

The Influence of Digital Marketing on Alcohol Use

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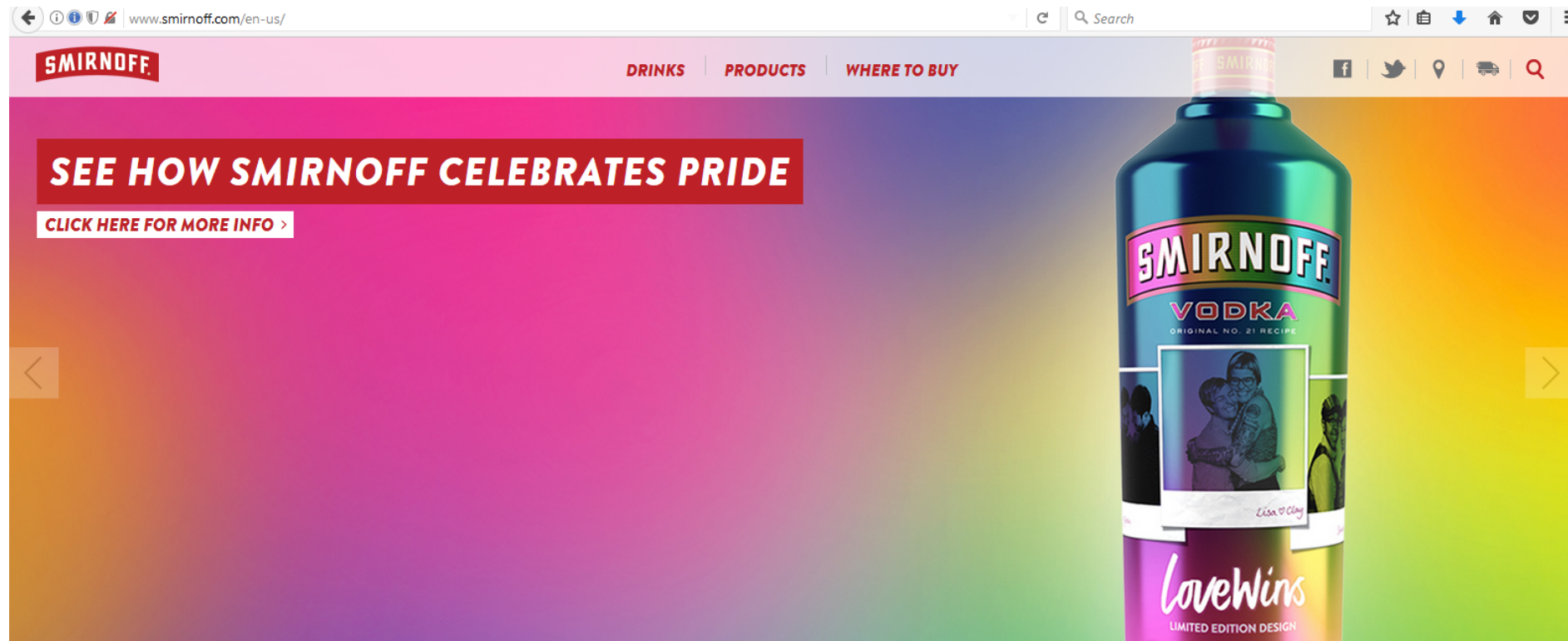
November 3, 2017

Defining Digital Media Advertising

- Branded websites
- Banner ads on non-branded websites
- Social media pages
- Social media ads
 - Including native advertising
- Blogs
- Apps

