivt.</p> <p>Hävdar att de gör större skillnad än vad de gör. Kraftlösa.</p>	

	Bättre för samhället men man blir inte behandlad som vuxen.	
Sveriges alkoholkultur	<p>Fokuserat på tillfället. Systemet kan vara orsaken.</p> <p>Svenskar kanske behöver systemet. Det behövs för vissa i landet.</p> <p>Viss stolthet för vårt system.</p> <p>Man ska behandla alkohol som alla andra.</p> <p>Skötsamhet är ett krav. Ser ner på folk som inte klarar av skötsamheten. Kopplar det främst till individen och gruppsyck.</p>	<p>“SE ner på a-lagare”</p> <p>“Om jag inte faller in i ledet kommer folk se ner på mig”</p>
Sett reklamen	Ja	
Åsikt om reklamen	<p>Propaganda, visa att vi är bättre. påverkar drickandet. Reklamen kommer leda till större försäljning.</p> <p>Tankar kring vart de säljer alkohol.</p> <p>Blir mer skeptisk till systemet.</p> <p>Vi och dem är anledningen till framgång.</p> <p>Budskap: Visa hur mycket vi värnar om vår befolkning.</p>	<p>“Mycket av systembolagets reklam är rena propagandan”</p> <p>“Syftet med reklamen är att visa att vi är så mycket bättre på att ta hand om vår befolkning”</p> <p>“Jag tycker att reklamen gör att systembolaget framstår så om att de vill hävda någon godhet i hela sitt utövande mer än ett behov”</p> <p>“Vi hur duktiga de är, men samtidigt gör de reklam för alkoholen indirekt”</p>
Identifierade strukturer	Omhändertagande kontra vinstdrivande. Utifrån perspektiv med amerikan. Vi är mer mogna	

Sverige är inte särskilt annorlunda från andra länder i väst. Jämförde mest med Danmark. Även skötsamhet var inte särskilt viktigt. Det viktiga i reklamen var att det inte fanns vinstintresse. Det fanns en stolthet över Systembolaget. Uppfostran och planering är viktigt för opinionen kring systemet.

Positiv

Sveriges likheter, Uppfostran viktigt, inte kultur utan individuellt

Fråga	Åsikt	Citat
Ställning till Systemet?	Postiv	“Vettigt att reglera”
Främsta aspekten	Uppväxten påverkar. Det leder till att man måste planera. 20-årsgränsen. Mindre drickande	
Sveriges alkoholkultur	Inte så stor skillnad. Lika mycket men EU börjar tidigare. Vardagligt även i Sverige. Skötsamhet beror på uppväxt. Vanor kommer från barndomen. Inte särskilt viktigt.	“Olika normer som styr i olika sammanhang”
Sett reklamen	Nej	
Åsikt om reklamen	Lite stolt. Vinsten viktig. Opinionen för systemet ökar. Svenskar har en annan syn. Påminner om varför vi har systemet. Budskap: Vi säljer inte alkohol för att tjäna pengar.	“ Fan sverige ändå ” “ Det är inte av ingen anledning varför vi har systemet ” “ Det måste finnas men vi gör det inte till mer än vad det är ” “ Vi säljer inte alkohol för att tjäna pengar ”
Identifierade strukturer	Amerikan, vi och dem, Socialism,	“Sverige lyfts till något som är lite bättre och finare” “Intressant att det blir skillnaden mellan oss i väst”
Övrigt	Skötsamhet kan bero på ideologi	

I13

Osäkerhet om Systembolagets effekt. Osäker kring stoltheten. Lite jobbigt för individen ibland men kan vara bra för samhället. Öppnar ögonen lite för vad systemet gör.

