



Who 'likes' drinking? Alcohol marketing on social media and alcohol consumption among young Australians

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Background


- Alcohol consumption is influenced by
 - Socio-cultural norms
 - Media
 - Advertising
- Social media provides an important channel for alcohol brands to reach customers

Paid advertising

Anne ██████, Nae ██████ and 2 others like Dan Murphy's.

Dan Murphy's
Sponsored · 🌐

Our Big Brand Six Pack has arrived, featuring any 2x Pepperjack Varieties + any 2 x Blass Noir Shiraz or Cabernet Sauvignon + any 2 Penfolds Max's Shiraz or Bin 2 Shiraz Mataro for \$120.



Unbeatable Big Brand Six Pack Now Available!
Plus, free delivery.

DANMURPHYS.COM.AU [Shop Now](#)

👍❤️👤 183 25 Comments

👍 Like 💬 Comment ➦ Share


TRENDING


👤 Chris Wallace
98k people talking about this

👤 Nintendo
180k people talking about this

👤 M&M's
92k people talking about this

👇 See more


Champagne G.H.MUMM
Dare. Win. Celebrate. Relive the highlights from Melbourne Cup Day!



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Restricted Content

- Alcohol:** Ads that promote or reference alcohol must: (i) Comply with all applicable local laws, required or established industry codes, guidelines, licenses and approvals and (ii) apply age and country targeting criteria consistent with Facebook's targeting guidelines and applicable local laws. Note that ads that promote or reference alcohol are prohibited in the some countries, including but not limited to: Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Russia, Saudi Arabia, Turkey, United Arab Emirates, or Yemen.

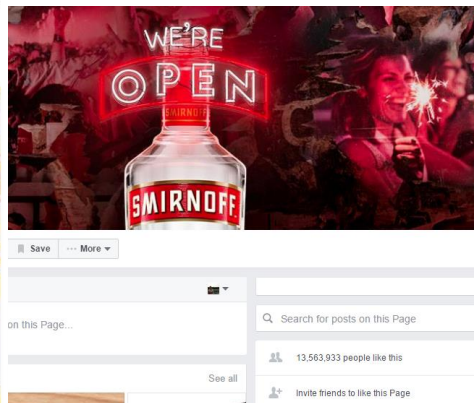
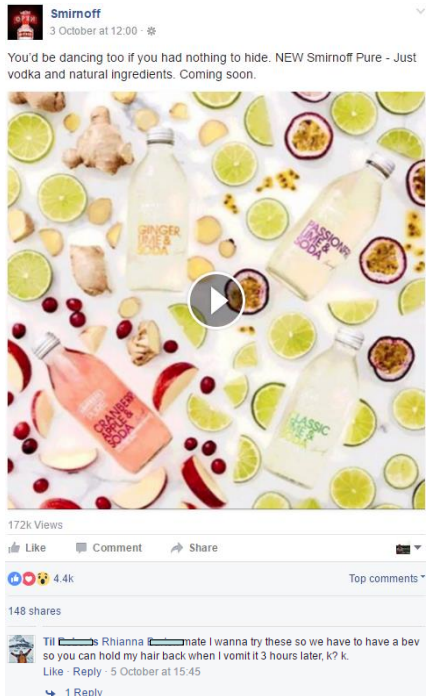
MORE INFORMATION

Targeting: Subject to all applicable laws, regulations, industry codes and these guidelines. You may only target alcohol ads to the following age groups:

- Age requirements for India can be found [here](#).
- 25 years or older in Sweden.
- 21 years or older in Cameroon, Micronesia, Palau, Solomon Islands, Sri Lanka and the US.
- 20 years or older in Japan, Iceland, Thailand and Paraguay.
- 19 years or older in Canada, Korea and Nicaragua.
- 18 years or older in other country (excluding those countries specified in Section 3.1 of these Advertising Policies).



 Institute



Free
advertising



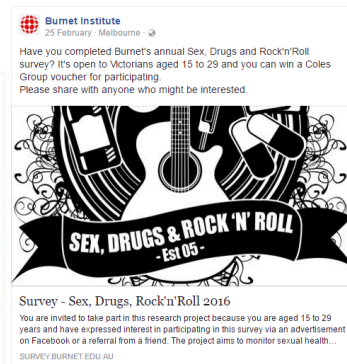
Objective

- Determine how many young people follow alcohol brands
- Investigate association with alcohol consumption



Methods

- Online cross-sectional survey (2015)
- Facebook advertisements
- 15-29 year olds from Victoria



Measures

- Do you like/follow on Facebook, Instagram, Twitter?
 - Brand of cider (e.g. Rekorderlig)
 - Brand of beer (e.g. Carlton Dry)
 - Brand of spirits (e.g. Smirnoff)
 - Brand of wine (e.g. Brown Brothers)
 - Alcohol retailer (e.g. Dan Murphy's)
- AUDIT-C
 - Low, medium, high risk
- Age at first alcohol consumption



