

Getting a clear picture of alcohol marketing via social media

Join this unique research about alcohol marketing via social media

- Gain insight in the online alcohol marketing activities of the alcohol brands in your country, targeted towards young people
- Inform politicians and influence regulations and policies with these results

Goal: provide insight in the content and exposure among adolescents (13-17 years old) to alcohol marketing on social media and to verify whether statutory and self-regulations are adhered to

Need for research

- Exposure of young people to alcohol marketing is harmful
- More and more alcohol marketing appears on hugely popular social media
- There is a lack of effective regulations
- Independent, systematic monitoring of youth exposure is needed

Supported by the International Advising Committee

Method: content & volume research

1. **Content research phase.** Brand related content and user-generated content will be collected, analysed and categorised for 6 months.
2. **Assessment phase.** Does the content of the collected alcohol marketing practices via social media and the volume adhere to statutory and self-regulations?
3. **National survey phase.** Online-based survey to measure exposure to alcohol marketing on social media. How attractive are social media advertisements to youth? Is there an impact on youth drinking?



Interested in the research proposal and the conditions to participate?

Contact dlessen@eucam.info for more information before 1 March 2017