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv/Tveksam Finns ett problem att lösa	“Lite mer lättillgängligt hade inte suttit fel”
Främsta aspekten	Jobbigt att planera. Beror på hur man ser på saken. Man måste analysera hur de faktiskt påverkar drickandet.	
Sveriges alkoholkultur	Supandet är svenskt. Det finns en försiktighet i kulturen. Skötsamheten är stark. Det finns ett sätt att leva på.	“Inte sticka ut och vara konstig”
Sett reklamen	Ja	
Åsikt om reklamen	Lite skrytigt. Det kan bli lite tråkigt med systemet. Förstärkte tanken. Fokus på konsumtionen. Systemet skryter men det påverkar nog inte befolkningen. Reklamen fångar upp en lagom kultur. Man måste tro på systemet för att legitimera sitt drickande. Budskap: Vi säljer inte på. Informera. Typ visa upp syftet men också inte trycka på konsumtion.	“Kolla så bra vi är” “Det är fortfarande reklam” “Gemene man blir nog inte stolt” “Rimligt att vi inte gör så, men i efterhand blir det reklam för kolla vad bra vi är” “Lugnt och ohetsigt land” “Det finns säkert någon som är stolt över det, men gemene man är nog inte fan vad bra vi är”

Identifierade strukturer	Anti kapitalism, vi och dem.	“Det handlar inte om att sälja där” “Vi gör såhär och inte som ni gör”
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J14

Blandade åsikter men avskydde verkligen marknadsföringen. Kvaliteten på deras arbete borde driva opinion och marknadsföring. Reklamen gjorde honom mer negativ till reklamen. Allting kom tillbaka till att marknadsföringen var dålig

Extrem koppling till historia. Skatt betalar reklam

Fråga	Åsikt	Citat
Ställning till Systemet?	Ambivalent	
Främsta aspekten	Utbud, service bra Tillgängligheten och mono är dåligt. Begränsar mindre aktörer Systemet behövdes förr. Opinion borde drivas av service.	
Sveriges alkoholkultur	Kopplar till systemet. Systembolaget spär på svenskt drickande. Alkohol blir tabu. Binge kommer från systemet. Synen på skötsamhet är kopplat till Systembolaget. Systemet upprätthåller idealet men missbrukar sin makt.	
Sett reklamen	Ja	
Åsikt om reklamen	Provocerend, Borde göra reklam. Direkt kontraproduktivt. Övertyga om sin egen existens. Förtjänar inte stolthet i dagens samhälle. Amerikanen spär på ett tänk om att vi är annorlunda vilket gör det mer provocerande.	“Jag blir provocerad av att de klappar sig själva på axeln” “Typiskt Sverige fenomen att tycka att man är bra och duktiga på saker utan att faktiskt vara det när det kommer till kritan”

	<p>Kvaliteten är vad som gör reklamen bra. God och ond</p> <p>Budskap: Ren självbevarelsedrift</p> <p>Historiskt sett fanns det en anledning för att systemet existerar inte idag.</p>	<p>“Systembolaget marknadsföring i sin helhet tycker jag är absurd, det är helt sjukt att man ens lägger en kr på marknadsföring och att rättfärdiga det med att man berättar om sitt samhällsuppdrag, det är så kontraproduktivt att jag kräks.”</p> <p>“Det är helt kontraproduktivt till deras uttalade syfte.”</p> <p>“Jag tror att detta är ett exempel på en sån svensk stolthet som i historien har varit så men som har tjänat ut sin roll och inte är aktuell [...]”</p>
Identifierade strukturer	USA,	

F15

Lite tveksam till systemet, insåg inte riktigt att det var bra för samhället. Väldigt akademiskt. Reklamen blir fel om systembolaget faktiskt vill informera.

Fråga	Åsikt	Citat
Ställning till Systemet?	Kluven	
Främsta aspekten	<p>Tror inte samhälls aspekterna stämmer</p> <p>Begränsningarna fyller inget ändamål.</p> <p>Antingen dricker man ute eller så planerar vi det.</p>	<p>"Majoriteten av befolkningen kan hantera alkohol [...] de som vill ha tag på alkohol får det"</p> <p>“Folk hade haft en mer avslappnad attityd till alkohol” [Utan systemet]</p> <p>“Vilken normalt fungerande människa som helst kan gå till Systembolaget”</p>

