

Supplementary File 3: Summary of longitudinal research reviewed into digital alcohol marketing

Author	Sample	Digital marketing measures	Alcohol measure	Summary of findings
Chang et al. (2014)	<i>n</i> = 2,315 Age at follow-up: 16-17 years old Follow-up: One year Taipei City, Taiwan	Discussion of alcohol drinking on the internet (<i>Never – Almost Daily</i>).	Changes in use behaviour, by category (<i>non-drinker, initiation, quitter, and persistent user</i>).	The effect of digital marketing was not independently analysed. Overall, after controlling for potential confounders, students with greater media alcohol exposure at baseline were more likely to initiate consumption by follow up. Similarly those with higher media alcohol exposure at baseline, who also had an increase in exposure between baseline and follow-up, were more likely to drink alcohol persistently.
de Bruijn et al. (2012) and de Bruijn et al. (2016a)	<i>n</i> = 6,651 Age at follow-up: mean 13.95 years old Follow-up: One year Europe	Exposure to: e-mails, display advertisements, websites; screensavers, and social media (<i>Never – Very often</i>).	Alcohol consumption in last thirty days (<i>0 times – 20+ more times</i>). Alcohol outcome expectancies (<i>subscales for positive, negative, arousal and sedation</i>).	After adjusting for cofounders, greater exposure to digital marketing at baseline was significantly associated with increased positive, arousal, and sedation outcome expectancies of alcohol, and frequency of consumption in the last thirty days at follow-up. The influence of digital marketing on consumption was mediated through an initial influence on expectancies, consistent in all four countries.
Gordon et al. (2010b)	<i>n</i> = 552 Age at follow-up: Mean 15 years old (range 14-16). Follow-up: Two years Scotland	Awareness of, and participation, with e-mails, websites, downloads, and social networking sites (<i>Yes/No/Don't Know</i>).	Change in drinking status (<i>Yes/No</i>). Units consumed (<i>units</i>) Frequency consumption (<i>Never – Daily</i>).	Awareness of, and participation with, alcohol marketing on social media had increased from 12% and 7%, respectively, to 34% for awareness and 18% for participation. The effect of digital marketing not independently analysed. Overall, participation at baseline was predictive of initiation. Awareness and participation at baseline was associated with increased frequency of consumption.
McClure et al. (2016)	<i>n</i> = 2,012 Age at follow-up: 15-20 years old Follow-up: One year USA	Seeing alcohol advertising on the internet, Visiting websites, recognising five 'home pages', and being an online 'fan' of an alcohol brand (<i>Yes/No</i>).	Drinking initiation (<i>Yes/No</i>) Binge drinking (≥ 6 drinks in a single session) (<i>Yes/No</i>).	After controlling for confounding variables exposure to digital alcohol marketing at baseline was independently associated with greater adjusted odds of initiating binge drinking at follow up. There was no association between exposure to digital marketing and initiation of ever drinking at follow-up.