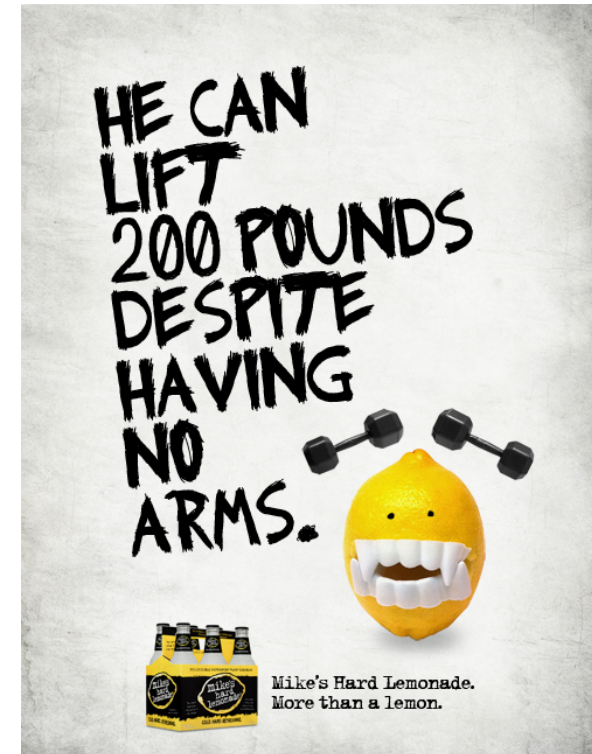
Defining Digital Media Advertising

- Branded websites



Defining Digital Media Advertising

- Banner ads on non-branded websites



Defining Digital Media Advertising

- Social media pages

The image displays three distinct digital media advertising examples:

- Pinterest Board:** A board titled "#YEAHYOUCAN" featuring various Barefoot Refresh spritzer cans (flavors include Moscato, Rose, and others) and lifestyle photos of people enjoying drinks at a pool or beach. The board includes a search bar and "Sign up" / "Log in" buttons.
- Facebook Page:** The official page for "Jack Daniel's Tennessee Whiskey". The profile picture is a silhouette of a boot print. The cover photo shows a hand holding a bottle of Jack Daniel's. The page includes navigation tabs (Home, Find Friends), a post area with a "Write something on this Page..." prompt, and a sidebar with "Like", "Follow", "Share", and "Contact Us" options. The page also shows community statistics and a "Wine/Spirits" category.
- Pinterest Page:** The page for "mike's hard Lemonade". The profile picture is the "mike's" logo. The cover photo shows a hand holding a bottle of Mike's Hard Lemonade. The page includes navigation tabs (Boards, Pins), a grid of boards (e.g., "Cocktails & Drink Rec", "Do Food Differently", "Featured Fan Pics"), and a sidebar with "Followers" (1,380) and "Following" (61) counts.

Defining Digital Media Advertising

- Social media ads
 - Including native advertising

Bacardi 2 hrs · *
Over \$3.7MM raised for disaster victims and #TIDALXBrooklyn was just the beginning. Continue to support those in need by donating at TIDAL.com/Relive-Brooklyn.



12 1 Share 2.3K Views

Like Comment Share

Bud Light @budlight · 18h
Don't let Monday drag you down.



5 16 69

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

Mel Thomas likes Four Loko

Four Loko
15 hrs · 🌐

Here it is. The worldwide premiere of our horror short. The most terrifying thing you could possibly imagine... If you're trying to pregame that is. Tag a friend below that would be freaked the hell out.



33 Comments 37 Shares 5.1K Views

Like Comment Share

Write a comment...
Press Enter to post.

Top Comments ▾

Amy Maynard Julia AJ Rhett Sid HEADS UP you met the white guy in glasses at the bonfire house party when we were DRINKING GOLD
Like · Reply · 1 · 2 hrs

Jeff Lipps Tyler... smartest thing I could think of
Like · Reply · 26 mins

View more comments

Social Media Advertising Is Different

- This is a social media ad

The Ad →



Mel Thomas likes Four Loko

Four Loko 15 hrs · 🌐

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DRY COUNTY
IT'S BYO...OR SOL.

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View more comments

← Marketing Message with the Ad

Social Media Advertising Is Different

- This is a social media ad

The Ad →

User Engagement Metrics →



← Marketing Message with the Ad

Social Media Advertising Is Different

- This is a social media ad

The image shows a Facebook post from the page 'Four Loko'. The post text reads: 'Here it is. The worldwide premiere of our horror short. The most terrifying thing you could possibly imagine... If you're trying to pregame that is. Tag a friend below that would be freaked the hell out.' Below the text is a video player showing a building with 'DRY COUNTY' written on it and the subtitle 'IT'S BYO...OR SOL.'. The video player shows a progress bar at 0:02. Below the video, engagement metrics are displayed: 77 reactions (likes, love, wow, sad, angry), 33 Comments, 37 Shares, and 5.1K Views. There are buttons for 'Like', 'Comment', and 'Share'. At the bottom, there is a comment section with a text input field and two top comments: one from Amy Maynard and one from Jeff Lipps. Blue arrows point from text labels to specific parts of the post: 'Marketing Message with the Ad' points to the text, 'The Ad' points to the video, 'User Engagement Metrics' points to the reaction and view counts, and 'User-generated Comments' points to the comment section.