<p>Sveriges alkoholkultur</p>	<p>Superi i Sverige, vardag i Europa.</p> <p>Hönan och ägget med svensk alkoholkultur</p> <p>Det finns en tydlig stigmatisering. Man får vara oskötsam inom vissa ramar. Varierar lite på vem man är.</p>	<p>“Systemet gör alkohol romantiserat och exotiskt”</p> <p>“Synen på alkohol blir mindre avslappnad”</p> <p>“Det finns det svenska sättet att dricka”</p>
<p>Sett reklamen</p>	<p>Nej</p>	
<p>Åsikt om reklamen</p>	<p>Neutral reklam som är bra</p> <p>Notera hur Systemet ser ut och att det är fint. Kan påverka attityden till alkohol.</p> <p>Vad är det faktiska syftet med Systembolaget. Många vet det faktiskt inte. Kommunikationen med Systembolaget blir ensidig.</p> <p>Systemet är lite stolta över sig själva.</p> <p>Blir underligt eftersom de är ett statligt bolag.</p> <p>Propaganda och förstår inte syftet. Inte rätt medium.</p> <p>Säger en del om hur omfattande staten är i Sverige. Fokus på staten. Målar upp en fel fiende eftersom även mindre producenter hade haft det bättre utan systemet.</p> <p>Budskap: Vi är inte som alla andra</p>	<p>Budskap “Vi är inte alla som alla andra”</p> <p>“Det måste vara lite catchy” (När ett statligt bolag bedriver marknadsföring”</p> <p>“Alla hatar ju den här amerikanen som bara är vinst vinst vinst”</p>
<p>Identifierade strukturer</p>	<p>Statliga beskyddare, vi mot girighet.</p>	<p>“Alla ogillar girighet även kapitalister”</p>

		“Vinsten i sig är inget problem utan det är tillgängligheten”
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Z16

Märks att han har pluggat media. Tänkte på Systembolaget i termer av branding. Vi pratade också med en del av Svenska samhället och våra ideal.

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv /jobbigt för indi	
Främsta aspekten	Kopplar till historia kanske inte aktuellt idag Systemet kanske behövs för hur vi dricker. Kontroll Systemet behövs för att skapa möjligheter för drickandet	
Sveriges alkoholkultur	Superi/Vardagsdrickande Skötsamhet kopplas till att individen inte vill bli en börda för samhället.	“Storkonsumera alkohol”
Sett reklamen	Känns bekant	
Åsikt om reklamen	Samspekar med bilden av Systemet. Förstärker bilden Används för att bygga upp en stolthet kring svenska modellen. Kopplas till välfärdssamhället Man vill skapa en brand. Så går lite ifrån information men inte ren propaganda. Den påminner om varför vi har Systemet Budskapet: Vi är inte som en vanlig butik.	“ Möjliggöra alkoholkonsumtion på ett snyggt sätt ” “ Sverige vill sticka ut man är lite stolt över det ” “ Landet medelväger ” “ Nordiska sättet att vi skyddar den lilla individen ” “ De påminner folk om varför vi ska ha detta ” “ Folk är rätt så glada över att vara Svenskar ”

Identifierade strukturer	Stolthet, vi och dem, svensk identitet.	"Kontrasten till att vi är inte en vanlig butik"
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L17

Försiktig i sitt tänkande kanske lite akademiskt åt hållet. Tryckte på både stolthet och vi och dem känsla. Tyckte inte det fanns något skötsamhet i Sverige. Det identifierades ingen specifik aspekt av reklamen.

Fråga	Åsikt	Citat
Ställning till Systemet?	Postiv	
Främsta aspekten	Alkohol som unik produkt. Farligt Sahmållsansvar Det funkar bra men vet inte riktigt om det är bättre Systembolaget i välfärdssamhället	
Sveriges alkoholkultur	Tveksam men ja, Vardags/Superi Finns ingen skötsamhet. Folk verkar dricka som de vill.	"Finns ingen tabu och men samtidigt ingen som säger hur du ska dricka"
Sett reklamen	Ja	
Åsikt om reklamen	Rolig, informerar på roligt sätt Poängterar rädda liv Väcker lite stolthet Budskap: De vill inte pusha varor. Det krävs förkunskap om Systembolaget innanför att folk ska kunna fatta.	"Man känner sig nästan lite stolt, man känner så gör vi i Sverige det är ett bra sätt att göra det på"
Identifierade strukturer	Kontrasten mellan svenskhet och USA. Kapitalism vs Socialism	

U18

Väldigt försiktig i sina svar. Lite fundersam. Tänkte en del på hur saker har förändrats. Gillar Systembolaget överlag men ifrågasätter reklamen lite.

