The Influence of Digital Marketing on Alcohol Use

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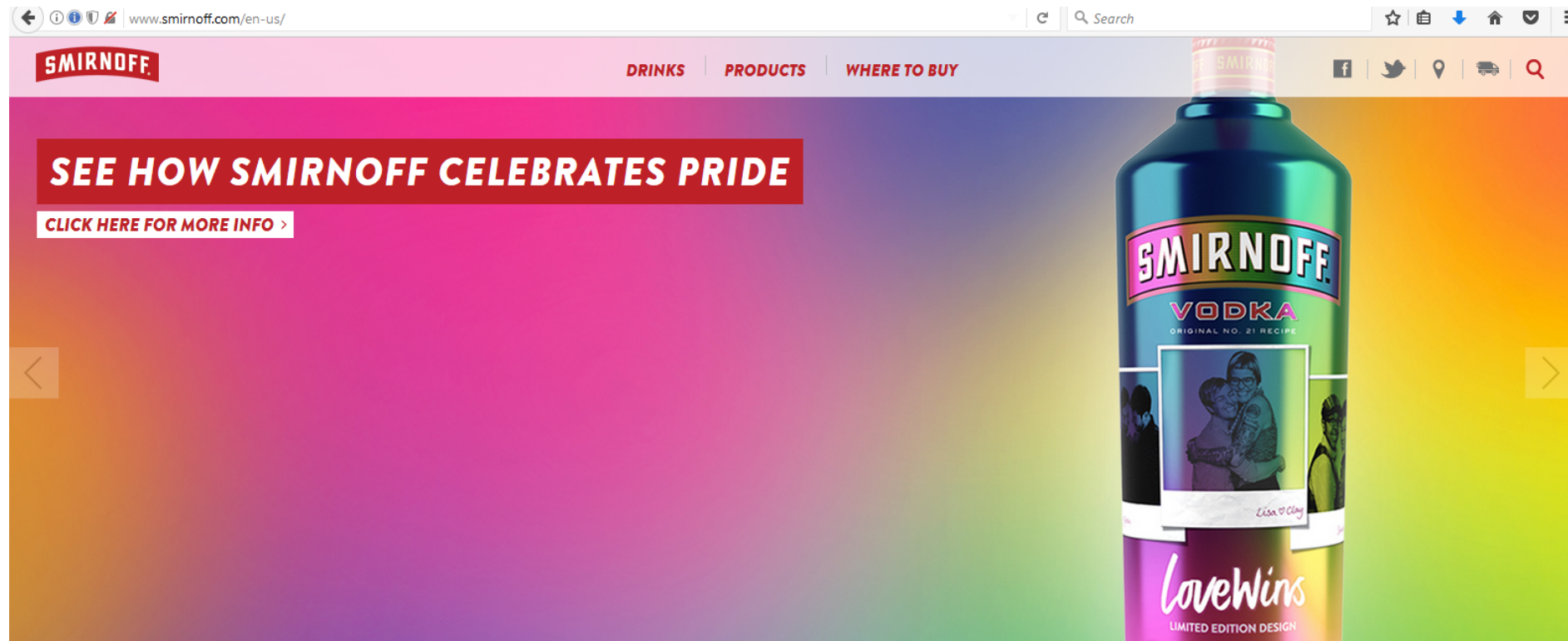
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Defining Digital Media Advertising

- Branded websites

- Banner ads on non-branded websites

- Social media pages

- Social media ads
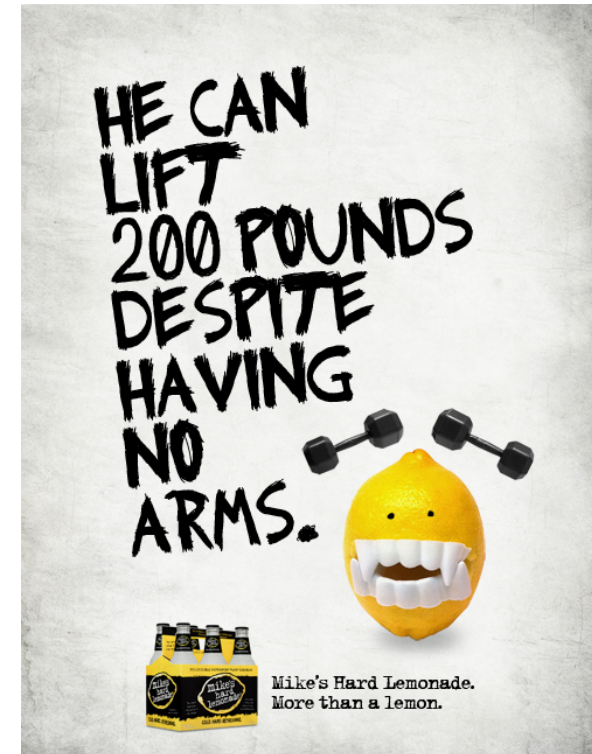 - Including native advertising

- Blogs

- Apps

Defining Digital Media Advertising

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Defining Digital Media Advertising

• Social media pages

Defining Digital Media Advertising

- Social media ads
  - Including native advertising

Defining Digital Media Advertising

- There are also
  - Apps
  - Blogs
  - Email newsletters
  - Search engine optimization

Current State of the Evidence

- Lobstein et al., 2017
  - Goldfarb and Tucker, 2011
    - Online advertising can increase purchase intentions in states that have bans on traditional alcohol advertising (e.g. TV, print, radio)
  - Gordon et al., 2011
    - 12-14 year old drinkers were more likely to be aware of and engage with digital alcohol marketing
  - Hoffman et al., 2014
    - Engaging with alcohol branded social media pages was associated with greater alcohol consumption and greater prevalence of risky drinking among college students
  - Jones and Magee, 2011
    - Exposure to internet alcohol advertising was associated with increased recent and regular alcohol consumption among adolescent males
  - McClure et al., 2013
    - Exposure to internet alcohol marketing was associated with binge drinking behaviors

Current State of the Evidence

- Limitations
  - None of the studies used longitudinal designs
  - Only 1 study used an experimental/quasi-experimental design

Current State of the Evidence

- What we can conclude
  - There is evidence of an association between exposure to digital marketing and alcohol use
  - There is insufficient evidence to determine causation

Social Media Advertising Is Different

- This is a TV ad

Social Media Advertising Is Different

- This is a social media ad

Social Media Advertising Is Different

- This is a social media ad

The Ad →

Social Media Advertising Is Different

• This is a social media ad

The Ad →

Marketing Message with the Ad

Social Media Advertising Is Different

- ## This is a social media ad

The Ad

Marketing Message with the Ad

User Engagement Metrics

Social Media Advertising Is Different

- This is a social media ad

Marketing Message with the Ad

The Ad

User Engagement Metrics

User-generated Comments

Social Media Advertising Is Different

• This is a social media ad

Friend Recommendations

Marketing Message with the Ad

The Ad

User Engagement Metrics

User-generated Comments

Social Media Advertising Is Different

• Highly specific sub-groups of people can be targeted

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Social Media Advertising Is Different

- Important for crafting effective regulations is…
  - Understanding how consumers perceive these ads
  - Understanding how these platforms are used to target consumers/potential consumers