The Influence of Digital Marketing on Alcohol Use

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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

• Branded websites
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- Banner ads on non-branded websites
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• Social media pages
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• 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
Social Media Advertising Is Different

• This is a social media ad

Marketing Message with the Ad
Social Media Advertising Is Different

• This is a social media ad

![The Ad](image)

Marketing Message with the Ad

User Engagement Metrics
Social Media Advertising Is Different

- This is a social media ad

User Engagement Metrics

Marketing Message with the Ad

User-generated Comments
Social Media Advertising Is Different

• This is a social media ad

The Ad

Friend Recommendations
Marketing Message with the Ad

User Engagement Metrics

User-generated Comments
Social Media Advertising Is Different

• Highly specific sub-groups of people can be targeted
Social Media Advertising Is Different

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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