Fråga	Åsikt	Citat
Ställning till Systemet?	Positiv	
Främsta aspekten	Man blir så van vid Systembolaget. Flera aspekter	
Sveriges alkoholkultur	Intensivare förr men idag mer vardags. Lite skeptisk Skötsamhet kopplat till vilken grupp man tillhör. Våra vanor har förändrats. Kan kopplas till skötsamhet.	
Sett reklamen	Ja	
Åsikt om reklamen	Rolig Väcker samma känslor som man kände igen tidigare. Budskapet är att man ska tycka om Systemet. Öka förtroendet. Monopol behöver inte marknadsföra sig själv. Reklamen blir bra för att den visar systemets syfte och det är bra tillsammans med att den är bra.	“Det är ju känslan man får av Systembolaget att de vill inte sälja” “Syftet blir att man ska tycka att systemet är ett bra system”
Identifierade strukturer	Vi och dem, USA, Utlandet och kapitalismen	“LAGom är bäst” “Folkhems aspekt”

S19

Jämförde mycket med Österrike där han bodde för tillfället. Det blev mycket av perspektivet att svenskar tror att de behöver Systembolaget men egentligen behövs det inte.

Fråga	Åsikt	Citat
Ställning till Systemet?	Blandat beror på målet	

<p>Främsta aspekten</p>	<p>Utbud och kvalité</p> <p>Höghästmoral. Fördummande av människan</p> <p>Man gör det svårare men det stoppar inte alkoholism.</p>	<p>“Vi ska ta hand om dig, du klarar inte ta hand om dig själv”</p>
<p>Sveriges alkoholkultur</p>	<p>Supande/Vardags</p> <p>Historia vart kommer drickandet ifrån. Vi har gått ifrån drickandet.</p> <p>Vardags har blivit vanligare</p> <p>Stark tilltro till staten</p> <p>Skötsamhet är kopplat till grupper. Fest kultur är inte skötsamhet. Finns vissa normer inom skötsamheten tillåter det.</p>	<p>“Man släpper lite på tyglarna när det kommer till alkohol”</p> <p>“Det finns en annan historia Sverige”</p> <p>“Det har ju varit rätt komplicerat länge med hur folk har druckit i vår avlånga land och vilka åtgärder man har åtagit för att försöka att komma åt det där”</p> <p>“Sen har det nog hänt en del med att gå ut och dricka snarare än att hålla i sig ett helrör på helgen”</p>
<p>Sett reklamen</p>	<p>Ja</p>	
<p>Åsikt om reklamen</p>	<p>Tycker kontrasten med amerikan och icke vinst är roligt.</p> <p>De visar sig själva och sitt syfte men de drar alla privata butiker över samma kam.</p> <p>Budskapet blir att visa att de är annorlunda och att de är bra för samhället.</p> <p>Företag får göra reklam även systemet men det är inte en informationskampanj.</p> <p>Visar upp en felaktig bild av privatisering. Marknadsekonomi är inte alltid amerikansk.</p>	<p>“Vi vet bättre än ni plebs”</p>

	Blev framgångsrik pga att svenskar inte gillar det giriga. Man ställer girighet mot liv	
Identifierade strukturer	Systembolaget som ansvariga. USA och vi	

EX(Interview where my phone stopped recording)

Negativ till systemet. Tror att de målar upp en falsk bild. Ser det inte som att vi är annorlunda än andra länder i Europa. Systemet tacklar inte de riktiga problemen med lagning och smuggelsprit.

Fråga	Åsikt	Citat
Ställning till Systemet?	Service är bra, men väktare behövs inte.	“Trevligt att hålla alla godbitar på samma ställe”
Främsta aspekten	Delning mellan service och väktare,	
Sveriges alkoholkultur		
Sett reklamen		
Åsikt om reklamen		
Identifierade strukturer		

A20

Nöjd som konsument men missnöjd med den svenska alkoholkulturen. Det blir verkligen att staten pekar med pinnen och säger till vad vi ska göra. Det kan också ligga i kulturen att vi svenskar bara är stela och lite motvilliga.