Marketing Message with the Ad

The Ad

User Engagement Metrics

User-generated Comments

Social Media Advertising Is Different

- This is a social media ad

The Ad →

User Engagement Metrics →

The screenshot shows a Facebook post from the page 'Four Loko', posted 15 hours ago. The post content includes a text message: 'Here it is. The worldwide premiere of our horror short. The most terrifying thing you could possibly imagine... If you're trying to pregame that is. Tag a friend below that would be freaked the hell out.' Below the text is a video player showing a building with 'DRY COUNTY' written on it and the tagline 'IT'S BYO...OR SOL.'. The video player shows a progress bar at 0:02. Below the video, engagement metrics are displayed: 77 reactions (likes, love, wow, sad, angry), 33 Comments, 37 Shares, and 5.1K Views. At the bottom, there are buttons for 'Like', 'Comment', and 'Share', and a comment section with two visible comments from Amy Maynard and Jeff Lipps.

Friend
Recommendations
Marketing Message
with the Ad

User-generated
Comments

Social Media Advertising Is Different

- Highly specific sub-groups of people can be targeted

The image shows a screenshot of the Facebook Ads targeting interface. On the left, there are several targeting options: 'Locations' set to 'Everyone in this location' with a dropdown showing 'United States' selected; 'Age' set to '18 - 65+'; 'Gender' set to 'All'; and 'Languages' with an input field 'Enter a language...'. On the right, the 'Detailed Targeting' section is expanded, showing 'INCLUDE people who match at least ONE of the following'. Below this, there are four categories: 'Demographics', 'Interests', 'Behaviors', and 'More Categories', each with an information icon. The 'Connections' section is also visible, showing 'Advanced Combinations' with a close button 'x'. Below this, there are three input fields: 'People who are connected to', 'Friends of people who are connected to', and 'Exclude people who are connected to', each with an information icon and a placeholder 'Add a Page, app, or event'.

Social Media Advertising Is Different

- Highly specific sub-groups of people can be targeted

The screenshot displays the Facebook Ads targeting interface. On the left, the location is set to "United States" with a map showing the target area. Below the map, the age range is set to 21-29, and the gender is set to "Women". The language is set to "English (All)".

The "Detailed Targeting" section on the right shows the following configuration:

- INCLUDE** people who match at least ONE of the following:
 - Demographics > Relationship > Relationship Status
 - In a relationship**
- and **MUST ALSO** match at least ONE of the following:
 - Interests > Additional Interests
 - National Football League**
- and **MUST ALSO** match at least ONE of the following:
 - Interests > Food and drink > Alcoholic beverages
 - Wine**

On the far right, the "Audience Size" section shows a gauge indicating that the audience selection is "fairly broad". Below this, the "Potential Reach" is 550,000 people. The "Estimated Daily Results" section shows a reach of 1,400 - 4,600 (of 530,000).

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Social Media Advertising Is Different

- Highly specific sub-groups of people can be targeted

The screenshot displays the Facebook Ads targeting interface. On the left, the location is set to Atlanta, Georgia, with a 25-mile radius. Below the map, demographic filters are applied: Age (21-29), Gender (Women), and Language (English). The central 'Detailed Targeting' section shows three criteria: 'In a relationship', 'National Football League', and 'Wine'. On the right, the 'Audience Size' section shows a gauge indicating the audience is defined, with a potential reach of 8,500 people. The 'Estimated Daily Results' section shows a reach of 680-2,200 people out of 8,800.

United States
Atlanta, Georgia + 25mi

Include | Type to add more locations | Browse

Your audience location has been changed from United States to Atlanta. Undo Change

Chattanooga
Huntsville
Atlanta
Birmingham

Drop Pin

Add Bulk Locations...

Age 21 - 29

Gender All Men Women

Languages English (All)

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Relationship > Relationship Status
In a relationship
Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following

Interests > Additional Interests
National Football League
Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following

Interests > Food and drink > Alcoholic beverages
Wine
Add demographics, interests or behaviors | Suggestions | Browse

Audience Size
Your audience is defined.
Specific Broad
Potential Reach: 8,500 people

Estimated Daily Results
Reach
680 - 2,200 (of 8,800)
The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
Were these estimates helpful?

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