Results

- 1001 participants
- 25% liked at least one brand page



Spirits: 14%



Cider: 12%



Beer: 9%



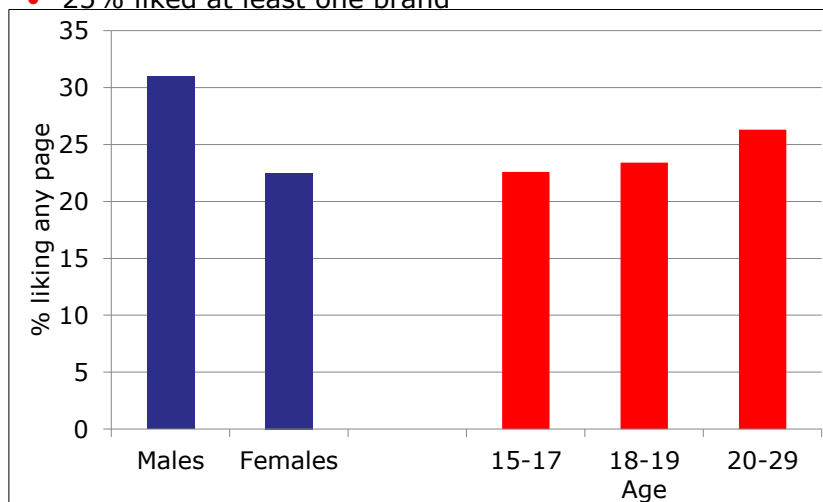
Wine: 5%



Retailer: 13%

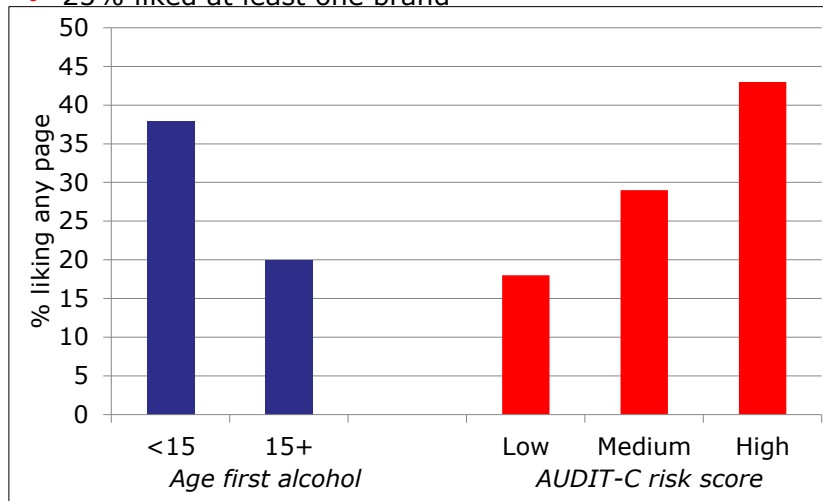
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Correlates of following alcohol pages

- Male gender
- Living outside a major city
- Ever used illicit drugs
- Younger age at first alcohol consumption
- Increasing AUDIT-C score

Limitations



- Convenience sample
- Cross-sectional design
- Simple measure of brand engagement



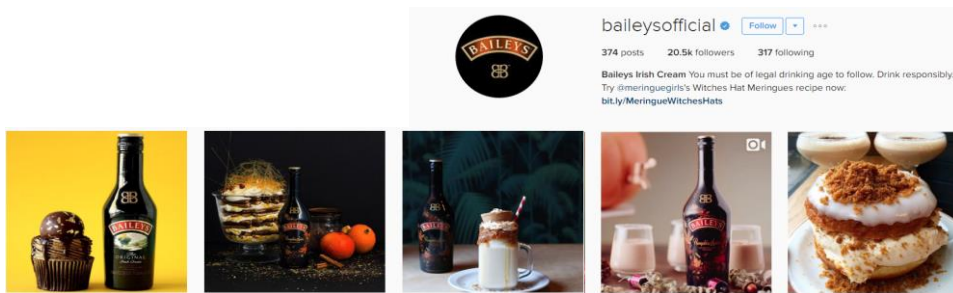
Discussion

- Why do young people follow alcohol brands on social media?
 - Product interest or brand loyalty
 - Promotion, event, competitions
 - Social approval and public feedback



Discussion

- How do young people (<18y) follow alcohol brands on social media?
 - Brand pages vs actual advertisements
 - Unofficial user-created pages
 - Providing false age information
 - Inadequate enforcement



Summary

- One quarter of young people followed alcohol pages
- Despite restrictions, under 18s access alcohol brand content via social media
- Liking alcohol pages was associated with risky consumption