Fråga	Åsikt	Citat
Ställning till Systemet?	Som kund ja sen finns andra problem Kanske bättre att man kan köpa en flaska vin när man köper mat. Kanske blir mer avslappnat då	

Främsta aspekten	Utbudet är bra, men systemet är stelt. Fast i hur det var förr.	
Sveriges alkoholkultur	<p>Andra länder har mer avslappnad kultur. Svenskar är stela.</p> <p>Ungar har blivit mer vardags drickare.</p> <p>Skötsamhet är väldigt viktigt. Pekpinne. Sverige jämförs med Europa där Sverige är tråkigt.</p>	<p>“Så tråkigt med den här kulturen att man ska bli så onyktra här i Sverige”</p> <p>“Gärna sitta och bli onykter hemma och sen gå ut på lokalen”</p> <p>“Det kommer mer och mer av den kulturen, och det är på grunda av er yngre”</p>
Sett reklamen	Ja eller liknande	
Åsikt om reklamen	<p>Tycker att det visar att svenskar är stela.</p> <p>Budskapet: vi ska dricka mindre.</p> <p>Reklamen blir pekpinnen. Alla ska sköta sig.</p> <p>Vi är rätt så tramsiga i Sverige. Svenskar borde kunna kontrollera sitt alkohol.</p> <p>Vart får de siffrorna ifrån att de räddar 2 tusen liv.</p> <p>Framgångsrik för att folk inte vågar tycka till om systemet. Vi vågar inte säga att vi är lite tramsiga.</p>	<p>Varför kan inte i Sverige ta två flaskor vin och betala för en?</p> <p>“Vi ska ta hand om varandra i Sverig”</p> <p>“Jag tycker det blir lite mera pekpinne att man drar alla över samma kam här i Sverige, ingen kan sköta sin alkohol, vi måste se till att alla sköter sig</p>
Identifierade strukturer		“Någon måste ha lite koll på oss” “vi klarar inte av detta själva”

A21

Mycket handlade om kontrasten mellan USA och Sverige. Utöver det väldigt vanliga åsikter om Systembolaget. Såg både positiva sidor för individer och samhälle.

Fråga	Åsikt	Citat
Ställning till Systemet?	Postiv	
Främsta aspekten	Både som konsument och samhälle. Intäkterna kan användas för att hantera missbruk. Man får inte den vinsten tillbaka i västeuropa.	“Det känns bra att staten har monopol på alkoholförsäljning”. Jag tror det är ett bra sätt att inte uppmuntra till för mycket alkoholkonsumtion” “Medan i västeuropa där det är mindre reglerat finns i den tydliga vinsten tillbaka till samhället”
Sveriges alkoholkultur	Tror inte vi dricker mycket mindre. Men vi dricker nog mer i tillfälle. Skötsamhet: stiga att vara alkoholist. Samtidigt har vi mycket alkoholist. Står i kontrast till Systembolaget.	
Sett reklamen	Ja	
Åsikt om reklamen	Rolig, stolthet pga den anspelar på kontrasten USA och sverige Enkelt att identifiera sig med Systembolaget. För det är en del av svensk historia och kultur.	“Stolhet på grund av att den anspelar på kontrasten mellan USA och Sverige. “Man älskar att hata usa”
Identifierade strukturer	Svårt consumerist	

Appendix 4 Interview data sheets

This is the categorisation of the interview data.

Options and why

	Y1	M2	M3	S5	A6	S8	A10	E12	Z16	L17	A21	U18
Postiva												
Consumption	X			X								
Planning		X	X		X							
Multiple aspects												X
Profit						X					X	
Regulation							X		X	X		
Ubrining								X				
Skeptiska	E4	Z9	I13	J14	F15	S19	A20	O7	R11			
Neg												
Individual	X			X		X	X	X				
No effect			X		X				X			
Pos												
Service				X	X	X	X					
Society	X											
Don't know		X	X					X	X			

