

Supplementary File 4: Summary of qualitative research reviewed into digital alcohol marketing

Author	Sample	Marketing	Method	Summary of findings
Atkinson et al. (2014) and (2016)	<i>n</i> = 70 16-21 year olds England, UK	Social networking websites	Focus groups.	Although participants were indifferent to marketing presence, they exhibited knowledge and involvement with the marketing they had been exposed to, especially those related to local events (e.g. nightclub photos). The participants considered themselves empowered and active marketing agents, while content which provided rewards or complimented their social identity was perceived to be more influential. Participants considered younger adolescents, naive to the marketing intentions, most liable to be influenced. Marketing knowledge was also perceived to reduce behavioural influence.
Gordon et al. (2010c)	<i>n</i> = 10 marketing professionals and 64 young people 13-14 year olds Scotland, UK	Overall marketing	Interviews (Marketing professionals) Focus groups (Young people)	The marketing and communication professionals suggested alcohol marketing was increasing moving towards experiential and new media marketing, much of which may exist ' <i>under-the-radar</i> ' (pg. 269) or push the boundaries of acceptability. The young people were aware of these new media channels, including pop-ups, websites, and even subtle marketing such as wallpapers for mobile phones. Young people also acknowledged the credibility and popularity of alcohol brands was enhanced by user-generated branding (e.g. discussions on chat rooms).
Lyons et al. (2014)	<i>n</i> = 146 18-25 year olds Australia	Social networking website sites	Focus groups (<i>n</i> = 141 participants) and interviews framed by social media accounts (<i>n</i> = 23).	Young people considered social media to be saturated with marketing, yet considered themselves savvy and not direct targets. Young people appropriated marketing in order to present tastes, facilitate interactions, narrate identities and develop cultural capital. Participants often only recognised explicit marketing and did not acknowledge implicit promotion strategies. Participants reported marketing was often blurred within content created by others, and that the integral nature reinforced suggestions of fun an enjoyment associated with consumption.
Moraes et al. (2014)	<i>n</i> = 15 18-24 year olds England, UK	Facebook	Focus groups.	Young people were aware of marketing by brands and local venues, and were particularly receptive to events, offers and real world associations. Participants suggested it was more desirable to associate with local marketing which reinforced social norms. Participants co-produced marketing as it was fun, provided rewards, or helped friends win prizes, and such co-created content helped to reinforce the pro-alcohol related messages. Participants indicated marketing, particularly prizes or offers, influenced behaviour and attitudes. Finally, although participants disliked direct adverts, they were receptive to pages and events where users could interact with, and create their own, pro-alcohol related messages.

Purves et al. (2014)	n = 48 16-17 year olds Scotland, UK	Social networking websites	Focus groups.	Young adults were highly aware of, and willing to participate, with marketing on social networking websites. This included seeing unsolicited adverts, engaging with pages, user-created promotion and even augmented reality features linked to packaging. There was general acceptance that such content was ' <i>everywhere</i> ', appeared ' <i>all the time</i> ', ' <i>was inevitable</i> ' and ' <i>common place</i> ' on social networking websites. Much content was shared or endorsed by, and intertwined with, content created by peers. Participants appeared confused by ambiguous mixture of commercial and social marketing messages (e.g. health messages)
Weaver et al. (2016)	n = 4 16-29 year olds Australia	Social networking websites	Focus group around presented examples of alcohol marketing.	Suggestion that alcohol marketing was synonymous with Facebook. Participants considered marketing which was either ' <i>user-generated</i> ', ' <i>casual</i> ' or ' <i>subtle</i> ' in appearance was most effective because it gives impression of being created by real person. This also made marketing appear more credible as audiences could relate to the real world images or cultural pastimes depicted. Participants suggested it was young adolescents, including those as young as 11, who would be the most vulnerable to the effects of marketing.