Advert structures

	Y1	M2	M3	S5	A6	S8	A10	E12	Z16	L17	A21	U18
Postiva												
We and them		X	X		X	X	X		X	X	X	X
USA	X		X	X	X			X		X	X	X
Pride		X	X		X		X		X	X	X	
Diffrnt	X		X			X			X			
Capitalism	X					X		X		X		X
Information	X	X	X			X		X	X	X		X
Propaganda							X		X			X
Brag					X		X					
Lies					X							
Skeptiska	E4	Z9	I13	J14	F15	S19	A20	O7	R11			
We and them	X		X					X	X			
USA			X	X	X	X		X	X			
Pride	X											
Diffrnt		X				X						
Capitalism	X	X			X							
Information		X	X									
Propaganda				X	X	X	X	X	X			
Brag		X X	X	X	X							
Lies				X								
Protector					X	X	X	X	X			

Options on Swedish alcohol culture

	Y1	M2	M3	S5	A6	S8	A10	E12	Z16	L17	A21	U18
Postiva												
Binge vs Everyday	X	X	X	X		X			X	X	X	
Both							X	X				
Doubtful					X							X
Socially	X											
Carefulness		X										
Swedish model			X									
Control					X		X				X	X
Culture/History						X	X		X			
Skeptiska	E4	Z9	I13	J14	F15	S19	A20	O7	R11			
Binge vs Everyday	X		X	X	X		X		X			
Both						X		X				
Doubtful		Z										
Swedish model	Emil			X	X		X		X			
Culture/History						X		X				




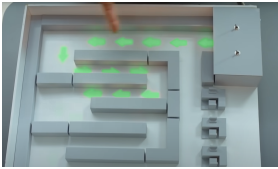
Purpose of the adverts





	Y1	M2	M3	S5	A6	S8	A10	E12	Z16	L17	A21	U18
Purpose												
Information	X	X	X	X	X	X		X	X	X		I
Brag					X							
Protect							X					
Propaganda												
Skeptiska	E4	Z9	I13	J14	F15	S19	A20	O7	R11			
Information	X		X									
Protector						X	X	X	X			
Propaganda		X		X	X	X		X	X			

Appendix 5 Advert breakdowns

Here the advert material is presented. It is categorised advert by advert. Those who also have spoken Swedish also have a section with the dialogue in Swedish.






The original



Scene	Visual depiction	Sound Transcription	Dialogue translation
	The brand representative (BR) holds up the retail expert's (RE) best-selling book while talking to her colleagues. The environment is recognisable as a Systembolaget store.	BR: Han är en av världens främsta butiksexpeter det ska bli så spännande att höra vad han tycker om oss.	BR: He is a world-leading retail expert, it will be so exciting to hear what he thinks about us.
	The RE is walking with the staff around the store and talking to the BR. He expresses excitement over how much potential the store has.	RE: This store has great potential. BR: Thank you. RE: But there is room for improvement.	N/A
	The RE demonstrates his first improvement. Limit the range of products since most consumers only buy the top sellers. This is demonstrated through covering the normal products and showing how a limited range would look. The BR stays silent and ponders over these suggestions.	RE: For example; the range it's too wide. Minimize selection, increase profit. Most people only buy the top sellers.	N/A
	The RE demonstrates that the store can be optimised so consumers stay longer in the store.	RE: This is your store now. The customers can go straight from the entrance to the checkout. If you do it	N/A

	<p>The scene first demonstrates the current store layout with red arrows and then the new layout with green arrows. Implying right and wrong.</p> <p>The BR remains silent.</p>	<p>this way you keep them in the store and they'll buy more.</p>	
	<p>The following scenes have the same theme of the RE explaining special offers and end caps to the employees.</p>		
	<p>The RE summarizes his tour and shows that they could sell small products at the checkout.</p> <p>He is confident that the store employees will agree with him.</p> <p>The camera pans to the BR and she looks sceptical.</p>	<p>RE: And impulse buys at checkout! As you can see there is a lot we can do to increase profit.</p>	<p>N/A</p>
	<p>Camera is on RE and he happily asks a rhetorical question.</p> <p>The camera pans over to the BR who shakes her head and who expresses concerns.</p> <p>RE becomes confused and starts laughing.</p>	<p>RE: And that is what it's all about right?</p> <p>BR: No not for us</p> <p>RE: [Laughing]</p>	<p>N/A</p>
	<p>End screen with the text in Swedish "The Swedish way of selling alcohol is</p>		

	different but it saves around 2000 lives each year.”		
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Christmas special



Scene	Visual depiction	Sound Transcription
	<p>The camera is focused on a store called “food market” outside is an american flag and a santa claus statue.</p> <p>The scene is thus very american.</p>	RE: You all have the ability to increase profit.
	<p>The RE is guiding store employees around a store. He walks in front whilst the employees follow him.</p> <p>On the shelves there a products that can be identified as alcoholic beverages but also chips.</p>	RE: Because it is all about selling, selling and selling. Watch me
	<p>The RE approaches a shopper looking at a bottle.</p> <p>In the corner of the scene is a boy which is the son of the shopper.</p> <p>Behind him there are many different types of bottles. The shelves are decorated and signs that say “xmas deals! Buy 2 get 1 for free” is scattered around the scene.</p>	<p>RE: Oh sir that is a very nice choice</p> <p>Shopper: Oh thank you</p> <p>RE: And look at our special offer buy two get one free.</p> <p>Shopper: Alright!</p> <p>RE: That means this christmas you can drink well three times as much as...</p>
	The camera is focused on the son who expresses concern in his expression.	RE: Eh...
	The RE gives the boy a balloon whilst the shopper looks at the boy. The boy still looks a bit concerned.	RE: I got something for you to! How about a balloon young man? Okay Merry christmas.

	<p>End screen text in Swedish. The first one: “In Sweden we don't sell alcohol in normal stores”</p>	
	<p>Second one: “That makes us drink less and less people come to harm”</p>	




The trip


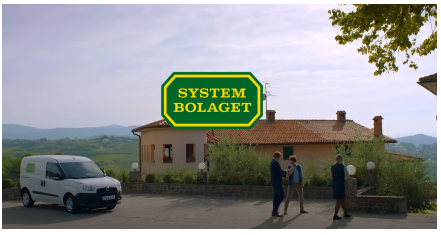
Avfärden (The departure)

Scene	Visual depiction	Sound Transcription
	<p>The scene takes place outside a Systembolaget store. The BR is packing her bag into the van. This signals that she is going on a trip.</p>	<p>No dialogue</p>
	<p>The RE surprises the BR.</p>	<p>RE: Britta! I am so excited about our trip. BR: Jeff, I did not know you are coming RE: Oh, you will be happy to have me on board. I will teach you all the tricks of the trade.</p>
	<p>The RE and BR are in a travelling car. The RE shows his book to the BR. The BR is driving. The scene transitions quickly to showing the countryside and goes back to the car.</p>	<p>RE: Chapter 1 focus on the the profit. It is very interesting. BR: We are not looking to make a profit. We are looking for really good products. RE: Exactly! A sold bottle is a good bottle. RE: Like right here I write: Buy cheap, sell expensive. BR: That is the opposite to how we do it. RE: Exactly! Profit is all that matters. BR: Well I totally disagree.</p>




 <p>Vet du Britta, du och jag är väldigt lika.</p>	<p>Scene transitions to showing them both. BR is focused on driving. The RE is looking out the window with dreamy eyes.</p>	<p>RE: You know Britta you and I are a lot a like. I think this is the beginning of a beautiful friendship.</p>
 <p>Det här kommer bli jättebra!</p>	<p>End scene shows the Swedish countryside symbolised by the red and white houses. The Systembolaget logo is in the centre of the screen.</p>	<p>RE: It is gonna be great, buddy.</p>

Power question

Scene	Visual depiction	Sound Transcription
 <p>För att göra en bra affär måste man ha fem "power questions".</p>	<p>The RE and BR have now arrived in another country. The van is parked in front of a house and in the background there is a hilly landscape. The RE and BR is in the van.</p>	<p>RE: To make a good deal you need to have five "power questions"</p>
 <p>Så, vilka är dina "power questions"?</p>  <p>"Power question" nummer 2: Vad får jag ut av det?</p>	<p>The RE is explaining how to make a deal to the BR in the van. The RE becomes visually upset when the BR doesn't give the answer he wants. The BR leaves the car when the RE gives his answers that are focused on selling.</p>	<p>RE: So what are your "power questions"? BR: So I ask about the harvest of the year, what challenges that they have had... RE: That is not how you make a good deal! "Power question" number 1 how low can you go? Power "question number" 2 What is in it for me? RE: Hey!</p>

	<p>Both are leaving the car. The RE is upset about the BR leaving. The BR goes to shake the hand of another person.</p>	<p>RE: Power question 3: RE: Are you listening to me?</p> <p>BR: Lovely to be here Person: Hello RE: Hi have you read my book? Person: No have not.</p>
	<p>Systembolaget logo appears.</p>	<p>No dialogue</p>

Vatten (Water)

Scene	Visual depiction	Sound Transcription
	<p>The scene takes place in a brewery. A brewer is talking to the BR. He is holding a jug of water and she is holding a glass. Both look exciting about the discussion. The RE is in the background spitting out his water.</p>	<p>Brewer: Our water is important for this type of beer.</p>
	<p>The RE joins the conversations. The BR looks a bit shocked. The RE is focused on the RE and looks like he want to convince her.</p>	<p>RE: Nice try, don't buy it is not beer it is water.</p>
	<p>Systembolaget logo appears</p>	<p>No dialogue</p>

Beer world



Scene	Visual depiction	Sound Transcription
 <p>Så ni använder aurora-humle?</p>	<p>The scene is in a brewery. The BR is talking to and older brewer about hops.</p> <p>The BR takes one and smells it. The RE takes a handful and eats them. The RE looks disgusted after eating them.</p>	<p>BR: So you use aurora-hops? Older brewer: Oh yes it gives our beer the special taste. Actually we have the cultivation outside let me show you.</p>
  <p>...vilket bra ställe att bygga en ölpark! Eller hur?</p>	<p>They are now outside with the brewery in the background. Everyone looks at aw at the cultivation.</p>	<p>RE: Wow, what a great place to build a beer park! Right?</p>
 <p>Öl-rutchkanor.</p>	<p>Camera pans to the RE. He looks excited.</p>	<p>RE: I am thinking beer waterslide, maybe beer bingo.</p>
 <p>Vad sägs om en öl-bergochaldbana?</p> 	<p>The RE and BR is on a rollercoaster. The scene takes place in the REs imagination.</p> <p>The RE and BR highfive and both have a ballon in their hands. They both look happy.</p>	<p>RE: How about a beer o'coaster Announcer: Beer world</p>

	<p>The RE still looks excited while the BR does not meet his eyes.</p>	<p>RE: High five! It is up here, come on!</p>
	<p>Systembolaget logo appears. The RE gives himself a high five.</p>	<p>RE: Selfie high five.</p>




Pinot Noir

Scene	Visual depiction	Sound Transcription
	<p>The scene takes place in a small town. The RE is sitting down reading a map. The BR is looking at him.</p>	<p>RE: Hey Britta! Let's take a trip to Pinot Noir?</p>
 	<p>Scene focuses on the BR. She looks a bit confused. The RE looks into the map. With each grape the RE looks more sceptical and doubtful.</p>	<p>BR: Pinot Noir is not a place, it is a grape. RE: I am pretty sure it is both. Okay we do Cabernet Sauvignon. BR: Also a grape. RE: Zinfandel? BR: Grape. RE: Chablis? BR: That is a place! RE: I knew it! Let's go!</p>
	<p>Both are walking towards the car. Systembolaget logo appearing.</p>	<p>RE: Your driving, I am navigating.</p>

Grapes

Scene	Visual depiction	Sound Transcription
	<p>The scene takes place in a winefield. The BR and RE is looking at a pit from a grape. The BR is focused on the grape while the RE looks to be uncomfortable in the heat.</p>	<p>BR: You see if the pits are green the wine wont taste good. RE: Nah, the taste might be wrong, but the price might be right! See that? Chapter 6 it is in my book.</p>
	<p>Systembolaget logo appears.</p>	<p>No dialogue.</p>

Whiskey 12 years

Scene	Visual depiction	Sound Transcription
	<p>The scene takes place in a basement where they store whiskey. Both are looking at the barrels.</p>	<p>BR: And here they store the whiskey for twelve years. RE: Ha you mean days right? It sounded like you said years.</p>
	<p>The BR walks ahead so the RE is left. He looks around confused and checks for dust on the barrels.</p>	<p>RE: That's just silly. Twelve years in here.</p>
	<p>Systembolaget logo appears.</p>	<p>RE: Twelve years!</p>

